



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts – MEA Media, Entertainment & Advertisement	SEM: III
	NOV-2024 NOV-2025

Sr. No.	Subject	Available
1.	231P27V302 – Indian Aesthetics	
2.	231P27C303 – Customer Relationship Management	
3.	231P27C301 – Media Planning & Buying	
4.	231P27C302 – Brand Management	
5.		
6.		
7.		
8.		
9.		
10.		



LIBRARY





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October/November 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code: 27 Programme: Masters in Advertising and Entertainment and Media	Class: SY	Semester: III
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code:231P27V302	Name of the Course: INDIAN AESTHETICS	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	Analyze how Cuarón manipulates cinematic time and space in <i>Roma</i> to explore the relationship between the personal and the historical, the domestic and the political. Discuss how the film's temporal rhythm and spatial design create a world where individual lives unfold against the backdrop of larger, unseen social forces.	15	III, IV
Q 2	<p>Traditional Indian aesthetics posits that a work of art is only truly "complete" through the appreciation of a <i>Sa-hṛdaya</i> (a sensitive and discerning spectator). Critically examine this concept in the context of the 21st-century digital media landscape, where the line between creator and consumer is increasingly blurred. Argue whether the rise of social media and 'viral' content has enhanced or devalued the roles of the skilled artist (<i>Śilpan</i>) and the knowledgeable connoisseur (<i>Rasika</i>).</p> <p>OR</p> <p>The cornerstone of Indian aesthetics is Bharata Muni's famous <i>Rasa-Sutra</i>, which states: "<i>Vibhāva-anubhāva-vyabhichāri-samyogād-rasa-nishpattiḥ</i>." Write a detailed essay that provides an exegesis of this sutra.</p>	15	I, II
Q 3	<p>Contrast the foundational principles of Indian aesthetics, rooted in <i>Rasa</i> and spiritual purpose, with the Western Aesthetic Movement's philosophy of "Art for Art's Sake." Argue which of these two frameworks provides a more comprehensive tool for analyzing the commercial and critical success of a globally acclaimed contemporary film. Use a specific film as a case study to support your detailed argument.</p> <p>OR</p> <p>A screenplay provides the blueprint, but a director's aesthetic</p>	15	I, II, III

	choices bring the film's world to life. Choose a film and analyze how its mise-en-scène (the design of sets, costumes, props, and lighting) and the use of recurring visual motifs translate the script's core themes and character arcs into a tangible, visual language. Discuss how what we see in the frame often reveals more about the story and characters than the dialogue itself		
Q 4	Write Short Notes on any 3 of the following: <ol style="list-style-type: none"> 1) Alamkara Theory 2) Auchitya Theory 3) Dual Purpose of Sanskrit Drama 4) Vibhāva 5) Nishpattī i 	5x3=15	I, II, III, IV



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October/November 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code: 27	Class: SY	Semester: III
Programme: MA (Entertainment Media and Advertising)		
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231P27C302	Name of the Course: Customer Relationship Management	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO																																				
Q1	<p>Calculate the LTV of given Customer.</p> <table><tr><td>Particulars</td><td>Acquisition</td><td>Y1</td><td>Y2</td><td>Y3</td><td>Y4</td></tr><tr><td>Sales</td><td>5,000</td><td>2,500</td><td>4,500</td><td>6,500</td><td>2,500</td></tr><tr><td>Referrals</td><td>2,000</td><td>3,200</td><td>2,500</td><td>1,500</td><td>7,600</td></tr><tr><td>Discount</td><td>1,500</td><td>5,700</td><td>2,500</td><td>2,500</td><td>8,500</td></tr><tr><td>Telemarke ting</td><td>3,500</td><td>1,500</td><td>2,300</td><td>8,900</td><td>4,500</td></tr><tr><td>Revenue</td><td>2,300</td><td>5,600</td><td>3,500</td><td>9,000</td><td>7,800</td></tr></table> <p>Note: Figures are in Rupees Discount given is 10%</p>	Particulars	Acquisition	Y1	Y2	Y3	Y4	Sales	5,000	2,500	4,500	6,500	2,500	Referrals	2,000	3,200	2,500	1,500	7,600	Discount	1,500	5,700	2,500	2,500	8,500	Telemarke ting	3,500	1,500	2,300	8,900	4,500	Revenue	2,300	5,600	3,500	9,000	7,800	15 marks	CO1
Particulars	Acquisition	Y1	Y2	Y3	Y4																																		
Sales	5,000	2,500	4,500	6,500	2,500																																		
Referrals	2,000	3,200	2,500	1,500	7,600																																		
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Revenue	2,300	5,600	3,500	9,000	7,800																																		
Q 2	<p>A. Discuss the factors responsible for the growth of CRM in business.</p> <p>B. Explain various ways to increase loyalty in today's scenario among consumers.</p> <p style="text-align: center;">OR</p> <p>C. Write a detailed note on channel management. State the difference between direct channel and indirect channel.</p>	8 marks 7 marks 15 marks	CO2 CO2 CO2																																				
Q. 3.	<p>A. Distinguish between CRM and e-CRM in detail.</p> <p>B. Discuss various methods of retaining customers.</p> <p style="text-align: center;">OR</p> <p>C. Explain how market basket analysis works with its types. Discuss various benefits of market basket analysis with suitable examples.</p>	8 marks 7 marks 15 marks	CO3 CO3 CO3																																				
Q. 4.	<p>Short notes. (Any 3 out of 5)</p> <ol style="list-style-type: none">1. Retail CRM2. RFM3. Six types of loyalty program4. E-CRM automation5. Give reasons to choose Microsoft Dynamics 365	15 marks	CO4																																				





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October/November 2025

Examination: End Semester Examination PG Programmes)

Programme code: 27		Class: SY	Semester: III
Programme: MAEMA			
Name of the School: Somaiya School of Humanities & Social Sciences		Name of the Department Mass Communication	
Course Code: 231P27C301	Name of the Course: Media Planning and Buying		
Duration: 2 Hrs.	Maximum Marks: 60		
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary			

Question No.		Max. Marks	Co Attainment
Q.1	<p>Amul offers a popular range of plain and flavored dahi products in India, known for their consistent quality and affordable prices. 'Amul Masti Dahi', is one of the most widely available varieties, known for its creamy texture and balanced tang. It is sold in pouches, tubs, and cups. The agency is now in the process of developing a TV media plan: The TV channel mix can also include niche channels.</p> <p>Budget: Rs 5 crores (Rs 500) Duration: 8 weeks Target group: NCCS A between the age of 25 and 75. Both Male & Female Market: South, and West zone TG population (000's) = 99477 Duration of each spot: 20 seconds</p> <p>The exhaustive list of TV channels remotely suitable to the brand's profile is given in Table I, with the corresponding viewership figures, and 10 second rates. The duration of the ad is also given and the spot costs are for that duration itself.</p> <p>You are required to</p> <ol style="list-style-type: none"> Choose the channels suitable for 'Amul Masti Dahi', based on viewership ratings, profile and cost-efficiency and justify the choice, based on your calculations. Justify the choice based on numerical or other qualitative factors. Assign number of spots to each channel that you choose and calculate the cost of the media plan, so as to fit it within the budget. And present this in a tabulated form. 	15	III & VI
Q.2. a	<p>Media 1: Reach = 56, Frequency = 12, TPC = 6, 60,000 Media 2: Reach = 70, Frequency = 09, TPC = 5,50,000 Media 3: Reach = 70, Frequency = 06, TPC = 7,00,000 Find the GRP and CPRP of each media. If the budget is interchanged between Media 1 & Media 2, determine the changes in media 1 and Media 2</p>	15	IV
OR			
Q.2. b	What are the fundamental components of a media plan?	15	II
Q.3. a	<p>Undertake the following "duplication-related" calculations</p> <p>Given in table II is a duplication matrix of 4 Dailies. Also mentioned along each program is the readership (reach) of each paper within the TG and the number of insertions availed of, in each daily. Assume that</p>		V

	nobody reads more than two dailies. You are required to calculate the, OTS, Net reach and the average frequency of this media plan.		
OR			
Q.3.b.	Write short note on Strategic Rules of Reach and Frequency. Elaborate on common frequency patterns used in media planning	15	II
Q.4	Write short Notes on Any Three a. Indian television rates and policies b. Gross Impressions c. Effective Reach d. Media frequency mapping e. Media Mix f. Media Strategy	15	1

Table I

Television channel	Viewership ratings (for the audiences)	Viewership ratings (for the Target audiences)	Rate for 10 sec
Star Maa (GEC)	3.9	4.2	71000
Sun TV (Tamil) (GEC)	3.8	4.1	69000
Star Utsav (GEC)	3.6	4.1	65000
Sony SAB TV (GEC)	3.1	2.8	70000
Star Plus (GEC)	3.0	3.6	72500
ZEE Telugu (GEC)	2.9	2.0	44000
Colors (GEC)	2.3	3.2	74000
Goldmines (Movies)	2.1	2.2	44000
SET Max (Movies)	1.9	2.0	70,000
Zee Cinema (Movies)	2.0	2.1	40000
Times Now (News)	2.1	2.2	40000
Republic TV (News)	1.9	2.0	66,000

Table II

Market: All India						
	Target Group	Duplication Matrix %				No of Insertions
	Readership 000	TOI	MM	ET	LT	
Times of India (TOI)	940		05 %	04 %	03 %	5
Malayala Manorama (Malayalam) (MM)	1480	-	-	06 %	05 %	4
The Economic Times (ET)	460	-	-	-	02 %	3
Lokmat Times (LT)	550	-	-	-	-	4



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BMT

October/November 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code: 27 Programme: MA (Mass communication and Journalism)	Class: SY	Semester: III
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231P27C302	Name of the Course: Brand Management	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	<p>Lenskart is an Indian <u>multinational eyewear company</u>, based in <u>Gurugram</u>. As a <u>vertically integrated</u> company, it designs, manufactures, distributes, and retails <u>prescription</u> and regular eye ware. Lenskart augments its earnings through subscription services. One such service is Lenskart Gold, a subscription plan that offers subscribers a host of exclusive perks, including complimentary eye examinations, home visits for eye check-ups, and attractive discounts on eyewear products. Based on this information answer the following questions:</p> <ol style="list-style-type: none">1. What leveraging strategy do you would you like to suggest to Lenskart to leverage the business?2. Discuss the positioning strategy applied. by Lenskart. Justify.3. What is the current brand personality of lenskart? What new brand personality would you like to recommend after leveraging the brand.	<p>15 marks</p> <p>5 marks</p> <p>5 marks</p> <p>5 marks</p>	CO1
Q 2	<p>A. Explain the process of brand management in detail.</p> <p>B. Explain types of brand extension.</p> <p>OR</p> <p>C. Explain brand equity. Discuss BAV model of brand equity in detail.</p>	<p>8 marks</p> <p>7 marks</p> <p>15 marks</p>	CO2 CO2 CO3
Q. 3.	<p>A. Explain brand- product matrix of any corporate brand of your choice.</p> <p>B. Explain multi-product branding strategies with advantages and disadvantages.</p> <p>OR</p> <p>C. Discuss brand portfolio strategies in detail with suitable examples.</p>	<p>8 marks</p> <p>7 marks</p> <p>15 marks</p>	CO3 CO3 CO3
Q. 4	<p>Short notes (any 3 out of 5)</p> <ol style="list-style-type: none">1. Graveyard model by Y and R agency2. Value proposition of brand3. Types of co-branding4. Brand awareness pyramid5. Perceptual mapping	<p>15 marks</p>	CO4

