



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (HONS)	SEM: VI
ATKT	APR-2026

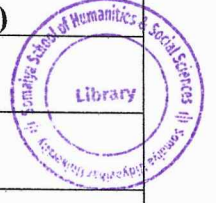
Sr. No.	Subject	Available
1.	131U08C601 – Copy Writing	
2.	131U08V602 – Advertising Agency Management	
3.	131U08V606 – Journalism & Public Opinion	
4.	131U08V603 – Integrated Marketing Communication	
5.	131U08V607 – Investigative Journalism	
6.		
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BAMCJ (4) ATKT
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 Sem - VI
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April 2024			
Examination: End Semester Examination March/April 2023 (UG Programmes)			
Programme code: 08.		Class: TY	Semester: VI
Programme: BAMCJ(H)			
Name of the Constituent College: S K Somaiya College		Name of the Department MASS COMMUNICATION	
Course Code: 131U08C601		Name of the Course: Copy Writing	
Duration : 2 Hrs.		Maximum Marks : 60	



Question No.		Max. Marks	Co Attainment
Q.1	<p>CASE STUDY</p> <p>“Oreo is more than just a biscuit. The ‘Twist, Lick and Dunk’ (TLD) ritual which is an integral part of the brand has brought fun filled moments of bonding to countless families across the globe. In today’s world, the simple freedom of childhood is increasingly being compromised, and carefree, innocent, and slowed-down family moments are rare. Oreo intends to launch a multi media campaign. The Brief is: Through new campaign, Oreo in India, want to give families an opportunity to spend more time together creating memorable moments through the much-loved TLD ritual and form a strong bonding with the target audience.”</p> <p>Answer the following</p> <p>a) Prepare a creative brief for making impact on the target Audience.</p> <p>b) Create a print advertisement campaign based on the creative brief (One advertisement).</p> <p>c) Prepare a 30 sec story board for Television commercial based on the creative brief.</p>	15	III & VI
Q.2.	<p>a. Elaborate on persuasive copy writing techniques</p> <p>b. Discuss Young’s Five-Step Model Of Creative Process</p>	15	IV
OR			
Q.2.	<p>c. What are the essentials of writing a good copy for Youth?</p> <p>d. Write a Radio Spot (30 sec) to promote Ghasitaram sweets and farsan.</p>		II
Q.3.	<p>a. Write a direct mailer to the prospects for ‘IKEA India Pvt Ltd’ – New range of Made to order furniture.</p> <p>b. Explain any two Idea generation techniques</p>	15	V
OR			
Q.3.	<p>c. Write a press release on behalf of UNICEF India to promote foundational learning (in early grades) and to support the #EveryChildReading Movement in Maharashtra. Launched by the Education Department, Government of Maharashtra in partnership with UNICEF and Pratham Books in 2024, the reading campaign, Goshtiche Shaniwar (or Reading Saturdays) provides children with one storybook every week, to promote their emotional well-being, as well as support their language proficiency. Under the campaign, one story each in Marathi, Urdu, and English is being shared with students in</p>		II



	<p>grades 1-8 every Saturday. The campaign covered all 36 districts of Maharashtra and reached over 1 lakh schools, 2.6 lakh teachers, and 31 lakh children.</p> <p>d. Explain Transcreativity. Discuss various points to consider about trans creativity in advertising</p>		
Q.4	<p>Write short Notes on Any Three</p> <p>a. Write a copy for email message promoting “Amazon’s Choice” a program that simplifies shopping for high-involvement categories by letting customers pick a product in that category by their intended usage scenario. The program has been introduced to assist customers shopping for Laptops on www.Amazon.in and will expand to several other categories over the next few months</p> <p>b. Humour appeals in advertising with examples</p> <p>c. Write a copy for sms campaign. The service is Election commission of India campaign “Go and cast your vote”.</p> <p>d. Create a copy for an outdoor poster. The brand is State Bank of India</p> <p>e. Elaborate on various Advertising Execution Techniques</p>	15	1



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ATKT-Mar-28

BAMCJ(H)

07 APR 2026

Sem-VI

April 2024		
Examination: End Semester Examination (UG Programmes)		
Programme code: 08 Programme: BAMCJ (Hons)	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya	Name of the Department: Mass Communication	
Course Code: 131U08V602	Name of the Course: Advertising Agency 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	Prepare an RFP on behalf of ICC that seeks the services of a digital marketing agency to manage their social media presence for the duration of the 2024 edition of the T20 World Cup.	15	1, 2, 3, 4
Q 2	What are the seven components of an advertising business plan? <u>OR</u> a) What are the pros and cons of working at an independent advertising agency? b) What is the difference between franchise-building and non-franchise-building sales promotions?	15 <u>OR</u> 7 8	3, 4
Q 3	What are trade-oriented and consumer-oriented sales promotions? Explain their respective objectives and techniques. <u>OR</u> a) What is the role of account planning in an advertising agency? b) What are the 3Ps of services marketing mix?	15 <u>OR</u> 7 8	1, 4
Q 4	Short Notes (Any 3): a) Gap model of service quality b) RFQ and RFI c) Client-agency relationship d) DAGMAR model e) RATER framework	15	1, 2, 3



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ATKT - Apr-26

07 APR 2026

(H)
BAMCJ(H)
Sem-VI
ATKT

April 2024		
Examination: End Semester Examination (UG Programmes)		
Programme code: 08	Class: TY	Semester: VI
Programme: BA MCJ (Hon)	Journalism	
Name of the Constituent College: S K Somaiya		Name of the Department: Mass Communication
Course Code: 131U08V606	Name of the Course: Journalism & Public Opinion	
Duration: 2 Hr.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q1	Describe Paul Lazarsfeld's contribution to media research on public opinion.	15	CO1
Q 2 A)	"Money and muscle power influence Indian elections" Do you agree? Justify the statement in the context of the Role of Indian media in elections	15	CO3
	OR		
Q 2 B)	Elaborate on what is public opinion & tools to gauge public opinion.	15	CO1
Q 3 A)	Elaborate on Walter Lippmann's views on media and democracy.	15	CO2
	OR		
Q 3 B)	Illustrate the role of media in portraying gender issues in India.	15	CO4
Q. 4	Write Short notes on. (Any three) 1. CNN effect 2. Gaza Crisis 3. NEP & Public Opinion 4. Coverage of the Water Crisis 5. Media Monopoly	15	CO4 CO3 CO3 CO2 CO1

09 APR 2026



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April 26
BAMCJ
Sem IV
Int. Mkt Comm.

Semester (January 2024 to April 2024)		
Examination: End Semester Examination March/April 2023 (PG Programmes)		
Programme code: 08	Class: TY	Semester: VI
Programme: TY BAMCJ Hons (ADV)		
Name of the Constituent College: SKSC		Name of the Department : Mass Communication
Course Code: 131U08V603	Name of the Course: Integrated Marketing Communication	
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	What are the different sales promotion techniques? Discuss the different sales promotion techniques used by P&G / Coke	15	CO 3
Q.2 a)	What is brand Management? Explain the importance, advantages & disadvantages of Branding.	15	CO 2
	OR		
Q2.b)	Comment on the importance of Public Relations. Explain functions & tools of Public Relations.	15	CO3
Q.3 a)	Explain different types of advertising. Describe alternate media advertising.	15	CO 2
	OR		
Q3 b)	Define IMC. Explain the different IMC tools with suitable examples.	15	CO 1
Q4)	Write short notes on (Any three) a) USP b) Brand Equity c) AIDA d) Digital Advertising e) Elements of copywriting		CO 1 CO 2 CO 3 CO 4 CO 3

09 APR 2026



SOMAIYA
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BAMCJ(H)
April 2026
BamcJ TP-06
Investigative
Journalism
Sem VI

April 2024		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 08	Class: TY	Semester: VI
Programme: BAMCJ (Hons.)		
Name of the Constituent College: S K Somaiya		Name of the Department: Dept. Mass Communication
Course Code: 131U08V607	Name of the Course: Investigative Journalism	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: All questions are compulsory.		

Q. No.		Max. Marks	CO
Q1	How did Woodward and Bernstein's reporting methods and techniques evolve over the course of their investigation into the Watergate scandal, and what strategies did they employ to verify sources and information?	15	CO1, CO2
Q2	A) The source of information is vital in investigative journalism. Substantiate. OR B) Enumerate and explain the major scams that have rocked India in the last decade.	15	CO2, CO4
Q3	A) What were the key investigative techniques and challenges faced by journalists in uncovering the Panama Papers scandal, and how did the release of this information contribute to public understanding of offshore tax havens and financial corruption? OR B) What methods do governments employ to silence the press? How might these tactics impede the practice of investigative journalism?	15	CO3, CO4
Q4	Write short notes on any three of the following. A) Pegasus Snooping Case B) Digital Sources C) Nira Radia Tapes D) Investigative Journalism in Digital Age E) Investigation with Data	15	CO1, CO2, CO3, CO4