



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Master of Arts – MEA</b> <b>Media, Entertainment &amp; Advertisement</b>	<b>SEM: I</b>
	<b>NOV-2025</b>

Sr. No.	Subject	Available
1.	131P27C104 – Animation & Basics Entertainment Theories	
2.	231P27C102 – Principles of Entertainment Media	
3.	231P27C103 – Digital Media Marketing	
4.	231P27C101 – Professional Communication	
5.		
6.		
7.		
8.		
9.		
10.		



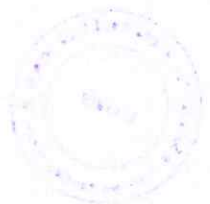
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<b>November 2025</b>		
<b>Examination: End Semester Examination (PG Programmes)</b>		
<b>Programme code:</b>	<b>Class: FY</b>	<b>Semester: I</b>
<b>Programme: MAEMA - I</b>		
<b>Name of the Constituent College:</b> Somaiya School of Humanities and Social Studies		<b>Name of the Department:</b> Mass Communication
<b>Course Code: 131P27C104</b>	<b>Name of the Course:</b> Animation & Basics Entertainment theories	
<b>Duration : 2 Hr.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary</b>		

Question No.		Max. Marks	CO
Q 1	Evaluate the challenges and opportunities Rockstar Games faces in maintaining industry leadership, considering the rising demand for immersive experiences and advancing technology. How might these factors shape the future direction of multimedia integration in Rockstar's game development?	15	CO4
Q 2	Describe the 12 principles of Animation and discuss how they contribute to creating a lifelike and engaging animation.	15	CO1, CO3
	OR		
Q 2	Discuss the difference between VFX (Visual Effects), CGI and SFx.		
Q 3	Explain the Types and Techniques of Animation used over the years. Give examples for each technique.	15	CO1, CO3
	OR		
Q 3	Discuss the principles of visual design.		
Q. 4	Short Notes (Any 3)	15	CO1, CO2, CO3
a)	Hero's Journey		
b)	Motion Graphics		
c)	CGI		
d)	Elements of Visual Design		
e)	3 Act structure		





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**November 2025**

**Examination: End Semester Examination (PG Programmes)**

<b>Programme code: 27</b>	<b>Class: FY</b>	<b>Semester: I</b>
<b>Programme: MAEMA</b>		
<b>Name of the School: Somaiya School of Humanities &amp; Social Sciences</b>	<b>Name of the Department: Mass Communication</b>	
<b>Course Code: 231P27C102</b>	<b>Name of the Course: Principles of Entertainment Media</b>	
<b>Duration : 2 Hr.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)</b>		

<b>Question No.</b>		<b>Max. Marks</b>	<b>CO</b>
Q1	The post-pandemic era has accelerated digital transformation in _____ entertainment media. Answer the following: a) How has virtual production technology changed filmmaking? b) Assess the rise of hybrid media consumption habits among Indian youth. c) "Digital entertainment is both global and hyperlocal." Explain.	15	CO 1, 2
Q 2 A	Evaluate the ecological and economic dimensions of the global entertainment industry.	15	CO 2
<b>OR</b>			
Q 2 B	Discuss the social and ethical challenges of content regulation in the digital era.	15	CO 1
Q 3 A	Trace the journey of television entertainment in India from analog to smart TV era.	15	CO 3
<b>OR</b>			
Q 3 B	Discuss the future of immersive entertainment through AR/VR and metaverse platforms.	15	CO 4
Q 4	Short Notes (Any 3) 1. Digital glocalization 2. Sustainability in film production 3. Impact of AI-generated media 4. Streaming wars 5. Evolution of OTT content genres	15	CO3 CO2 CO2 CO1 CO4





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<b>October/November 2025</b>		
<b>Examination: End Semester Examination (PG Programmes)</b>		
<b>Programme code: 07</b> <b>Programme: MAEMA</b>	<b>Class: Part I</b>	<b>Semester: I</b>
<b>Name of the School: Somaiya School of Humanities &amp; Social Sciences</b>	<b>Name of the Department: Mass Communication</b>	
<b>Course Code: 231P27C103</b>	<b>Name of the Course: Digital Media Marketing</b>	
<b>Duration : 2 Hr.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) Q 1 is compulsory question</b>		

Question No.		Max. Marks	CO
Q1	Write two scripts for CRED's next set of digital ads.	15	1, 2, 3, 4
Q 2 A	Discuss the Lenskart vs Titan SEO legal battle.	15	1, 2
	OR	15	
Q 2 B	What are the 4Ps and 4Cs of digital media marketing?		
Q 3 A	Share your thoughts on the cervical cancer awareness campaign featuring Poonam Pandey.	15	3, 4
	OR	15	
Q 3 B	"Integration is not about being everywhere. It's about being everywhere with purpose." Discuss this statement.		
Q 4	Write short notes on the following (any three):  1. Performance marketing 2. PAS 3. PESO model 4. Content marketing 5. Metric and KPI	15	1, 2, 3, 4





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<b>Semester (August 2025 to November 2025)</b> <b>Examination: End Semester Examination Nov 2025 (PG Programmes)</b>		
<b>Programme code: 27</b> <b>Programme: MAEMA</b>	<b>Class: FY</b>	<b>Semester: I</b>
<b>Name of the Constituent College: Somaiya School of Humanities &amp; Social sciences</b>	<b>Name of the Department : Mass Communication</b>	
<b>Course Code: 231P27C101</b>	<b>Name of the Course: Professional Communication</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) All questions are compulsory</b>		

<b>Question No.</b>		<b>Max. Marks</b>	<b>CO</b>
Q.1	Discuss the functions of Public Relations. Public Relations is the key factor in maintaining employee relations and image building of a company. Discuss with relevant case study..	15	CO2
Q.2	A) Define communication. Elaborate on the process of communication with the help of a model. Comment on any two socio-psychological theory of communication <b>OR</b> B) What is Crisis Communication Explain the role of the media in Crisis management. Support your answer with suitable case studies.	15	CO1,4
Q.3	A) Give an overview of Consumer behavior & Advertising perspective. Discuss AIDA Model <b>OR</b> B) Discuss Principles of Marketing. Elaborate on Product Life Cycle. Support your answer with suitable examples.	15	CO3
Q.4	Write Short notes on (Any Three)  a) Diffusion of Innovation b) USP c) Effect of culture and tradition d) Corporate Branding e) CSR	15	CO1,2,3,4

