

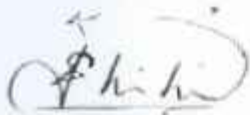
## PROFESSIONAL SECTION

### 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.

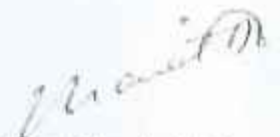
Timetable will be displayed on notice board.



Prof. Shahid Pervez  
Chairman Exam Committee  
Professional Courses



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



Prof. (Dr.) Shaukat Ali  
Principal



AKBAR PEERBHOY COLLEGE OF COMMERCE AND ECONOMICS

PROFESSIONAL SECTION

22/02/2024

**Time Table - S. Y. BAMMC Semester-IV (Regular) March-2024**

Sr. No.	Date	Day	Name of the Subjects	Time	Duration
1	27-03-2024	Wednesday	Writing & Editing for Media	11:30 am to 02:00 pm	2 ½ Hrs
2	28-03-2024	Thursday	Electronic Media-II ✓	11:30 am to 02:00 pm	2 ½ Hrs
3	30-03-2024	Saturday	Media Laws & Ethics ✓	11:30 am to 02:00 pm	2 ½ Hrs
4	01-04-2024	Monday	Mass Media Research ✓	11:30 am to 02:00 pm	2 ½ Hrs
5	02-04-2024	Tuesday	Multimedia & Computer-II ✓	11:30 am to 02:00 pm	2 ½ Hrs
6	03-04-2024	Wednesday	Film Communication-II ✓	11:30 am to 02:00 pm	2 ½ Hrs

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

Q1. Explain the following concepts (Any5) :

(15M)

- a) Internet Radio
- b) SCERT
- c) RJ
- d) News channels
- e) Mobile TV
- f) TRAI
- g) Voice modulation

Q2. Answer any 2

(15M)

- a) Evolution and growth of private and satellite channels.
- b) What is community radio? Explain it's importance.
- c) Impact of advertisement on radio and television transmission.

Q3. What characteristics are required to be a good radio jockey?

(15M)

Q4. Discuss the effect of OTT platforms on current television programmes and films with suitable examples (15M)

Q5. Short noted -Any 3:

(15M)

- a) Mobile TV
- b) TRAI
- c) Storyboard
- d) Gram Vaani
- e) TAM

APCCE/SYBAMMC/MEDIA LAWS & ETHICS/REG/SEM IV/75 MKS/2.5 HRS

Q1) Answer any 5 (15 marks)

- a) Copyright
- b) Fake news
- c) Stereotyping
- d) TRAI
- e) Gender based ethics
- f) ASCI
- g) Need for ethics

Q2) answer any 2 (15 marks)

- a) Explain the core values of the constitution? (7.5 marks)
- b) What is Judiciary. Explain its functions? (7.5 marks)
- c) Explain the emblems and names act (7.5 marks)

Q3) Answer any 2 (15 marks)

- a) Explain the strength and weaknesses of CSR? (7.5 marks)
- b) Explain the ethical responsibility of a journalist? (7.5 marks)
- c) Explain unfair trade practices with examples? (7.5 marks)

Q4) Answer any 2 (15 marks)

- a) Explain the types of courts in India ? (7.5 marks)
- b) Explain the indecent representation of womens act (7.5 marks)
- c) Explain the drug and remedies act? (7.5 marks)

Q5) short notes any 3 (15 marks)

- a) Advertising and women
- b) Advertising and Youth
- c) Religious ethics
- d) Press council of India
- e) CCC



2.5 hrs

MMR

Marks: 75

N.B.

1. All Questions are compulsory.
2. Mention the question number properly and neatly.
3. Answer the question in the sequence given in the question paper.

Q.1	Answer the following	15
A	<b>CASE STUDY</b> Samsung has launched smart phone TV. The company would like to study the effect of the launch on the overall consumer preferences in smart television market. <b>QUESTION:</b> As a researcher suggest an appropriate research design, sampling method and research process.	
	<b>OR</b>	
B	Essential of a good report	8
C	Calculate mode, mean, median, and Range of the following data set. 18, 17, 17, 15, 20, 22, 31, 17, 24, 16, 18	7
Q 2	Answer the following	15
A	Explain Various types of questions in survey research	8
B	Write a note on non-probability method of sampling	7
	<b>OR</b>	
C	Explain the various methods of Survey	8
D	Discuss the objectives and purpose of mass media research	7
Q 3	Answer the following	15
A	Discuss Descriptive Research Design	8
B	Explain primary data collection techniques	7
	<b>OR</b>	
C	Explain the Projective techniques and various methods of projective techniques	8
D	Discuss Exploratory Research Design	7
Q 4	Answer the following	15
A	Explain probability method of sampling	8
B	Write short note on any two-attitude measuring Scale	7
	<b>OR</b>	
C	What are the Guidelines for Devising a Good Questionnaire	8
D	Explain what is Observation research	7
Q 5	Write short notes on any three of the following:	15
a	Content Analysis	
b	Quantitative research	
c	Focus group	
d	Secondary data	
e	Variables	

- Q1) Answer any five of the following questions** **15**
- I. Explain what is adobe Illustrator?
  - II. What is the use of Layer Mask Photoshop?
  - III. Explain how many types of files are supported in Photoshop and illustrator?
  - IV. How to create text link in Dreamweaver?
  - V. How to create multiple Artboard in Adobe Illustrator?
  - VI. Explain any of the three options under SELECTION menu?
  - VII. Give an overview of Adobe illustrator and Photoshop?
  - VIII. How can you use frames in Adobe InDesign?
- Q2) Answer the following** **15**
- I. What is Adobe Dreamweaver and explain its usage?
  - II. What are the uses of Masking in Photoshop and how many types of Masking is possible?
- Q3) Solve one of the questions** **15**
- A. Explain about toolbox in Photoshop?
  - B. How to convert text into Object in Adobe Illustrator and why?
- Q4) Solve one of the questions A and B** **15**
- A. Which Video and Audio formats can be imported and exported in Premier Pro?
  - B. What is the difference between Vector and Raster images?
- Q5) Short Notes (Any 3)** **15**
- I. Mention what are the tools available in Adobe InDesign?
  - II. Exploring the Views in Dreamweaver?
  - III. How to Merge, Group and Flatten layers in Photoshop?
  - IV. Who uses Premiere Pro??
  - V. What is the use layer in Dreamweaver?

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

Q.1) Explainthe Concept.(Any5 out of 7) 15

- 1) Location Manager
- 2) Drama
- 3) Video Editor
- 4) Storyboard
- 5) Script Supervisor
- 6) Sound Editor
- 7) Genres

Q 2 A) Explain the ROI system in the film industry? 07

Q 2 B) Explain any five festivals of India? 08

OR

Q 2 C) Write in brief about Indian regional cinema. 07

Q 2 D) Explain film & its censorship. 08

Q 3 A) Explain marketing system in film making? 07

Q 3 B) Explain script department in detail. 08

OR

Q 3 C) Write about pune international film festival. 07

Q 3 D) Write seven areas of Film distribution. 08

Q.4A)Write about the journey & contribution of V.Shanataram in the film industry ? 15

OR

Q.4B)Write In Brief about Satyajit Ray and his contribution towards Indian Cinema. 15

Q.5)Writeshortnoteson(Any 3 out 5) 15

- 1) OTT Platforms
- 2) Post Production
- 3) Marketing
- 4) Film Awards
- 5) Kala Ghoda Arts Festival

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