

**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:****5 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.
- B Enlist steps of creating a consumer persona.

**8 marks****7 marks****Q 3 Answer the following**

- A Discuss any two upcoming trends in advertising with examples.
- B What is an in-house ad agency? List its advantages and disadvantages.

**8 marks****7 marks****Q 4 Answer the following**

- A What is public service advertising? Explain its need.
- B How to write ads for interactive media?

**8 marks****7 marks****Q 5 Answer the following**

- A Discuss the steps of competitive benchmarking.
- B Elaborate on the work of any 2 departments of an ad agency.

**8 marks****7 marks****Q 6 Answer the following:**

- A Creative boutique
- B Importance of SWOC analysis
- C B2B advertising

**5 marks****5 marks****5 marks**

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**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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**Instructions for the candidate:**

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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**

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**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

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**S.Y.B.A.M.M.C Semester – III**

**Subject: Creative Writing**

**Duration: 1 hour**

**Date: 09/10/2025**

**Marks: 30 marks**

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**Instructions for the candidate:**

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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 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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**S.Y.B.A.M.M.C Semester - III**  
**Subject: Evolution of Indian Media**  
**Duration: 1 hour**

Date: 11/10/2025

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. **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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**S.Y.B.A.M.M.C Semester - III**  
**Subject: Elements of Sociology**  
**Duration: 1 hour**

Date: 14/10/2025

Marks: 30 marks

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**Instructions for the candidate:**

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3. Attempt any 2 from Q. 2 to Q.4.
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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  |

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