



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	Introduction to Journalism	
2.	Introduction to Advertising & Marketing	
3.	Theatre & Folk Media	
4.	Indian Knowledge System	
5.		
6.		
7.		
8.		
9.		
10.		



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BA MCJ

Sem-II

15 APR 2023

April 2026		
Examination: End Semester Examination (UG Programmes)		
Programme code: 0901 Programme: BAMCJ	Class: FY	Semester: II
Name of the Constituent College: Somaiya School of Humanities and Social Sciences 145 U08C201	Name of the Department: Mass Communication	
Course Code: 231U08C201	Name of the Course: Introduction to Journalism	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: All questions are compulsory.		

Question No.		Max. Marks	CO
Q1	Critically analyze the following news article considering all the news elements: CENTRE IMPOSES TOTAL BAN ON DISPOSABLE VAPES Dhruv Veer NEW DELHI: The Union Health Ministry on Friday announced a nationwide “total prohibition” on the manufacture, sale, and possession of single-use plastic e-cigarettes. The move, aimed at curbing a spike in teen nicotine addiction and tackling hazardous waste, comes into effect immediately under the Prohibition of Electronic Cigarettes Act (PECA). The government cited alarming medical data showing a 45% increase in respiratory issues among teenagers aged 14–19 over the last two years. Officials accused manufacturers of using “candy and fruit flavors” to deliberately target minors. “We cannot allow a new generation to become addicted to nicotine under the guise of 'tech-savvy' smoking,” the Health Minister stated, “Our youth's lungs are not for sale.” The ban also addresses a mounting environmental crisis. Disposable vapes	15	02

	contribute approximately 2,000 tonnes of non-recyclable waste monthly, as their lithium-ion batteries and plastic shells leak toxins into landfills. Educators have welcomed the move, noting the difficulty of policing devices that mimic everyday school supplies. “We are finding these in 8th-grade classrooms; they look exactly like USB drives,” said a Mumbai-based principal. To ensure enforcement, the Centre has cleared stringent punishments. First-time possession will attract a fine of ₹50,000, while the manufacture or sale of vapes can lead to three years in prison and a ₹5 lakh fine. While industry representatives warned that the prohibition would fuel a black market, the government maintained that the health of the youth and the environment remain the non-negotiable priority.		
Q 2	A) Critically analyze the impact of the Emergency (1975-1977) on the freedom and functioning of the Indian Press. OR B) Analyze the socio-political factors that contributed to the evolution of the Indian Press during the colonial era.	15	01
Q 3	A) Describe the distinct stages involved in the process of news production, from conception to correction, emphasizing the critical decision-making at each step. OR B) Analyze the role of various social media platforms in the spread of misinformation and disinformation and discuss potential strategies for mitigation.	15	02, 03
Q 4	Write short notes on any three of the following: A) Press Ethics B) Roles and Responsibilities of Journalist C) Citizen Journalism D) Media Trial E) Yellow Journalism	15	02, 03, 04



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BAMCJ
Sem-II

17 APR 2026

Semester (January 2026 to April 2026) Examination: End Semester Examination March/April 2026UG Programmes)		
Programme code:01 Programme: BA MCJ	Class: FY	Semester: II
Name of the Constituent College: SSHSS	Name of the Department Mass Communication	
Course Code: 145U08C202	Name of the Course: Introduction to Advertising and marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	Co Attainment
Q.1	Define Advertising. Elaborate on its functions. Make an Ad Campaign on any social issue.	15	1,2
Q.2 A	Explain Product Life Cycle and its role in advertising. Support your answer with suitable examples.	15	3
	OR		
Q. 2 B	What is the social, cultural & economic impact on Advertising?		
Q.3 A	Explain AIDA and theories of Advertising.	15	1,2
	OR		
Q.3 B	Discuss the concept of IMC. Explain various tools of IMC		4
Q.4	Write short notes on (Ant three) a) Public Relation b) Controversial advertising c) Unethical Advertising d) Branding e) USP	15	1,2,3,4



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VIDYAVIHAR UNIVERSITY



BAMCJ
Sem-II

21 APR 2026

April 2026		
Examination: End Semester Examination (UG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: FY	Semester: II
Name of the Constituent College: Somaiya School of Humanities and Social Sciences	Name of the Department: Mass Communication	
Course Code: 231U08K202	Name of the Course: Theatre & Folk Media	
Duration : 2 Hr.	Maximum Marks : 45	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q. 1	Folk forms of India have been promoted by government through various platforms like G20 Sumit, Indian Art Mela, Literature festivals etc. These efforts uplifted the status of Indian folk art not only in India but on global platforms. Based on this answer the following: A. How will public participation help in strengthening folk art? B. What the role of social media, in reviving folk art of India?	10	3, 4
Q. 2 A	Elaborate on "Vani Trayi" as Communication model and how it works in theatre communication.	10	1
Q. 2 B	OR Explain how folk media can be used for social development in rural India.	10	2
Q. 3 A	Elaborate on the folk forms of North zone of India.	10	3
Q. 3 B	OR Describe the contribution of Sanskrit scholars and play writers in Indian theatre.	10	4
Q. 4	Write a short note on (Any Three) 1. Jatra 2. Puppetry 3. Asian Theatre 4. Shakespeare 5. Challenges to folk media	15	3 3 1 2 4



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BAMCJ
Sem-III

24 APR 2020

March/April 2026		
Examination: In Semester Examination (UG/PG Programmes)		
Programme code:	Class: FY	Semester: II
Programme:		
Name of the School:		Name of the Department
Course Code: 216U061301	Name of the Course: Indian Knowledge Systems	
Duration: 1 Hr.	Maximum Marks: 20	
Instructions:		

Marks Obtained:

Seat No.

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Class:

Signature of Candidate

Signature & Name of The Block Supervisor with Date:

Question No.		Max. Marks	CO
Q 1	Consciousness refers to: A. Sleep B. Neutrality C. Ignorance D. Awareness Answer:	1 Marks	CO3
Q 2	What is the full form of I.K.S? A. Indian Kinetic Strategies B. International Knowledge Statistics C. Indian Knowledge Systems D. Internal Karyotype System Answer:	1 Marks	CO1
Q 3	Ayurveda represents: A. Political system B. Social Justice C. Holistic health approach D. Legal system Answer:	1 Marks	CO3

Q 4	IKS includes knowledge from: A. One field only B. Various branches C. Only science D. Only art Answer:	1 Marks	CO1
Q 5	What is included under the Spiritual and Philosophical scope of I.K.S.? A. Understanding the technological developments of machine learning and AI. B. Examining the development of nanobots C. Observing a complex medical operation D. Help to understand the nature of reality Answer:	1 Marks	CO3
Q 6	Coins as sources of IKS are studied under: A. Archaeology B. Numismatics C. Epigraphy D. Philology Answer:	1 Marks	CO1
Q 7	Dharma represents: A. Lawless behavior B. Duty and righteousness C. Profit D. Art Answer:	1 Marks	CO3
Q 8	Archaeological evidence mainly provides: A. Material remains B. Philosophical ideas C. Literary theories D. Oral traditions Answer:	1 Marks	CO1
Q 9	Through _____, IKS helps to develop the aesthetic sense and enables one to understand and appreciate the arts and foster the creativity of humans. A. Visual arts and Performing arts B. Inscriptions C. Religious Scriptures D. Edicts Answer:	1 Marks	CO3



Q 10	Astronomy deals with: A. Atmosphere B. Saturn C. Stars and planets D. Galaxies Answer:	1 Marks	CO1
Q 11	The study of ancient scripts is called: A. Numismatics B. Epigraphy C. Paleography D. Archaeology Answer:	1 Marks	CO1
Q12	Yoga contributes to: A. Economic growth B. Trade C. Physical and mental balance D. Politics Answer:	1 Marks	CO3
Q 13	Textual sources are limited because they: A. Are always accurate B. Reflect specific perspectives C. Include all voices equally D. Are purely scientific Answer:	1 Marks	CO4
Q 14	Cultural expression in IKS primarily involves: A. Economy B. Science only C. Politics D. Art and Architecture Answer:	1 Marks	CO3
Q 15	Knowledge about agriculture and weather is part of: A. Philosophy B. Science C. Art D. Ethics Answer:	1 Marks	CO1

Q 16	IKS helps bridge the gap between: A. Art and science B. Past and present C. Theory and practice D. All of the above Answer:	1 Marks	CO4
Q 17	Epigraphy is the study of: A. Coins B. Architecture C. Inscriptions D. Paintings Answer:	1 Marks	CO1
Q 18	Which of the following is a textual source? A. Inscription B. Pottery C. Coin D. Vedic literature Answer:	1 Marks	CO1
Q 19	Spiritual inquiry differs from scientific inquiry because it focuses on: A. Inner experience B. Measurable facts only C. External observation D. Experiments only Answer:	1 Marks	CO3
Q 20	Studying IKS promotes: A. Fragmented knowledge B. Isolation C. Holistic understanding D. Memory Answer:	1 Marks	CO4