



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Bachelor of Arts (Mass Communication &amp; Journalism) – BAMCJ (HONS)</b>	<b>SEM: IV</b>
<b>ATKT</b>	<b>APR-2026</b>

Sr. No.	Subject	Available
1.	131U08C401 – Research Methodology & Methods	
2.	131U08V402 – News Processing & Editing	
3.		
4.		
5.		
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9.		
10.		



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<b>ATKT – March 2026</b>		
<b>Examination: End Semester ATKT Examination March 2026 (UG Programmes)</b>		
<b>Program code:40</b> <b>Program: BAMCJ(H)</b>	<b>Class: SY</b>	<b>Semester: IV</b>
<b>Name of the Constituent College:</b> <b>SKSC</b>	<b>Name of the Department: MASS COMMUNICATION</b>	
<b>Course Code:</b> <b>131U08C401</b>	<b>Name of the Course: Research Methodology and Methods</b>	
<b>Duration: 2 Hrs.</b>	<b>Maximum Marks: 60</b>	

Question No.		Max. Marks	CO
Q1	Prepare a questionnaire of 20 questions using Likert and various other scales on the research topic of “A study on responsible fashion and its impact on values and motivations of Generation Z and Gen Y in Mumbai city.	15	CO3, CO4
Q 2	a.) Define the term “research” and stages of the research process with suitable examples. <b>OR</b> b.) Demonstrate the significance of hypothesis in research by mentioning the types of hypotheses with relevant examples. Also frame six hypotheses on topic- “Mobile Payment apps and its utility study among Generation Y and Gen Z in Mumbai	15	CO2, CO5
Q 3	a.) Explain the various types of research with relevant examples <b>OR</b> b.) Interpret the difference between survey method and content analysis with examples.	15	CO1
Q4	Write short notes on any three of the following?  a. pilot study  b. H Index  c. Measures of Central Tendency  d. Likert Scale  e. Variables	5x3=15	Co2, Co3 Co4 Co5 Co6

BAMCJ  
Sem-IV  
ATKT



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<b>Semester Apr 2026</b>		
<b>Examination: End Semester Examination March/April 2023 (UG Programmes)</b>		
<b>Programme code: 08</b> <b>Programme: BAMCJ (Hons.)</b>	<b>Class: SY</b>	<b>Semester: IV</b>
<b>Name of the Constituent College: Somaiya School of Humanities and Social Sciences</b>	<b>Name of the Department: Dept. Mass Communication</b>	
<b>Course Code: 131U08V402</b>	<b>Name of the Course: News Processing and Editing</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1)</b>		

Question No.		Max. Marks
Q.1	<p>Edit the following news article.</p> <p>Union MoS Rajeev Chandrasekhar will meet indian start-ups hit by silicon Valley Bank collapse.</p> <p>An tech industry is the biggest customer of SVB with a largest number of Indian start-ups.</p> <p>New Delhi By Soumyarendra barik</p> <p>Union minister of state for Electronics and IT Rajeev Chandrasekhar, Who is also the Minister of State for Skill Development and Entrepreneurship to meet representatives of Indian start-ups affected by the collapse of the troubled Silicon Valley Bank (SVB) to know and understand how it has created the impact on them and how the government will be able to them out.</p> <p>Earlier, On friday the indian express reported how the Indian start-ups who are the customers of SVB in large numbers especially in the SaaS (Software as a Service) sector received shockwaves after the collapse of the bank.</p> <p>“A few start-ups have reached out to me, and there is a general worry. Prime Minister Narendra Modi’s vision of India’s ‘techade’ has a big role for the success of our start-ups and innovation ecosystem. we want to be supportive of our young indians in whatever way we can. We won’t let the SVB failure slow their growth, Mr. Chandrasekhar was told The Indian Express.</p> <p>SVB had \$209 billion in total assets and about \$175 billion in total deposits as of December 2022. In a press release, the Federal Deposit Insurance Corporation (FDIC) informed that depositors will have access to their insured deposits — capped by \$250,000 — by Monday (March 13). However data submitted to the FDIC by the bank at the end of 2022 showed that 89 per cent of its \$175 billion in deposits were uninsured The crisis of the bank has set off a turmoil in global markets; including in India.</p>	

	<p>The real problem is businesses with big deposits stuck in the bank are unlikely to get their money out soon as depositors with funds exceeding insurance caps will get receivership certificates for their uninsured balances.</p> <p>In a poll run on the WhatsApp group of Indian founders whose start-ups were incubated by the US-based technology start-up accelerator YCombinator (YC), a majority of the founders said they had more than \$250,000 with SVB, with some having parked more than \$1 million in their SVB accounts. SVB was also a preferred personal banker for several ultra high-net-worth individuals (UHNWI) in the technology space.</p> <p>The crisis at the bank began after it sold substantially all of its available-for-sale securities at a \$1.8-billion loss, mostly in the form of US Treasury securities.</p> <p><i>(Source: Indian Express)</i></p>	
Q.2	A) What are the exclusive stories? Explain the various types and the significance of exclusive stories.	15
	OR	
	B) Explain the various steps in reporting the news.	15
Q.3	A) Distinguish between Hard News and Soft News with respect to content, style, and presentation.	15
	OR	
	B) What are the building blocks of design? Discuss in detail.	15
Q.4	Write short notes on any three of the following:	15
	A) Covering Demonstration and Rallies	
	B) Organizational structure of a News Bureau	
	C) Development Reporting	
	D) White Space	
	E) Symmetric Vs Asymmetric Layout	