



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	145U01C202 - Introduction to Journalism	
2.	231U08K202 - Theatre & Folk Media	
3.	131U08201 - Theatre & Folk Media	
4.		
5.		
6.		
7.		
8.		
9.		
10.		



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ATKT
BAMCJ
Sem-II

11 JUN 2028

April 2026		
Examination: End Semester Examination (UG Programmes)		
Programme code: 09 01 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: 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	Write a news article in 400-500 words on the following content. The Event: Launch of "Project Sahyog," India's first large-scale green hydrogen plant. Location: Hazira, Gujarat. Date: October 12, 2025. The Tech: The plant uses alkaline electrolyzers powered by a 500MW offshore wind farm to split water molecules into hydrogen and oxygen. The Goal: To produce 100,000 tonnes of green hydrogen annually by 2030 to decarbonize the local steel and fertilizer industries. Investment: A joint venture between the National Thermal Power Corporation (NTPC) and a private Danish green-tech firm, costing \$2.4 billion. Official Quote: Minister of New and Renewable Energy: "Today, India moves from being an energy importer to a potential exporter of the fuel of the future. This is a giant leap for our Net-Zero 2070 goals." Expert Quote: Dr. Arpan Shah, Energy Analyst: "The challenge isn't just production; it's the high cost of storage and transport. However, being located near a port gives Hazira a massive strategic advantage for exports"	15	02



	to Europe.” Environmental Impact: Estimated to reduce carbon emissions by 1.5 million tonnes per year, equivalent to taking 300,000 cars off the road.		
Q 2	A) Trace the key technological innovations that led to the invention and widespread adoption of printing. OR B) Identify and discuss the significant contributions of at least three doyens of Indian journalism to the profession.	15	01
Q 3	A) Critically evaluate the various factors that determine “news worthiness” in today's media environment. OR B) Elaborate on the key roles and responsibilities of a journalist in a democratic society, considering their accountability to both the public and their employers.	15	03, 04
Q 4	Write short notes on any three of the following: A) Impact of Printing Invention B) Muckraking Journalism C) Raja Rammohan Roy’s Contribution to Journalism D) Press Ethics E) Mobile Journalism	15	01, 02, 03, 04



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ATKT
BAMCJ
Sem -II

15 JUN 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	The theatre group is facing declining audiences due to OTT platforms and social media entertainment. A. Apply communication theories to explain audience shift. B. Analyze challenges faced by contemporary theatre.	10	1, 3
Q. 2 A	Elaborate on the history of World theatre.	10	1, 2
	OR		
Q. 2 B	Describe how "Sadharanikaran" & "Sahrudayikaran" is occurs in theatre communication.	10	
Q. 3 A	Write a detail note on folk forms in Maharashtra.	10	3, 4
	OR		
Q. 3 B	Elaborate on Opportunities and Challenges to new media and theatre	10	
Q. 4	Write a short note on (Any Three) 1. Yakshaganam 2. Kalidas 3. Hamlet 4. Parasi Theatre 5. Characteristics of folk Media	15	3 1 1 2 4



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17 JUN 2026

0202 NUC 01

ATKT
BM CJ
Sem - II

Examination: ATKT Examination April 2025 UG Program)		
Program code: 08 Program: BA MCJ (Hons)	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College (SKSC)	Name of the department: Mass Communication	
Course Code: 131U08201	Name of the Course: Theatre and Folk Media	Duration: 2 Hrs Max. Marks: 60
Instructions: • Attempt all the questions • Q. 1 is a compulsory question • Draw diagram, chart, a graph where ever applicable		

Q. 1) Traditional forms of media are facing many challenges. The folk artists are doing their best to survive the art. And survival of folk artists is also one of the prominent issues which was highlighted during the recent Covid crisis. The role of government is very important in promoting development of any suppressed class. In reference to Folk media artists and the role of government to change their life answer the following:

A) Implementing pension policy for age-old artists may bring some change to the suffering of Folk media artists? Give your opinion and Justify. 05 Marks

B) Do you think, the free availability of theatres increases the number of audiences for folk media? Justify 05 Marks

C) Do you think that due to many challenges faced by folk media artists, their Right to Life is violated? Justify 05 Marks

Q. 2 A) Elaborate on Ras Theory in Natyashashtra 15

OR

Q. 2 B) Explain in detail different folk forms of India. 15 Marks

Q. 3 A) Discuss the elements of a Play and elaborate on characters of 15 Hamlet

OR

Q. 3 B) Describe the history of Asian Theatre in detail. 15



Q. 4 Write short notes. (Any Three)

15 Marks

1. Vijay Tendulkar
2. Kalidas
3. Yakshaganam
4. Changing trends in entertainment media
5. Julius Caesar