



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	231U08C101 – Fundamentals of Mass Communication	
2.	Contemporary Issues	
3.	145U18I101 – Visual Communication	
4.	231U08I101 – Language Skills for Media	
5.		
6.		
7.		
8.		
9.		
10.		



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Semester (August 2025 to Nov 2025)		
Examination: End Semester Examination Nov2025(UG Programmes)		
Programme code: 08	Class: FY	Semester: II
Programme: FY BAMCJ (Hons)		
Name of the Constituent College: Somaiya School of Humanities & Social sciences	Name of the Department	
Course Code: 231U08C101	Name of the Course: Fundamentals of Mass Communication	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: All questions are compulsory		

Question No.		Max. Marks	Co Attainment
Q.1	Give an overview of Mass Communication. With special reference to New Media ? Support your answer with appropriate examples.	15	1,4
Q.2	A. Elaborate on Intrapersonal, Interpersonal, Group and Mass Communication. Give examples OR B. Demonstrate and Explain any 3 models of Mass Communication.	15	2
Q.3	A. Critically analyze Agenda setting theory and uses and gratification theory. Explain application of theories in any ongoing issue. OR B. Do you agree that the media has a negative effect in terms of violence on children? Comment and give examples	15	3
Q.4	Write short notes (Any three)	15	
	a) Folk media b) Media & Democracy c) Blogs d) opinion leader e) spiral of silence		1,2,3,4





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November/December 2025		
Examination: End Semester Examination (UG Programmes)		
Programme code: 231U08C102	Class: FY	Semester: I
Programme: BAMCJ		
Name of the School: Somaiya School of Humanities & Social Sciences		Name of the Department: Mass Communication
Course Code: 08	Name of the Course: Contemporary Issues	
Duration: 2 Hr.	Maximum Marks: 60	

Question No.		Max. Marks	CO
Q1	<p>Assume that you are interviewing a well known journalist in India on the current state and transformation of Indian Media — focusing on key trends, challenges, and innovations in journalism today.</p> <p>Make an inverted pyramid style report (400 words) on the same with the keypointers including</p> <ul style="list-style-type: none"> • Incorporate quotes and perspectives from the interview to strengthen your report. • The background and current scenario of Indian media. • The impact of digital transformation and audience behavior on journalism. • The viewpoints of the interviewed journalist on ethics, challenges, and the future of media in India 	15	CO2
Q2	<p>A) “Eco tourism is a new way to conserve the forests in India” Elaborate with recent developments in environmental conservation</p> <p style="text-align: center;">OR</p> <p>B) “Maharashtra is the epicentre of Social movements & led India in social reforms” Illustrate with social movements in Maharashtra.</p>	15 15	CO2 CO1
Q3	<p>A) Explain the significance of social media in political campaigns with suitable examples.</p> <p style="text-align: center;">OR</p> <p>B) How do OTT platforms portray and promote violence in their content? Explain it by discussing suitable examples.</p>	15 15	CO3 CO2

Q4	<p>Write short notes on any three of the following?</p> <ul style="list-style-type: none">● Laggards● Gatekeeping theory● Two step flow theory● Mahatma Phule● Media Trial	5x3=15	CO2 CO3



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October/November 2025			
Examination: End Semester Examination (UG Programmes)			
Programme code: 18		Class: FY	Semester: I
Programme: BSC Psychology			
Name of the Constituent College: Somaiya School of Humanities & Social Sciences		Name of the Department : Psychology	
Course Code: 145U18I101	Name of the Course: Visual Communication		
Duration : 2 Hr.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	C O
I.	Fevicol's advertisements are famous for their simple imagery, relatable humor, and clever use of everyday situations to communicate strength and reliability. Using Semiotic Analysis and Visual Perception Theory, examine how Fevicol's ads convey meaning: A. Identify the signs, symbols, or metaphors used to communicate the brand message. B. Explain how visual humor and simplicity support recall and comprehension. C. Evaluate how effectively Fevicol's visuals connect with a wide audience psychologically.	15	2
II.	Answer the following:	15	
A.	Define Design Thinking. Explain how it helps solve communication challenges in media design. OR		1

B.	Explain Ethics in Visual Communication, focusing on manipulation, framing, and cognitive bias. Suggest ways to create responsible visual media.		3
III.	Answer the following:	15	
A.	Explain the primary, secondary, and tertiary colors and give examples for each.		3
	OR		
B.	Define Visual Language. Discuss its components and relevance in visual storytelling.		4
IV.	Short Notes (Any 3)	15	
A.	Explain the role of contrast and emphasis in visual communication.		4
B.	Explain Reader-Response Theory with an example.		
C.	Describe the use of typography in brand communication.		4
D.	Explain white space and its psychological effects.		2
E.	Discuss balance and unity as key design principles.		3
			1



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October/November 2025		
Examination: End Semester Examination (UG Programmes)		
Programme code: 27 Programme: Bachelor of Arts in Mass Communication and Journalism	Class: FY	Semester: I
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231U08I101	Name of the Course: Language Skills for Media	
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	Do you think newspapers are still relevant in today's Internet world as a source of information? Support your argument with suitable examples.	10	CO1, CO2
Q 2 A	What is Communication? Discuss the different types of Non-Verbal Communication with suitable examples.	10	CO1
Q 2 B	OR What is listening? Explain the different types of listening.	10	CO1
Q 3 A	Explain the inverted pyramid style of news writing with relevant examples.	10	CO4
Q 3 B	OR Explain the steps to make an effective presentation with suitable examples.	10	CO3
Q 4	Short Note (Any three) 1. Types of Verbal Communication 2. Significance of Maps, Graphs and Diagrams in presentation 3. Proxemics 4. Active Voice & Passive Voice 5. Importance of editing in media writing	15	CO1 CO3 CO1 CO2 CO4



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