

F.Y.B.A.M.M.C (SFC) Semester - II
Subject: Electronic Media

Date: 07/03/2025

Duration: 2 hours

Marks: 60 marks

Instructions for the candidate:

1. This question paper contains one page.
2. Q.1 is Compulsory.
3. Attempt any 3 from Q. 2 to Q.6.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

- Q 1 Answer the following. 15 marks**
Write interviews questions for radio interview of **any one** personality given below with introduction and closing.
a) Social media influencer b) Sports Person c) Actor d) Police
- Q 2 Answer the following**
- A How camera angles make visual experience effective? Explain with appropriate examples. **8 marks**
- B Write the features of Radio advertisements. **7 marks**
- Q 3 Answer the following**
- A Explain the importance of TV on different walks of life. **8 marks**
- B Write the skills of interviewer required for Radio and television shows. **7 marks**
- Q 4 Answer the following**
- A What are the important parts of television studio? **8 marks**
- B In last few years nature of sports television channels has gone through major changes. - Explain **7 marks**
- Q 5 Answer the following**
- A Explain history of Radio in India. **8 marks**
- B Write the nature of entertainment channels in India **7 marks**
- Q 6 Answer the following**
- A Soap Opera **5 marks**
- B Importance of storyboarding **5 marks**
- C Electronic field production. **5 marks**

F.Y.B.A.M.M.C Semester - II
Subject: PRINCIPLES OF MARKETING
Duration: 1 hour

Date: 5-4-2025

Marks: 30 marks

Instructions for the candidate:

1. This question paper contains 1 page
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

Q 1 Answer the following

Samsung is able to create value for the customer by offering high-quality products with the advanced technology. Samsung is able to create value by also providing excellent customer service and maintaining a strong relationship with its customers. The company is one of a global leader in the digital industry and is always in search of ways for creating value for its customers and connecting with them on a personal level.

Samsung even launched a platform by the name of JanJain User Management in their website which has 3 main purposes to build a relationship, increase feedback and improve customer value.

The recently launched Samsung Galaxy S8 has many new innovative features such as better storage, display, lightweight and longer battery which has created value for the customers. Samsung also uses high promotion activity for attracting more customers and also helps the company in creating value.

- A** Who can be the competitors of Samsung? How can Samsung compete with the competitors? **5 marks**
- B** Considering the current performance of Samsung, suggest new segments in which the brand can expand? **5 marks**

Q 2 Answer the following

- A** What are the features of marketing? **5 marks**
- B** Explain the New Product Development process. **5 marks**

Q 3 Answer the following

- A** Explain the different criteria's for strategic segmentation? **5 marks**
- B** What factors Influence Consumer Behaviour. **5 marks**

Q 4 Answer the following

- A** Explain the "Price" element from the 7P's of marketing with example? **5 marks**
- B** Explain the process of strategic marketing planning? **5 marks**

F.Y.B.A.M.M.C Semester - II
Subject: IDEA FOR STARTUP AND BRANDING

Date: 7-4-2025

Duration: 1 hour

Marks: 30 marks

Instructions for the candidate:

1. This question paper contains 1 page .
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

1 Answer the following

In 2005, Phanindra Sama faced difficulty booking a bus ticket to his hometown Hyderabad due to the limited availability of information from traditional travel agents. Most agents didn't have complete details about all bus operators, and they couldn't sell return tickets. This gap in the system gave Phanindra an idea. In August 2006, he started RedBus.com with just a few seats from one bus operator.

Today, RedBus has become one of the leading online bus ticket booking platforms. It works with over 700 bus operators, lists 10,000 buses, operates in 15 states, and sells around 5,000 tickets daily.

- A What are the challenge that Phanindra Sama must have faced while setting up the business? **5 marks**
- B Make a poster for print promotion of RedBus focusing about its features and also suggest a catchy tagline. **5 marks**

Q 2 Answer the following

- A What factors contribute to the growth of startups? **5 marks**
- B Explain the importance of brand management. **5 marks**

Q 3 Answer the following

- A Discuss in detail key features of women entrepreneurship? **5 marks**
- B Explain with examples the concept of co- branding. **5 marks**

Q 4 Answer the following

- A What are the various sources of funding business startups? **5 marks**
- B Bring out the role of a brand ambassador. **5 marks**

F.Y.B.A.M.M.C Semester - II

Subject: Fundamentals of Cinema

Date: 15/03/2025

Duration: 1 hour

Marks: 30 marks

Instructions for the candidate:

1. This question paper contains one page.
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

- Q 1 **Answer the following** **10 marks**
What is the 'Italian Neo Realism' movement of cinema? Write a note on the characteristics of the movement.
- Q 2 **Answer the following**
A What is a cinematograph and what are its characteristics? **5 marks**
B Elaborate on the Golden era of Bollywood. **5 marks**
- Q 3 **Answer the following**
A Write a note on the silent era of Indian films (1919 - 1930). **5 marks**
B Who was the first 'Superstar' of India? State and describe any 3 of his films. **5 marks**
- Q 4 **Answer the following**
A Explain the meaning of the term 'Language of cinema'. **5 marks**
B Elaborate on the recent trend of re-releases in Indian cinema. **5 marks**

F.Y.B.A.M.M.C Semester - II
Subject: Search engine optimization
Duration: 1 hour

Date: 19/03/2025

Marks: 30 marks

Instructions for the candidate:

1. This question paper contains one page.
2. Q.1 is Compulsory.
3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
5. Figures on the right-hand side indicate full marks.

- | | | |
|-----|---|----------|
| Q 1 | Answer the following
Discuss in detail the concept of Keywords | 10 marks |
| Q 2 | Answer the following | |
| A | What is a Search Engine? | 5 marks |
| B | Why SEM? List down the benefits of SEM. | 5 marks |
| Q 3 | Answer the following | |
| A | State the importance of SEO for a website. | 5 marks |
| B | Explain in detail conversions tracking. | 5 marks |
| Q 4 | Answer the following | |
| A | Explain the following Keyword terminologies
a) Keyword density, b) Keyword Proximity | 5 marks |
| B | Discuss any 5 AdWords Terminologies. | 5 marks |

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Q 1 Answer the following 10 marks

Choose a genre and topic for a new podcast and answer the following

- i. Give reasons for choosing the genre
- ii. Generate ideas for the first 5 episodes of the podcast

Q 2 Answer the following

A Define a podcast. State and explain any 4 formats of a podcast. 5 marks

B What is the process of writing a script for podcasts? 5 marks

Q 3 Answer the following

A Define an interview podcast. Write a note on the pros and cons of an interview podcast. 5 marks

B List and explain 4 voice acting techniques for podcasts. 5 marks

Q 4 Answer the following

A Write a note on the recent growth in the podcast industry. 5 marks

B Elaborate on the process of creating a podcast. 5 marks
