



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts (Communication & Journalism) – MACJ	SEM: II
	APR-2026

Sr. No.	Subject	Available
1.	131P28C201 – Mass Media Research	
2.	231P28C202 – Environmental Communication	
3.	145P13C203 – Media Laws & Ethics	
4.	145P13V201 – News Processing, Editing & Presentation	
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16 APR 2026



MACJ ✓
Sem-II

April 2026			
Examination: End Semester Examination (PG Programme)			
Programme code: 28		Class: Part-I	Semester: II
Programme: Master of Arts in Communication & Journalism (MACJ)			
Name of the School: Somaiya School of Humanities & Social Sciences		Name of the Department: Mass Communication	
Course Code: 131P28C201		Name of the Course: Mass Media Research	
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.	What are the different ways of knowing? Do you think that research facilitates scientific rigor and intellectual rationality among individuals? State your position and critically comment on it.	15m	CO1 to CO4
Q.2.	A. What is research? Discuss the different characteristics of scientific method. OR B. Define research problem? Explain the key questions to consider while determining the relevance of a research topic for a study.	15m	CO1 CO2
Q.3.	A. Explain different types of probability sampling and its advantages and disadvantages. OR A. Critically analyse any two methods of data collection and its advantages and disadvantages.	15m	CO4 CO2, CO3
Q.4.	Answer any 3 out of 5 a) Qualitative Research b) Research Design c) Stratified Sampling d) Concepts, Constructs and Variables e) Nominal, Ordinal, Interval and Ratio Scale	3*5m- 15m	CO3 CO2 CO3 CO1, CO4 CO4



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MAEJ
SEM-II
20 APR 2026

April 2026		
Examination: End Semester Examination March/April 2026 (PG Programmes)		
Program code:28 Program: MACJ SEM II	Class: PART I	Semester: II
Name of the Constituent College: Somaiya School of Humanities and Social Sciences		Name of the Department: MASS COMMUNICATION
Course Code: 231P28C202	Name of the Course: Environmental Communication	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO Attainment
Q.1	Define Environmental Communication . Explain its need and importance with suitable examples.	15	CO3
Q.2	Enlist any three Environmental movements and people's participation. <i>Or</i> Elaborate on the significance of theories of Environmental Communication? Discuss any two theories of Environmental Communication.	15	CO4
Q.3	a) A green brand is facing skepticism about "eco-friendly" claims. Using Theory of Planned Behavior Model , design a campaign that builds trust and influences consumer purchase behavior. OR b) Analyze a recent environmental movement (real or hypothetical) and explain how media agenda-setting shaped public participation and activism.	15	CO-1 CO4
Q.4	Write short notes on any three of the following? a) Role of media in shaping environmental awareness b) Influence of myth and religion on environmental conservation c) Mediating human–nature relationship through media d) Role of films and documentaries in environmental awareness e) Green marketing and environment concern	5X3=15	CO-2, CO-4 Co-3

MACJ
Sem-II



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22 APR 2026

April 2026		
Examination: End Semester Examination (PG Programme)		
Programme code: 13	Class: FY	Semester: II
Programme: MACJ		
Name of the Constituent Institute: Somaiya School of Humanities and Social Sciences 145P13C203		Name of the Department: Mass Communication
Course Code: 131P28C203	Name of the Course: Media Laws and Ethics	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: All questions are compulsory.		

Question No.		Max. Marks	CO
Q1	A news portal is served a notice for “disturbing public order” after reporting on an unverified local protest. Discuss the “Reasonable Restrictions” under Article 19(2).	15	1
Q 2	A) Critically evaluate the balance between the Fundamental Rights of citizens and the duties expected of them in the context of responsible media reporting. OR B) Examine the legal frameworks related to organized crime in India, such as MCOCA, POTA, and TADA, and analyze their potential impact on media freedom and reporting on such issues	15	1, 2
Q 3	A) Discuss the structure and functioning of law enforcement machineries in India and analyze their interaction with the media in the context of crime reporting. OR B) Evaluate the significance of Intellectual Property Laws for the media industry in India.	15	2, 3
Q4.	Write short notes on any three of the following: A) Cyber Terrorism B) TADA C) BNSS D) Investigative Journalism E) Law and Morality	15	1,2, 3



24 APR 2026

April / May 2026		
Examination: End Semester Examination (UG Programmes)		
Programme code: 13 Programme: MACJ	Class: FY	Semester: II
Name of the Constituent College: SSHSS	Name of the Department: Mass Communication	
Course Code: 145P13V201	Name of the Course: News Processing, Editing and Presentation	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: Attempt all the questions.		

Question No.		Max. Marks	CO
Q1	Define news. List and explain various 'news values' that differentiate news from non-news.	15	CO 1
Q2 A)	What is the 'op-ed' section in a newspaper? What are the differences between op-ed and editorial sections?	15	CO 2,3
	(OR)		
Q2 B)	What is News Editing? Explain 5 principles of new editing.		
Q3 A)	'Scientists and doctors must share knowledge and understanding with the people around them because knowledge only has value when it is shared. However, the relationship between journalism and science will be an uneasy one.' Write an op-ed article on this topic with an apt headline, strap and body with word limit of 300-400 words.	15	CO 1,4
	(OR)		
Q3 B)	Has social media influenced journalism in today's digital landscape? What are the challenges and advantages of social media journalism? Write an op-ed article on this topic with an apt headline, strap and body with word limit of 300-400 words.		
Q4	Write short notes on any <u>three</u> of the following: a) Bumper and Stinger b) Podcast production c) News presentation skills to host a debate d) Citizen Journalism e) Ethics in Journalism	15	CO 1,2,3, 4