

University of Mumbai



4000166

Summer 2024

EXAMINATION TIME TABLE

B.A. IN MULTIMEDIA & MASS COMMUNICATION (BAMMC) (CBCS) (R-2019-20)

(SEMESTER - VI)

Days and Dates	Time	Paper Code	Paper
Tuesday, 16 April, 2024			-----
Tuesday, 23 April, 2024	02.30 p.m. to 05.00 p.m.	55321	Journalism: Discipline Related Generic: Digital Media
Tuesday, 23 April, 2024	02.30 p.m. to 05.00 p.m.	55331	Advertising: Discipline Related Generic: Digital Media
Wednesday, 24 April, 2024	02.30 p.m. to 05.00 p.m.	55322	Journalism: Discipline Specific Electives : 1) Contemporary Issues
Wednesday, 24 April, 2024	02.30 p.m. to 05.00 p.m.	55332	Advertising: Discipline Specific Electives : 1) Advertising in Contemporary Society
Thursday, 25 April, 2024	02.30 p.m. to 05.00 p.m.	55323	Journalism: 2) Lifestyle Journalism
Thursday, 25 April, 2024	02.30 p.m. to 05.00 p.m.	55333	Advertising: 2) Brand Management
Friday, 26 April, 2024	02.30 p.m. to 05.00 p.m.	55324	Journalism: 3) Photo and Travel Journalism
Friday, 26 April, 2024	02.30 p.m. to 05.00 p.m.	55334	Advertising: 3) Media Planning & Buying
Monday, 29 April, 2024	02.30 p.m. to 05.00 p.m.	55325	Journalism: 4) Magazine Journalism
Monday, 29 April, 2024	02.30 p.m. to 05.00 p.m.	55335	Advertising: 4) Advertising & Sales Promotion
Tuesday, 30 April, 2024	02.30 p.m. to 05.00 p.m.	55326	Journalism: 5) Sports Journalism
Tuesday, 30 April, 2024	02.30 p.m. to 05.00 p.m.	55336	Advertising: 5) Rural Marketing & Advertising
Thursday, 2 May, 2024	02.30 p.m. to 05.00 p.m.	55327	Journalism: 6) Crime Reporting
Thursday, 2 May, 2024	02.30 p.m. to 05.00 p.m.	55337	Advertising: 6) Retailing & Merchandising
Friday, 3 May, 2024	02.30 p.m. to 05.00 p.m.	55328	Journalism: 7) Fake News and Fact Checking
Friday, 3 May, 2024	02.30 p.m. to 05.00 p.m.	55338	Advertising: 7) Entertainment & Media Marketing
Wednesday, 8 May, 2024	02.30 p.m. to 05.00 p.m.	55329	Journalism: 8) Television Journalism
Wednesday, 8 May, 2024	02.30 p.m. to 05.00 p.m.	55339	Advertising: 8) Television Program Production

Dr. Pooja Roundale

Dr. Pooja Roundale
Director

Board of Examinations & Evaluation

Mumbai - 400 098
27th March, 2024.

I-13

TIME: - 2 ½ Hours

Total Marks:-75

- NOTE: - 1) All the question are compulsory subject to internal choice
2) Figures to the right indicate full marks

Q1) Case Study:

Arnamica is an AI-powered workplace communications platform. They reached out to a Digital Media agency to launch a organic social and search strategy for their digital marketing campaign. The client had low brand awareness and didn't have a engagements with their consumers in their marketing campaigns before. The company desired to build user demand with a social and search advertising strategy. They desired a full-funnel strategy, targeting leads at every stage of the buying process. (15)

Based on the above case answer the following questions:

- a) As a digital marketer enumerate the key advertising objectives for promoting this campaign. (5)
 - b) Create a Facebook campaign for promoting the brand. (5)
 - c) How would you use Instagram as a platform for promotion of the brand? (5)
- Q2) a) Discuss the advantages and Principles of Digital Media briefly? (8)
- Q2) b) Explain On Page Optimization in context to SEO. (7)
- OR**
- Q2) c) Discuss SEM in brief as an important aspect of Digital Media. (8)
- Q2) d) Briefly explain Web analytics. (7)
- Q3) a) E-mail marketing enhances better Reach in Digital Media Campaigns. Comment. (8)
- Q3) b) Highlight the importance of Content Writing in Digital-Media (7)
- OR**
- Q3) c) Explain Affiliate Marketing and its purpose in Digital Media. (8)
- Q3) d) Discuss Social media analytics with reference to Web Analytics (7)
- Q4) a) Explain Google Adwords and what are they used for? (8)
- Q4) b) Discuss Cyber Ethics? Explain in brief. (7)
- OR**
- Q 4) c) Explain Email marketing with help of its key concepts. (8)
- Q 4) d) Explain Programmatic Marketing briefly. (7)
- Q5) Write Short Notes (Attempt any 3) (15)
- 1) Traditional Vs Digital Media.
 - 2) SEO.
 - 3) CRABS in Email Marketing.
 - 4) Blogs.
 - 5) Digital Security.

- NOTE: - 1) All the question are compulsory subject to internal choice**
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Q5) Write Short Notes (Attempt any 3) (15)

- Traditional Vs Digital Media.
- SEO.
- CRABS in Email Marketing.
- Blogs.
- Digital Security.

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Illustrate your answers with examples

- Q1. An Indian Organic Shampoo brand and Recreational Centre plans to expand its operations in the global market. Your Advertising agency has to roll out a campaign strategy for them. 15

First: Choose any one product/service

Second: Select any 2 countries from the group of countries given below.

Note: The two chosen countries cannot be from the same group.

Group A: USA, UK, France, Germany

Group B: Japan, China, Brazil, South Korea

Group C: Saudi Arabia, Qatar, Bahrain (Except For Dubai and Abu Dhabi)

What factors will you keep in mind while developing the advertising strategy for the two countries selected?

- Q2. a. What is controversial advertising? Elaborate with examples. 8
 b. Elaborate on representation of senior citizens in advertisements with relevant examples. 7

OR

- c. What are the various types of advertising? 8
 d. Discuss the effects of liberalization in relation to current financial policies and its impact on Media & Entertainment industry. 7

- Q3. a. Discuss the role of advertisements in representation of women & their changing role in society. 8
 b. 'Advertisements created for children promote unhealthy eating habits'. Comment on this statement and explain with the help of examples. 7

OR

- c. 'Digital platforms have changed the way content is created for advertisements. Elaborate this statement with examples. 8
 d. Discuss the impact of culture on advertising. State the measures that should be taken care of while creating cross-cultural content for advertisements? 7

Q4.

a. Create a Social Marketing Campaign for an NGO on **Voter Awareness Drive**. 15

OR

b. Design a Social Media Marketing Campaign for **Media Literacy Initiative to curb misinformation/ disinformation** to be promoted on Internet. 15

Q5.

Short Notes (Any 3 out of 5) 15

a) Influencer Marketing

b) LPG Model

c) Popular Culture & Advertising

d) Political Advertising

e) Challenges in International Advertising

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

1. Q1 is compulsory.
2. Q2 to Q5 have options within questions.
3. Draw suitable diagrams wherever necessary.
4. Illustrate your answers with examples.
5. Figures to the right indicate full marks.

Q1. Case Study

Top dairy brand Amul upped its presence in the *mithai* (traditional sweets) market in India. Amul's Mithai portfolio includes items like Khoa, Ras Malai, Gulab Jamun, Kaju Katli, Rosogolla, Peda, etc. The latest additions include products like 'sugar and lactose-free Peda', among others. Amul makes inroads into this segment by increasing the shelf life of the product with modified atmosphere packing (MAP) - technology that increases the shelf life of the products. This step not only ensures product longevity but also boosts accessibility and convenience for consumers. Overall, Amul's efforts to delve deeper into the mithai segment are poised to make the "Taste of India" even sweeter for consumers nationwide.

Answer the following

- a. What is the brand positioning? On what basis of brand positioning Amul has used for Amul's Mithai Portfolio? (08)
- b. As a part of the brand management team, suggest any four Integrated Marketing Communication (IMC) tools for Amul's Mithai. (07)

Q2. Answer the following

- a. Distinguish between Brand v/s Product. (08)
- b. State various tools of Integrated Marketing Communication (IMC) available for managing brand. (07)

OR

- c. Explain the Brand Value Chain with suitable example. (08)
- d. What is brand globalization. State the advantages of global branding. (07)

Q3. Answer the following

- a. Explain various challenges faced by brand manager for personalised marketing with examples. (08)
- b. What is Co-branding? State its advantages. (07)

OR

- c. What are loyalty programmes? Explain ways to enhance the value of loyalty programs. (08)
- d. State the various sources of brand equity. (07)

Q4. Answer the following

- a. Explain Brand personality (BIG five) with suitable examples. (08)
- b. State the benefits of brand partnerships. (07)

OR

- c. What is brand repositioning? State the reasons of its occurrence. (08)
- d. Describe green marketing. How sustainability has taken the space for managing brand through green marketing. Give reason. (07)

Q5. Write Short Notes on (Any THREE)

- a. Brand mantra. (15)
- b. Slogan.
- c. Every Day Low Price (EDLP).
- d. Brand audit.
- e. Brand ambassador.

(2.5 Hours)

[Total Marks: 75]

Q.1

1. Read the questions carefully before answering
2. Figures to the right indicate the full marks
3. Give example when necessary
4. Calculator is allowed

Q.1

Answer the following

- A Create a Media Plan for the Reliance Jio telecommunication company. The schedule will last two months. The advertisements are in colour. The budget for the print campaign is three crores (30000000).

Size:

Magazine: Single and/ or double spread

Newspaper: Half page

Use rate card given below

Dallies	Readership 000's	Rates (in sq cm)	Magazine	Readership 000's	Rate (Full page) colour
The Times of India	15904	4476	India Today (W)	8151	650000
Hindustan times	10904	4270	Kumudam (Tamil) (W)	910	285000
Business standard	1870	1536	Ananda Vikatan (Tamil) (W)	890	229,000
The Economic Times	3150	2300	Business India (F)	988	270,000
Lokmat Times (Marathi)	19282	2980	Forbes India (F)	670	800,000
Vijay Karnataka (Kannada)	1790	390	Vanitha Malayalam (W)	8250	246000
Malayala Manorama (Malayalam)	1760	1080	Mathrubhumi (W)	820	240,700
Mathrubhumi (Malayalam)	1240	890	Discover (M)	3210	256000
Dainik Jagran (Hindi)	73673	1650	National Geographic (M)	1715	323000
Amar Ujala (Hindi)	43775	1072	Grih Shobha (Hindi) (M)	2783	155000

Rate: Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w))

Q.2

Answer the following

Attempt any one between 2a.1 and 2a.2. along with 2.b

[i.e. (Attempt either 2a.1 OR 2a.2 for 8 marks) and 2.b. for 7 marks]

- A 2a.1 Answer the following:

Media 1: Reach = 57 %, Frequency = 7, TPC = 5, 70,000, AEC = 59,000

Media 2: Reach = 66%, Frequency = 7, TPC = 4, 95,000, AEC = 58,000

Find the % TA, GRP and CPRP for Media 1 and Media 2

2a.2 Answer the following

42,000 people see an advertisement 4 times, 40,000 see an advertisement 5 times and 56,000 people see an advertisement 7 times. The universe is 437,000. The total Cost of Advertising is 98,000. Find Reach%, GVT & CPT.

- B** Find the average frequency of the advertisement in the magazine using the data given below: 7
Readership: Magazine A=57,000, Magazine B= 47,000 ,Magazine C= 87,000
Duplication of Magazine A, with Magazine C= 6,000,
Duplication of Magazine B, with Magazine A= 6,000,
Duplication of Magazine C, with Magazine B= 5,500,
Insertion: Magazine A=5, Magazine B=7, Magazine C=2

OR

- C** Discuss the function of Media planning in advertising. What are the various Challenges in Media planning 15

Q 3 Answer the following

- A** Explain various criterion for selecting media vehicles 8
B Explain some key negotiation skills essential in the field of media buying: 7
OR
C What is Media Mix? Discuss Factors Affecting Media Mix Decision. 8
D Discuss Keys aspects of BARC 7

Q 4 Answer the following

- A** Explain Advantages & Disadvantages of Television as Advertising Medium 8
B Discuss Media objectives and target audience analysis 7
OR
C Explain various factors involved in television buying for advertising 8
D Key components and features of Google Ads 7

Q 5 Write short notes on any three of the following: 15

- a** New Consumer Classification System (NCCS)
b Frequency
c CPRP
d Advertising Networks
e Influencer marketing in digital media buying

30/04/24

(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**
Over the last 50 years, Bisleri came to India, expanded its business, grew bigger and became synonymous with water. Bisleri currently has 122 operational plants, of which 13 are owned by the company, and a distribution network across the country. Over the last 50 years, Bisleri came to India, expanded its business, grew bigger and became synonymous with water. Bisleri intends to launch Promotional campaign for India's rural market.
Answer the following question:
- a. Describe the promotion strategy that will be used to promote the Bisleri products
 - b. What are the challenges that will be faced by the Bisleri while marketing in rural India
- OR**
- B** Discuss Emerging trends of Rural Marketing in India. Give few examples of successful rural marketing strategy 15
- Q.2** Answer the following
- A** Discuss key characteristics of rural marketing 8
 - B** What is the Purpose of Rural Market Research? 7
- OR**
- C** Describe concepts and characteristics of Rural Economy 8
 - D** Explain Rural-Urban disparities and Policy interventions 7
- Q.3** Answer the following
- A** Discuss Distribution Strategies for Rural consumers with examples 8
 - B** Explain key differences between rural and urban consumers 7
- OR**
- C** Explain Factors affecting rural consumer behaviour 8
 - D** Discuss E-Choupal (ITC's Initiative) 7
- Q.4** Answer the following
- A** Explain Segmentation, Targeting & Positioning for Rural Markets 8
 - B** Explain key components and characteristics of the rural environment 7
- OR**
- C** Elaborate on the Pricing Strategies for Rural Marketing with examples 8
 - D** Explain Challenges and Innovative measures for Rural marketing 7
- Q.5** Write short notes on any three of the following: 15
- a) Agricultural marketing
 - b) Rural media
 - c) Objectives of Rural Advertising
 - d) Key demographic factors that influence rural marketing
 - e) Importance of Branding, Packaging and labeling for rural markets

[Time: 2½ hours]

[Marks:75]

N.B:

1. Q1 is compulsory.
2. Q2 to Q5 have options within questions.
3. Draw suitable diagrams wherever necessary.
4. Illustrate your answers with examples.
5. Figures to the right indicate full marks.

Q1. Case Study

Before fast fashion became mainstream, the fashion industry worked on stable schedules. Popular designers exhibited their designs through shows and trade fairs. The production lead times were based on forecasts made a season or even a year before the apparels hit the stores. The clothes replacement cycles too were long. Consumers saw clothing as an investment and spent carefully on their clothes. As they became more fashion conscious, there was a shift in the apparel industry which went on to become market driven rather than production driven. This resulted in shorter market cycles and more fashion seasons, which led to the birth of fast fashion. The fast fashion industry was based on the strategy of planned obsolescence; the clothes were designed to be replaced by new designs, which in turn led to more consumption. The front end of Zara had to be nimble. Accordingly, the business model demanded similar agility in the up-stream of the supply chain. To align with such a strategy, Zara manufactured its garments at its own factories in Spain besides outsourcing to neighboring Portugal, Moroccan, and Turkish factories. Again, contrary to the competition, it resorted to "proximity sourcing" using high-wage labor rather than sourcing from Asian factories in a deliberate move to attain responsiveness and speed. Such proximity sourcing ensured product availability at retail outlets in less than 2 weeks. Proximity sourcing contributed to 60% of Zara's total sourcing; the balance was sourced from low wage factories based in India, China, and Bangladesh and the South American.

Answer the following

- a. How organized retail is playing a major role in customers buying behaviour that the big global brand Zara highlighting. State the factors responsible for the growth of organized retail in India. (08)
- b. As a Zara store manager, state your responsibility for managing a mid-sized store. (07)

Q2. Answer the following

- a. State various characteristics of a consumer buying behavior with reference to buying electronic products. (08)
- b. Bring out the elements of modern sales promotion technique used by a retailer to promote in stores. (07)

OR

- c. Highlight the roles and responsibilities of a merchandise manager for a departmental store. (08)
- d. What is visual merchandising? State its objectives. (07)

Q3. Answer the following

- a. State the role of Information Technology (IT) in retail business used by a retailer. (08)
- b. Define merchandise display. State different methods of display. (07)

OR

- c. What is non store merchandising? State different types of non-store retailing. (08)
- d. What is retail strategy? Explain factors considered for a retail strategy. (07)

Q4. Answer the following

- a. 'Merchandise selection has a competitive advantage'. In view of this statement justify your expression with examples. (08)
- b. State the advantages and disadvantages of e-retailing. (07)

OR

- c. Bring out various pricing strategies adopted by a retailer for running the store successfully. (08)
- d. Explain various trends and innovation considered in this contemporary society by retailer. (07)

Q5. Write Short Notes on (Any THREE)

- a. Functions of a retailer.
- b. Marketing communication in retail business.
- c. Planogram.
- d. Product positioning.
- e. Chain store retailing.

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

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Q1. Case study

"In the biographical sports drama 'Dangal,' directed by Nitesh Tiwari in 2016, the film follows the journey of former wrestler Mahavir Singh Phogat and his daughters, Geeta and Babita Phogat, as he trains them to become world-class wrestlers. Through this inspiring narrative, 'Dangal' shed light on societal norms, gender stereotypes, and the pursuit of excellence in sports while captivating audiences with its powerful storytelling. Based on the synopsis-

Answer the following:

- a. Product placement: -Choose a product/service that could be advertised in the film Dangal based on the above script. Provide reasons for your answer. (05)
- b. Promote the above film using the latest Entertainment Media Marketing tools such as Cross Promotion, AFP, OOH, Social media, Event and Media sponsorship. (10)

Q2. Answer the following:

- a. Define entertainment marketing. Elaborate on the types of entertainment marketing in detail. (08)
 - b. Explain need and scope of entertainment marketing. (07)
- OR**
- c. "How do brands play a crucial role in shaping customer perceptions and decisions, and what impact does this have on their loyalty and purchasing patterns?" (08)
 - d. Discuss the marketing tactics used for television programmes to increase TRP. (07)

Q3. Answer the following:

- a. Explain the advantages of experiential marketing with appropriate examples. (08)
 - b. What are Cross promotions? Explain with examples. (07)
- OR**
- c. Discuss the future trends in Television industry. (08)
 - d. Explain niche market with reference to Kids TV (07)

Q4. Answer the following:

- a. You Tube as a marketing tool for entertainment industry. (08)
 - b. Elaborate on the contents of an Electronic Press Kit (EPK). (07)
- OR**
- c. What is a film marketing plan? Elaborate. (08)
 - d. Explain the types of Radio marketing. (07)

Q5. Write Short Notes on (Any THREE)

- a. TPs of Marketing
- b. Steps involved in creating a social media campaign.
- c. Trailers and teasers as marketing strategy.
- d. Advertiser Funded Programs (AFP).
- e. State any one Successful Radio campaign.

[Time: 2½ hours]

[Marks:75]

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- a. 7 Ps of Marketing.
- b. Steps involved in creating a social media campaign.
- c. Trailers and teasers as marketing strategy.
- d. Advertiser Funded Programs (AFP). (15)