

SEM-F ATK 1 (NEP) EXAM APR 1-2025

Date: 21/04/2025

**Evolution of Communication**

**FYBAMMC Sem -I (As Per NEP)**

Marks : 30

Time: 1 hour



Attempt **any 2** of the following questions

Figures to the right indicate full marks

Q1. Answer **any 2** of the following: 15

- A. Discuss how the ways in which prehistoric human beings communicated and explain any one in detail.
- B. Discuss how communication takes place in animals
- C. Discuss the evolution of communication from printing press to digital era. What are the advantages and disadvantages of internet

Q2. Answer **any 2** of the following: 15

- A. What is culture? Discuss the constituents of culture
- B. How did Printing press develop? Discuss the impact of printing
- C. What are the advantages and disadvantages of oral communication

Q3. Write short notes on **any three** of the following: 15

- A. Globalization and its impact on communication
- B. Digital addiction
- C. Cyberbullying
- D. Advantages of telephones
- E. Data Theft and data security

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FYBAMMC- Sem I - NEP - ATKT - April 2025



SET C

SUBJECT - IKS

COURSE- FYBFM/FYBSCIT/FYBAF

MARKS - 30

TIME - 1 HOUR

Q 1 Attempt any Two.

6

1. Features of Indian Knowledge System.
2. Impact of Macaulay's Education Policy.
3. Ancient Education System
4. Pathashala

Q 2 Attempt any Three.

12

1. Key Principles of Ayurveda
2. Explain brief Key aspects of Indian Alchemy.
3. Ancient Indian contributions to Mathematics.
4. What are the key benefits of Ayurveda?
5. Integration of IKS and Arthashastra.

Q 3 Attempt any Three.

12

1. Significance of Aesthetics in the Indian Knowledge System.
2. Indian town planning and IKS
3. Importance of Sports in the Indian Knowledge System.
4. Benefits of Yoga.
5. Taxation in ancient India.



## Fundamentals of Mass Communication

FYBAMMC Sem -I

Marks : 30

Time: 1 hour

Attempt **any 2** of the following questions

Figures to the right indicate full marks

Q1. Answer **any 2** of the following:

15

- A. Discuss the Gatekeeping model of communication
- B. Define mass communication. Discuss the characteristics of mass communication
- C. What are the forms of mass communication in print medium? Discuss print advertisements in detail

Q2. Answer **any 2** of the following:

15

- A. What are the types of newspapers? Discuss the features and contents of a typical newspaper.
- B. Discuss features of folk mass media of communication. Discuss Kirtans or Powada as a media of mass communication
- C. Discuss the history of Films and films as a medium of mass communication

Q 3. Write short notes on **any three** of the following:

15

- A. Functions of Mass Communication
- B. Advantages and Disadvantages of social media
- C. Use of mass media for communication by any political leader
- D. Intra personal and interpersonal communication
- E. Internet as a medium of communication

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FYBAMMC - Sem I - NEP-ATKT- April 2025

Dt: - 23.4.25



Malini Kishor Sanghvi College of Commerce and Economics  
Contemporary Affairs

Class: FYBAMMC

Sem I Duration: 1 hr.

(30 Marks)

Attempt any 2 from Q1. – Q.3

Attempt any 1 question from internal choice.

Each question carries 15 Marks

Q.1 Who according to you, is the news makers of the season from political front? (15 Marks)

OR

Q.1 What is the most significant economic news from your point of view? (15 Marks)

Q.2 What is Security Council? Explain in detail. (15 Marks)

OR

Q.2 From your reading and observation, what is that prime issue of international importance? (15 Marks)

Q.3 What is Content Automation in today's fast paced world of growing technological advancements? (15 Marks)

OR

Q.3 Explain on the concept of Digital Gaming Industry. (15 Marks)





## **FYBCOM (A&B), FYBAF, Sem I**

### **Foundation of Behavioural skills**

**Maximum marks: --- 30**

**Duration 1 hour**

***All questions are for 10 marks.***

**Attempt any three questions.**

- Q.1) Write life skills note as identified by WHO on  
A) Effective communication skills and B) Having a Big  
picture.
- Q.2) Explain any two A's of stress management.
- Q.3) Describe Experience as a skill in 21<sup>st</sup> century.
- Q.4) Describe problem solving skills.
- Q.5) What is Value Education? Illustrate making choices  
in value education.

FYBAMMC - ATKT - NEP - Sem I - April 2025  
Dt: - 24.4.25



Malini Kishor Sanghvi College of Commerce and Economics  
Communication Skills in English

Class: FYBAMMC

Sem I Duration: 1 hr.

(30 Marks)

All Questions are compulsory.

In Q.1 and Q.3 internal choice is given.

Each question carries 10 Marks.

Q.1. Short notes (2 out of 4) (10 Marks)

1. Non-Verbal Communication
2. Varieties of English – Indian English and British English
3. Characteristics of an Effective Speech
4. Effective ways to listen

Q.2 Read the short story and answer the following: (10 Marks)

Once, in a small village surrounded by misty mountains, lived a man named Eren. Known for his kind heart and gentle ways, Eren spent his days helping villagers with their crops, mending broken roofs, and listening to stories from the elders. Though loved by everyone, Eren harbored a secret: he was profoundly lonely.

One day, Eren stumbled upon a wounded bird with dazzling blue feathers in the forest. He gently nursed it back to health, feeding it with seeds and water and singing softly to it. To his surprise, the bird began to sing back, a melody so beautiful it seemed to lift the fog itself.

Weeks passed, and Eren and the bird grew close. Every evening, it would perch on his shoulder as he watched the sunset, sharing its song with him alone. But as the bird healed, it grew restless, longing for the skies.

One morning, with a heavy heart, Eren opened his hands and let the bird fly away. His loneliness returned, deeper than before, but now tempered with a sense of peace. Eren understood that some gifts are meant to be cherished and then set free.

Years later, villagers would still hear a distant, haunting melody on quiet nights. They believed it was the bird, singing for Eren. And though Eren never saw his friend again, he smiled whenever he heard its song, knowing that love, no matter how fleeting, had left him forever changed.

From the above passage, answer following two questions.

1. Describe how Eren's bond with the bird impacted his life and what lesson he ultimately learned. Use examples from the story to support your answer. (06 marks)
2. Change the Voice and Identify the Voice (04marks)  
"Eren gently nursed the bird back to health."

Q.3 Attempt any 1 from given 2 questions. (10 Marks)

1. Write an application for a duplicate document (marksheet).

OR

2. How to create impactful CV?

Handwritten marks and scribbles at the bottom right of the page, including the number '111' and some illegible text.



FYBAATAC - Sem I - NEP - ATKI - April 2025  
24.4.25



F.Y.B.A.M.M.C. : F.Y.B.SC. IT

Semister - I

Subject :- Marketing Mix - I

Marks : 30

Q 1. Case Study Analysis :

(10 Marks)

Henry Ford was the founder of Ford Motors introduced a Car know as Model T. Ford followed production concept by developing an efficient assembly line. He was able to cut down the production costs of Model T by around sixty percent and thus sell an affordable car to the average people of the United States. There were very few variations on the basic structure and functionality of the automobile for a long time. Henry Ford attained great success with the lower production costs for a period of time. However, he failed to recognize the changes in the pattern of needs and wants of the customers. Ford produced and sold the Model T for many years. During its production, the automobile market attracted more completion. Not only did the competition begin to offer cars in other colors, the styling of the competition was viewed as modern and the Model T became considered as old fashioned. Henry Ford's sons were aware of the changers in the automobile market and tried to convince their father to adapt. However, Henry Ford was sure that his standardized low-price automobile was what the public needed. Consequently, Ford turned to marketing techniques to sell the Model T. It continued to sell, but its market share began to drop. Eventually, even Henry Ford had to recognize consumer desires and introduce a new model.

- Q.1. Identify the marketing philosophies followed by Ford. what are its limitations?  
Q.2. Why is it necessary to recognize the needs and wants of the customers?  
Explain your viewpoint.

Q 2. Answer the following (Any One)

(10 Marks)

(a) Define Marketing ? Explain the features of Marketing.

OR

(b) What is product mix ? Explain the product mix dimensions.

Q 3. Answer the following (Any One)

(10 Marks)

(a) Explain the various internal and external factors affecting pricing decisions.

OR

(b) Explain the methods of pricing.

PYBAMME - SEM - I ATKT (NBP) EXAM  
APRIL - 2025  
25/04/25



Sem1 - Exam 2024

Sub: Intro to Computer

Time: 1 hour

Marks 30

Q1. Attempt the following question: 15M

- A. Explain CorelDraw in detail. 8M
- B. Differentiate between resizing and resampling. 7M

OR

Q2. Attempt the following question: 15M

- A. Explain image resolution, size and resampling. 8M
- B. Explain image editing theory. 7M

OR

Q3. Attempt the following question: 15M

- A. Explain different video formats. 8M
- B. Explain photoshop toolbar. 7M



Time :1 Hour  
(All questions)

F.Y.BAMCC  
SEMESTER I  
Visual Communication

Marks : 30 marks

Note :

1. Attempt any 2 questions from 3 questions
2. All questions carry equal marks
3. Internal options of questions are available. Choose A or B
4. Use Diagrams necessary to support your answers
5. Read the question carefully before attempting the answer



Q1a Explain AIDA in Visual Communication. Explain Gestalt theory with examples 15M  
OR

Q1b Explain Hue, Value and Saturation. How is color imp in Visual Design – give examples 15m

Q2a Explain Surrealism. Explain Logotype & Symbols are part of Brand identity 15M  
OR

Q2b Explain the BEM model. Visualization in Script Writing 15M

Q5. Write in brief 15M

1. Visual Stereotyping
  2. Chiaroscuro Lighting
- OR

1. Citizen Journalism.
2. Covert Advertising & POP