

Date: 3/10/2025

F.Y.B.A.M.M.C Semester - I
Subject: Introduction to Psychology
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 Read the following case study and answer the following

10 marks

A lifestyle magazine recently featured an article on the increasing visibility of LGBTQ+ individuals in the entertainment industry. While the piece praised a popular actor for coming out, much of the coverage focused on their “bravery” and “controversial decision,” framing their identity as unusual rather than normal. The article repeatedly emphasized how their sexuality might “affect their career” instead of highlighting their professional achievements. Social media posts promoting the article used clickbait-style headlines such as “*Shocking Revelation by Star Actor*”, accompanied by dramatic imagery, which drew criticism from LGBTQ+ advocacy groups. Many argued that such representation reinforces the idea that being part of the LGBTQ+ community is sensational or abnormal, rather than treating it as a natural part of human diversity.

Questions:

- a. How did the choice of headlines and imagery contribute to bias in representation?
- b. What stereotypes about LGBTQ+ individuals are reinforced in the coverage?

Q 2 Answer the following

A Differentiate between short term and long-term memory.

5 marks

B How does media play a role in formation of attitudes?

5 marks

Q 3 Answer the following

A How does media affect the idea of body image in the youth?

5 marks

B Discuss how media underlines gender roles.

5 marks

Q 4 Answer the following

A What are the characteristics of creative people? Explain any 5.

5 marks

B How does media reinforces stereotypes of the minorities in India?

5 marks

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3. Attempt any 2 from Q. 2 to Q.4.
4. Answers to each new question should begin on a fresh page.
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Q 1	Answer the following	10 marks
	The 'Exposure Triangle' is a fundamental concept. Define Aperture, Shutter Speed, and ISO. Explain their individual creative controls (e.g., depth of field, motion blur, noise) and describe the principle of reciprocity that governs their relationship.	
Q 2	Answer the following	
A	Differentiate between a Prime lens and a Zoom lens, listing two advantages and one disadvantage of each type.	5 marks
B	Define 'Aspect Ratio'. How does changing the aspect ratio in post-production alter the narrative or feel of a photograph? Provide one example.	5 marks
Q 3	Answer the following	
A	A camera has a 24MP full-frame sensor. Another camera has a 24MP APS-C sensor. Which camera will likely have larger individual pixel sites, and what is the practical implication of this for image quality?	5 marks
B	What is the primary technical limitation of using a very high ISO setting, and how does it manifest in the final image? Name one in-camera setting and one post-production technique to mitigate it.	5 marks
Q 4	Answer the following	
A	Explain how the psychological properties of the colour 'blue' can be used to establish a specific mood in a photograph. Name a genre of photography where this would be particularly effective.	5 marks
B	You have to photograph a fast-moving subject and wish to freeze the action. Explain the two key camera settings you would prioritize and how you would configure them to achieve this.	5 marks

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

Subject: Essentials of Public Relations

Date: 08/10/2025

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

10 marks

Your college is planning to organize its annual cultural fest after two years of pandemic restrictions. The PR team is responsible for spreading awareness, inviting sponsors, and ensuring a positive image for the event. They decide to use social media, email newsletters, and posters across campus.

The PR team also faces a challenge: some students are worried that the event may not be well-organized or inclusive. The team responds by organizing Q&A sessions and sharing testimonials from past events.

Answer the following questions based on the case

1. What PR tools are being used here, and why are they important?
2. Suggest two more strategies the PR team could use to **increase** participation.

Q 2 Answer the following

5 marks

A Define Public Relations and explain its role in society.

5 marks

B Why is maintaining good Media Relations important for all PR professionals?

Q 3 Answer the following

5 marks

A State and explain the stakeholders of an organization.

5 marks

B Elaborate on the Principles of Media Relations.

Q 4 Answer the following

5 marks

A Elucidate on Persuasion and briefly discuss the 6 ways of Persuasion through PR.

5 marks

B Explain the importance of Ethics in PR.

Date: 10/10/2025

F.Y.B.A.M.M.C Semester - I
Subject: Introduction to Graphics and Arts
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 Explain Color Theory in-detail and any 3 color harmonies?	10 marks
Q 2	Answer the following	
A	What is the difference between RGB and CMYK color modes? And purpose both are used for?	5 marks
B	Discuss Importance of Layers in Adobe Photoshop.	5 marks
Q 3	Answer the following	
A	Explain Type of Graphics, Infographics, Typography and UI/UX design ?	5 marks
B	Define steps to create a A3 size cultural fest poster in Adobe Photoshop.	5 marks
Q 4	Answer the following	
A	Define steps to add shadow to png image in photoshop.	5 marks
B	Define steps for making a square logo for food chain in Corel Draw.	5 marks

F.Y.B. Com (Logistics and SCM) Semester - I
Subject: Introduction to Financial Accounting

Date: 1st OCT, 25

Duration: 1 hour

Marks: 30 marks

Instructions for the candidate:

1. This question paper contains 3 pages
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.
6. Use of simple calculator is allowed.

Q 1	Answer the following	10 marks																
	<p>Record the following transactions in the Triple column Cash Book of Mr. Bajaj for April, 2023 and balance the Cash Book:</p> <p>April 1: Cash on hand Rs. 4,500 and Balance at Bank Rs. 60,000</p> <p>April 3: Received from Paresh on account Rs.1,585 in cash and allowed a discount of Rs.15</p> <p>April 10: Paid Harish by cheque Rs. 3,550 in full settlement of Rs.3,570</p> <p>April 15: Received a cheque amounting to Rs.1,300 from Bindu in full settlement of her account for Rs.1,400</p> <p>April 18: Goods sold for cash Rs. 20,000</p> <p>April 20: Paid for staff salaries Rs. 3,000 by cash</p> <p>April 22: Purchased second hand motor car for office use from Sai Services for Rs.34,000 by cheque.</p> <p>April 24: Withdrew from bank Rs.4,000 for office use and Rs.2,000 for personal use</p>																	
Q 2	Answer the following																	
A	<p>The following balances are extracted from the books of Shekhar. Prepare a Trial Balance as on 31st March,2022</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Particulars</th> <th style="width: 50%;">Amount (Rs.)</th> </tr> </thead> <tbody> <tr> <td>Sundry Debtors</td> <td style="text-align: right;">56,000</td> </tr> <tr> <td>Creditors</td> <td style="text-align: right;">17,000</td> </tr> <tr> <td>Wages</td> <td style="text-align: right;">35,000</td> </tr> <tr> <td>Bank Overdraft</td> <td style="text-align: right;">9,000</td> </tr> <tr> <td>Salary</td> <td style="text-align: right;">36,000</td> </tr> <tr> <td>Dividend Received</td> <td style="text-align: right;">1,300</td> </tr> <tr> <td>Shekhar's Capital</td> <td style="text-align: right;">96,800</td> </tr> </tbody> </table>	Particulars	Amount (Rs.)	Sundry Debtors	56,000	Creditors	17,000	Wages	35,000	Bank Overdraft	9,000	Salary	36,000	Dividend Received	1,300	Shekhar's Capital	96,800	5 marks
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B	<p>From the following details prepare a Manufacturing Account in the books of Mr. Pratham for the year ended 31st March, 2022</p> <table border="1"> <thead> <tr> <th>Particulars</th><th>Amount (Rs.)</th></tr> </thead> <tbody> <tr><td>Purchases of Raw Materials</td><td>3,40,000</td></tr> <tr><td>Wages</td><td>40,000</td></tr> <tr><td>Factory Rent and Repairs</td><td>6,000</td></tr> <tr><td>Purchase Return</td><td>5,000</td></tr> <tr><td>Factory Maintenance</td><td>17,500</td></tr> <tr><td>Bad Debts</td><td>1,500</td></tr> <tr><td>Sales</td><td>5,00,000</td></tr> <tr><td>Depreciation on Factory Shed</td><td>10,500</td></tr> <tr><td>Furniture and Fixtures</td><td>2,00,000</td></tr> <tr><td>Opening Work-in-Progress</td><td>8,000</td></tr> <tr><td>Closing Work-in-Progress</td><td>5,000</td></tr> <tr><td>Sales Return</td><td>7,500</td></tr> <tr><td>Advertisement</td><td>9,200</td></tr> </tbody> </table>	Particulars	Amount (Rs.)	Purchases of Raw Materials	3,40,000	Wages	40,000	Factory Rent and Repairs	6,000	Purchase Return	5,000	Factory Maintenance	17,500	Bad Debts	1,500	Sales	5,00,000	Depreciation on Factory Shed	10,500	Furniture and Fixtures	2,00,000	Opening Work-in-Progress	8,000	Closing Work-in-Progress	5,000	Sales Return	7,500	Advertisement	9,200	5 marks
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Q 3	Answer the following																													
A	<p>Journalise the following transactions in the Journal of Miss Natasha for the month of July, 2024:</p> <p>July 1: Sold goods to Mehul Rs.15,000 and paid carriage on his behalf.</p> <p>July 15: Purchased goods worth Rs.5,000 on credit from Vinita.</p> <p>July 17: Paid cash Rs. 4,500 to Vinita in full settlement of her account</p> <p>July 20: Paid Salary to Vijay Rs. 5,000</p>	5 marks																												
B	<p>On 31st March, 2015, the Cash Book (bank column) of Mr. Hemant showed a debit balance of Rs.14,000, but the bank Pass Book showed a different balance. On investigation the following discrepancies were found. Prepare a Bank</p>	5 marks																												

	<p>Reconciliation Statement as on 31st March, 2015 and find out the balance as per Pass Book:</p> <p>i) Mr. Amit directly deposited Rs.300 into the Bank account of Mr. Hemant. The entry for the same was recorded in the Cash Book on 4th April,2015</p> <p>ii)The Bank has debited the Pass Book by Rs.10 for Bank Charges. The corresponding entry of the same was not found in the Cash Book.</p> <p>iii) Cheques of Rs.600 received from the customers were deposited into the Bank, but they were credited in the bank Pass Book on 2nd April,2015</p> <p>iv) Cheques of Rs.500 were issued on 25th March,2015 but both the cheques were presented for payment on 5th April,2015</p>	
Q 4	Answer the following	
A	Write a short note on Accounting Standard 9 issued by ICAI.	5 marks
B	<p>State giving reasons whether the following are Capital, Revenue or Deferred Revenue (Expenditures or Receipts)</p> <p>i) Loss on sale of Machinery Rs.10,000</p> <p>ii) Rs.1,000 received from a customer on account of goods sold.</p> <p>iii) Additional Capital invested by proprietor Rs. 25,000</p> <p>iv)A petrol driven engine of a car replaced by a diesel engine for Rs.5,300</p> <p>v) Brokerage and Commission of Rs.5,00,000 paid for Issue of Shares.</p>	5 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

Atlas Logistics, a growing shipping company, has recently experienced a high turnover rate among its dispatch team. The main issue is a perception of unfair treatment. Pay increases and promotions seem to be granted arbitrarily, with a few favored employees receiving opportunities that others, who are equally or more deserving, are overlooked for. This lack of transparency and favoritism has created a toxic work environment and shattered trust. Additionally, the company is known for frequent, unannounced layoffs whenever quarterly profits dip slightly. Employees feel that their jobs are constantly at risk, leading to widespread anxiety and a refusal to invest in their roles or the company's future. The constant churn and fear of job loss mean new employees never stay long enough to become truly proficient, negatively impacting overall service quality.

- 1 How can the company's leadership apply core management principles to build a more trusting and stable work environment?
- 2 The frequent, unannounced layoffs and the resulting fear among employees primarily violate which management principle?

Q 2 Answer the following

5 marks

A Explain the Six M's of Management.

5 marks

B What are the steps involved in Control Process?

Q 3 Answer the following

5 marks

A Write a short note on Directing.

5 marks

B What are the functions of Lower level Management ?

Q 4 Answer the following

5 marks

A Explain Management as a profession.

5 marks

B Differentiate between recruitment and selection.

Instructions for the candidate:

1. This question paper contains one page.
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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 Wanted a content writer for a leading company to manage their social media. Apply with an updated resume to P.O.Box No 2456 of The Hindustan Times. **10 marks**

Q 2 Answer the following.

A Distinguish between Oral and Written Communication. **5 marks**
B Summarize the following passage. **5 marks**

Urbanization is a global phenomenon that has transformed human societies and the environment. As more people move to cities, urban areas expand, leading to significant changes in land use and environmental impact. Urbanization offers numerous benefits, including better access to education, healthcare, and employment opportunities. Cities are often centers of innovation and cultural exchange, driving economic growth and development. However, the rapid pace of urbanization also presents several challenges. The concentration of populations in urban areas can lead to overcrowding, inadequate housing, and increased pressure on infrastructure and public services. Environmental degradation is another major concern, as urbanization often results in the loss of natural habitats, increased pollution, and greater energy consumption. To address these challenges, urban planners and policymakers are focusing on sustainable development strategies. These include the creation of green spaces, promotion of public transportation, and implementation of energy-efficient building practices. Smart city initiatives, which leverage technology to improve urban management and enhance the quality of life, are also gaining traction. By integrating sustainability into urban planning, cities can mitigate the adverse effects of urbanization and create more liveable environments for their residents.

Q 3 Answer the following.

A Explain negotiation skills. **5 marks**
B Discuss any five types of Socio-Psychological Barriers. **5 marks**

Q 4 Answer the following.

A Discuss the types of grapevine. **5 marks**
B Explain language barriers with suitable example. **5 marks**

**F.Y.B.A.M.M.C (SFC) Semester - I
Subject: Introduction to Media Ethics.**

Date: 15/10/2025

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 Explain how hate speech affects communal harmony with a relevant example. 10 marks

Q 2 Answer the following

A Write a note on Misinformation. 5 marks

B How can electronic manipulation affect politicians? 5 marks

Q 3 Answer the following

A Write a note on Self- Censorship. 5 marks

B Explain the relevance of Informed consent in Journalism. 5 marks

Q 4 Answer the following

A Explain the concept of Post-Truth. 5 marks

B Write a note on Plagiarism. 5 marks

F.Y.B.A.M.M.C – Semester I
BASICS OF INDIAN KNOWLEDGE SYSTEM

Date: 17/10/2025

Duration: 1 hour

Total Marks: 30

Instructions:

1. Q.1 is Compulsory.
2. Attempt **any 2** from Q. 2 to Q.4.
3. Figures to the right indicate full marks.

1. Read the passage and answer the following questions given below: -

10

PASSAGE: -

The introduction of metals, especially iron, marked an important phase in the history of deforestation in India. In the early Vedic period, the Aryans probably did not know iron, using the word ayas for metals in general. Archaeological findings suggest that iron appeared in India between 1000 and 800 B.C., and its tools made the cutting of large trees much easier. This innovation allowed agricultural groups to settle in forested regions, particularly as the Aryans moved eastward into the Gangetic plains.

When the Aryans arrived in north-west India, described in the Rigveda as Sapta Sindhavas or the land of seven rivers, they began settling around 1400 B.C., first in Punjab and later across wider regions. Being both pastoral and agricultural, they required land for crops and grazing. To meet these needs, forests were cleared using fire, stone axes, and eventually iron implements. The burning of the Khandava forest in the Mahabharata symbolically represents such destruction through fire and deforestation.

During the early Vedic phase, forests were not destroyed for city building, as India had no major urban centers after the fall of the Harappan culture. Between this decline and the rise of the “second urbanization” around the 6th century B.C., historians note a thousand-year “Dark Age.” Throughout this period, the Aryans lived amidst forests, mainly along riverbanks, clearing areas for villages and farmlands. Wood was central to their lives, used for cottages, carts, chariots, and fuel. Clearing of forest tracts also became necessary for creating roads and pathways to connect settlements.

Thus, Aryan expansion steadily accelerated deforestation, driven by agriculture, animal rearing, and communication needs. From ancient times, human survival and progress in India relied heavily on forest exploitation, laying the roots of deforestation deep in its early history.

Questions:-

1. What role did iron play in the history of deforestation in India?
2. How did the Aryans clear forests before the use of iron implements?
3. What does the burning of the Khandava forest in the Mahabharata symbolize?
4. Why were forests cleared during the early Vedic phase?
5. How was wood important in the lives of the Aryans?

2. **Answer the following:**
 - a. Explain wastewater management practices in Ancient India.
 - b. Describe the historical perspective of ancient tourism in India.5

3. **Answer the following:**
 - a. Explain the significance of town planning in Ancient India with suitable examples.
 - b. Explain how Ancient Indian Stone masonry techniques influence other civilizations?5

4. **Answer the following:**
 - a. Explain the features of town planning during the Indus Valley Civilization.
 - b. Discuss the role of early trade routes of the world in promoting tourism and cultural exchanges in Ancient India.5