



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	231U08C604 – Media Laws	
2.	231U08C301 – Consumer Behavior & Marketing Research	
3.	231U08C301 – Rural Communication	
4.	231U08C504 – Literature, Media & Society	
5.		
6.		
7.		
8.		
9.		
10.		



LIBRARY



April/May 2026		
Examination: End Semester Examination (UG Programme)		
Programme code: 27	Class: TY (Advertising/Journalism)	Semester: VI
Programme: Bachelor of Arts in Mass Communication and Journalism		
Name of the School: Somaiya School of Humanities & Social Sciences		Name of the Department: Mass Communication
Course Code: 231U08C604	Name of the Course: Media Laws	
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
Q.1.	Freedom of speech and expression is a fundamental right in India, but it is subject to reasonable restrictions. Critically examine whether such restrictions strengthen or limit democratic values in Indian society. Justify your answer with examples.	10	CO1, CO2
Q.2.A	Explain the code of the Advertising Standards Council of India.	10	CO3
OR			
Q.2.B	Discuss any four codes of conduct prescribed by the Press Council of India and explain their relevance.	10	CO2
Q.3.A	Discuss an impact of Indian Information Technology laws on media	10	CO3
OR			
Q.3.B	Critically examine the idea of Contempt of court with types of contempt and punishment attached to it.	10	CO3
Q 4	Write short notes on any three of the following: 1. Right to Privacy 2. Role of Media in democracy 3. International treaties influencing Indian media 4. Fundamental Rights 5. Cyber Crimes	15	CO3 CO1 CO3 CO2 CO3

2/4/20
BAMCJ
Sem VI



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March/April 2026		
Examination: End Semester Examination March/April 2026 (UG Programmes)		
Program code:08 Program: BAMCJ	Class: TY	Semester: VI
Name of the Constituent College: Somaiya School of Humanities and Social Sciences		Name of the Department: MASS COMMUNICATION
Course Code:231U08C301	Name of the Course: Consumer Behaviour and Marketing Research	
Duration: 2 Hrs.	Maximum Marks: 45	

Question No.		Max. Marks	CO Attainment
Q.1	<p>The healthy snack brand Open Secret plans to launch a new range of sugar-free cookies targeted at young urban consumers who prefer healthy alternatives to traditional snacks. However, the brand faces competition from established brands such as The Whole Truth and RiteBite.</p> <p>Question:</p> <p>As a marketing consultant, suggest a pricing strategy for the new product.</p> <p>a) Explain two factors that should influence the pricing decision for this product. b) Recommend a pricing strategy the company should adopt and justify your choice. c) Explain how the chosen pricing strategy may influence consumer perception and purchase decisions.</p>	10	CO-3
Q.2	<p>A) The beauty and personal care brand Plum Goodness wants to expand its skincare line in the Indian market. The company observes that consumers differ in their preferences: some prefer vegan products, some focus on affordable skincare, while others look for premium dermatologically tested products. Competitors such as Mamaearth and Nykaa are already targeting multiple segments.</p> <p>Question:</p> <p>Apply the Segmentation, Targeting, and Positioning (STP) framework and answer the following:</p>	10	CO-1 OR CO-4

	<p>a) Identify two meaningful segmentation variables the company can use for this market.</p> <p>b) Suggest the most attractive target segment for the brand and justify your answer.</p> <p>c) Propose a positioning strategy that will help the brand stand out in the crowded skincare market.</p> <p style="text-align: center;">OR</p> <p>B) Explain the stages of research and structure of research report with examples</p>		
Q.3	<p>A) Explain the role of social and cultural factors in shaping consumer behaviour. Provide suitable examples.</p> <p style="text-align: center;">OR</p> <p>B) A smartphone brand, OnePlus is launching a new mid-range phone targeted at young professionals. The company wants to understand how consumers move from recognizing the need for a phone to actually purchasing it.</p> <p>Question: Apply the Consumer Decision-Making Process and explain how consumers may move through each stage while purchasing this smartphone.</p>	10	<p>Co-2</p> <p style="text-align: center;">OR</p> <p>CO3</p>
Q.4	<p>Write short notes on any three of the following</p> <p>a) Consumer Decision-Making Process</p> <p>b) Psychological Influences in Consumer Behaviour</p> <p>c) Role of Family in Buying Behaviour</p> <p>d) Variables in Research</p> <p>e) Hypothesis and types of hypothesis</p>	<p>5X3=15</p>	<p>CO-1</p> <p>CO-2</p> <p>CO-3</p>



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BAMCJ
Sem. VI
2/4/26

April / May 2026			
Examination: End Semester Examination (UG Programmes)			
Programme code: 23		Class: TY	Semester: VI
Programme: BAMCJ			
Name of the Constituent College: SSHSS		Name of the Department: Mass Communication	
Course Code: 231U08C301		Name of the Course: Rural Communication	
Duration : 2 Hr.		Maximum Marks : 45	
Instructions: Attempt all the questions.			

Question No.		Max. Marks	CO
Q1	What are the effective channels for rural communication? What are various strategies that can be used?	10	CO 1
Q2 A)	What are the problems of communication in rural development? Explain with an example from P. Sainath's book 'Everybody loves a Good Drought.'	10	CO 2,3
(OR)			
Q2 B)	In the past decade <i>Meena</i> , a cartoon figure of a young South Asian girl emerged as an Entertainment Education (EE) initiative. What is EE? Write about the formative research phase in the making of <i>Meena</i> .		
Q3 A)	Evaluate the significance of traditional folk media—such as street plays, puppetry, and folk songs—in fostering rural development in India	10	CO 1,4
(OR)			
Q3 B)	What are the 8 Millenium Development Goals (MDG) approved by the UN?		
Q4	Write short notes on any <i>three</i> of the following: a) Globalization b) Empowerment c) Third World e) Social Justice f) Television as an Audio-Visual Aid in Rural Communication	15	CO 1,2,3, 4



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Sem - VI
BAMCJ

07 APR 2026

Mar/Apr 2026		
Examination: End Semester Examination (UG Programme)		
Programme code: 08	Class: TY	Semester: VI
Programme: BAMCJ		
Name of the Constituent College: Somaiya School of Humanities and Social Sciences		Name of the Department: Department of Mass Communication
Course Code: 231U08C504	Name of the Course: Literature, Media, and Society	
Duration : 2 Hr.	Maximum Marks : 45	
Instructions: All questions are compulsory		

Question No.		Max. Marks	CO
Q1	<p>A classic piece of LGBTQ+ literature is adapted into a blockbuster movie, but the lead character's orientation is downplayed to ensure a wider release in conservative international markets.</p> <p>A) Identify the ethical issues regarding "Representation vs. Exploitation" in this scenario. (05 Marks)</p> <p>B) How does this adaptation reflect the "ideologies" of the mass media industry? (05 Marks)</p>	10	CO2
Q2	<p>A) Evaluate the transformation Rosie from the novel to the film through the lens of media as a reflection of gender ideologies. Does the film's portrayal of Rosie challenge or reinforce the societal norms of its time?</p> <p style="text-align: center;">OR</p> <p>B) Analyze the role of filmmakers and media producers in reinterpreting literature for "Modern Audiences". Discuss whether the original meaning is always lost.</p>	10	CO1, CO2
Q3	<p>A) Using Marshall McLuhan's theories, explain why reading a physical book provides a different societal experience than reading the same text on a social media thread.</p> <p style="text-align: center;">OR</p> <p>B) Analyze how Manto in his story "Khol Do" uses the character of Sakina as a marginalized voice to represent the specific vulnerabilities of women in a displaced society.</p>	10	CO1, CO4
Q.4	<p>Write short notes on any three of the following:</p> <p>A. The concept of "The Medium is the Message."</p> <p>B. Postcolonial literature in the media landscape</p> <p>C. Upton Sinclair's The Jungle as a critique of society</p> <p>D. Case study of a "controversial" adaptation</p> <p>E. Historical transition: Print to Digital Media</p>	15	CO1, CO2, CO3, CO4