



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

### QUESTION PAPERS

<b>BRANCH: Master of Arts – MEA</b> <b>Media, Entertainment &amp; Advertisement</b>	<b>SEM: II</b>
	<b>APR-2026</b>

Sr. No.	Subject	Available
1.	231P27C201 – Socio Political Aspects of Entertainment Media	
2.	131P27C202 – Integrated Marketing Communications	
3.	Ethics in Entertainment Media	
4.	231P27V202 – Advanced Advertising Marketing	
5.		
6.		
7.		
8.		
9.		
10.		



**LIBRARY**



<b>April 2026</b>		
<b>Examination: End Semester Examination (PG Programmes)</b>		
<b>Programme code: 27</b> <b>Programme: MAEMA</b>	<b>Class: FY</b>	<b>Semester: II</b>
<b>Name of the Constituent College: Somaiya School of Humanities and Social Sciences</b>		<b>Name of the Department: Mass Communication</b>
<b>Course Code: 231P27C201</b>	<b>Name of the Course: Socio Political Aspects of Entertainment Media</b>	
<b>Duration : 2 Hr.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)</b>		

Question No.		Max. Marks	CO
Q. 1	The films Dhurandhar 1 & 2 gained popularity through a viral marketing campaign involving teasers, social media challenges, and influencer collaborations.  A. Analyze the key elements of the campaign that led to virality. B. Evaluate its effectiveness in audience engagement. C. Elaborate on how Dhurandhar 2 popular dialogues were used as meme marketing by other brands.	15	1, 3
Q. 2 A	Discuss how media power shapes public opinion during major film releases.  <b>OR</b>	15	1, 2
Q. 2 B	Critically examine stereotyping of communities in comedy shows and its societal impact.	15	
Q. 3 A	Explain the influence of influencers on audience decisions, particularly in promoting a healthy lifestyle  <b>OR</b>	15	3, 4
Q. 3 B	Analyze how social media influences identity formation among Gen Z.	15	
Q. 4	Write a short note on (Any Three) a) Fan culture b) Media ownership c) Beauty standards in media d) Role of reels in communication e) Environmental media campaigns	15	3 1 1 2 4



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MAEMA  
Sem-II

20 APR 2020

October/November 2025			
Examination: End Semester Examination (PG Programmes)			
Programme code: 27		Class: MAEMA	Semester: II
Programme: MA (Mass communication and Journalism)			
Name of the School: Somaiya School of Humanities & Social Sciences		Name of the Department: Mass Communication	
Course Code: 131P27C202		Name of the Course: Integrated Marketing Communications	
Duration: 2 Hr.		Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)			

Question No.		Max. Marks	CO
Q1	<p>Case study:</p> <p>Bisleri International is an Indian multinational company which is best known for the eponymous brand of bottled water. The company was started in the 1970s. Bisleri introduced an energy drink brand called Urzza, before discontinuing the product three years later. In 2016, Bisleri re-entered carbonated drinks segment with the creation of Bisleri Pop under which it launched four varieties of soft drinks Limonata, Fonzo, Spyci and Pina Colada. But all the products did not work well. So Bisleri wants to reintroduce all the products with different marketing strategy.</p> <p>You are appointed as a marketing manager. Answer the following questions:</p> <ol style="list-style-type: none"> <li>1. Prepare a marketing brief on the given case.</li> <li>2. As a marketing manager suggest any 2 IMC elements and methods of implementations.</li> </ol>	<p>15 marks</p> <p>10 marks</p> <p>5 marks</p>	CO1
Q 2	<p>A. Illustrate the use and implementation of Integrated marketing Communication in today's market. Support your answer with suitable examples.</p> <p>B. Discuss advantages and limitations of Integrated marketing Communication.</p> <p style="text-align: center;">OR</p> <p>C. Develop an IMC planning stages for any one brand of the following. Maruti Suzuki introducing EV cars, Versace introducing lifestyle hotels, Third Wave coffee introducing Third Wave Premium experiential café.</p>	<p>8 marks</p> <p>7 marks</p> <p>15 marks</p>	CO2 CO2 CO3
Q. 3.	<p>A. Write a detailed note on brand and elements of brand.</p> <p>B. Explain 7 Brand positioning strategy used by brands today. Explain with suitable examples.</p> <p style="text-align: center;">OR</p> <p>C. Prepare a creative brief on introducing supersonic hair dryer by Dyson causes less damaged hair.</p>	<p>8 marks</p> <p>7 marks</p> <p>15 marks</p>	CO3 CO3 CO3

Q. 4	Short notes (any 3 out of 5) <ol style="list-style-type: none"><li>1. Public relations as IMC element</li><li>2. OOH advertising and its effect</li><li>3. Methods of sales promotion</li><li>4. Radio advertising</li><li>5. Mobile marketing</li></ol>	15 marks	CO4
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22 APR 2026

<b>April 2026</b>			
<b>Examination: End Semester Examination (PG Programmes)</b>			
<b>Programme code: 27</b>		<b>Class: FY</b>	<b>Semester: II</b>
<b>Programme: MAEMA</b>			
<b>Name of the Constituent College: S K Somaiya</b>		<b>Name of the Department</b>	
<b>Course Code: 231P27</b>		<b>Name of the Course: Ethics in Entertainment Media</b>	
<b>Duration : 2 Hr.</b>		<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)</b>			

Question No.		Max. Marks	CO
Q1	An Instagram influencer promotes a herbal product claiming it can curve diabetes and obesity within weeks, without any scientific evidence. The post goes viral, leading many followers to purchase and rely on the product, ignoring the medical treatment. Authorities later intervenes stating that it violated provisions of drugs and magical remedies act and information technology act for spreading false information online. Discuss the ethical and legal issues involved in the above Instagram post.	15	CO2
Q 2	Elderly parents file a petition before the Supreme Court seeking permission for passive euthanasia for their son, who has been in a permanent vegetative state for 17 years after an accident. They argue that continuing life support violates his dignity and amounts to prolonged suffering, invoking Article 21 of Indian Constitution. Analyse the above case in the context of Article 21 of Indian Constitution and examine the legal position of Euthanasia in India. OR A. Write a note on Industrial design B. Discuss in brief – Offensive language in Media	15 8 7	CO1 CO2 CO3
Q 3	Critically examine the role of 'Indecent Representation of Women in Advertisement (Prohibition) Act 1986 in promoting ethical standards in media and advertising. OR A. Discuss Amendment of Information Technology Act B. New Criminal law amendments 2023	15 8 7	CO4 CO4 CO2
Q. 4	Short Notes (Any Three) 1. Fundamental duties 2. Obscenity 3. Whistle blower policy 4. AADHAR card case & Right to Privacy 5. Hate Speech v/s Freedom of speech	15	CO1 CO2 CO4 CO1 CO1

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24 APR 2026

April 2026			
Examination: End Semester Examination March/April 2026 (PG Programmes)			
Program code:27		Class: PART I	Semester: II
Program: MAEMA SEM II			
Name of the Constituent College: Somaiya School of Humanities and Social Sciences		Name of the Department: MASS COMMUNICATION	
Course Code: 231P27V202	Name of the Course: Advanced Advertising Marketing Research		
Duration: 2 Hrs.	Maximum Marks: 60		

Question No.		Max. Marks	CO Attainment																																				
Q.1	<p>A marketing research team conducted a survey among <b>200 Gen Z consumers in urban India</b> to understand their perception of a new healthy snack brand “<b>Cinnamon Kitchen .</b>” The following data represents responses on key attributes:</p> <table border="1"> <thead> <tr> <th>Attribute</th> <th>Very Satisfied (%)</th> <th>Satisfied (%)</th> <th>Neutral (%)</th> <th>Dissatisfied (%)</th> <th>Very Dissatisfied (%)</th> </tr> </thead> <tbody> <tr> <td>Taste</td> <td>30</td> <td>40</td> <td>15</td> <td>10</td> <td>5</td> </tr> <tr> <td>Packaging</td> <td>25</td> <td>45</td> <td>20</td> <td>5</td> <td>5</td> </tr> <tr> <td>Price</td> <td>15</td> <td>25</td> <td>20</td> <td>25</td> <td>15</td> </tr> <tr> <td>Health Perception</td> <td>35</td> <td>40</td> <td>15</td> <td>5</td> <td>5</td> </tr> <tr> <td>Availability (Online/Offline)</td> <td>20</td> <td>30</td> <td>25</td> <td>15</td> <td>10</td> </tr> </tbody> </table> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Interpret the above data by identifying <b>consumer satisfaction trends</b> across different attributes.</li> <li>2. Analyze which factors are <b>strengths and weaknesses</b> of the brand based on the data.</li> <li>3. As a marketing researcher, draw <b>strategic conclusions and recommendations</b> for improving the brand’s market performance.</li> </ol>	Attribute	Very Satisfied (%)	Satisfied (%)	Neutral (%)	Dissatisfied (%)	Very Dissatisfied (%)	Taste	30	40	15	10	5	Packaging	25	45	20	5	5	Price	15	25	20	25	15	Health Perception	35	40	15	5	5	Availability (Online/Offline)	20	30	25	15	10	15	CO-3
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Availability (Online/Offline)	20	30	25	15	10																																		
Q.2	<p>a. Write a comprehensive note on the process of “<b>copy research</b>” with an example of any slow fashion brand undergoing all the stages in copy research.</p> <p style="text-align: center;">OR</p> <p>b. Demonstrate the differences between <b>probability and non-probability</b> methods of sampling with suitable examples.</p>	15	CO-2  CO-3																																				

