
Instructions for the candidate:

1. This question paper contains 1 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 Read the following case study and answer the questions below it:

15 marks

BoltX Technologies is an Indian start-up in the wearable tech industry. Their flagship product, is a Fitness Band, offers features similar to international brands like Fitbit but at a more affordable price.

Product Features:

- Tracks steps, sleep, calories, and heart rate
- AI-enabled personalized fitness suggestions
- Water-resistant and available in trendy colours
- Price: ₹2,999 (mid-range, affordable compared to Apple/Fitbit)
- Syncs with a mobile app for health insights

Answer the following:

- a. Define the target audience of the abovementioned product using demographics and AIO model
- b. Which two tools of IMC will you use for reaching out to its target audience?
- c. Suggest two names for the product.

Q 2 Answer the following

A Discuss the impact of culture on advertising.

8 marks

B Elist steps of creating a consumer persona.

7 marks

Q 3 Answer the following

A Discuss any two upcoming trends in advertising with examples.

8 marks

B What is an in-house ad agency? List its advantages and disadvantages.

7 marks

Q 4 Answer the following

A What is public service advertising? Explain its need.

8 marks

B How to write ads for interactive media?

7 marks

Q 5 Answer the following

A Discuss the steps of competitive benchmarking.

8 marks

B Elaborate on the work of any 2 departments of an ad agency.

7 marks

Q 6 Answer the following:

A Creative boutique

5 marks

B Importance of SWOC analysis

5 marks

C B2B advertising

5 marks

S.Y.B.A.M.M.C (SFC) Semester - III
Subject: Elements of Pre-Production

Date: 04/10/2025

Duration: 2 hours

Marks: 60 marks

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Q 1 Create a female lead character for a romantic comedy film using character profile questions. **15 marks**

Q 2 Answer the following

A Define and explain subjective and objective POV in a film. **8 marks**

B State and explain the different methods of story writing. **7 marks**

Q 3 Answer the following

A Briefly write about the role of a director in the preproduction stage for a film. **8 marks**

B Elucidate on the methods of procuring finance for a film. **7 marks**

Q 4 Answer the following

A What are the methods of preparing to think visually for a filmmaker? **8 marks**

B Describe the process of casting and auditioning for a film. **7 marks**

Q 5 Answer the following

A Elaborate on the importance of storyboarding. **8 marks**

B Elucidate on the different types of copyrights available for the film. **7 marks**

Q 6 Answer the following

A 'Two college students having a conversation about exams.' Write dialogues. **5 marks**

B Define Trademarks. **5 marks**

C Why is it important to finalize the costumes in the pre-production stage? **5 marks**

Instructions for the candidate:

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Q 1	Answer the following.	15 marks
You need to raise Capital for your company. Elaborate the ways of raising fixed and working Capital for your Company.		
Q 2	Answer the following	
A	Explain the characteristics of Entrepreneur.	8 marks
B	Explain arguments in favor of Social Responsibility.	7 marks
Q 3	Answer the following	
A	Explain the PESTLE Analysis along with relevant examples.	8 marks
B	Explain the remedial measure to solve Venture Set-Up problems.	7 marks
Q 4	Answer the following	
A	Explain Schumpeter's theory of Innovation.	8 marks
B	What are the areas of Feasibility Study?	7 marks
Q 5	Answer the following	
A	Explain the importance of Self Help Groups.	8 marks
B	Explain the different types of Marketing channel.	7 marks
Q 6	Answer the following	
A	SIDBI	5 marks
B	Scheduling	5 marks
C	BPO	5 marks

S.Y.B.A.M.M.C Semester – III

Subject: Creative Writing

Date: 09/10/2025

Duration: 1 hour

Marks: 30 marks

Instructions for the candidate:

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3. Attempt any 2 from Q. 2 to Q.4.
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Q 1	Distinguish between revising and editing.	10 marks
Q 2	Answer the following	
A	Enumerate the elements of grammar affecting writing skills.	5 marks
B	What are the key aspects of script writing?	5 marks
Q 3	Answer the following	
A	What are the types of research for creative writing?	5 marks
B	How to write good website content?	5 marks
Q 4	Answer the following	
A	Explain the importance of creative writing.	5 marks
B	Difference between Diary and Journal.	5 marks

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Q 1 Answer the following.

10 marks

Write a detail note on independence and rise of newspapers. What is your opinion about future of print media?

Q 2 Answer the following.

A Discuss the rise of Hindi Language newspapers.

5 marks

B What is the impact of privatization on Indian Radio ?

5 marks

Q 3 Answer the following.

A Explain the impact of British Rule on growth of newspapers in India.

5 marks

B Explain the role of Doordarshan as public broadcaster.

5 marks

Q 4 Answer the following

A Explain in brief Lokmanya Tilak's contribution to the freedom struggle through his newspapers.

5 marks

B Discuss the significance of underground radio station set up by Usha Mehta.

5 marks

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Q 1	Discuss media's portrayal of gender and how society reacts to it.	10 marks
Q 2	Answer the following	
A	What are folklores? Give examples.	5 marks
B	Discuss how the media's bias raises ethical concerns.	5 marks
Q 3	Answer the following	
A	What is ethnocentrism? Give examples.	5 marks
B	Are media trials good? Justify your answer.	5 marks
Q 4	Answer the following	
A	Distinguish between primary groups and secondary groups.	5 marks
B	How can citizen journalism and activism help to create anti-bias agenda?	5 marks
