

**BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION (BAMMC)
END OF FIRST SEMESTER EXAMINATION OCTOBER 2025**

MAJOR: Fundamental of Mass Communication

DURATION: 1 Hrs.

CLASS: FYBAMMC

Marks: 30

NB: (a) Attempt Any 4 out of 6

(b) Figures to the right indicate full marks.

Q1. Illustrate the scope of Mass Communication and explain its relevance in the present times. (7 marks)

Q2. Compare and contrast Intrapersonal, Interpersonal, and Group Communication with simple examples. (8 marks)

Q3. Evaluate the importance of different forms of Communication (Oral, Written, Digital, Mass) in daily life. (7 marks)

Q4. Explain the basic Communication Models such as Hub Model and Sociological Model, bringing out their applications. (8 marks)

Q5. Discuss the significance of Mass Communication as a social process, with reference to its impact on individuals. (7 marks)

Q6. Analyze how communication helps in building connections within society and supports collective growth. (8 marks)

**BACHELOR OF MULTIMEDIA AND MASS COMMUNICATION (BAMMC)
END OF FIRST SEMESTER EXAMINATION NOVEMBER 2025**

Class- FY BAMMC

Time: 1 Hours

Minor: Contemporary Issues

Marks : 30

NB: (a) All questions are compulsory and carry equal marks

(b) Figures to the right side

Write Any Two Questions

1. Answer the following questions: (15)

A] "Analyse two recent developments in the sports sector, discussing their significance and implications for athletes and fans." (08)

B] "Investigate the newly established ministry of Home Affairs examining its objectives and potential impact on governance and public policy." (07)

2. Answer the following questions: (15)

A] "Evaluate the various funds and programs established by the United Nations, analysing their objectives and impact on global issues." (08)

B] "Examine the historical evolution of politics in Maharashtra, discussing key events and figures that have shaped its political landscape." (07)

3. Answer the following questions: (15)

A] "Assess various mobile applications that journalists can utilize for their work, providing specific examples and analysing their features and benefits." (08)

B] "Examine the current landscape of digital gaming in India, discussing key trends, challenges, and the impact of emerging technologies such as AR and VR." (07)

4 Answer the following question (15)

A] Examine the ongoing tensions in Nepal up to 2025 November, Analyzing the contributing factors, key incidents, and the responses from various stakeholders.

**BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION (BAMMC)
END OF FIRST SEMESTER EXAMINATION OCTOBER 2025**

OE: Marketing Mix – I

DURATION: 1 Hrs.

CLASS – FYBAMMC

Marks: 30

NB: (a) Attempt All 3

(b) Figures to the right indicate full marks.

Q1. Case Study

(10 marks)

A company launches a new herbal shampoo in the market. The shampoo is natural, chemical-free, and priced at an affordable level. However, the market is already dominated by strong brands such as Dove, Pantene, and Head & Shoulders. Customers are hesitant to try the new product because they feel it does not have strong brand recognition. The sales are low, and the company is confused about how to attract more customers.

Answer the following:

- a) Analyze the role of product positioning in helping this shampoo succeed. **(5 marks)**
b) Explain how branding can improve the product's image. **(5 marks)**

Q2. A. Explain the meaning of Product Mix with one simple example.

(10 marks)

OR

B. Describe the difference between Consumer Goods and Industrial Goods with examples.
(10 marks)

Q3. A. Discuss the stages of the Product Life Cycle in simple words.

(10 marks)

OR

B. Explain why Branding is important for a product.

(10 marks)

**BACHELOR OF MULTIMEDIA AND MASS COMMUNICATION
(BAMMC)**

END OF FIRST SEMESTER EXAMINATION NOVEMBER 2025

Class- FY BAMMC

Time: 1 Hours

Minor: Case Studies in Management

Marks: 30

NB: (a) All questions are compulsory and carry equal marks

(b) Figures to the right side

Q. 1 Case Study

(10)

Eno seeking refreshment in a Cola

GlaxoSmithKline (GSK)'s 42-year-old brand Eno (launched in 1972), the leader in the Rs. 750-crore antacid market in India is looking to connect with the youth. The company's research showed that the brand appeals to an older audience-in the 30-35 years age group-while a larger section of the youth is also a potential target base with the increasing incidence of gastric problems among this demographic profile. (Eno operates in the powder category of the antacid market) and the "sahi" cola flavour is Eno cola as the "royal cola). The cola flavour an outcome of GSK's recent consumer insight data that says one in four consumers prefer cola-based carbonated soft drinks to treat acidity. The new flavour adds to the current list of Eno's fruit flavoured portfolio that includes variants such as orange, musambi, pineapple, and guava. With the cola flavour, GSK hopes to widen Eno's consumer base and so its television commercial specially targets the 16-plus age group, who are non- users of the brand but would like to try the product. Way back in 1991 the company tried to differentiate the brand on the flavour platform and relaunched Eno in a refreshing lemon variant. Since then it has launched other flavours like pudina to connect with the Indian consumer.

"For years acidity in India has been treated through home-made remedies where ingredients like orange, pudina, musambi, and lemon, that are perceived to have strong digestive qualities have played an important role. Keeping this in mind, GSK has developed these flavours for Eno that would appeal to the Indian consumer".Eno, at present, is produced at GSKCH's manufacturing units in Nabha (Punjab), Rajahmundry (Andhra Pradesh) and Sonapat (Haryana). The engagement with wholesalers (60 percent of volume gets sold through wholesalers) has been an important leg to get the product a wider distribution. Eno is sold across 1.5 million outlets in India. Along with display contests, a drive is being organised for the modern (retail) trade in the launch month of sahi cola".

Questions:

- (1) Explain Product life cycle with the example of Eno.
- (2) Explain targeting and positioning for the new sahi Eno.
- (3) Throw light on the distribution and promotion strategies.

A] Case A City Full of Entertainment

Multiplex chain PVR plans to establish entertainment cities across India with multiplex screens, bowling alleys, skating rinks, beer gardens, and food courts. The first will open at Noida, followed by launches in Bangalore, Hyderabad, Chandigarh, Pune, and NCR. PVR's innovations are based on consumer aspirations, with Rs. 280 crore invested.

Consumer research included surveys across malls to understand entertainment preferences, focusing on happiness quotients. Despite PVR's experience in multiplexes, partnerships for bowling alleys and food courts (Food Union with Lite Bites) help address skill gaps. Food courts and bowling alleys are positioned as lifestyle concepts to attract visitors beyond movie-goers, adapting continuously to consumer trends.

Questions: 1. What kind of research was conducted by PVR?

2. What is the stage of involvement of consumers as far as entertainment is concerned?
3. What was the need gap identified by the research?
4. What kind of market expansion is this and why?
5. What kind of brand development is this & why?

OR

B] Case Social Banking

The Indian banking sector has undergone a digital revolution, shifting from physical branches to seamless online, mobile, and social banking. Cell phone penetration (up to 85%) and the shrinking gap in internet access have catalysed this change. Banks like ICICI and Kotak Mahindra now offer innovative services like money transfer and account updates via Twitter. These "social banking" features also incentivize customer loyalty and banking engagement using a mix of hashtags, direct messages, and integrated apps. The focus has shifted from static, informational websites to interactive, transaction-ready platforms, all driven by modern customers' preference for convenience, personalization, and easy access. As internet users in India rapidly rise, so does the scope of digital banking, which brings cost savings and enhanced customer satisfaction. The ultimate aim is to make banking intuitive, accessible, and contextually relevant for digitally native consumers.

Questions:

1. Explain how the financial service providers have started doling out facilitating services in tune with changing consumption pattern.
2. How is the service triangle redefined?
3. What are the advantages of banking through social networks?

A] The Journey of Emami

The journey of Emami is an inspiring tale of entrepreneurial spirit, innovation, and strategic risk-taking. Founded in 1974 as a small ayurvedic products company, Emami initially struggled against a market dominated by multinational giants. The founders responded with product innovation, launching creams and powders featuring imported French perfumes and distinctive packaging, making their offerings stand out. By 1978, their products had captured significant market share. That same year, Emami took a bold leap by acquiring Himani Ltd. a company with strong brand equity but declining fortunes. This move was unusual for its time and involved considerable financial risk, but ultimately proved transformational, allowing Emami to launch flagship products like BoroPlus antiseptic cream and Navratna cool oil, both of which became market leaders. The brand's willingness to challenge norms—such as launching India's first men's fairness cream—further fueled growth. Strategic acquisitions, innovative products, and celebrity endorsements helped it evolve into a multinational conglomerate with a presence in 63 countries, a turnover of Rs. 8,000 crore, and a market capital of Rs. 18,000 crore. Emami's story highlights the critical role of strategic decisions at every management level.

Questions

1. What were the major strategic decisions that led to Emami's transformation from a local player to a multinational brand?
2. How did Emami's approach to product innovation differ from the competition in the 1970s and 1990s?
3. In what ways did Emami's acquisitions impact its growth and market leadership?

How could a PESTEL analysis inform Emami's business strategy during its early years compared to today?

OR

B] Case Voltas Bowls a Full Toss

(10)

Voltas, a leading brand in the air conditioning segment, pioneered the marketing of smart ACs with its All Weather range. Over the years, Voltas has strategically evolved its product and communication; initially, its campaigns emphasized adaptability across seasons. As the product matured, the communication shifted to emphasize smart features like mobile app integrations and energy efficiency. The use of the fictional character Murthy helped localize the message while communicating national relevance. The brand leveraged market research insights that identified the need to make air conditioners more engaging—and not just seasonal products—thereby broadening their appeal. By customizing regional campaigns (e.g., highlighting humidification in the South and heat resistance in the North), Voltas ensured nationwide relevance despite global production. Market research found that low penetration of ACs was due to discomfort being the primary purchase driver and lack of perceived value year-round. Smart ACs address both concerns and target consumer needs for convenience and savings. According to Maslow's hierarchy, ACs generally fulfill physiological needs, but smart ACs—by offering comfort, energy savings, and remote control—also contribute to the esteem and belongingness needs, resonating with users' desire for modern, efficient living.

Questions:

1. Explain the changes in the product and the brand's communication strategy as the product moves through the life cycle.
2. How has the company managed to produce globally but communicate locally?
3. What are the findings of the Market research?
4. Under which level of Maslow's hierarchy of needs will a smart AC fall in?

**BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION (BAMMC)
END OF FIRST SEMESTER EXAMINATION OCTOBER 2025**

VSC: Visual Communication

CLASS – FYBAMMC

NB: (a) Attempt All 3

(b) Figures to the right indicate full marks.

DURATION: 1 Hrs.

Marks: 30

Q1. Case Study

(10 marks)

In a village, people use wall paintings and symbols to spread messages about health and cleanliness because not everyone can read. These visuals are easily understood by all, even children.

Answer the following:

a) Explain how early visuals like paintings and symbols act as communication. (5 marks)

b) Analyze why visuals are sometimes more powerful than words. (5 marks)

Q2. A. Describe how body language (gestures, eye contact, expressions) becomes a form of communication. (10 marks)

OR

B. Explain the role of gestures as a natural means of visual communication. (10 marks)

Q3. A. Discuss Gestalt theory in simple terms with one example. (10 marks)

OR

B. Illustrate how signs and symbols are used in daily life to communicate messages. (10 marks)

**BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF FIRST SEMESTER EXAMINATION OCTOBER 2025**

SEC: Introduction to computers

Duration: 60 minutes

Marks: 30

NB: (a) Attempt any 2 out of 3

(b) Figures to the right indicate full marks

Attempt any 2 out of 3

Q.1 Answer the following questions: (15)

- a) Explain the difference between raster and vector images.
- b) Name and explain the function of any three advanced tools in CorelDraw.

Q.2 Answer the following questions: (15)

- a) What is Microsoft Excel? Mention any three of its uses.
- b) Explain in detail what is Adobe Premiere Pro used for?

Q.3 Answer the following questions: (15)

- a) What is the purpose of Sound Forge or Sound Booth in multimedia production?
- b) Create a simple project outline using text and shapes in Photoshop.

First Year Bachelor of Arts in Multimedia and Mass Communication (FYBAMMC)

End of First Semester Examination October 2025

Duration: 1 hr

AEC – Introduction to Communication skills

Marks : 30

Q.1. Short notes (2 out of 4)

10 marks

1. How can you bring about Effective Listening?
2. How does non-verbal communication complement verbal communication in a conversation?
3. What are some common barriers to cross-cultural communication, and how can they overcome?
4. In what ways has technology transformed business communication in recent years?

Q.2. A. Unseen Passage (200-250 words)

06 marks

Urban green spaces, such as parks and community gardens, play a vital role in enhancing the quality of life in cities. They provide residents with opportunities for recreation, relaxation, and social interaction. Studies have shown that access to green spaces can improve mental health by reducing stress and promoting physical activity. In addition, these areas serve as habitats for various species, contributing to urban biodiversity.

Moreover, green spaces can mitigate the effects of urban heat islands, where concrete and asphalt absorb heat, raising local temperatures. By incorporating trees and vegetation, cities can lower their overall temperature and improve air quality. Many urban planners are now prioritizing the development of green spaces in their designs, recognizing their importance not just for aesthetics but also for environmental sustainability.

However, the challenge remains in ensuring equitable access to these spaces, as low-income neighbourhoods often lack adequate green areas. Initiatives aimed at creating more inclusive green spaces are crucial for fostering community engagement and enhancing urban resilience. As cities continue to grow, integrating green spaces into urban development will be essential for promoting health, well-being, and environmental sustainability.

Answer the following question from the given passage.

1. What are two benefits of urban green spaces mentioned in the passage?
2. How can green spaces mitigate urban heat islands?
3. What challenge do low-income neighbourhoods face regarding green spaces?

B. Grammar:

04 marks

1. "The group of students are going on a trip." (Identify and correct the error in this sentence)
2. "They will attend the conference next week." (Change the following sentence to the past tense)
3. "You like coffee, _____?" (Add a question tag to the statement)

**BACHELOR OF ARTS IN MASS MEDIA COMMUNICATION
END OF FIRST SEMESTER EXAMINATION OCTOBER 2025**

AEC: EVS

**Duration: 60 minutes
Marks: 30**

**NB: (a) Attempt any 3 out of 4
(b) Figures to the right indicate full marks**

Attempt any 3 out of 4

(10M Each)

Q.1: Explain the following terms:

1. Urbanization
2. Disaster management
3. Wetlands
4. Ecological Pyramids
5. Grasslands

Q.2: Elaborate on the Bio-geographic regions of India.

Q.3: Discuss the Positive and Negative Impacts of large population with suitable explanation.

Q.4: Analyze the causes and effects of pollution explosion in the world.

FY.BA/B.Sc/B.Com

Reg./ ATKT

Sem - I

RIZVI COLLEGE OF ARTS, SCIENCE AND COMMERCE

16/10/2025

SUB: INDIAN KNOWLEDGE SYSTEM (IKS) 2025-2026

SEM I

30 MARKS

1 HOUR

ALL QUESTION ARE COMPULSORY

Q1. Attempt any TWO question

(6 marks)

1. Define the Indian Knowledge System and list its characteristic features.
2. Explain Macaulay's Education Policy highlighting its positive aspects.
3. Why should the Indian Knowledge System and ancient traditions be revisited?
4. Discuss the education systems of Madarasa in the Indian context.
5. Define IKS and describe its contributions to the development of modern science.

Q2. Attempt any THREE question

(12 marks)

1. Discuss the diagnostic techniques of Ayurveda.
2. Explain the importance of Alchemy.
3. Write about the Logic and it's usefulness in India.
4. Elucidate the Arthashastra and its contribution in governance.
5. Discuss the limitation of logic.
6. Discuss the drugs in disease management.

Q3. Attempt any THREE question

(12 marks)

1. Explain aesthetics and it's different art forms.
2. Describe the architecture of ancient India.
3. Discuss the importance of Yoga as part of IKS
4. Explain the problems of banking systems in India.
5. Describe the strategic studies and six sports in ancient Indian knowledge.
6. Discuss the emerging trends in banking.

F4BCom / BA

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NA 2/25

DLLE (Department of Lifelong Learning and Extension)

Semester I

Time: 1 hour

Total Marks: 30

1. Rewrite the following statement by choosing correct alternative given in the bracket.

6 marks

- i) Elderline is a national helpline in India that provides support to
(Minor Citizen / Senior Citizen)
- ii) Honest is an example of..... (Ethical value / Physical Activity)
- iii) Recycling can help (reduce pollution / increase pollution)
- iv) is non-biodegradable. (plastic / paper)
- v) Pride marches are held to celebrate (LGBT community / food festival)
- iv) Personal values influence..... (our decisions / traffic rules)

2. Write short notes on any two of the following.

6 marks

- i) Examine the role of values in shaping an individual's behavior.
- ii) Examine the steps that society can implement to protect senior citizens.
- iii) Define air pollution as a severe type of pollution.
- iv) Significance of the Stonewall act 1969 for LGBTQIA+.

3. Answer in detail on any three of the following.

18 marks

- i) Explain the role of the Government of India in the welfare of senior citizens.
- ii) Define Soil Pollution with its effects on the environment.
- iii) Define LGBTQIA+ and its awareness through social media.
- iv) Explain ethics and values. Highlight their importance in individual and social life.
- v) Discuss measures to control and reduce environmental pollution.

External examination

Subject-NSS SEM1

Marks30

TIME-1 HOUR

Q1. Rewrite the following by choosing the correct options given below
(6 marks)

1. Which of the following is a core component of NSS?

- a) Teachers
- b) Engineers
- c) Business leaders

2. What is the main objective of the National Service Scheme (NSS)?

- a) Academic excellence through exams
- b) Development of the personality of students through community service
- c) Financial Analysis using software

3. Which value is not explicitly promoted by the NSS?

- a) Discipline
- b) Dignity of labour
- c) Material wealth

4. The NSS emphasizes the cultivation of which attribute among students?

- a) Academic excellence
- b) Entrepreneurial skills
- c) Social consciousness

5. What did the First Five-Year Plan (1952) emphasize for students?

- a) Military training

b) One year of social work

c) Higher education

6. The NSS emphasizes the importance of which group in driving positive societal change?

a) Senior citizens

b) Government officials

c) Youth

Q2. Write Short Notes (Any 2 out of 4)

(6 marks)

1. Utkarsh Festival

2. Objectives of NSS

3. Emblem of NSS

4. Formation of NSS unit

Q3. Answer the following (Any 3 out of 5)

(18 marks)

1. Explain any 6 basic qualities of an NSS volunteer.

2. Discuss the role of NSS in disaster management with suitable examples.

3. Explain the role of Mahatma Gandhi's philosophy in shaping the objectives and activities of NSS.

4. Which activities you can perform at the College level? Explain.

5. What is the importance of environment activities under NSS.?

Co-Curricular Course: Introduction to Cultural Activities

Sem-I Oct12025

N.B: (1) All the questions are compulsory.
(2) Each question indicates full marks to the right.
Total Marks: 30 Duration: 1 Hour

Q.1 Fill in the blanks with the appropriate answer. 06Marks

- _____ is a performing art. (Elocution/Dance/Story writing/Installation)
- _____ is an important form of visual art. (Lip Trills/Painting/Debate/Essay)
- The _____ Veda is considered the originator of music. (Sama/Rig/Yajur/Atharva)
- The folk dance of Garba is predominantly associated with _____ state in India.
(Gujarat/Maharashtra/Bihar/Rajasthan)
- Spot photography is the form of _____ art.
(Performing/Fine/Literary/Active)
- _____ is the form of literary art. (Music/Dance/Painting/Debate)

Q.2 Attempt any two from the following questions. (03 Marks each)

- Write a note on manifestation of culture.
- Give an overview of Indian cultural practices.
- How cultural activities help in preserving heritage?
- What are some notable cultural practices from around the world?

Q.3 Attempt any two from the following questions. (03 Marks each)

- How do cultural activities contribute to personal and academic development?
- Write a short note on historic revolution of student cultural activities in India.
- "The Association of Indian Universities plays a significant role in preserving and promoting Indian cultural heritage." Discuss briefly.
- What is the historical background of students' cultural activities in Maharashtra?

Q.4 Attempt any two from the following questions. (03 Marks each)

- Brief out the different categories of literary arts.
- Describe in short the various forms of fine arts.
- Share the information on some of the famous literary artists in the world.
- Mention some of the fine arts personalities around the world.

Q.5 Attempt any two from the following questions. (03 Marks each)

- Explain various forms of dance.
 - Briefly discuss the types of theatre.
 - What are the different categories of music?
 - Write about the famous personality from any of the performing arts.
-

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2510/7

NC2125

FIRST YEAR SEMESTER I NEP EXAMINATION

Subject: Introduction to Sports, Physical Literacy, Health & Fitness and Yoga

Maximum Marks: 30

| Duration: 1 hr

Roll Number: _____ Sup Sign: _____

Class & Division: _____

Instruction:

- For MCQs, tick/mark the correct option in the paper.
- For True/False, write "True" or "False" in the box given.
- For Match the Column, draw arrows from Column A to Column B.

A. Multiple Choice Questions (Any 10 out of 12)

(10)

1. Sports are activities played with:
a) No rules b) Strict rules only for professionals c) Rules and skills d) Only for fun
2. Which organization defines sports as activities improving fitness and social life?
a) WHO b) IOC c) AIU d) BCCI
3. Which of the following is a team sport?
a) Table Tennis b) Badminton c) Volleyball d) Chess
4. One main aim of sports is:
a) Increase stress b) Promote teamwork c) Avoid competition d) Reduce stamina
5. The ability to do daily work without fatigue is called:
a) Health b) Fitness c) Yoga d) Literacy
6. Who launched Khelo India Programme?
a) Rajyavardhan Singh Rathore b) P.V. Sindhu c) Dhyan Chand d) Narendra Modi
7. Khelo India Youth Games are for which age groups?
a) Under 12 b) Under 14 c) Under 17 & Under 21 d) Above 25

8. The national sport of India is:
a) Cricket b) Hockey c) Kabaddi d) Football
9. Which athlete is called the "Lightning Bolt"?
a) Carl Lewis b) Usain Bolt c) Michael Phelps d) Tyson Gay
10. P.V. Sindhu is associated with which sport?
a) Badminton b) Tennis c) Boxing d) Wrestling
11. How many players are there in a standard football team (on field)?
a) 9 b) 10 c) 11 d) 12
12. Who is known as the "God of Cricket" in India?
a) Virat Kohli b) MS Dhoni c) Sachin Tendulkar d) Rohit Sharma

B. True / False (1 mark each × 10 = 10 marks)

(10)

1. Sports are played without any rules. []
2. Physical literacy means confidence and motivation to be active. []
3. Fitness means ability to work daily without fatigue. []
4. Health means only absence of disease. []
5. Yoga includes postures, breathing, and meditation. []
6. Khelo India Youth Games are for under-17 and under-21 athletes. []
7. Arjuna Award is given to coaches. []
8. Sports federations make rules and organize competitions. []
9. Cricket is played with 9 players in each team. []
10. Hockey World Cup is played every 4 years. []

C. Match the Column (1 mark each × 10)

(10)

1

Column A	Column B
1. Aim of Sports	a) Less stress
2. Benefit of Fitness	b) Focus & flexibility
3. Importance of Yoga	c) Prevent lifestyle diseases
4. Health Objective	d) Community bonding
5. Social Benefit	e) Teamwork & discipline

2

Column A	Column B
1. Sachin Tendulkar	a) Flying Sikh
2. Milkha Singh	b) Olympic Gold Shooting
3. Abhinav Bindra	c) Chess Grandmaster.
4. Mary Kom	d) Master Blaster
5. Viswanathan Anand	e) Boxing World Champion