



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts (Communication & Journalism) – MACJ	SEM: II
ATKT	JUN-2026

Sr. No.	Subject	Available
1.	131P27C202 – Integrated Marketing Communications	
2.	145P13C203 – Media Laws & Ethics	
3.	231P28C202 – Environmental Communication	
4.	131P28C201 – Mass Media Research	
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ATKT
MACT
Sem-II

11 JUN 2020

October/November 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code: 27 Programme: MA (Mass communication and Journalism)	Class: MAEMA	Semester: II
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	Case study: Starbucks Corporation is an American multinational chain of coffeehouses and roastery reserves headquartered in Seattle, Washington. Starbucks was converted into a coffee shop serving espresso-based drinks. Starbucks wants to introduce high-quality and organic tea in the world. Starbucks wants to make a new identity for tea brand. This tea café would be the different entity. Starbucks tea would not be sold in Starbucks Coffee. You are appointed as a marketing manager. Answer the following questions: 1. Prepare a marketing brief on the given case. 2. As a marketing manager suggest any 2 IMC elements and methods of implementations.	15 marks 10 marks 5 marks	CO1
Q 2	A. Explain brand awareness elements in detail. B. Discuss elements of IMC planning stages. OR C. Develop an IMC planning stages for any one brand of the following. Oppo High-end cell phones, Tanishq lab-grown diamonds.	8 marks 7 marks 15 marks	CO2 CO2 CO3
Q. 3.	A. Explain various other alternative media used today in marketing. B. Discuss types of sales promotion in detail. OR C. Discuss 4 components of brand positioning in detail.	8 marks 7 marks 15 marks	CO3 CO3 CO3
Q. 4	Short notes (any 3 out of 5) 1. Advantages of IMC 2. Evolution of branding 3. Copywriting as a creative process 4. Point-of-parity and point-of-difference 5. Advertising on billboard, ambush as alternate media	15 marks	CO4



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12 JUN 2020

April 2026		
Examination: End Semester Examination (PG Programme)		
Programme code: 13 Programme: MACJ	Class: FY	Semester: II
Name of the Constituent Institute: Somaiya School of Humanities and Social Sciences	Name of the Department: Mass Communication	
Course Code: 131P28C203	Name of the Course: Media Laws and Ethics	
Duration : 2 Hr. 145P13C203	Maximum Marks : 60	
Instructions: All questions are compulsory.		

Question No.		Max. Marks	CO
Q1	The Constitution of India is the longest written constitution in the world and has been written after the extensive study of various constitutions and all over the world. It contains the fundamental principles for democratic governance. The constitution has guaranteed fundamental rights to all its citizens. However, in recent years the protection of fundamental rights of citizens has been a grave concern in India. Discuss to what extent the Indian Constitution is still effective as a safeguard of fundamental rights in the face of growing executive power, digital surveillance, and social polarization.	15	1
Q 2	A) Discuss the salient features of the Indian Penal Code (IPC) and the Criminal Procedure Code (CrPC) and compare with the new BNS and BNSS. OR B) Examine the incorporation of fundamental duties in the Indian Constitution and their role in fostering a sense of civic responsibility and national unity. How effective are these duties in promoting ethical citizenship and participatory democracy?	15	2
Q 3	A) Critically assess the importance and relevance of copyright laws in promoting creativity and innovation. OR B) Critically evaluate the effectiveness and legitimacy of anti-terrorism measures in combating organized crime and terrorist activities in India. How can legal safeguards and ethical considerations ensure the protection of individual rights and liberties in the fight against terrorism?	15	3
Q4.	Write short notes on any three of the following: A) OSA B) Reporting Judicial Proceedings C) The Prevention of Terrorism Act D) Paid News E) Salient Features of the Constitution	15	1, 2, 3



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11 JUN 2026

April 2026		
Examination: End Semester Examination March/April 2026 (PG Programmes)		
Program code:28 Program: MACJ 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: 231P28C202	Name of the Course: Environmental Communication	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks	CO Attainment
Q.1	Discuss the need and importance of Environmental Communication. Highlight any two theories of Environmental Communication.	15	CO2
Q.2	Elaborate on Myths, religion and Environment . Explain with suitable examples Or Enlist any three Environmental movements and people's participation.	15	CO3
Q.3	a) Examine how media coverage of water pollution can influence public priorities using Agenda-Setting Theory . OR b) Assume that you are a journalist working for a News Daily and the beat you got is Environment.Suggest few media strategies to increase perceived behavioral control for recycling behavior among the audience in a story format.	15	Co-2 OR CO3
Q.4	Write short notes on any three of the following? a) Risk Communication b) Green Washing c) Agenda setting theory d) Film Induced tourism e) Man-Nature Interaction	5X3=15 5	CO-1 CO-2 CO-3



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10 JUN 2026

April 2026		
Examination: End Semester Examination (PG Programme)		
Programme code: 28 Programme: Master of Arts in Communication & Journalism (MACJ)	Class: Part-I	Semester: II
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 131P28C201	Name of the Course: Mass Media Research	
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.	For the research topic " <i>A Study on the Usage Patterns and Impact of Social Media among College Students,</i> " formulate appropriate research objectives and based on them, design a questionnaire consisting of 20 questions using various measurement scales.	15m	CO1, CO2, CO3, CO4
Q.2.	A. What is sampling? Explain different types of probability sampling and its advantages and disadvantages. OR B. Explain the concept Research Design. Discuss the different types of research designs with suitable examples.	15m	CO2, CO3 CO2
Q.3.	A. Define in-depth/intensive interviews. Analyze its advantages and disadvantages in social science research. OR B. Discuss the different levels of measurements- nominal, ordinal, interval and ratio scale with suitable examples.	15m	CO2, CO3 CO4
Q.4.	Answer any 3 out of 5 a) Use of softwares in Data Analysis b) Research Method vs Methodology c) Use of AI in research d) Non-probability sampling e) FGDs	3*5m- 15m	CO4 CO1 to CO4 CO1 to CO4 CO2, CO3 CO2, CO3