



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	231U08C401 - Broadcast Media	
2.	231U08C402 – News Reporting & Editing	
3.	231U08I401 – Research Methodology & Methods	
4.		
5.		
6.		
7.		
8.		
9.		
10.		



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BAMCJ
Sem - IV
114126

March - April 2026 Examination: End Semester Examination (UG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: SY	Semester: IV
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231U08C401	Name of the Course: Broadcast Media	
Duration: 2 hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1	Prepare a 50 Minute Radio Timeline for a radio program starting at 09:00 am.	15	CO 1
Q.2 A)	Illustrate the growth & development of Radio in India.	15	CO 1
<i>OR</i>			
Q. 2 B)	Prepare an audio interview script for 300 seconds with any Sports Player .	15	CO3
Q.3 A)	Prepare a 7 mins Rund Down format for a news bulletin.	15	CO3
<i>OR</i>			
Q. 3 B)	“Radio is still an effective & sustainable mass medium” do you agree? Justify with examples	15	CO2
Q.4	Write short notes on. (Any Three) 1. Types of frequencies 2. Foley Sound 3. Types of Microphones 4. Internet Radio 5. Doordarshan	15	CO1 CO2 CO3 CO2 CO4



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BAMCJ
Sem-IV

06 APR 2026
06 APR 2026

April/May 2026

Examination: End Semester Examination (UG Programme)

Programme Code: 23		Class: SY	Semester: IV
Programme: Bachelor of Arts in Mass Communication & Journalism (BAMCJ)			
Name of the School: Somaiya School of Humanities & Social Sciences		Name of the Department: Mass Communication	
Course Code: 231U08C402	Name of the Course: News Reporting & Editing		
Duration: 2 Hr.	Maximum Marks: 60		
Instructions: 1) Answer all questions 2) Follow the instructions			

Question No.	Question 1 case study is compulsory.	Max. Marks	CO
Q.1.	The ICC Men's T20 World Cup victory by the India national cricket team led to celebrations across the country and extensive media coverage. Assume you are the Chief Editor of a national newspaper. Write an editorial of about 1000 words discussing the significance of this victory and its impact on Indian cricket and public sentiment.	15m	CO4
Q.2.	A) What is beat reporting? Explain the different beats with suitable examples. OR B) What are leads in a news story? Explain different types of leads with relevant examples.	15m	CO1, CO2 CO2, CO3
Q.3.	A) Explain the importance of editorials in educating, informing and influencing the readers in democracy. OR B) If a news report has a perfect craft but lacks ethics, what happens to the impact of that story over time? C) Complete the sentence with the appropriate form of the verb in brackets. 1. Neither the manager nor the employees [to be] _____ aware of the new policy. 2. The scissors [to be] _____ on the counter next to the notepad. 3. A large percentage of the population [to vote] _____ in every election. 4. Mumps [to be] _____ a viral disease that was common in the past.	15m 07m 08m	CO3 CO3
Q.4.	Answer any 3 short notes out of 5. a) Embargo b) Fact checking in Journalism c) Headlines d) The Objective of Rewriting e) Attribution	3*5m- 15m	CO1 CO3 CO4 CO3 CO3



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VIDYAVIHAR UNIVERSITY



Sem-IV
BAMCJ
08 APR 2026

April 2026		
Examination: End Semester Examination (UG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: SY	Semester: IV
Name of the Constituent College: Somaiya School of Humanities and Social Sciences	Name of the Department: Department of Mass Communication	
Course Code: 231U08I401	Name of the Course: Research Methodology and Methods	
Duration : 2 Hr.	Maximum Marks : 45	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) All questions are compulsory		

Question No.		Max. Marks	CO
Q1	A streaming platform wants to understand user satisfaction regarding its new interface. Explain how you will conduct a Survey Research plan. Design five closed-ended and 2 open-ended sample questions.	10	CO2, CO3
Q 2	A) What are the key scaling techniques used in research? Discuss their importance and application with suitable examples. OR B) Contrast the interrogative nature of a research question with the predictive function of a hypothesis, explaining how each dictates the choice between qualitative and quantitative methodologies in a media effects study.	10	CO1, CO2
Q 3	A) Differentiate between probability and non-probability sampling based on representation bias. How does the element selection technique influence the accuracy of research findings? OR B) What is research design? Discuss its significance in ensuring the validity and reliability of a study, and illustrate your answer with relevant examples from social science research.	10	CO3, CO4
Q.4	Write short notes on any three of the following: A. Literature Review B. Explanatory research C. Primary vs. Secondary Data D. Types of Data in Measurement E. Types of Variables	15	CO1, CO2, CO3, CO4