



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts – MEA Media, Entertainment & Advertisement	SEM: II
ATKT	JUN-2026

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



LIBRARY



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12 JUN 2026

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

Question No.		Max. Marks	CO
Q1	A journalist working for a leading news channel conduct a sting operation to expose bribery in government offices. He uses hidden cameras and fake identity to record conversation of officials alleging accepting bribes. The footage is broadcast without obtaining consent from those officials and Head of the departments. While report leads to public outrage and suspension of the officials, question arises regarding violation of privacy, defamation. Discuss the ethical and legal issues involved in above case in the context of freedom of press and right to Privacy	15	CO3
Q 2	A. Ravina has been arrested by Senior Police Inspector A.B. Sawant at midnight in bailable offence without being informed the grounds of arrest and she has been denied to consult her legal practitioner and also denied to contact her relatives or friends. When her father went to police station to file a missing complaint he did not get any information about her arrest from any police officer. Analyse the above case in the light of rights of arrested person under Indian Constitution and other statutes. OR A Write a note on Data Protection Bill B Write a note on Official Secret Act	15 7 8	CO1 CO4 CO3
Q 3	A popular fairness cream brand releases an advertisement showing that a dark-skinned woman becomes successful and confident only after using that cream. The ad is widely broadcast across television and social media, it also starts hashtag campaign 'Woman = Fair' which leads to criticism for promoting colour discrimination and unrealistic beauty standards. OR A. Write a note on Freedom of speech and expression B. Write a note on Hate Speech	15 8 7	CO2 CO1 CO3
Q. 4	Write Short Notes (Any 3) A. Cinematograph Act B. Defamation C. Classification of films- U,UA,A,S D. Prasar Bharati Bill E. Drugs and Magical Remedies Act	15	CO1 CO2 CO2 CO4 CO4



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ATKT
MA EMA
Sem-II

10 JUN 2020

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

Question No.		Max. Marks	CO
Q. 1	A global OTT platform released a series showcasing diverse cultures. While appreciated internationally, it faced criticism for misrepresentation and stereotyping. A. Analyze the challenges of intercultural representation in global media. B. Evaluate the impact of such portrayals on audience perception. C. Suggest guidelines for ethical and accurate representation.	15	3, 4
Q. 2 A	Examine the role of media professionals in representing diverse communities responsibly. OR	15	1
Q. 2 B	Examine the role of media campaigns in creating environmental awareness.	15	2
Q. 3 A	Analyze the role of memes and reels in forming public opinion OR	15	3
Q. 3 B	Discuss the power of media in shaping public perception during film releases.	15	4
Q. 4	Write a short note on (Any Three) a) Media Influence theory b) Viral marketing c) Influencer culture d) Body image in media e) Social awareness campaigns	15	3 3 1 2 4



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ATKT
MAEMA
Sem-II

15 JUN 2026

April 2026		
Examination: End Semester Examination March/April 2026 (PG Programmes)		
Program code:27 Program: MAEMA 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: 231P27V202	Name of the Course: Advanced Advertising Marketing Research	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO Attainment																																				
Q.1	A research study was conducted among 250 urban Gen Z consumers to understand their preferences toward a slow fashion brand “EcoWear.” The respondents were asked to rate different attributes of the brand. <table><tr><th>Attribute</th><th>Very Satisfied (%)</th><th>Satisfied (%)</th><th>Neutral (%)</th><th>Dissatisfied (%)</th><th>Very Dissatisfied (%)</th></tr><tr><td>Product Quality & Durability</td><td>40</td><td>35</td><td>10</td><td>10</td><td>5</td></tr><tr><td>Price Affordability</td><td>15</td><td>20</td><td>25</td><td>25</td><td>15</td></tr><tr><td>Sustainability Practices</td><td>45</td><td>30</td><td>10</td><td>10</td><td>5</td></tr><tr><td>Design & Style Appeal</td><td>25</td><td>35</td><td>20</td><td>10</td><td>10</td></tr><tr><td>Brand Awareness</td><td>20</td><td>25</td><td>30</td><td>15</td><td>10</td></tr></table> Questions: 1. Interpret the data and identify key consumer perception trends toward slow fashion. 2. Analyze the strengths and limitations of the brand based on the responses. 3. Suggest strategic recommendations to improve adoption of slow fashion among Gen Z consumers.	Attribute	Very Satisfied (%)	Satisfied (%)	Neutral (%)	Dissatisfied (%)	Very Dissatisfied (%)	Product Quality & Durability	40	35	10	10	5	Price Affordability	15	20	25	25	15	Sustainability Practices	45	30	10	10	5	Design & Style Appeal	25	35	20	10	10	Brand Awareness	20	25	30	15	10	15	CO-3
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Design & Style Appeal	25	35	20	10	10																																		
Brand Awareness	20	25	30	15	10																																		
Q.2	a) Analyze the role of new media (social media, influencers, AI tools) in advertising research. How has it transformed traditional research approaches? OR b.) Write a comprehensive note on stages of the research process with relevant examples.	15	CO-1 OR CO-4																																				
Q.3	a.) What is sampling? Delineate the distinct types of sampling methods used in social science research. OR b.) Demonstrate the difference between quantitative and qualitative research in brief with relevant examples	15	Co-2 OR CO3																																				



Q.4	Write short notes on any three of the following? a. Impact factor and H Index b. Green marketing c. Hyper customisation d. Marketing campaign e. Positioning and Targeting	5X3=15	CO-1 CO-2 CO-3
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