

28/11/2022 2:30 pm

01/11/2022

**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**F.Y.B.Voc. (Semester I)
Subject: Media and Communication
(BVM 1101) Introduction to Communication (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Fill in the Blanks: (Attempt any five questions) [2 x 5 =10]

- a) In WWII Hitler's secret agency was called as _____
- b) NATO was founded for _____
- c) _____ was name of the German Emperor during the First World War
- d) 15 Park Avenue was directed by _____
- e) Radio City belongs to _____ group
- f) Magic Bullet Theory is also called as _____
- g) Communication is Personal, Continuous, Circular and _____

Q.2 Short Notes (Attempt any five questions) [3 x 5 =15]

- a) What is the significance of the SITE project in the history of media?
- b) Comment: Mythological movies could only be a virtuous choice to begin the Films as a tool of communication and acceptance among audiences.
- c) Write your views if there are any problems faced by Indian Print media and in the digital era, state reasons for your agreement or disagreement.
- d) What was the cause of WWII?
- e) What is Google Analytics?
- f) Critically analyze hypodermic needle theory and its applicability in electronic media.

- g) Differentiate between Mass Communication and Public Communication

Q.3 Answer in Brief (Any five questions):

[5 x 5 =25]

- a) Describe your view on censorship and its need if we have Freedom of the Press as a Fundamental Right under Freedom of Speech and Expression.
- b) "Journalists are gatekeepers of information". Do you agree? Does this gatekeeping obstruct the free flow of information?
- c) Describe with a diagram Laswell's model of communication, and illustrate your answer with an example
- d) Do you think Digital Media have brought about a transformation in the behavior of people? What is your view? Examine the role of media in the contemporary society
- e) State the significance of Community Radio, and support your answer with an example
- f) Can the documentary film be described as 'the creative interpretation of reality'?
- g) State your views on the content of television and do they face direct competition from the OTT platforms.

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**Deccan Education Society's
Fergusson College (Autonomous) Pune-4
F.Y.B. Voc. Semester I
Media and Communication
Communication theory (BVM1101)
(Paper I - 2019 Pattern)**

Time: 2 Hours

Max Marks: 50

Instructions: a) All questions are compulsory and carry equal marks.
b) Figures to the right indicate full marks.
c) Draw neat labelled diagrams wherever necessary.

Q.1 Answer Any Five of the following questions:

(2x5=10)

- a. Define communication.
- b. What are the 5 basic human senses and how they are used in human communication?
- c. How is communication used in nature?
- d. What is language?
- e. How communication and information different from each other.
- f. What is communication process?
- g. What is Non – verbal communication?

Q.2 Answer Any Five of the following questions:

(3x5=15)

- a. Explain focuses and unfocused communication.
- b. What are the three stages of communication?
- c. Explain the Osgood and Schramm circular model of communication.
- d. Explain in brief what is semiotics?
- e. What is 'Interactive Communication'? How does it differ from Mass Communication?
- f. What is 'Mass' communication? Write a critical account of the concept.
- g. What do understand by signs and symbols?

Q.3 Answer Any Five of the following questions:

(5x5=25)

- a. Explain uses and Gratification theory in detail.
 - b. What is Newcomb's Model? Explain in detail.
 - c. Explain the types communications. Give an example of every type.
 - d. How did development in communication technology contribute to the growth of nation-state and to democracy?
 - e. What are categories of signs?
 - f. Explain the Agenda setting theory.
 - g. Explain the Bullet theory in detail.
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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4
End Semester Examination (ESE)
F. Y. B. VOC. (Media Communication) Semester I (2019 Pattern)
Paper II: BVM1102: Mass Media**

Time: 2 Hrs

Max. Marks: 50

Instruction to candidates:

- i) *All questions are compulsory.*
- ii) *Figures to the right indicate full marks.*
- iii) *Draw neat diagrams wherever necessary.*

1. Attempt **any five** questions 2x5=10
 - a) Give names of two Private Radio Channels aired in Pune.
 - b) Enlist two movies that are from the silent era.
 - c) Name any two freedom fighters who started newspapers or magazine in any Indian language.
 - d) Write the four functions of Mass Media.
 - e) Name two Radio Channels available in Pune.
 - f) What are the three formats of newspaper?
 - g) Name two government - run institutions located in pune that deal with films, film studies and film restoration.

2. Attempt **any five** short notes 3x5=15
 - a) Name the main types of mass media and give a brief overview of their origins.
 - b) Is mass media an "Industry"? Provide supportive reasons with examples.
 - c) Name some of the key cinema production houses in India. Enlist the main production houses that have worked in multiple languages.
 - d) Comment on links between cinema and society.
 - e) Write on the history of radio (world and Indian contexts).
 - f) Elaborate some problems in communicating to a mass audience.
 - g) Write on the history of printing and elaborate on the changes the technology brought for the publication industry (world and India contexts, both)

3. Attempt **any five** questions 5x5=25
 - a) Give a brief history of Indian newspaper industry. Elaborate the importance of freedom struggle of India's print industry.
 - b) What is mass communication? Write in detail the roles and reach each mass media has. Describe in brief, with examples, the relation of at least two mass media platforms with its respective audiences.
 - c) Write on 100 years of Indian cinema. Accordingly to you, What are the major milestones during this century?
 - d) Write short note on: Indian Television
 - e) What are the functions of mass media? Elaborate on the key aspects of three functions with suitable examples.
 - f) Write a brief audience profiling report (300 words) of any advertisement

(non-commercial and issued by a government agency) seen in a movie theatre during viewing of a cinema Mention what the advertisement is about?

g) What are the genres in Radio? Explain.

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Deccan Education Society's
Fergusson College (Autonomous), Pune-4

F.Y.B.Voc. Media and Communication (Semester I)
Subject: Introduction to Journalism
(BVM 1102) (2019 pattern)

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Attempt any five questions:

[2 x 5 =10]

- a) Kesari was published in ---- language
- b) Marhatta was established in ----- language
- c) Mirat-ul-akhbar was founded by -----
- d) 'Sudharak' was founded by _____
- e) Define clickbait
- f) What is pagination?
- g) Mahatma Gandhi wrote prominently for the newspaper Young India. State true or false.

Q.2 Attempt any five questions:

[3 x 5 =15]

- a) Write a note on the role played by reporting department in a news organization
- b) Write a note on principle of fairness regarding a news.
- c) A journalist must not resort to sensationalization. Comment with a suitable examples.
- d) Newspapers are dependent on advertisements apart from reader's subscription. Elucidate.
- e) Comment on the role of editorial department in a news organization
- f) Discuss the importance of a proofreader in a news organization with suitable examples.
- g) Explain the importance of pagination department for a newspaper

Q.3 Attempt any five questions:

[5 x 5 =25]

- a) The first phase of Indian journalism was the phase of awakening. Elucidate with examples.

- b) **Comment on the importance of coordination between editorial as well as reporting department in a news organization**
- c) **Discuss the importance of photography department in news organization**
- d) **Discuss the role played by media post-independence in India with suitable examples.**
- e) **Write a short note on the second phase of Indian journalism with suitable examples.**
- f) **State the significance of marketing department in a news organization.**
- g) **Write a note on significance of the story related to "Harshad Mehta scam case".**

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**F.Y.B.Voc. (Semester I)
Subject: Media & Communication
(BVM 1103) Basics of Visual Communication (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1. Attempt Any Five Questions

[2 x 5 = 10]

1. Explain the term Eliminate in SCAMPER.
2. Explain the term 'visual presentation'.
3. Explain the term 'fade out' in visual transition.
4. What do you understand by the term 'pictogram'?
5. Write what you understand by the term 'Establishing Shot.'
6. Write what you understand by the term Extreme Close-up Shot.
7. What is a meaning of 'Top angle shot'?

Q. 2. Attempt Any Five Questions

[3 x 5 = 15]

1. With suitable examples, explain the concept of a Shot in audiovisual production.
2. Explain the concepts of Tilt up and Tilt down movements with suitable examples.
3. Why dissolve and wipe are called as transitions? Explain with suitable examples.

4. What do you understand by the ad-campaign? Explain with suitable examples.
5. Write the use of the hording for outdoor advertisement.
6. Is radio advertisement is more powerful than print advertisement? Write your comment with suitable examples.
7. Why do you watch a film in theatre? Write any three reasons.

Q.3 Attempt Any Five Questions

[5 x 5 = 25]

1. Explain the role of a daily soap as a family entertainer these days.
2. Explain the importance of texture as a key design element.
3. What do you understand by SCAMPER? Explain in detail.
4. Explain the difference between reading a novel and watching the film based on the same.
5. Write a short critical review in not more than 100 words of a feature film you have recently watched in theater.
6. What are the different types of shots? Explain with suitable examples.
7. Explain the graphs and maps as a visual aid with suitable examples.

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

F.Y.B.Voc. Media and Communication (Semester II)

Subject:

(BVM 1201) Social Issues and Ideas (2019 pattern)

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Attempt any five questions:

[2 x 5 =10]

- a) Define Nation
- b) Define Nation-State
- c) Who founded the paper Sudharak?
- d) Define the concept 'Melting Pot Civilization'
- e) Give an example of a nation based on Religion
- f) Give an example of a nation based on Ethnicity
- g) Define Territorial Nationalism

Q.2 Attempt any five questions:

[3 x 5 =15]

- a) Describe the impact of British Raj on Indian Society
- b) Technology is a bigger factor in Social Change: Elucidate
- c) Discuss the characteristics of British Ruling System
- d) Discuss the role of Media in bringing the social change
- e) Discuss the characteristics of an ideology of Nationalism
- f) Nation is essentially an emotional Bond : Elucidate
- g) Discuss the idea of Social Justice in Mahatma Phule's Writings

Q.3 Attempt any five questions:

[5 x 5 =25]

- a) Write a note on Social ideas of Justice Ranade
- b) Write a note on role played by Planning Commission in India's development
- c) Write a note on Naxalism as an ideology
- d) Discuss challenges posed by terrorism to India's National Security
- e) Discuss the issue of Caste in Indian Politics
- f) Write a short note on significance of Dr. Ambedkar as an intellectual
- g) Discuss the features of Indian Nationalism

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**F.Y.B.Voc Media and Communication (Semester II)
Subject: Basics of Journalism
(BVM 1202) (2016 pattern)**

**Time: 2 Hrs 30 minutes
Instruction to candidates:**

Max. Marks: 50

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

- Q.1** Attempt any five questions: [2 x 5 =10]
- a) Define News
 - b) Explain the concept of beat reporting
 - c) 'Kesari' was founded by _____
 - d) List 5W H1
 - e) 'Sudharak' was founded by _____
 - f) State the two names of newspapers founded by Raja Ram Mohan Roy
 - g) Explain inverted pyramid
- Q.2** Attempt any five questions: [3 x 5 =15]
- a) Explain what is 'Beat'?
 - b) Article is written with a specific perspective. Comment with a suitable example.
 - c) Explain importance of a Heading with an example
 - d) Explain the importance of pagination department for a newspaper
 - e) Newspapers are dependent on advertisements apart from reader's subscription. Elucidate.
 - f) Explain hard news with example
 - g) Explain soft news with example
- Q.3** Attempt any five questions: [5 x 5 =25]
- a) Write a note on significance of Journalism in a Democracy
 - b) The first phase of Indian journalism was a phase of views papers. Comment with a suitable example.
 - c) What are responsibilities of a reporter?
 - d) State the significance of the invention of Printing Press
 - e) Discuss the role played by media post-independence in India with suitable examples.
 - f) List different types of sources in court related story
 - g) Explain importance of a photo in a news

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**F.Y.B.Voc Media and Communication (Semester II)
Subject: News Reporting
(BVM 1202) (2019 pattern)**

Time: 2 Hrs 30 minutes

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Attempt any five questions:

[2 x 5 =10]

- a) Define News
- b) Write elements of news
- c) Give example of source in a Crime story
- d) List 5W H1
- e) Explain types of Sources
- f) Explain importance of mentioning newspapers website in print
- g) Explain inverted pyramid

Q.2 Attempt any five questions:

[3 x 5 =15]

- a) Explain what is 'Beat'?
- b) Give examples of Culture Beat and responsibility of reporter
- c) Explain importance of a Heading with an example
- d) List different types of sources in a Political Story
- e) What is news value?
- f) Explain hard news with example
- g) Explain soft news with example

Q.3 Attempt any five questions:

[5 x 5 =25]

- a) What is the difference between hard and soft news in terms of coverage?
- b) How to prepare before attending press conference of a political leader?
- c) What are responsibilities of a reporter?
- d) Explain importance of diary for a reporter.
- e) Explain soft news with example
- f) List different types of sources in court related story
- g) Explain importance of a photo in a news

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**F.Y.B.Voc. Media and Communication (Semester II)
Subject:
(BVM 1203) Audio Visual Narratives (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1. Attempt Any Five Questions

[2 x 5 =10]

Write True or False:

1. YouTube channel is primarily a Television channel.
2. You can watch Interactive cinema in public viewing theater.
3. Storytelling is an art.
4. Three different acting styles are defined in three act narrative structure.
5. Trilogy means a set of three science subjects.
6. The term netizens indicates internet citizens.
7. Television talk show is a non-fiction programme.

Q. 2. Attempt Any Five Questions

[3 x 5 =15]

1. Write what is the difference between television channel and youtube channel.
2. What is 'alteration of time and space' in storytelling? Explain with suitable examples.
3. Write the names of any three non-fiction shows with their respective channels of Indian television.

4. How social media play important role in film promotion nowadays? Explain with suitable examples.
5. What do you understand by reality shows of television with suitable examples?
6. Write the importance of costume design in song picturization with suitable examples.
7. What do you understand by three act structure in audiovisual narrative? Explain with suitable examples.

Q.3 Attempt Any Five Questions

[5 x 5 = 25]

1. Explain what do you understand by the Mobile apps? Name any three educational apps.
2. Explain the role of the background score in films with suitable examples.
3. Explain the need of film appreciation for better viewing experience.
4. Write the critical appreciation of a web series you have recently watched with respect to emotional connect.
5. Write the critical appreciation of a feature film you have recently watched with respect to performance.
6. What do you understand by interactive cinema? Explain with suitable examples.
7. What you understand by talent hunt shows on television? Explain with suitable examples.

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**S.Y.B.Voc. (Semester III)
Subject: Media and Communication
(BVM 2301) Media and Society (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

- Q.1** Attempt any five questions: [2 x 5 =10]
- a) Define media literacy.
 - b) Define misinformation.
 - c) Define dis-information.
 - d) Define Mass Communication.
 - e) Manufacturing Consent is a book written by _____
 - f) Define media stereotype.
 - g) Define 'enlightenment'.
- Q.2** Attempt any five questions: [3 x 5 =15]
- a) Describe the relationship between culture and communication
 - b) Write a note on characteristics of Mass media
 - c) Discuss the role media plays in economic development with suitable examples
 - d) Discuss the role of Media in bringing the social change
 - e) Discuss the importance of media literacy
 - f) Advertising essentially influences the media content up to a great extent. Elucidate with a suitable example.
 - g) Write a note on Image of Women portrayed by Media
- Q.3** Write a detailed note on any five of the following [5 x 5 =25]
- a) Media helps to enlighten. Explain with suitable examples
 - b) Comment on interrelationship which exists between Media and Politics
 - c) Discuss effects of Media content on children
 - d) Medium is the message. Elucidate.
 - e) How humans create myth? Elucidate with examples.
 - f) Comment on the role played by Mass Media in a society
 - g) Discuss five filters to Mass Media with suitable examples.

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**S.Y.B.Voc. (Semester III)
Subject: Media and Communication
(BVM 2302) Basics of Management (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Attempt any five questions:

[2 x 5 =10]

- a) Which management function involves setting goals and objectives and creating specific plans for completing them?
 - 1. Planning
 - 2. Organizing
 - 3. Controlling
 - 4. Leading
- b) For a manager, which should take priority- the job task or the employees performing the job?
 - 1. The job task always takes priority over employees.
 - 2. Employees always take priority over the job task.
 - 3. Neither a manager should balance interest in the job task with the needs of the employees performing the job.
 - 4. Neither administration of the business takes priority over the job task and the employees
- c) According to management theories a manager should possess different skills. Which suits best from following?
 - 1. Ability to create, initiate and plan out an idea
 - 2. To have technical knowledge and possess specialized expertise.
 - 3. To be able to work with others individually as well as in groups
 - 4. All of the above
- d) In the context of market/ consumer/ customer/audience category system in India, SEC stands for _____
- e) Github is a repository. Is this statement true?
- f) In the context of Indian media BARC stands for _____
- g) As the Brand and Advertising Chief of Bennett & Coleman Company Ltd (BCCL), _____ ushered in a new media management style in the 1990s which prioritized advertising & marketing function over the editorial.

Q.2 Attempt any five questions:

[3 x 5 =15]

- a) Explain big four functions in Management briefly.

- b) What is a formal and informal organization? Are NGO's informal organizations?
- c) How will you use the function of organizing in media management?
- d) Write any three major characteristics of media economics
- e) Is Whatsapp a community platform? Elaborate
- f) Which factors influence 'Segmentation' in case of media products?
- g) What are the main objections against the television audience measurement system in India?

Q.3

Attempt any five questions:

[5 x 5 =25]

- a) Do you think management skills are required for a person who is an expert in social media? Explain Why?
- b) Which are the ten managerial roles?
- c) Explain any 3:
1. Management 2. Process 3. Quality 4. Organization
- d) What is Web 3.0 and how is it differentiated from Web 1.0 and Web 2.0
- e) Explain 3 essential trends leading towards the popularity of immersive web and metaverse
- f) "Mass Media ownership tends to gets concentrated in fewer hands." Explain.
- g) "If content is the king in media management, then distribution is the king maker". Comment.

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**Deccan Education Society's
Fergusson College (Autonomous) Pune-4
S.Y.B.Voc. (Semester III)
B. Voc Media and Communication
Video Editing Theory (BVM2302)
(2016 Pattern)**

Time: 2 Hours

Max Marks: 50

Instructions: a) *All questions are compulsory.*

b) *Figures to right indicate full marks.*

c) *Draw neat labelled diagrams whenever necessary.*

Q.1 Answer Any Five of the following questions:

(5x2=10)

- a. What is jump cut?
- b. What is constructive edit?
- c. What is Dramatic emphasis?
- d. What is a Montage?
- e. What is continuity?
- f. What is Kuleshow effect?
- g. What is fade out?

Q.2 Write short note on (Any Five):

(5x3=15)

- a. AXIS Jump
- b. Action cut
- c. Exe-line-Match
- d. 30 degree rule
- e. Dissolves
- f. 180 degree rule
- g. Parallel edit

Q.3 Answer Any Five of the following questions:

(5x5=25)

- a. Need of video editing with style.
 - b. Write the work flow of video edit.
 - c. Write features of FCP
 - d. Write features of Adobe premiere.
 - e. Write importance of post production
 - f. Analyze any movie on the basis of editing.
 - g. Explain various video editing effects.
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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**S.Y.B.Voc. (Semester III)
Subject: Media & Communication
(BVM 2303) Script Writing (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1. Attempt Any Five Questions

[2 x 5 =10]

Write True or False:

1. Science Fiction films are also called as Si-Fi films.
2. Script writing is a post-production process.
3. Bio-pics are basically environmental films.
4. Film Kagaz ke Phool is directed by Gutu Dutt.
5. Trilogy is always a set of three science fiction films.
6. Reading can play an important role in a writing process.
7. Salim-Javed were known as a leading music director duo of 60s.

Q. 2. Attempt Any Five Questions

[3 x 5 =15]

- 1) Write the importance of location research for a script writing process.
- 2) Explain why reading is important for a good script writer.
- 3) Explain with suitable examples what do you mean by a monologue.
- 4) Explain the term 'alteration of time and space' with suitable examples.

- 5) According to you explain how music and writing are connected as a creative process?
- 6) Which is your favorite dialogue from a feature film? Why?
- 7) Write the names of any three novels and its writers which are adopted for making films.

Q.3 Attempt Any Five Questions

[5 x 5 = 25]

- 1) 'Every story must have a beginning, middle and an end but not necessarily in that order.' Explain this statement with suitable examples.
- 2) According to you which are the five most essential qualities of a good script writer? Why?
- 3) Explain the plot structure of any web series you have watched recently.
- 4) Explain why research is important in a dialogue writing process.
- 5) Why study of a culture is important in script writing?
- 6) Write a monologue of any one character from the epic Mahabharata in not more than 75 words.
- 7) Write a story idea for a short film in not more than 50 words on a subject: Binge watching

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**S.Y.B.Voc. Media and Communication (Semester IV)
Subject: Introduction to Digital Media
(BVM 2401) (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

- Q.1** Attempt any five questions: [2 x 5 =10]
- a) Define Data Privacy
 - b) Briefly define the concept of Digital Culture
 - c) Define Communication with the help of digital technologies
 - d) Define Misinformation
 - e) Define Dis-information
 - f) Define intermediary status of companies like Google.
 - g) Define Digitization
- Q.2** Attempt any five questions: [3 x 5 =15]
- a) Write a note on Identities created by New Media
 - b) How do you see the interrelation between Digital Media and Democracy?
 - c) Digital Media can be manipulative: Comment with suitable examples
 - d) Digital Media can help to create consensus: Comment with suitable examples
 - e) Comment on the consequences of usage of digital media by Non-State Actors
 - f) Discuss the relationship between Social Institutions and Digital Media
 - g) Explain the concept of Virtual Space
- Q.3** Attempt any five questions: [5 x 5 =25]
- a) How does Digital Media influence Politics? Discuss with suitable examples.
 - b) Data Privacy rights of an individual do collide with State policies pertaining to Digital Media. Discuss with suitable examples.
 - c) Discuss the role of Mobile Communication regarding the social Development with suitable examples
 - d) Explain legal challenges pertaining to intermediary status of social media companies
 - e) Explain the rationale of social media guidelines issued by the Government of India

- f) **Write a note on nature of Mobile Communication. How does it differ from Radio Communication?**
- g) **Write a note on impact of Digital Media on Society**

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**S.Y.B.Voc. Media and Communication (Semester IV)
Subject: Basics of Advertising
(BVM 2402) (2019 pattern)**

**Time: 2 Hrs 30 minutes
Instruction to candidates:**

Max. Marks: 50

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

- Q.1 Attempt any five questions: [2 x 5 =10]**
- a) What is Advertising now known as?
 - b) What is the full form of IMC?
 - c) Mention the various tools used for advertising.
 - d) The line used to communicate attributes about the brand in an ad is called?
 - e) OOH means?
 - f) Mention the full form of PR.
 - g) What do you mean by PSA?
- Q.2 Explain any five concepts with examples: [3 x 5 =15]**
- a) Public service ads.
 - b) OOH advertising
 - c) Print ads
 - d) Advertising on web
 - e) Sales promotion
 - f) Political advertising
 - g) Sensory appeal
- Q.3 Attempt any five questions: [5 x 5 =25]**
- a) Design an event for a women's perfume brand launching in the city.
 - b) Write a radio Jingle for the social cause of 'USE HELMET', which will be 30 secs duration.
 - c) Write a copy for the print ad of children's toy brand for rural areas.

- d) Mention any one sales promotion technique for the re launch of a preexisting toothpaste brand**
- e) How a brand story varies from audio-visual advertisements. Explain with suitable examples.**
- f) How is PR different than advertising?**
- g) Describe with examples how advertising plays an important function in Political campaigning.**

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**S.Y.B.Voc Media and Communication (Semester IV)
Subject: Film Appreciation
(BVM 2403) (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Attempt any five questions: [2 x 5 =10]

- a) What do you understand by the word Cinema?
- b) What differentiates film from the other arts like literature, painting, theater and photography?
- c) What you mean by dubbing?
- d) What are the advantages of sound effects in films
- e) What are different camera movements and shots?
- f) Why sets are needed in films?
- g) Explain role of film Director.

Q.2 Attempt any five questions: [3 x 5 =15]

- a) Write short note on:
 - a. Camera angles
 - b. Subjective film making
- b) Mention 4 characteristics of talkies.
- c) Explain Auteur theory.
- d) Describe various stages of in Film Making.
- e) Explain 3 types of narration.
- f) Write short note on
 - a. Horror films

b. Thriller films

g) What are the elements of film appreciation?

Q.3 Attempt any five questions:

[5 x 5 =25]

a) What is included in post-production stage of film making

b) How are costume designed for films?

**c) Film censorship is an attack on freedom of expression and creativity'
Comment**

d) Highlight the importance of visualization in film making

e) Explain Italian Neo Realism in detail.

f) What are the types of Narrative structure?

g) How we should analyse a film for critical appreciation?

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2:30pm

Deccan Education Society's
Fergusson College (Autonomous), Pune-4

T.Y.B.Voc. (Semester V)
Subject: Media and Communication
(BVM 3501) Media Research (2019 pattern)

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Fill in the Blanks: (Attempt any five questions) [2 x 5 =10]

- a) Conducting survey is predominantly _____ method of generating research data
- b) IRS stands for _____
- c) The process of replication allows for the _____ and _____ of previous research findings
- d) Applied Research are also called as _____ research?
- e) Preliminary data collection is a part of _____ research
- f) Census method used by the government falls under _____ type of data collection method
- g) Any given research should always begin with _____ review

Q.2 Short Notes (Attempt any five questions) [3 x 5 =15]

- a) Explain different approaches to research
- b) What is a Pilot Study and when should it be considered in research?
- c) Describe and explain the Likert Scale and Thurstone Scale, with examples
- d) Explain the concept of Degree of Freedom in the statistical research procedure
- e) What is the relationship between the null hypothesis and the thesis statement of a research report?
- f) Explain what is Standard Deviation
- g) What are the guiding considerations in the construction of the questionnaire? Explain.

Q.3 Answer in Brief (Any five questions): [5 x 5 =25]

- a) Define Probability Sampling and briefly explain each of its types.
- b) State the differences between Primary and Secondary data and their importance in research.
- c) Write a note on Digital Ethnography and its relevance in contemporary research methods

- d) Explain Field observation along with all the 4 quadrants
- e) A test of 50 recall advertisements was developed. The recall test was administered to a sample of 10 participants resulting in the following number of correct recalls:

42	21	29	37	40
33	38	26	39	47

1. Find the mean number of correct recalls of advertisement
 2. Find the media on this sample
- f) State the characteristics of good research design, with example
- g) State the difference between Longitudinal and Experimental Research

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o/c

2:30pm

**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**T.Y.B.Voc. (Semester V)
Subject: Media and Communication
(BVM 3502) Introduction to Indian Polity (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Attempt any five questions:

[2 x 5 =10]

- a) Essentials of Hindutva is a book written by _____.
- b) Aam Aadmi Party is a party currently headed by _____.
- c) Shiv Sena is a political party mainly based in the state of _____.
- d) Akali Dal is a political party mainly based in the state of _____.
- e) Define nation-state.
- f) Indian Constitution is: _____ in nature
- g) The Fundamental Right under Article 14 of our Constitution, i.e. Equality before Law is based on:

Q.2 Attempt any five questions:

[3 x 5 =15]

- a) Savarkar's Hindutva was a political ideology based on rationalism. Elucidate.
- b) Write a note on political importance of Uttar Pradesh State in Indian politics.
- c) Discuss the emergence of modern state with respect to social contract theory.
- d) Discuss the importance of Rath Yatra as a political issue.
- e) Discuss the salient features of the Indian Constitution.
- f) Discuss the philosophy of the Indian Constitution as reflected in the preamble of the constitution.
- g) Discuss the role of religion in Indian politics.

Q.3 Write a detailed note on any five of the following

[5 x 5 =25]

- a) Political conflicts are primarily conflict of narratives. Elucidate with suitable examples.
- b) Write a note on Shah Bano case and its implications for Congress party.
- c) Demand for Pakistan essentially was based on the concept of separate nationhood. Elucidate.
- d) Regionalism is a threat to India. Elucidate with examples.

- e) **Discuss the British perspective regarding the partition of British India.**
- f) **State difference between nation and nation-state. Provide suitable examples.**
- g) **Write a note on BJP as a political party in present context.**

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2:30pm

**Deccan Education Society's
Fergusson College (Autonomous) Pune-4
T.Y.B Voc Semester V
Media and communication
Basics of Advertising (BVM3502)
(Paper II) (2018 Pattern)**

Time: 2 Hours

Max Marks: 50

Instructions: a) *All questions are compulsory and carry equal marks.*
b) *Figures to right indicate full marks.*
c) *Draw a neat and labelled diagram wherever necessary.*

Q.1 Answer Any Five of the following questions: (2x5=10)

- a. What do you mean by advertising agency?
- b. What is marketing mix?
- c. What is surrogate advertising?
- d. Define the role of client in advertising.
- e. What is copy?
- f. What is Branding?
- g. What is consumer psychology?
- h. What are the features of digital medium?

Q.2 Answer Any Five of the following questions: (3x5=15)

- a. Write a brief account on the history of Advertising.
- b. Write a short note on – Branding.
- c. What are the steps to develop effective marketing communication?
- d. How to develop and manage the advertising campaign?
- e. What all the steps for developing Media strategies?
- f. Explain the channels of Direct marketing.
- g. How has the internet changed practices in PR and Advertising?
- h. Why is it important to plan an advertising campaign?

Q.3 Answer Any Five of the following questions: (5x5=25)

- a. Write a Radio Ad. (Dialogue format) for save the girl child campaign.
- b. Write a brief role on Basic structure and functions of various departments of an advertising agency.
- c. Explain the marketing mix with examples of each component of the mix.
- d. Write a short note on surrogate advertising.
- e. Write a short note on client servicing department of advertising agencies.
- f. How has print advertising trend changed over years?
- g. Digital medium has changed the world of advertising – explain.
- h. Write a creative copy for (Social campaign).

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2:30 pm

**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**T.Y.B.Voc. (Semester V)
Subject: Media and Communication
(BVM 3503) Radio Programming (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Attempt any five questions: True or False [2 x 5 = 10]

- a) All India Radio is National Radio Station of India
- b) Announcer is a connector between two programs on Radio
- c) Frequency of Radio Station is technical address of the station
- d) Programming Head is responsible for content presented on Radio Station
- e) Prime time for radio is known as drive time
- f) Shows on Life Style are popular during afternoon.
- g) Gold and Silver rate updates are given during Morning Show

Q.2 Attempt any five questions: [3 x 5 = 15]

- a) Importance of linguistic skills of RJ 3
- b) Radio News Bulletin 3
- c) RJ Mentions 3
- d) Radio Sweeper 3
- e) Responsibilities of Promo Producer in Radio Station 3
- f) Pre-requisites of good Radio Script 3
- g) Role of Scheduler in Radio Station 3

Q.3 Write Detailed Note on any five questions:

[5 x 5 =25]

- a) **Afternoon Show**
- b) **Radio Advertisements**
- c) **Role of Community Radio**
- d) **You have to interview Chief Minister of your state on Morning Drive Time Show, Prepare a questionnaire for interview. (Name of the State and Chief Minister is compulsory minimum five questions required)**
- e) **Elaborate the Role of Show Producer.**
- f) **Elaborate the importance of Social Media in Radio Shows.**
- g) **Write a short note on Audio Books and radio Programming**

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**T.Y.B.Voc. (Semester VI)
Subject: Media and Communication
(BVM 3601) Media Laws and Ethics (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

- Q.1** Attempt any five questions: Short Notes on [2 x 5 =10]
- a) Freedom of Speech
 - b) PRB Act
 - c) Role of Editor in Newspaper
 - d) Contempt of Court Act
 - e) Information Technology Act
 - f) Scope of Media Ethics
 - g) Censorship
- Q.2** Attempt any five questions: Answer in Detail [3 x 5 =15]
- a) Copy Right Law in India
 - b) What is defamation? Explain the types of defamation?
 - c) Explain in your words the need of 'Right to Privacy' in today's world.
 - d) What are the challenges of "Hate Speech in democratic society?"
 - e) Explain the privileges of member of Parliament and State Assembly's
 - f) Explain your opinion on role of social media its strength and limitations
 - g) Cinematograph Act
- Q.3** Attempt any five questions: [5 x 5 =25]
- a) Elaborate the need and contribution of Right to Information.
 - b) Explain in detail the importance of Journalistic Ethics.
 - c) Code of Conduct for Advertising in India
 - d) Role of Press Council of India
 - e) Elaborate the Four Pillars of Democracy and their role in society
 - f) Discuss the importance and need of media literacy in society today
 - g) Discuss the importance of safeguarding copyrights of the content on Social media and OTT platforms

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**Deccan Education Society's
Fergusson College (Autonomous), Pune-4**

**T.Y.B.Voc. (Semester VI)
Subject: Media and Communication
(BVM 3602) Public Relations (2019 pattern)**

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

- Q.1** Attempt any five questions: [2 x 5 =10]
- a) Define PR.
 - b) Define Crisis Communication.
 - c) Define the concept of media liasioning.
 - d) Define the concept of internal communication.
 - e) Define the concept of external communication.
 - f) Define lobbying.
 - g) Define Press Kit.
- Q.2** Attempt any five questions: [3 x 5 =15]
- a) Describe the relationship between PR and Journalism .
 - b) Write a note on the role played by PRO in an organization.
 - c) Write a note on stakeholders of Corporate Communications.
 - d) Write a note on nature of PR as a discipline.
 - e) Crisis management requires a strong contribution from PR professionals. Comment.
 - f) Discuss the concept of corporate social responsibility.
 - g) What is corporate branding? Discuss with suitable examples.
- Q.3** Write a detailed note on any five of the following [5 x 5 =25]
- a) Discuss Public relation practices in India with suitable examples.
 - b) Comment on the nature of Corporate Communication.
 - c) How does PR ensure media management? Elaborate with suitable examples.
 - d) Write a note on PR practices for Film and Digital World.
 - e) Management of house journals is one of the most important responsibilities of PR. Comment.
 - f) Discuss the importance of social media for PR of a company.
 - g) Discuss the concept of investor relations with respect to PR.

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Deccan Education Society's
Fergusson College (Autonomous), Pune-4

T.Y.B.Voc. (Semester VI)
Subject: Media and Communication
(BVM 3603) Current Affairs (2019 pattern)

Time: 2.30 Hrs

Max. Marks: 50

Instruction to candidates:

- i) All questions are compulsory
- ii) Figures to the right indicate full marks
- iii) Use of statistical tables and scientific calculators is allowed.

Q.1 Attempt any five questions:

[2 x 5 =10]

- a) CPEC goes through Pakistan, India and _____
- b) India adopted _____ economic model post-independence
- c) SLOC stands for _____
- d) British stakes enhanced in West Asia with the discovery of _____
- e) APMC is system concerning the sector of _____ in India
- f) Second World War established the notion of _____ supremacy
- g) Emphasis on Social Media is one of the marked features of the electoral strategies adopted by which of major national political parties in India?

Q.2 Attempt any five questions:

[3 x 5 =15]

- a) Explain the current major themes in Indian Politics
- b) Explain the electoral strategies adopted by BJP recently (Last two decades)
- c) Write a note on Congress as a major political party in India
- d) Write a note on British Stakes in West Asia post second world war
- e) Explain the key factors shaping India's foreign Policy
- f) Explain the concept of National Security.
- g) CPEC

Q.3 Write a Detailed Note On:

[5 x 5 =25]

- a) Russia-Ukraine Conflict
- b) China in Indian Foreign Policy
- c) Russia in Indian Foreign Policy
- d) Secularism as an ideology in Indian Politics
- e) Strategic Importance of Indian Ocean
- f) Influences on Indian Foreign Policy
- g) Strategic Importance of Jammu Kashmir State