

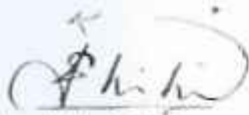
## PROFESSIONAL SECTION

### REGULAR EXAMINATION NOTICE

#### FY & SY SEM-II & IV

All the students of First Year & Second Year (BMS/BAMMC/BScIT/BScDS) are hereby informed that their Semester End Examination for Sem-II & IV (Regular) will be commencing from 27<sup>th</sup> March 2024.

Timetable will be displayed on notice board.



Prof. Shahid Pervez  
Chairman Exam Committee  
Professional Courses



Prof. (Dr.) Hanif Lakdawala  
Asst. Director  
Professional Courses



Prof. (Dr.) Shaukat Ali  
Principal



PROFESSIONAL SECTION

2024

Time Table - F. Y. BAMMC Semester-II (Regular) March-2024

Sl. No.	Date	Day	Name of the Subjects	Time	Duration
1	27-03-2024	Wednesday	Effective Communication-II	11:30 am to 02:00 pm	2 ½ Hrs
2	28-03-2024	Thursday	Foundation Course-II ✓	11:30 am to 02:00 pm	2 ½ Hrs
3	30-03-2024	Saturday	Content Writing ✓	11:30 am to 02:00 pm	2 ½ Hrs
4	01-04-2024	Monday	Media Gender & Culture ✓	11:30 am to 02:00 pm	2 ½ Hrs
5	02-04-2024	Tuesday	Introduction to Journalism ✓	11:30 am to 02:00 pm	2 ½ Hrs
6	03-04-2024	Wednesday	Introduction to Advertising ✓	11:30 am to 02:00 pm	2 ½ Hrs

APCCE/FYBAMMC/SEM2/FC2/75M/2 ½ HOURS

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

Q1. Explain the following briefly (Any5) [15 M]

- a) Stress
- b) Values
- c) Violence
- d) Ethics
- e) Eustress
- f) Conflict
- g) Aggression

Q2. What is environmental degradation? Explain it's causes. [15 M]

OR

Q2. What is sustainable development? Discuss the basic components of sustainable development. [15 M]

Q3. a] Components of environmental and their inter-relatedness. [7 M]

Q3. b] What are the agents of socialisation? Explain any 3 in brief. [8 M]

OR

Q3. What is stress? Explain the different causes of stress and its effect on humans with suitable examples. [15 M]

Q4. Explain the significance of values in individual development. State and explain 5 values which are important according to you. [7 M]

OR

Q4. Explain prejudice and stereotype? How it affects on individual? Explain with suitable examples. [15 M]

Q5.Short noted -Any 3: [15M]

- a] Air pollution
- b] Types of conflicts
- c] Ecology
- d] Deforestation
- e] Mass media and its effect.

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

- Q 1. Concept based. (Any 5 Out of 8) 15
1. Noun
  2. Research
  3. Collaboration
  4. New Media
  5. Comma
  6. News Tickers
  7. Photo Caption
  8. Plagiarism
- Q 2 A) Mention all the tools of power point presentation 07
- Q 2 B) Why is content said to be the king? 08
- OR
- Q 2 C) Explain the elements of good writing. 07
- Q 2 D) Explain the editing of sentences. 08
- Q 3 A) Write a detailed note on redundant words. 07
- Q 3 B) Write in detail about news brief. 08
- OR
- Q 3 C) Explain objectives of Ad-Campaigns in detail. 07
- Q 3 D) Explain Parts of speech in detail. 08
- Q 4 A) What is the importance of grammar in any language ? Why is it important to know grammar ? 15
- OR
- Q 4 B) What is meant by headlines ? Write down the steps involved in editing headline. 15
- Q 5 Short Notes 15
1. Tone and style
  2. Power Point Presentation
  3. Distinguish between Print Media and Digital Media
  4. Facebook
  5. SEO



Instructions: All questions are compulsory subject to internal choices.

- Q. 1 Answer any two of the following questions. (Case study or answer any 5 concepts of 3 marks each) 15
- A) Examine the phenomenon of culture shock, its portrayal within media representations, and the four stages individuals typically experience during cross-cultural adaptation
- B. i) Circuit of culture  
 ii) Popular culture  
 iii) Religious aspect of culture  
 iv) Feminism  
 v) Culture Representation  
 vi) Culture Shock
- Q. 2 A Answer the following (Any 2) 15
- i) Explain the recent trends in culture consumption in society. 7½
- ii) Distinguishing between enculturation and acculturation 7½
- iii) Why is cultural studies important? What are the basic concepts and features of cultural studies? 7½
- iv) Explain the concept of gender equality and how media portray the issue of gender in society? 7½
- Q. 3 Solve one of the questions A and B 15
- A Bring out the social, political, religious and technological elements in the construction of culture.
- B Describe Cultural Relativism and its advantages and disadvantages using a few examples?
- Q. 4 Solve one of the questions A and B 15
- A Explain how media and its content has an impact on different aspects in society.
- B With the help of examples, discuss the issues and perspectives with respect to globalization and local cultures.
- Q. 5 Write short notes on (Any 3) 15
- i) Need for culture studies  
 ii) Meme wars  
 iii) Media stereotype role of men-women relationships  
 iv) Cyber Culture  
 v) Distortions of culture

ALL QUESTIONS ARE COMPULSARY.

- Q 1 Explain the following concepts. (any 5) 15
- 1) Hard news
  - 2) On-AIR announcers
  - 3) New media
  - 4) Education Beat
  - 5) General Beat
  - 6) Follow-up and continuity
  - 7) Voice over artist
- Q 2 Answer any two of the following. 15
- 1) Distinguish between Public Relations and Journalism.
  - 2) How has technology affected media?
  - 3) What are the news values?
  - 4) Explain the concept of data journalism.
- Q 3 Answer any one of the following. 15
- 1) What is citizen journalism? Explain in brief the risks of citizen journalism.
  - 2) What are the career opportunities in Broadcast and Electronic media.
- Q 4 Answer any one of the following. 15
- 1) What is beat? Explain types of beats in brief with your own examples.
  - 2) Explain in detail the career opportunities in print media .
- Q 5 Write short notes on any 3 of the following. 15
- 1) Regional Journalism
  - 2) News gathering
  - 3) Types of news
  - 4) Publishing platforms for a citizen journalist
  - 5) Process of making news

Fy/Bos

APCCE/ FYBAMMC /SEM II/REG/ Advertising / April 24/ 75 Mks/2.5 hrs

Time: 2.5 Hours

Max Marks: 75

Note:

- 1. All Questions are compulsory.

Q1. Case Study -

Samsung is about to launch a promotional campaign for Samsung Galaxy S24 prices at Rs 64,000.

Question: 15 Marks

- a. Explain with the help of IMC or five elements of promotions, which you suggest to grab market share in the smart phone segment.

OR

- b. Explain in detail various elements of Integrated Marketing Communication? 8 Marks
- c. Mention various Features of advertising 7 Marks

Q2. Attempt any two questions.

- a. What are the different types of advertising agencies? 8 Marks
- b. Explain the Purpose of advertising. 7 Marks

OR

- c. Explain the benefits of advertising for consumers. 8 Marks
- d. Discuss the 5 M of Advertising. 7 Marks

Q3. Answer any two questions.

- a. Discuss the Main functions of ad agency 8 Marks
- b. Discuss benefits of Advertising for manufacturer 7 Marks

OR

- c. Discuss the common pricing strategies used in marketing 8 Marks
- d. Discuss the key components and strategies of social media marketing as an Advertising Medium. 7 Marks

Q4. Answer any two questions.

- a. Write a short note on the Structure of an advertising Agency 8 Marks
- b. Write short Notes on Key components and strategies of influencer marketing 7 Marks

OR

- c. Role of Advertising in Consumer Durable 8 Marks
- d. Explain with examples of National advertising, Classified advertising, and genetic advertising 7 Marks

Q5. Write a short Note on Any three. (15 Marks)

- a. AIDA
- b. Distribution
- c. Mobile marketing
- d. Marketing Mix
- e. Experiential marketing