



(3)

**F. Y. B. A.M.M.C (NEP 2020) - Semester II**

**Marks : 30**

**Sub : Marketing Mix - 2**

**Time : 1 Hour**

**Note : 1. All question are compulsory.**

**Q.1. Case Study**

**(10)**

McDonalds in India has established itself as a successful fast-food chain through a strategic combination of factors. Its distribution strategy involves partnering with local suppliers and building a robust supply chain to ensure the timely delivery of fresh ingredients to its numerous outlets across the country. This efficient distribution network, coupled with a strong franchising model, allows McDonalds to expand rapidly while maintaining consistent product quality and customer satisfaction.

**Question :**

- (1) How does the franchising model benefit McDonalds' expansion in India?
- (2) What are the key challenges faced by McDonalds in managing its supply chain in India?

**Q.2.A. Explain the meaning and importance of distribution in marketing?**

**(10)**

**OR**

**B. What are the functions of Distribution Channels in Business?**

**(10)**

**Q.3.A. Define Promotion and explain its types?**

**(10)**

**OR**

**B. Discuss the concept and objectives of sales promotion.**

**(10)**



Malini Kishor Sanghvi College of Commerce and Economics

Psychology: History & Fields

Class: FYBAMMC

Sem II Duration: 1 hr.

(30 Marks)

- Attempt any 2 from Q1. – Q.3
- Each question carries 15 Marks

Q.1 Write complete sentence and fill in the blanks with the right option. (15 Marks)

1. The early pioneers of psychology include \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
  - a) Wilhelm Wundt, William James, Sigmund Freud
  - b) B.F. Skinner, Albert Bandura, John Watson
  - c) Jean Piaget, Carl Rogers, Erik Erikson
2. Wilhelm Wundt is known as the "father of psychology" because he established the first psychology lab in \_\_\_\_\_.
  - a) France
  - b) Germany
  - c) England
3. The three major early approaches to psychology were \_\_\_\_\_, functionalism, and psychoanalysis.
  - a) Behaviorism
  - b) Structuralism
  - c) Humanism
4. William James is associated with \_\_\_\_\_, which focused on how mental processes help individuals adapt to their environment.
  - a) Structuralism
  - b) Functionalism
  - c) Psychoanalysis
5. Sigmund Freud's approach, known as \_\_\_\_\_, emphasized unconscious drives and early childhood experiences.
  - a) Psychoanalysis
  - b) Behaviorism
  - c) Humanism
6. The debate between nature and nurture explores whether human behavior is influenced more by \_\_\_\_\_ or environmental factors.
  - a) Genetics
  - b) Education
  - c) Diet
7. A clinical psychologist specializes in diagnosing and treating \_\_\_\_\_.
  - a) Physical illnesses
  - b) Psychological disorders
  - c) Social issues

8. A psychiatrist differs from a psychologist because they can prescribe \_\_\_\_\_.  
a) Therapy  
b) Medication  
c) Counseling
9. Counseling psychologists help individuals cope with \_\_\_\_\_.  
a) Life challenges  
b) Genetic disorders  
c) Legal issues
10. School psychologists work with students to improve their \_\_\_\_\_.  
a) Business skills  
b) Academic and emotional well-being  
c) Athletic performance
11. A forensic psychologist applies psychology to \_\_\_\_\_.  
a) Education  
b) Law and criminal justice  
c) Business management
12. Theoretical psychology focuses on developing and testing \_\_\_\_\_.  
a) Scientific theories  
b) Business models  
c) Medical treatments
13. Cognitive psychology studies mental processes such as perception, memory, and \_\_\_\_\_.  
a) Reflexes  
b) Decision-making  
c) Physical health
14. Developmental psychology examines human growth across the \_\_\_\_\_.  
a) Teenage years  
b) Life span  
c) Old age
15. Social psychology explores how people influence each other's \_\_\_\_\_.  
a) DNA  
b) Behavior and attitudes  
c) Intelligence

Q.2 (a) How does culture influence human psychology? Explain with examples. (7.5 Marks)

Q.2 (b) Why is psychology considered both a science and a social science? (7.5 Marks)

Q.3 (a) Who are psychological professionals, and what educational background and training do they require?

Q.3 (b) How does social psychology help us understand human behavior in groups?





FYBAMMC

Semester II

Subject: BASICS OF RADIO & TELEVISION

Attempt Any 2 from Q1 to Q3

30 Marks

Q1. Discuss the worldwide evolution and growth of Television as a Mass media medium?

(15 Marks)

OR

Q1a) Discuss the significance of niche television channels (e.g., news, sports, lifestyle) in today's media landscape

(8 Marks)

Q1b) what are the advantages of DTH services over traditional cable TV? Explain with examples.

(7 Marks)

Q2. Explain the Concept of TRP, How it's measured and how its impact on the TV shows and channel?

(15 Marks)

OR

Q2a) what all different types of interviews in news media How to prepare for the same?

(8 Marks)

Q2b) what important aspects to keep in mind while writing an impactful news story.

(7 Marks)

Q3. Explain the beat sheet in screenplay writing with a movie example?

(15 Marks)

OR

Q3a) what are the essential qualities of a good television anchor? Discuss the importance of voice modulation.

(8 Marks)

Q3b) how has internet radio transformed the way audiences consume audio content?

Discuss with examples.

(7 Marks)



FY BAMMC

Semester 2

Subject: Introduction to Media.

Marks 30

Attempt any 2 out of 3

Q1 Importance of New Media Production.

(15)

Q2 Write down the type of painting. Write down the story from this painting.

(15)



Q3 a) Explain cryptocurrency.

(8)

Q3b) Explain video streaming & distribution.

(7)



Malini Kishor Sanghvi College of Commerce and Economics

Translation Skills

Class: FYBAMMC

Sem II Duration: 1 hr.

(30 Marks)

- Attempt any 2 from Q1. – Q.3
- Each question carries 15 Marks

Q.1 Famous movie starring Shahrukh Khan - Devdas (2002) is based on a novel *Devdas* by Sarat Chandra Chattopadhyay.

1. Does Sanjay Leela Bhansali's larger-than-life approach enhance or dilute the tragic essence of the original novel in its adoption? (7.5 Marks)
2. How does the characterization of Paro and Chandramukhi evolve in the film compared to the book in its process of translation from a novel to the film? (7.5 Marks)

Q.2 What is semantic translation? How is it different from direct translation? Provide examples of the same. (15 Marks)

OR

Q.2 Discuss the role of idioms, slang, and cultural references in translation. How can a translator maintain the essence of meaning across different cultures? (15 Marks)

Q.3 What is Computer-Assisted Translation (CAT)? Discuss its advantages and limitations in literary and business translation. (15 Marks)

OR

Q.3 Think of a famous personality whose life has been adapted into a film. How does the cinematic or dramatic translation of their life story differ from historical records? (15 Marks)



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FYBAMMC/ FYBETNMP/ FYBSC.(IT)

Semester - II

Leadership Management

30 marks /1 hr

Q 1. Read the following case study and answer the questions given below it: 10 marks

A new-age working mom and the youngest female Prime Minister of New Zealand, 37 year old Jacinda Ardern, has been praised for her effective management of the Covid-19 crisis. While superpowers like the USA and the UK were struggling with the pandemic, Ardern's strong leadership has led her country towards becoming coronavirus-free, a triumph that has amazed the world. She took quick and effective decisions and imposed a lockdown early before the large spread virus. Crisis communication was a crucial part of Ardern's strategical approach to the global pandemic, she communicated to the nation through casual Facebook live chats, took Q&A s and elaborated in detail on how the lockdown restrictions work. Knowing that the country's larger population is on Facebook, she was ready to go live even in the most casual clothes that made her relatable and approachable. It was this humanized essence of her leadership that helped the public understand the repercussions of the pandemic and it was effectively put under control in time!

"We need our leaders to be able to empathise with the circumstances of others; to empathise with the next generation that we're making decisions on behalf of".

"Lifting wages, closing the gender pay gap, living free from violence, having the choice to be a career, to have a career, be a mother – those are uppermost on my to-do list. Our extraordinary women deserve no less.". She also brought the substantial bill to ensure equal pay in New Zealand in 2020 but what's even unique about this equal-pay amendment is that it makes sure that it brings pay equity in sectors that have been historical underpaid.

From Gender Equality to fighting for the rights of the LGBTQAI community, Ardern has always been at the forefront of promoting equality in every form. In 2019, Ardern became the first New Zealand PM to attend the country's pride parade proudly and highlighted that LGBTQAI people are still experiencing bullying, mental health problems and discrimination even when the world is slowly embracing diversity and inclusion. She did all this with having a baby during her prime ministership.

On 15 March 2019, 51 people were fatally shot and 49 injured in two mosques in Christchurch. In a statement broadcast on television, Ardern offered condolences and stated that the shootings had been carried out by suspects with "extremist views" that have no place in New Zealand, or anywhere else in the world. She also described it as a well-planned terrorist attack. By so swiftly and decisively describing the shooting as a "terrorist attack", Ms Ardern seemed to show an awareness and consideration of the fact that many people feel officials are reluctant to use this word when an attacker is white, even if that attack is politically motivated.

Announcing a period of national mourning, Ardern was the first signatory of a national condolence book that she opened in the capital, Wellington. She also travelled to Christchurch to meet first responders and families of the victims.

She hugged the victims in Christchurch, wearing a black headscarf as a simple show of respect; she gave people the unifying cry "They are us"; and addressing parliament for the first time a few days later, she made a small but bold statement by opening her remarks with the Islamic greeting "As-Salaam Alaikum". She's combined this show of empathy with promises of concrete legislative and



cultural change. A few hours after the attack, she announced a clampdown on the country's lax gun laws "within 10 days".

Q A. What are the qualities of women leadership illustrated in the case study?

Discuss with examples

QB. What were the challenges faced by Jacinda Ardern? How did she handle them?

Q2. Discuss the role of communication in leadership

10 marks

OR

Q2. What is social leadership? Explain the qualities of social leadership

Q3. Discuss the transformational theory of leadership.

10 marks

Discuss any one transformational leader giving valid reasons as to why he/she are classified as transformational leader

OR

Q3. What is Youth leadership? What are the qualities of youth leadership? Discuss with reference to a youth leader.

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