



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ	SEM: V
	NOV-2025

Sr. No.	Subject	Available
1.	231U08C504 – Media, Technology & Politics	
2.	231U08C504 – Media Planning & Buying	
3.	231U08C506 – Data Journalism & Visualisation	
4.	231U08C501 – Brand Building	
5.	231U08C503 – Copy Writing	
6.	231U08I501 – Agency Management	
7.	231U08C507 – Investigative Journalism	
8.		
9.		
10.		



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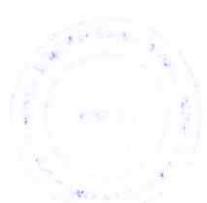


October/November 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 27	Class: TY (Journalism)	Semester: V
Programme: Bachelor of Arts in Mass Communication and Journalism	Name of the Department: Mass Communication	
Course Code: 231U08C504	Name of the Course: Media, Technology & Politics	
Duration: 2 Hr.	Maximum Marks: 45	
Instructions: 1) Answer all questions 2) Follow the instructions		

Question No.	Question 1 case study is compulsory.	Max. Marks	CO
Q1	Critically examine the role of social media in the BJP's political campaigns for the general elections of 2014, 2019, and 2024.	10	CO2
Q 2 A	Discuss the growth of journalism in India from 1780 to post-independent India. OR	10	CO1
Q 2 B	Discuss the impact of new media on culture and society.	10	CO1, CO2
Q 3 A	Explain agenda-setting theory by discussing suitable examples.	10	CO1, CO2
Q 3 B	OR Explain the significance of folk media in the growing age of media convergence.	10	CO1, CO2
Q 4	Short Note (Any three) 1. Characteristics of Cinema 2. Cyber warfare 3. Manufacturing Consent 4. Importance of Artificial Intelligence 5. Digital Divide	15	CO1 CO4 CO4 CO2 CO4



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October/November 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 08

Class: TY

Semester: V

Programme: BAMCJ

Name of the School: Somaiya School of Humanities & Social Sciences

Name of the Department: Mass Communication

Course Code: 231U08C504

Name of the Course: Media Planning & Buying

Duration : 2 Hr.

Maximum Marks : 45

 Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Q 1 is compulsory
 question 4) Use of calculator is allowed

Question No.							Max. Marks	CO
Q1							15	

Q1 Create a Media Plan for Godrej Superdry Washing Machine costing 45000. The schedule is for 8 weeks. The advertisements are in colour with special background effects. Budget for the print campaign is 3 crore.

Magazine : Single and / or double spread . Newspaper : Full / or half page

Use rate card given below:

Dailies	Readership 000's	Rate(in sq. cm.)	Magazine	Readership 000's	Rate (Full page)
The Times of india	8092	3510	India Today(HI NDI)W	10683	6,60,000
The Indain Express	950	650	Meri Saheli (M)	5150	3,75,000
The Hindu	3786	1415	Reader's Digest (M)	2321	2,25,000
Punjab Kesari	4427	630	Femina (F)	1041	2,60,000
The Economic times	1478	2350	The Digit (W)	1125	1,20,000
Malayala Manorama	7750	1750	Business India (F)	650	2,25,000
Mint	1100	2050	The Week (W)	1219	2,05,000
Dainik Bhaskar	17379	2069	Chitralekh a (Gujarati) (W)	1550	1,92,500
Navbharat Times	2958	925	Outlook Business (F)	850	2,15,000

Rate : Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w))

Q 2 A	<p>Explain earned ,paid and owned in digital media.</p> <p>OR</p> <p>As a media planner what kind of different media you will suggest to your friend who is starting restaurant business in Ghatkopar city. Support your answer with relevant reasons of selected media</p>	10 10	
Q 3 A	<p>Explain why digital media is very useful for advertisers in modern world</p> <p>OR</p> <p>Solve the followings numerical:</p> <p>1. Media 1: Reach= 45, Frequency= 15, TPC 9, 00,000, AEC= 50,000</p> <p>Media 2: Reach =30, Frequency=20, TPC=7, 00,000, AEC= 60,000.</p> <p>Find the % TA, GRP and CPRP for media1 and media2</p> <p>2. Find out average frequency of the advertisement in the magazine using the data given below :-</p> <p>X Y Z Magazines</p> <p>Readership: Magazine X 65,500, Magazine Y 25,000, Magazine Z 33,000</p> <p>Duplication of Magazine X :with Magazine Y 3,000, with Magazine Z 6,000</p> <p>Duplication of Magazine y : with Magazine X 4,000,with Magazine Z 5,000</p> <p>Duplication of Magazine Z : with Magazine X 2,000,with Magazine Y 7,000</p> <p>Insertions: Magazine X = 5 Magazine Y = 7 Magazine Z = 6</p>	10 10	
Q 4	<p>Short Note (Any tow)</p> <ol style="list-style-type: none"> 1. Role of Media Buyer 2. Social media influencer marketing 3. NCCS 4. Programmatic buying in Digital Media 	10	

October/November 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 08

Programme: BAMCJ

Class: TY

Semester: V

Name of the School: Somaiya School of Humanities & Social Sciences

Name of the Department: Mass Communication

Course Code: 231U08C506

Name of the Course: Data journalism & Visualisation

Duration : 2 Hr.

Maximum Marks : 45

Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) Q 1 is compulsory question

Question No.		Max. Marks	CO
Q1	How are Visualisation, Designing and Presentation more important than scripting in Data Journalism? Explain with suitable example	10	
Q 2 A	Explain the importance of Sources in Data Journalism. What aspects need to be considered while selecting Sources? OR	10	
Q 2 B	‘Data Journalism is the need of the hour.’ Discuss your opinion in detail with suitable case studies.	10	
Q 3 A	Explain the importance of recognising ‘Audience Retention’ OR	10	
Q 3 B	How application under RTI Act is best source for Data Journalism? Explain the process of RTI application	10	
Q 4	Short Note (Any three) 1. Recognising Audience Retention 1. Carto 2. Pikochart 3. Features of Tableau 4. Data Privacy	15	





October/November 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 08

Programme: BA (Mass Communication and Journalism)

Class: TY

Semester: V

Name of the School: Somaiya School of Humanities & Social Sciences **Name of the Department: Mass Communication**

Course Code: 231U08C501 **Name of the Course: Brand building**

Duration : 2~~1/2~~ H **Maximum Marks : 45**

Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Q 1 is compulsory question

Question No.		Max. Marks	CO
Q1	<p>Hamilton, and Milton a name recalled with warm nostalgia, down memory lane where every household enjoyed the convenience of freshness stored in a classic casserole, a shiny steel tiffin and a sturdy water bottle. Today, in these ever-changing times, Milton has evolved and expanded this convenience through a range of homeware products focused on catering to the needs of modern consumers. Founded in 1972, Milton stands with a legacy spanning over 50 years, Brands such as Milton, Milton ProCook, Treo, SpotZero, and Claro comprise state-of-the-art products that foster convenient, healthy, and better living for several customers across the world. Milton is facing competition in the market. They wanted to leverage the brand. Answer the following questions:</p> <ol style="list-style-type: none"> 1. Apply and justify positioning strategy based on the given information. 2. Illustrate brand leveraging strategy would you like to apply to counter the competition in the market. 	10	CO1
Q 2 A	Define brand personality. Explain big 5 of brand personality in detail with suitable examples.	10	CO2
Q 2 B	OR Explain GE McKinsey model of brand analysis.	10	CO2
Q 3 A	Discuss multi-branding strategies with advantages and disadvantages in detail.	10	CO3
Q 3 B	OR Explain 10 guidelines of building strong brands.	10	CO3
Q 4	<p>Short Note (Any three)</p> <ol style="list-style-type: none"> 1. Brand licensing 2. Role of influencer marketing in brand promotion 3. Point-of-parity and point-of-difference 4. Brand awareness components 5. Family branding and flanker branding 	15	CO4



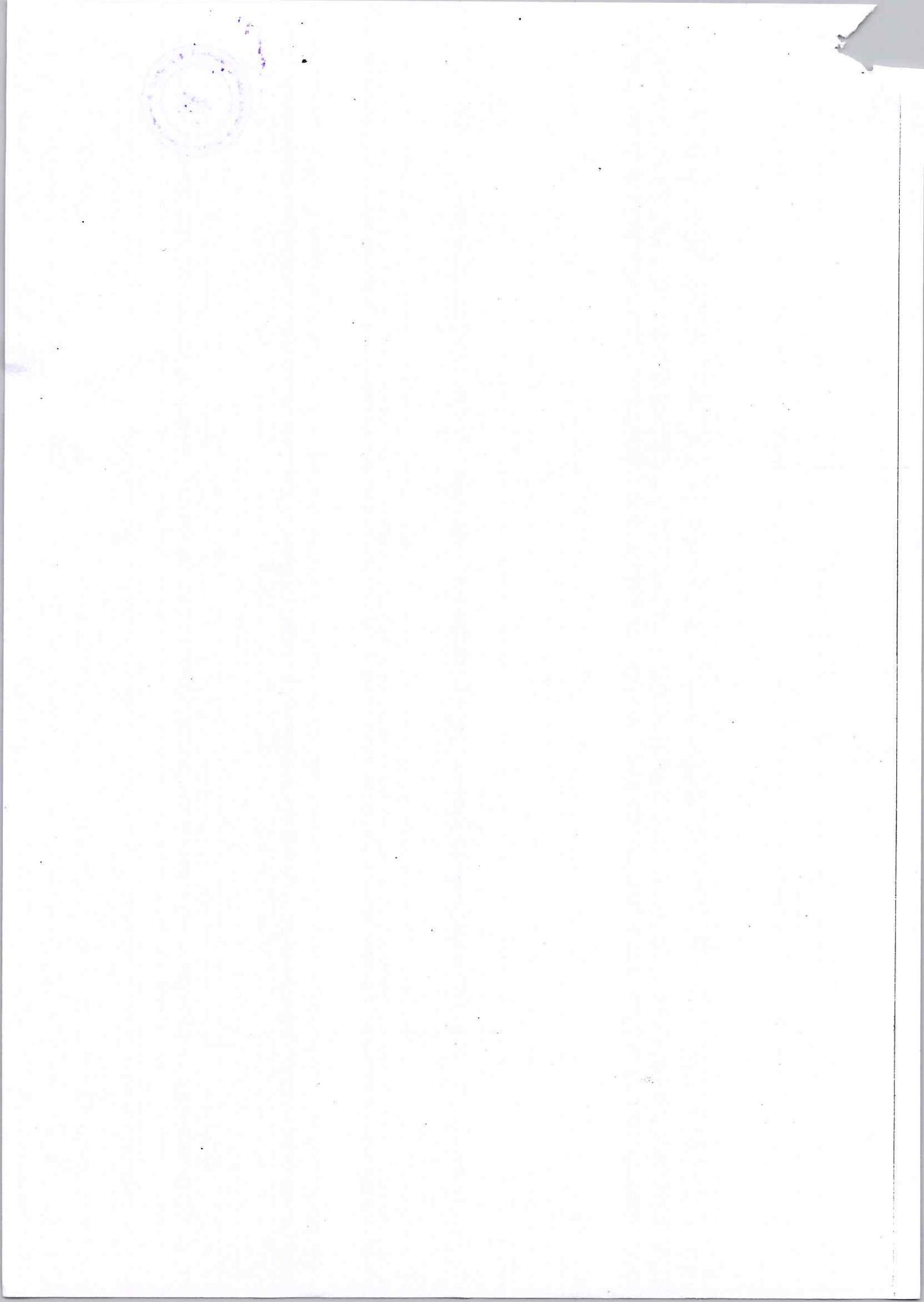
October/November 2025

Examination: End Semester Examination (UG Programmes)

Programme code: Programme: 08	Class: TY	Semester: V
Name of the School: Somaiya School of Humanities & Social Sciences		Name of the Department: Mass Communication
Course Code: 231U08C503	Name of the Course: Copy Writing	
Duration: 2 Hr.	Maximum Marks: 45	

Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) Q 1 is compulsory question

Question No.		Max. Marks	CO
Q1	<p>As one of the most popular audio brands in India, boAt offers a wide range of wireless earbuds known as Airdopes. They are known for providing an immersive audio experience, long battery life, and special features like low-latency "BEAST Mode" for gaming.</p> <p>Answer the following</p> <ol style="list-style-type: none"> Prepare a creative brief for making impact on the target Audience. Create a print advertisement campaign based on the creative brief (One advertisement). 	10	III & VI
Q 2 A	Write a Radio Spot (30 sec) to promote Maggi Noddles	10	IV
Q 2 B	OR What are the essentials of writing a good copy for Youth and Women?	10	I
Q 3 A	Elaborate on the basic Rule of Copy in Outdoor advertising. Create a copy for an outdoor poster for State Bank of India	10	II
Q 3 B	OR Discuss the characteristics a copywriter	10	I
Q 4	<p>Short Note (Any three)</p> <ol style="list-style-type: none"> Write a copy for email message promoting the prominent Hiranandani project in Alibaug, the 'Hiranandani Sands', a coastal township. Located near Nagaon Beach, this large-scale residential development features luxury apartments, villas, and plots within a gated community. Prepare a 30 sec story board for Television commercial sunsilk shampoo Use of sex appeal in Advertising Brainstorming Marketing Brief 	15	IV





October/November 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 08

Programme: BAMCJ

Class: TY

Semester: V

Name of the School: Somaiya School of Humanities & Social Sciences

Name of the Department: Mass Communication

Course Code: 231U08I501

Name of the Course: Agency Management

Duration : 1 Hr.

Maximum Marks : 30

Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Q 1 is compulsory question

Question No.		Max. Marks	CO
Q1	Draft an RFP on behalf of a life insurance company that is seeking a vendor to prepare 50 short animation clips answering some of the FAQs that are currently presented in a text format on their website.	10	1, 2, 3, 4
Attempt any two out of Q. 2, Q 3, Q 4 & Q 5			
Q 2	Discuss the various stages of an advertising agency-client relationship?	10	1
Q 3	What are the five gaps as identified in the Gap model of service quality?	10	2
Q 4	What are the various advertising agency compensation models?	10	3
Q 5	Differentiate between an external and an in-house advertising agency?	10	4



October/November 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 8

Programme: Bachelor in Arts Mass Communication and Journalism (BAMCJ)

Class: TY

Semester: V

Name of the School: Somaiya School of Humanities & Social Sciences

Name of the Department: Mass Communication

Course Code: 231U08C507

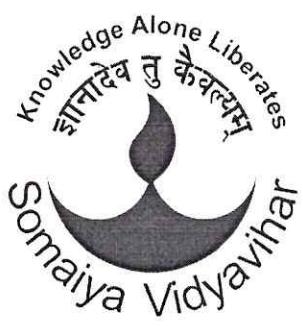
Name of the Course: Investigative Journalism

Duration : 2 Hr.

Maximum Marks : 45

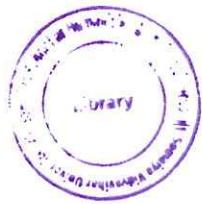
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Q 1 is compulsory question

Question No.		Max. Marks	CO
Q1	Imagine you are an investigative journalist and you have received a lead about a politician demanding security money from builders in his jurisdiction against allowing them to carry out construction work. Describe in detail what are the tools and techniques that you would use to uncover the practice.	10	1,2,3
Q 2 A	Explain investigation with the help of data. OR	10	1,2,3
Q 2 B	Differences between investigative journalism and conventional journalism.	10	
Q 3 A	What are the various kinds of tools used in investigation? OR	10	2,3
Q 3 B	Why is the confidentiality of sources important and how can we uphold it?	10	
Q 4	Short Note (Any three) 1. Importance of data protection 2. Dilemma of ethics in investigative journalism 3. Pegasus Snooping Case 4. Wikileaks and Julian Assange 5. Cobra Post's Sting Operations	3*5=15	4



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QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ	SEM: III
	NOV-2025

Sr. No.	Subject	Available
1.	231U08C303 – Film Studies	
2.	231U08C302 – Creative Writing	
3.	231U08C301 - Public Relations and Corporate	
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LIBRARY



507
BAMCJ III

Film Studies



October/November 2025

Examination: End Semester Examination (UG Programmes)

Programme code: 08

Programme: BAMCJ

Class: SY

Semester: III

Name of the School: Somaiya School of Humanities & Social Sciences

Name of the Department: Mass Communication

Course Code: 231U08C303

Name of the Course: Film Studies

Duration : 2 Hr.

Maximum Marks : 60

Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary

Question No.		Max. Marks	CO
Q1	<p>"Cinema is mirror of the society" this statement is enough to understand the relationship between society and cinema. Social happenings have always been a part of cinema. Feminist ideology and women issues were discussed largely in modern Indian cinema. From 50s to current era several movies were shot on issues of women in India, and we witness changes in society, administrative policies, status of women etc. Based on this answer the following:</p> <p>a) How does cinema contribute to changing the societal status of women? Provide justification.</p> <p>b) Explain the impact of the feminist movement on the creation of feminist films.</p> <p>c) Identify and discuss two post-2010 films that strongly depict women's issues.</p>	15	CO 3
Q 2 A	Elaborate on the growth and development in Indian Cinema in from 50s – 70s era	15	CO 1
<i>OR</i>			
Q 2 B	Write a Film Critique article on anyone of the movies screened in class.	15	CO 2
Q 3 A	Illustrate the features & influence of Italian neo realism & French new wave on world Cinema	15	CO3
<i>OR</i>			
Q 3 A	Illustrate the contribution of Dadasaheb Phalke in starting & establishing the cinema as industry in India	15	CO4
Q 4	<p>Write short notes on (Any Three)</p> <ol style="list-style-type: none"> 1. Studio Era 2. Imtiyaz Ali 3. Camera Movements 4. Anurag Kashyap 5. Psychological Approach 	15	CO3 CO2 CO4 CO2 CO1



Semester (Jul 2025 to Oct 2025)

Examination: End Semester Examination Nov 2025 (UG Programme)

Programme code: 08	Class: SY	Semester: III
Programme: BAMCJ (Honours)		
Name of the School: Somaiya School of Humanities and Social Sciences		Name of the Department: Department of Mass Communication
Course Code: 231U08C302	Name of the Course: Creative Writing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) All questions are compulsory.		

Question No.		Max. Marks	Co Attainment
Q.1	Develop a short screenplay based on Premchand's <i>Kafan</i> . Present the setting, characters, and dialogues highlighting realism and satire.	15	CO4, CO5
Q.2	A) Critically examine how Edgar Allan Poe's <i>The Black Cat</i> creates horror through first-person narration and psychological imagery.	15	CO1, CO2, CO3
	OR		
	B) Compare traditional print literature with digital literature in terms of reader engagement, interactivity, and authorship.	15	CO1, CO2, CO3
Q.3	A) Create a spin-off script with a three-page storyline depicting an encounter between PK (from <i>PK</i>) and Rancho (from <i>3 Idiots</i>) following the loss of PK's 'remote'.	15	CO4, CO5
	OR		
	B) Write a blog on "The Changing Role of Writers in the AI Era."	07	CO4, CO5
	C) Review the film <i>Psycho</i> and substantiate your recommendations.	08	CO4, CO5
Q. 4	Write short notes on any three of the following: A) Plot vs. Story B) Symbolism in Creative Writing C) Characterization D) Setting E) Radio Interviews	15	CO1, CO2, CO3, CO4, CO5



October/November 2025 Examination: End Semester Examination (UG Programmes)		
Programme code: 231U08C301 Programme: BAMCJ	Class: SY	Semester: III
Name of the School: Somaiya School of Humanities & Social Sciences		Name of the Department: Mass Communication
Course Code: 08	Name of the Course: Public Relations and Corporate Communication	
Duration : 2 Hr.	Maximum Marks : 60	

Question No.		Max. Marks	CO
Q1	<p>Context: You are part of the crisis management team of “TastyBite Foods”, a well-known food company. Recently, the company has faced a major food safety issue that has caused widespread public backlash and intense media scrutiny. As a result, sales have plummeted, and customer trust is deteriorating rapidly.</p> <p>Task(Questions) As a crisis management strategist, prepare a comprehensive report for the company addressing the following:</p> <ol style="list-style-type: none"> Immediate Strategies: Measures to control the current crisis, protect the company’s image, and reassure stakeholders. Short-Term Strategies: Steps to restore consumer confidence and stabilize operations in the coming weeks. Long-Term Strategies: Plans to prevent future crises, rebuild brand reputation, and sustain customer loyalty over time. <p>Instructions:</p> <ul style="list-style-type: none"> Support your report with relevant examples of crisis management in the food industry. Use clear headings and structured points in your report. 	15	CO2

Q 2	<p>A) Demonstrate the significance of public relations in an organization and examine the characteristics of Public Relations as a profession with suitable examples</p> <p>OR</p> <p>B) Explain the importance of corporate social responsibility in corporate communication along with any major two CSR case study as examples</p>	15	CO3
Q3	<p>A) Public Relations is the art of creating a bridge of trust between an organization and its audience. Discuss the above statement with examples?"</p> <p>OR</p> <p>B) Explain the different tools that a Public Relations professional employs to manage communication and build relationships. Additionally, discuss how digital and social media platforms have transformed the tools and strategies used by Public Relations professionals in managing public perception and stakeholder relationships. Give suitable examples."."</p>	15	CO2
Q4	<p>Write short notes on any three of the following?</p> <ol style="list-style-type: none"> 1. Public Relations campaign 2. Ethos, Pathos and Logos 3. Brand and Brand Identity difference 4. Newsletters 5. Propaganda 	5x3=15	CO2 and CO3