

SYBMMCE)

3/3/15

Intro. to Advt.

(L)

NO3AFZ

Marks : 75

Duration: 2 ½ Hours

- All questions are compulsory
- Give examples where ever needed

Q.1. Define advertising. Explain its benefits to manufacturers, consumers, and society. (15)

Q.2 a) What is client turnover? Why does it take place? (8)

b) Distinguish between Advertising and propaganda. (7)

OR

Q.2 a) What is Waste in advertising? What are the causes of waste in advertising? (8)

b) Explain how advertising and economy complement each other. (7)

Q.3 a) What is B2B advertising? Describe its main types. (8)

b) Explain importance of internet advertising. (7)

OR

Q.3 a) State and explain factors influencing Retail advertising. (8)

b) What is Consumer advertising? How it is different from Industrial advertising? (7)

Q.4. a) Advertising is a powerful medium for social awareness. Explain. (10)

b) What is Image advertising. Give two examples. (5)

OR

Q.4. a) Define advertising agency. Explain its departments with the help of diagram. (10)

b) Define marketing? Explain 4P's of marketing. (5)

Q.5. Write short Notes (Any 3) (15)

- DAGMAR Model
- USP
- Political advertising
- Public relation as a tool of IMC
- AIDA

54BMM (E)

7/3/15

Intn to Journ

(L)

NO3AGN

Duration: 2:30 Hours

Marks: 75

- | | |
|---|----|
| 1) Explain principles of journalism. | 15 |
| 2 a) Explain functions of journalism. | 8 |
| b) Write about any contemporary journalist. | 7 |

OR

- | | |
|---|---|
| 2 a) How to write news report? Explain with inverted pyramid. | 8 |
| b) Describe features and its types. | 7 |
| 3 a) Analyse any English broadsheet newspaper of your choice. | 8 |
| b) Discuss freedom of press during emergency period. | 7 |

OR

- | | |
|--|----|
| 3 a) Explain role of media in education. | 8 |
| b) Explain structure of editorial department. | 7 |
| 4 Explain news and its types with help of example. | 15 |

OR

- | | |
|---------------------------------------|---|
| 4 a) Describe magazine boom in India. | 8 |
| b) Describe various sources of news. | 7 |

5) Write short notes on (Any 3) 15

- Classify print media on basis of periodicity
- Investigative journalism
- Tabloid
- Reporter
- e- paper

Time-2 Hrs 30 Minutes

Full Marks-75

All questions are Compulsory
Figures to right indicate marks

- Q 1. Define research. Discuss various stages of conducting research. [15]
Q 2. a. Discuss Observation as a tool for collecting primary data with its merits and demerits. [08]
b. Explain ethnography as a method of research [07]

Or

- Q 2. a. What is data processing? What are the different methods of data processing. [08]
b. Discuss various types of probability sampling. [07]
Q 3. a. Discuss various types of scaling technique used in media research. [07]
b. Calculate mean and median from the following distribution

<u>Class</u>	<u>Frequency</u>
00-10	07
10-20	10
20-30	15
30-40	08
40-50	10

[08]

Or

- Q 3. a. Explain the difference between questionnaire and schedule as technique of data collection [07]
b. Calculate mean and mode from the following distribution

<u>Class</u>	<u>Frequency</u>
00-20	15
20-40	18
40-60	21
60-80	29
80-100	17

[08]

- Q.4. Discuss the types of print media resources, In research. [15]

Or

- Q 4. Discuss how violence, horror and sex have affected the audience of the audio visual media in India. Give Examples to support your answer. [15]

All questions are Compulsory
 Figures to right indicate marks

Q 5. Write short notes on any three of the following. [5 x 3 = 15]

- a. Telephonic Interview
- b. Advertising resources.
- c. Use of internet in research
- d. Primary and secondary data
- e. Research design

Or

Q 2. a. What is data processing? What are the different methods of data processing.
 b. Discuss various types of probability sampling.
 Q 3. a. Discuss various types of scaling techniques used in media research.
 b. Calculate mean and median from the following distribution

Class	Frequency
00-10	07
10-20	10
20-30	12
30-40	08
40-50	10

Or

Q 3. a. Explain the difference between questionnaire and schedule as technique of data collection.
 b. Calculate mean and mode from the following distribution

Class	Frequency
00-20	12
20-40	18
40-60	21
60-80	29
80-100	17

[12]

Or

Q 4. Discuss the types of print media resources in research.
 Q 4. Discuss how violence, horror and sex have affected the audience of the audio visual media in India. Give Examples to support your answer.

[12]

NO3ABQ

वेळ : अडीच तासा]

[गुण : ७५

सूचना १) सर्व प्रश्न अनिवार्य आहेत.

प्रश्न क्रमांक १) श्रीमती दीक्षित ह्या सौन्दर्यशास्त्राच्या शास्त्रज्ञ आहेत. त्यांनी मुरुम/ पुटकूळी नाहीसे करण्यासाठी एक मलमाचा शोध लावला आहे. हे एक विशेष उत्पादन आहे. जर हे मलम गुणकारी ठरले तर त्यास खूप मोठी बाजारपेठ प्राप्त होईल. त्या तुमच्या कडे खालील प्रश्नाविषयी सल्ला मागायला आल्या आहे. आपण काय सल्ला द्याल ते लिहा.

- 1) या मलमासाठी कोणत्या वितरण मार्गाची निवड करावी हे कारण सहित सांगा. (५ गुण)
- 2) विक्री वाढविण्यासाठी कसे प्रयत्न करावे ते सांगा. (५ गुण)
- 3) आपण लक्ष्य ग्राहकांपर्यंत कसे पोहोचणार ? (५ गुण)

- प्रश्न क्रमांक २. अ) बाजारपेठ विभाजनाचे प्रकार स्पष्ट करा. (७ गुण)
 ब) मूल्यनिर्धारण उद्दिष्टे थोडक्यात लिहा. (८ गुण)

किंवा

- प्रश्न क्रमांक २. अ) विपणनाची व्याप्ती स्पष्ट करा. (७ गुण)
 ब) सरकारच्या दृष्टीकोनातून विपणनाचे महत्त्व थोडक्यात लिहा. (८ गुण)

- प्रश्न क्रमांक ३. अ) विपणनाचे बाह्य पर्यावरण थोडक्यात स्पष्ट करा. (७ गुण)
 ब) 4'P ही संकल्पना थोडक्यात स्पष्ट करा. (८ गुण)

किंवा

- प्रश्न क्रमांक ३. अ) वस्तु टिकावाचे डावपेच स्पष्ट करा. (७ गुण)
 ब) सेवेचा याचा अर्थ काय ? सेवा विपणनाची वैशिष्ट्ये स्पष्ट करा. (८ गुण)

- प्रश्न क्रमांक ४. अ) विपणन माहिती प्रणाली स्पष्ट करा. (७ गुण)
 ब) भारतातील ग्रामीण भागातील विपणनाच्या समस्या स्पष्ट. (८ गुण)

किंवा

- प्रश्न क्रमांक ४. अ) उत्पादन स्थिती धोरण स्पष्ट करा. (७ गुण)
 ब) आधुनिक विपणन प्रकार थोडक्यात स्पष्ट करा. (८ गुण)

- प्रश्न क्रमांक ५. थोडक्यात लिहा (१५ गुण)
 अ. पॅकिंग निर्णय ब. किंमत निर्णय क. मुद्रांकन

SYBMM (E) No 3 AFS

Print Prod & Photography L

Duration: 2:30 Hours

Marks: 75

All questions are compulsory.

- 1 Explain construction and mechanism of SLR camera,
With help of diagram. 15
- 2 a] Explain use of lighting and reflectors in photography. 8
b] Discuss in detail the process of screen printing. 7
- OR**
- 2 a] How to take care of camera and equipment? 8
b] Discuss in detail the process of letter press printing. 7
- 3 a] Explain various types of photography. 8
b] Write a note on favourite photographer of your choice. 7
- OR**
- 3 a] Write a note on composition. 8
b] What are various types of lenses? 7
- 4 a] Explain Offset printing process. 8
b] Describe shooting formats. 7
- OR**
- 4 a] Write a note on film. 8
b] Write note on history of printing. 7
- 5] Write short notes on (Any three) 15**
- a) Movement of Art
 - b) Photoshop
 - c) Flexography
 - d) Digital printing
 - e) Movable type printing



NO3AAN

1Max. Time: [2-1/2 hrs.]

Max. Marks: [75]

General Instructions:

1. Attempt all questions.
2. Question One is compulsory.
3. All questions carry equal marks.
4. Figures to the right indicate full marks.

Question 1

- a) Explain history and development of Radio in India from pre independence to date. (15)

Question 2

- a) Discuss Satellite TV with reference to its role in Educational Programmes. (07)
 b) Discuss Community Radio with reference to Educational Programs. (08)

OR

- c) Discuss characteristics of Radio programs with reference to entertainment. (07)
 d) Discuss Regional Language Programs on TV. Give suitable examples. (08)

Question 3

- a) FM Channels are booming! explain with suitable examples. (07)
 b) Private channels on TV are a means of Entertainment. (Suitable Examples) (08)

OR

- c) News channels on Radio. Give suitable examples. (07)
 d) News channels on TV. Give suitable examples. (08)

Question 4

- a) What is seen on the Television is reflected in the behaviour of youth- critically explain (15)

OR

- b) "Right to information is a boon to media" - Comment. (15)

Question 5

- a) Write Short Notes on :- (Any 3) (15)

- i) Transmission in Radio.
- ii) TRP & RRP.
- iii) Media & Monopoly
- iv) Transmission in TV
- v) Scripts for Radio & TV Programs.

Marks : 75

N03 ABB

Duration: 2 ½ Hours

Q.1 What is Organizational behavior? Why it is important? Explain basic concepts of Ob. (15)

Q.2 a) Explain Different elements affecting organizational structure. (8)

b) What is politics? What are political techniques? (7)

OR

Q.2 a) Explain goals of Organizational Behavior. (7)

b) Explain Maslow's Theory of motivation and state its salient features. (8)

Q.3 a) Explain common designs of Organizational Structure? (8)

b) Why do people join groups? (7)

OR

Q.3 a) Explain Equity Theory (8)

b) Explain Two factor theory. (7)

Q.4. Define stress. What are different sources of stress? How human behavior gets affected with stress? (15)

OR

Q. 4. What is power? explain different types of power with suitable example. (15)

Q. 5. Write short notes .(any 3) (15)

a) Interest group

b) Describe behavior – goal of OB

c) System approach

d) Individual motivation

e) Virtual Organization