

PROFESSIONAL SECTION
(REVISED)

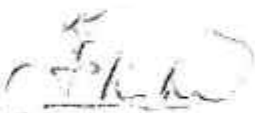
Time Table - S. Y. BAMMC Semester-III (Regular) Oct-2023


Sr. No.	Date	Day	Name of the Subjects	Time	Duration
1	01-11-2023	Wednesday	Media Studies	11:30 am to 02:00 pm	2 ½ Hrs
2	02-11-2023	Thursday	Electronic Media-I	11:30 am to 02:00 pm	2 ½ Hrs
3	03-11-2023	Friday	Film Communication-I	02:00 pm to 04:30 pm	2 ½ Hrs
4	06-11-2023	Monday	Corporate Communication & Public Relations	11:30 am to 02:00 pm	2 ½ Hrs
5	07-11-2023	Tuesday	Computers & Multimedia-I	11:30 am to 02:00 pm	2 ½ Hrs
6	08-11-2023	Wednesday	Int. to Photography	11:30 am to 02:00 pm	2 ½ Hrs


Time Table - S. Y. B. M. S. Semester-III (Regular) Oct-2023

Sr. No.	Date	Day	Name of the Subjects	Time	Duration
1	01-11-2023	Wednesday	Information Technology in Business Management-I	11:30 am to 02:00 pm	2 ½ Hrs
2	02-11-2023	Thursday	Environmental Management	11:30 am to 02:00 pm	2 ½ Hrs
3	03-11-2023	Friday	Bns. Planning Entrepreneurial Management	02:00 pm to 04:30 pm	2 ½ Hrs
4	06-11-2023	Monday	Strategic Management	11:30 am to 02:00 pm	2 ½ Hrs
5	07-11-2023	Tuesday	Consumer Behavior OR Basics of Financial Services	11:30 am to 02:00 pm	2 ½ Hrs
6	08-11-2023	Wednesday	Advertising OR Equity Debt Market	11:30 am to 02:00 pm	2 ½ Hrs
7	09-11-2023	Thursday	Accounting for Managerial Decision	11:30 am to 02:00 pm	2 ½ Hrs

- Note:
- 1) Students without valid I-Card are not allowed to sit for the Semester End Examination.
 - 2) Seating arrangement will be displayed later on notice board.
 - 3) Mobile phones are not allowed in the examination hall.


Prof. Shahid Pervez
Chairman, Exam Comm.
Professional Courses


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


Prof. (Dr.) Shaukat Ali
Principal



- Q 1 Explain the following concepts. (any 5) 15
- 1) Caste system
 - 2) Time Biased media
 - 3) Space Biased medium
 - 4) Media studies
 - 5) Age of Internet
 - 6) Cultural identity
 - 7) Hot media
- Q 2 A) Explain the concept of Feminism and write about three waves of feminism in detail. 15
- OR
- Q 2 B) Explain Two- step Theory. 8
- Q 2 C) Explain the concept of Global Village. 7
- Q 3 A) Explain Racism and its effects . 8
- Q 3 B) Explain Stuart Hall's contribution in media studies. 7
- OR
- Q 3 C) Explain the concept of social responsibility with examples. 8
- Q 3 D) What are the effects of media on individuals? 7
- Q 4 A) Medium is the message and Medium is the message. Explain these statements with examples. 8
- Q 4 B) What are the benefits of new media? 7
- OR
- Q 4 C) Explain the concept of Bias of communication. 8
- Q 4 D) Explain Magic Bullet theory. 7
- Q 5 Write short notes on ANY THREE of the following. 15
- 1) Agenda setting
 - 2) Development media theory
 - 3) Frankfurt school
 - 4) Model of communication
 - 5) Legal framework for media

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

Q1. Explain the following concepts (Any5): (15M)

- a) Animation
- b) Background Music
- c) Colour Bar
- d) Cue
- e) Teaser
- f) News Ticker
- g) Effect

Q2. What are the various TV formats? Explain with examples. (15M)

OR

Q2. What are visuals? Explain its importance and advantages. (15M)

Q3. Answer any two (15M)

- a) Explain the difference between indoor and outdoor shoots.
- b) What is media convergence?
- c) Explain the types of sound.

OR

Q4A). Explain the objective and mission of AIR. (15M)

OR

Q4B). What is a microphone? Explain its types. (7M)

Q4C). What is the difference between Linear and Non Linear editing. (8M)

Q5. Short notes -Any 3: (15M)

- a) Dubbing
- b) Community Radio
- c) Zoom
- d) Web Series
- e) DTH and its features

Instructions: All questions are compulsory subject to internal choices.

- Q. 1** **Answer any two of the following questions** **15**
- Q1- Case study 3 concepts of 5 marks each
- A) Based on the movie 'Chak De! India (2007)' by Shimit Amin.
- i) Is the **setting realistic or stylized**? Does it reflect the social reality? Justify
- ii) How do camera angles function in the film? Explain.
- iii) How are the characters costumed and made up? Explain.
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- Q. 2** **A** **Answer the following (Any 2)** **15**
- i) Elaborate on the intricate aspects and elements that constitute the Language of Cinema. 7½
- ii) Write a review on a any film of your choice 7½
- iii) Explain the contribution of Satyajit Ray to Indian cinema. 7½
- iv) Explain the different types of Movie Genres. 7½
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- Q. 3** Solve **one** of the questions A and B **15**
- A** How does film use symbolism and metaphor to convey deeper meanings and subtext?
- B** Provide an overview of the historical development of Indian cinema.
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- Q. 4** Solve **one** of the questions A and B **15**
- A** 'Editing can make or break the film' Justify the statement with the help of examples.
- B** Explain in detail the three components of film sound.
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- Q. 5** **Write short notes on (Any 3)** **15**
- i) Italian Neorealism
- ii) Mise-en-Scene
- iii) Parallel Cinema
- iv) Raj Kapoor
- v) Guru Dutt

Q1) Answer any five of the following questions

15

1. What is the use of Photoshop?
2. Explain types of blur filters in Photoshop?
3. How many types of Selection Tools are available in Photoshop?
4. Explain any three tools of Adobe Illustrator?
5. What is the use of History in Adobe Photoshop?
6. How many types of Adobe Illustrator?

Q2) Answer the following (Any 1)

15

1. Explain Layers in Photoshop and layer panel overview?
2. In Photoshop, what are the differences between the Adjustment menu in Edit menu & New Adjustment Layer in menu?

Q3) Solve one of the questions A and B

15

- A. Write down the steps to convert text into outline shape in Adobe Illustrator and why we do this?
- B. What is the use of Adobe Illustrator and how to import and export files in Illustrator?

Q4) Solve one of the questions A and B

15

- A. Why Adobe Photoshop is different than Adobe Illustrator explain with an example?
- B. Explain Layer Style in Adobe Photoshop with examples?

Q5) Short Notes (Any 3)

15

1. What is InDesign and who is it for?
2. How many types of Selection are there in Photoshop?
3. Explain how you can import text or image in Adobe InDesign?
4. Write a detail note on types of files supported by Illustrator?

- Q.1** A) **Answer any two of the following questions** **15**
5 concepts of 3 marks each
- i) Natural light
 - ii) Rule of Symmetry
 - iii) Fisheye lens
 - iv) CMOS
 - v) Base ISO
 - vi) Raw file format
 - vii) Ibn-Al-Haytham
 - viii) High key
- Q.2** A **Answer the following (Any 2)** **15**
- i) Draw a neat and labelled diagram of a DSLR camera and explain its parts. 7½
 - ii) What is sensor? Explain CCD & CMOS 7½
 - iii) What is Exposure Triangle? Explain in detail with diagram 7½
 - iv) What is Three-point lighting? Explain Key light. 7½
- Q.3** Solve **one** of the questions A and B **15**
- A What is Depth of Field? Explain in detail factors which effects shallow DOF.
- B What camera accessories will you recommend to a budding photographer if he is planning to set up a photo-studio
- Q.4** Solve **one** of the questions A and B **15**
- A What type of lens and shutter settings would you use when capturing a moving car on a racing track.
- B What is Composition? Explain any four rules of composition with diagram
- Q.5** **Write short notes on (Any 3)** **15**
- i) Shutter Speed
 - ii) World's first photograph
 - iii) Backlight
 - iv) Balancing Element
 - v) PNG

(2.5 hours)

NB: 1. Read the questions carefully before answering.

2. Figures to the right indicate the full marks.

3. Give example when necessary.

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| | | 8 |
| Q1 | Answer the following | 7 |
| | A. Discuss the Key elements of corporate communication | 7 |
| | B. Explain various Functions of Corporate communication | 7 |
| | OR | |
| | C. What is a Public Relations? | 8 |
| | D. Explain the important Functions and Purpose of PR | 7 |
| Q2 | Answer the following | |
| | A. What is the meaning of the Internal Public? Explain with examples the various internal publics | 8 |
| | B. Write about various Roles & Responsibilities of an Internal PR Team | 7 |
| | OR | |
| | C. What is the meaning of the External Public? Explain with examples the various External publics. | 8 |
| | D. Write about various Roles & Responsibilities of an External PR Team | 7 |
| Q3 | Answer the following | |
| | A. Discuss Media Relations. Explain any three tools available to carry out Media Relation function | 8 |
| | B. Discuss various components of corporate Identity | 7 |
| | OR | |
| | C. What is Press Release? Explain the Characteristics of a Press Release | 8 |
| | D. What are the various elements considered in creating a public relations campaign? | 7 |
| Q4 | Answer the following | |
| | A. What is crisis management in public relation? Explain with two examples | 8 |
| | B. Discuss various components of corporate Identity | 7 |
| | OR | |
| | C. What is Public opinion? How PR can shape and influence public opinion | 8 |
| | D. Explain how the Plan for public relations campaign is prepared | 7 |
| Q5 | Write short notes on any three of the following: | 15 |
| | a. Discuss any one Public awareness campaign of your choice | |
| | b. Key ways in which PR contributes to shaping and enhancing a positive corporate image | |
| | c. Elements of Corporate Identity | |
| | d. Community Relations and Philanthropy | |
| | e. Corporate Social Responsibility (CSR) | |