

Anjuman-I-Islam's
AKBAR PEERBHOY COLLEGE OF COMMERCE AND ECONOMICS

PROFESSIONAL SECTION

Time Table - F. Y. BAMMC Semester-I (Regular) Dec-2023

Sr. No.	Date	Day	Name of the Subjects	Time	Duration
1	11-12-2023	Monday	Current Affairs (✓)	11:30 am to 02:00 pm	2 ½ Hrs
2	12-12-2023	Tuesday	History of Media (✓)	11:30 am to 02:00 pm	2 ½ Hrs
3	13-12-2023	Wednesday	Effective Communication-I (✓)	11:30 am to 02:00 pm	2 ½ Hrs
4	14-12-2023	Thursday	Visual Communication (✓)	11:30 am to 02:00 pm	2 ½ Hrs
5	15-12-2023	Friday	Foundation Course-I (✓)	10:30 am to 01:00 pm	2 ½ Hrs
6	16-12-2023	Saturday	Fundamentals of Mass Communication (✓)	11:30 am to 02:00 pm	2 ½ Hrs

- 1) ALL QUESTION ARE COMPULSORY.
- 2) ALL QUESTION CARRY EQUAL MARKS.

Q1) Explain the Following (any 5) (15m)

- a. Snapseed.
- b. PDF Reader.
- c. Buffer.
- d. News Apps.
- e. Audio Apps.
- f. Wordsmith.

Q2) Answer any 2 (15m)

- a. How was the initiative of Maharashtra Health Department to deal with Health-Crisis.
- a. Explain how India coped with Covid-19 situation. What measures were taken politically to combat it?
- b. Explain any two news of Entertainment importance (Bollywood)

Q3) Answer any 2 (15m)

- b. Explain what is National Disaster Response Force. Under which department does it function?
- c. Explain Terrorism and how it affects the stability of society.
- d. Explain any two news of Sports which are current.

Q4) Answer any 2 (15m)

- a. How does section 370 have an impact on Jammu & Kashmir Constituency?
- b. How has India achieved "Swachh Bharat Abhiyan?"
- c. Explain the types of Digital Gaming

Q5) Write Short Notes (any 3) (15m)

- a. Central Bureau of Investigation.
- b. E-Sport.
- c. Temple Run & Carrom Disc Pool.
- d. UN Security Council.
- e. Partition of India 1947.

X-X-X-X-X-X-X-X-X-X-X-X-X-X-X-X

Instructions: All questions are compulsory subject to internal choices.

- Q. 1** **Answer any two of the following questions** **15**
 Q1 ---Case study or 5 concepts of 3 marks each
- A) Evolution, origin and early phases of Indian advertising. Give two Indian advertising campaign examples.
- B) Write a short note on. (5 concepts of 3 marks each)
- i) Press Acts of India
 - ii) Music in a movie
 - iii) Registrar of Newspapers for India
 - iv) Explain Short films
 - v) Changes in the way information and news are delivered
 - vi) Satyajit Ray
 - vii) Raja Ram Mohan Roy
- Q.2** **A** **Answer the following (Any 2)** **15**
- i) How have OTT platforms contributed to the rise of niche genres and content catering to specific demographics or interests? 7½
 - ii) How did Tilak's newspapers, such as Kesari and Maratha, help in spreading nationalist ideals and mobilizing public opinion against British colonial rule? 7½
 - iii) Describe the growth of regional language newspapers. 7½
 - iv) How does broadcast journalism differ from print journalism, and what are the unique challenges and advantages it offers? 7½
- Q. 3** **Solve one of the questions A and B** **15**
- A) How did classic Bollywood cinema contribute to shaping the modern Indian film industry and popular culture?
- B) Explain the scenario when India achieved independence and newspapers gained popularity.
- Q. 4** **Solve one of the questions A and B** **15**
- A) Explain in detail what happened to the press during the emergency and how journalists and publications suffered as a result.
- B) Explain the present scenario of Radio and What would be the future according to you.
- Q. 5** **Write short notes on (Any 3)** **15**
- i) Raja Rammohan Roy
 - ii) Raj Kapoor
 - iii) Satyajit Ray
 - iv) Advertising in India
 - v) English language Newspaper Vs Language Newspaper

N.B. (1) All questions are compulsory
(2) Figures to the right indicate full marks

Q.1) Concept based. (Any 5 out of 7) 15

- 1) Branding
- 2) Logo
- 3) Map
- 4) Mascot
- 5) Typography
- 6) Poster
- 7) Shape

Q. 2) Answer the following (Any 2 out of 4) 15

- 1) What is the difference between Branding and Visual Branding?
- 2) Explain Need & importance of visual communication.
- 3) Explain theory of Generalization with the help of the examples.
- 4) What is design? Explain the Principles of Design.

Q. 3) Answer the following. (Any 2 out of 4) 15

- 1) What is colour? Explain the theory of colour.
- 2) Explain - Difference between Fonts and Typefaces.
- 3) Describe in brief the history and evolution of Visual?
- 4) What is the advertising? Write a features of advertising.

Q.4 A) Write a note on Visual communication & explain its types. 15

OR

Q.4 B) Write in brief about tools of visual communication.

Q.5) Write short notes on (Any 3 out of 5) 15

- 1) Disadvantages of visual communication
- 2) Ideogram
- 3) Pictogram
- 4) Phonogram
- 5) Drawing

APCCE/FYBAMMC/SEM I/REG/Foundation Course 1/75 MKS/2.5 HRS

Q1 Explain the concepts (any 5) 15 marks

- a) Corruption
- b) Politics
- c) Media
- d) Local government
- e) Urbanization
- f) Caste system
- g) Class system

Q2 A) Define fundamental duties. Explain the fundamental duties of citizens of India? (15 marks)

OR

Q2 B) Explain the causes and consequences of declining gender ratio in India? (15 marks)

Q3 a) Explain the regional variation in India according to rural and urban characteristics? (8 marks)

b) Bring out the linguistic diversity in India? (7 marks)

OR

Q3 Examine the various problems faced by the people with disabilities in India (15 marks)

Q4 A) Explain the socio-economic problems faced by women in India with suitable solutions to these problems? (15 marks)

OR

Q4 B) Explain the cause and effects of violence against women in India? (15 marks)

Q5) Short Notes Any 3 (15 marks)

- a) Women in politics
- b) Tribal characteristics
- c) Types of social stratification
- d) Preamble of Indian Constitution
- e) Multi-cultural society

(2.5 Hours)

[Total Marks: 75]

NB: 1. Read the questions carefully before answering

2. Figures to the right indicate the full marks

3. Give example when necessary

Q.1		Answer the following	15
	A	CASE STUDY Select any one film of your choice and answer the following :	
		a. Write about Portrayal of Women in that film	8
		b. Give examples of other films about the portrayal of women	7
		OR	
	B	Write a detailed report on your exposure and experience on any one:	15
		a. Ek paudo ho apna campaign	
		b. Approaching Local business for marketing and promotion	
Q 2		Answer the following	
	A	What is Mass Communication? Key elements and characteristics of mass communication include:	8
	B	Why communicating through mass media is essential	7
		OR	
	C	Give details of various Types of Mass Communication	8
	D	Discuss various functions of Mass Media	7
Q 3		Answer the following	
	A	Explain the main communication barriers	8
	B	Key aspects of channel abundance include:	7
		OR	
	C	Key aspects of the information superhighway	8
	D	Any one basic models of communication	7
Q 4		Answer the following	
	A	Key characteristics and aspects of an Information Society	8
	B	Opportunity offered by the Books, Newspapers, Magazines	7
		OR	
	C	Impact of social media on Mass Communication	8
	D	Opportunity offered by the Radio	7
Q 5		Write short notes on any three of the following:	15
		a) Anna Hazare contribution	
		b) Key aspects of Vinoba Bhave's Bhoodan Movement	
		c) Sunderlal Bahuguna's life and contributions	
		d) Types and importance of Traditional & Folk Media	
		e) Media Convergence	
		f) What is the role of media in development?	