



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	231U08I401 – Research Methodology & Methods	
2.	231U08C401 – Broadcast Media	
3.	231U08C402 – News Reporting & Editing	
4.	131U08C401 – Research Methodology & Methods	
5.		
6.		
7.		
8.		
9.		
10.		



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ATKT
BAMCJ
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15 JUN 2026

Mar/Apr 2026		
Examination: End Semester Examination (UG Programme)		
Programme code: 08	Class: SY	Semester: IV
Programme: BAMCJ		
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: All questions are compulsory		

Question No.		Max. Marks	CO
Q1	Design a research plan highlighting the method you would choose and the specific variables you would measure to conduct research on the topic "The Impact of Social Media Influencers on The Voting Behavior of First-Time Voters in an Urban City".	10	CO2, CO3
Q 2	A) What is the difference between pure research and exploratory research? Explain in detail with appropriate examples. OR B) Define Scientific Research. Explain the various steps involved in the research procedure, from problem selection to report writing.	10	CO1, CO2
Q 3	A) Compare and contrast the Survey Method and the Experimental Method. In what scenarios is an experiment more useful than a survey? OR B) Explain non-probability sampling. Discuss purposive sampling and quota sampling with relevant media examples.	10	CO3, CO4
Q.4	Write short notes on any three of the following: A. Methods Vs Methodology B. Exploratory Research C. Case Study Method D. Empirical Research E. Interval Data Vs Ordinal Data	15	CO1, CO2, CO3, CO4



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ATKT
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11 JUN 2026

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 script for a video interview with a sports person for 300 sec.	15	CO3
Q.2 A)	Illustrate the post-liberalisation development of television in India.	15	CO3
	OR		
Q. 2 B)	Prepare a Television Run Down for a 07-minute news bulletin.	15	CO4
Q.3 A)	Prepare a 45 minutes Radio time line for the program starting at 5:00 pm	15	CO1
	OR		
Q. 3 B)	“OTT is the replacement of television for youth” Justify the statement with examples.	15	CO3
Q.4	Write short notes on. (Any Three) 1. Prasar Bharati 2. Types of sound 3. IPTV 4. DTH 5. Community Radio	15	CO3 CO2 CO1 CO4 CO2



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12 JUN 2026

April/May 2026

Examination: End Semester Examination (UG Programme)

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.	Do you agree or disagree with the statement that news reporting in print media is more credible than broadcast and new media? Discuss your argument with suitable examples.	15m	CO1 to CO4
Q.2.	A) Explain the functions and structures of the editorial, advertising, and circulation departments in a news organization. OR B) What are headlines? Explain the importance and types of headlines with relevant examples.	15m	CO1 CO4
Q.3.	A) Explain the step-by-step process of editing a news story, from checking basic facts to correcting language and grammar. OR B) Elucidate the need of accuracy, objectivity, clarity, accountability, and humanity in news writing in detail.	15m	CO3 CO3
Q.4.	Answer any 3 short notes out of 5. a) Beat Reporting b) Importance of News Editing c) Embargo d) Transition devices e) Inverted pyramid structure	3*5m- 15m	CO2 CO4 CO1 CO3 CO3



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Semester (May-June 2026)		
Examination: End Semester Examination March 2024 (UG Programmes)		
Program code:40 Program: BAMCJ(H)	Class: SY	Semester: IV
Name of the Constituent College: Somaia School of Humanities and Social Sciences	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08C401	Name of the Course: Research Methodology and Methods	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO
Q1	Prepare a questionnaire of 20 questions using Likert and various other scales on the research topic of "Assessing the Role of Responsible Fashion in Shaping Consumer Values and Purchase Motivations among Generation Z and Generation Y in Mumbai City"	15	CO3, CO4
Q 2	a.) What do you understand by the term research? Elaborate on the stages of the research process with examples. OR b.) Examine the role of hypotheses in research and explain their various types with appropriate illustrations. Based on the topic 'Mobile Payment Applications and Their Utility among Generation Y and Generation Z in Mumbai,' formulate six research hypotheses."	15	CO2, CO5
Q 3	a.) Explain the various types of research with relevant examples OR b.) Interpret the difference between quantitative and qualitative methods of research	15	CO1
Q4	Write short notes on any three of the following? a. Pre-test b. Impact factor c. Mean,Median and Mode d. Likert Scale e. Independent variable	5x3=15	Co2, Co3 Co4 Co5 Co6