

BAMMC (NEP) Sem -I

Evolution of Communication

Time: 1 hr Marks: 30

Answer **any two** of the following questions

All questions carry **15** marks

Q1 Attempt any **TWO** of the following:

Q1.A What is the Agenda setting model of communication? Discuss its features and benefits

Q1.B. Discuss the history of communication from ancient times to modern era

Q1.C What are the principles of oral communication?

Discuss advantages and disadvantages of oral communication

Q2 Attempt any **TWO** of the following:

Q2.A What is globalization? How has it impacted communication?

Q2.B Discuss the invention of the Printing press and its impact on communication

Q2.C Discuss the importance of data privacy and the ways in which data can be protected. Also discuss the various methods of data theft

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

- i. Digital Divide
- ii. Cyberbullying
- iii. IPR and Copyright
- iv. Communication among animals
- v. Fake News

CLASS: F. Y. BCom/ BAF/ BFM/ BSc IT/ BAMMC
SUBJECT: Introduction to Cultural Activities (ICA-I)

SEMESTER: I
DURATION: 1hr
MARKS: 30

NOTE: 1. All questions are compulsory to attempt.
2. Figures to the right side indicates maximum marks.
3. Answer to each question must begin on a new page.

- Q. 1 Fill in the blanks with appropriate words. (any 6) 6
1. Culture is the man-made part of the _____.
(region, environment, religion)
 2. In ancient India, the _____ system of education integrated cultural learning into daily life.
(Bhakti, Gurukul, Sufi)
 3. Speaking with grammatical correctness becomes _____ with elocution practice.
(habitual, boring, irritating)
 4. _____ is not a type of fine art.
(Debate, Painting, Theatre)
 5. Bihu is a folk dance of _____.
(Kerala, Assam, Bihar)
 6. Sanskrit drama typically combined music, dance and _____.
(suspense, mimicry, poetry)
 7. Indian classical music, the Hindustani Classical Music originated from _____ India.
(Central, South, North)
 8. Sama Veda one of the four Vedas is considered the earliest source of _____ music.
(Indian, Western, Eastern)
- Q. 2 Answer any ONE of the following questions
- (A) Define the term 'culture' and its manifestation. 6
- (B) Explain the role of cultural activities in preserving the heritage. 6
- Q. 3 Answer any ONE of the following questions
- (A) Give reason why is the role of students' cultural activities is important in educational environment. 6
- (B) What role does Association of Indian University (AIU) play in preserving the Indian heritage? 6
- Q. 4 Answer any ONE of the following questions
- (A) What are the elements of storytelling? 6
- (B) Explain the different types of fine arts. 6
- Q. 5 Answer any ONE of the following questions
- (A) Mention the different types of Indian folk dances. 6
- (B) Explain in detail the regional folk theatres of India. 6

BEST OF LUCK

BAMMC (NEP) Sem -I

Mass

Fundamentals of Communication

Time: 1 hr Marks: 30

Answer **any two** of the following questions

All questions carry 15 marks

Q1 Attempt any **TWO** of the following:

Q1. A Discuss the different forms of communication. What are the functions of mass communication?

Q1 B. Discuss Gerbner's General model of communication

Q1 C. Discuss the features of electronic media of mass communication. Discuss the advantages and disadvantages of television as medium of communication

Q2. Attempt any **TWO** of the following:

Q2. A Discuss Print media as a means of mass communication.

Q2.B Discuss how mass communication was used by Mahatma Gandhi for freedom struggle and for social change

Q2. C Discuss the impact of mass media on development

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

- i. Use of mass media by any one current political leader
- ii. Films as a medium of mass communication
- iii. Features of New media
- iv. Radio as a means of mass communication
- v. Impact of mass media on women

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MALINI KISHOR SANGHVI COLLEGE OF COMMERCE & ECONOMICS		
SUBJECT: IKS (30 Marks)	TIME: 1 HOURS	
CLASS:	SEM-I	SEAT NO.
Name:		

Note: (i) All Questions are compulsory with internal choice.

Q 1 Attempt any Two.

6

- 1) Need for Indian Knowledge System.
- 2) Impact of Macaulay's Education Policy.
- 3) Home schooling as Ancient Education System
- 4) Nalanda University.

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 astronomy in IKS.
- 2) Explain in brief ancient Sports in IKS
- 3) Advantages of Yoga and Well-being Practices
- 4) Types of Taxes.
- 5) Significance of Aesthetics.

M.K.S College of Commerce & Economics.

FYBAMMC – Semester 1

Contemporary Issues and Current Affairs

Time: 1 hour

Marks: 30

Note:

- All questions are compulsory.
- Figures to right indicate full marks.
- There is no internal options.
- Each question is of 15 marks

ATTEMPT ANY TWO OUT OF THREE

- 1.A. Elaborate on different ministries of central government – (8 marks)
- 1.B. Explain the impact of demonetization – (7 marks)
- 2.A. Discuss abrogation of Article 370 – (8 marks)
- 2.B. Discuss the border issues with China – (7 marks)
- 3.A. Discuss the impact of recent changes by American Government on tariffs – (8 marks)
- 3.B. Articulate positive and negative impact of Artificial Intelligence – (7 marks)

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 What are Visible concepts in Visual Communication. What is Visual Literacy 15M
OR

Q1b. Basic principles to using photography
Explain surrealism & Hyperrealism 15m

Q2a Explain communication channel with diagram
What is Brand Identity.? Types of Symbols and explain
OR

Q2b Explain how and where is gestalt theory used in Newspaper! What is Masthead? 15M

Q3. Write in brief 15M

1. Tensional Principle
 2. Covert advertising
- OR

1. Citizen Journalism
2. Infographics

F. Y. B. SC. I.T. & F.Y. B.A.MMC

(3)

Marks : 30

Sub : Marketing Mix - I

Time : 1 Hour

Note : 1. All question are compulsory.

Q.1. Case Study

(10)

Poise Apparel is a fashion company which is reputed for its trendy, seasonal clothing lines. The company has created clothing lines at different price points ranging from high end fashion boutiques to budget friendly retail outlets. The company is facing certain pricing challenges that need to be addressed.

- (i) The season has come to an end it's time to free up space to bring in new stock. The company has excess inventory that it wishes to offload. This stock is taking up valuable space and resources.
- (j) Poise Apparel is preparing to launch a new line of high-tech, smart clothing that integrates wearable technology. This is a premium product with innovative features that differentiate it from existing offerings.
- (k) Poise Apparel is entering a new market with intense local competitors. The company needs to establish a foothold and attract customers in a competitive market.
- (l) Poise Apparel has established a strong brand reputation for quality and style. The company wants to introduce a new line of luxury clothing to target high-end customers who value exclusivity and premium quality.

Question :

- (1) Suggest the pricing objectives that the company should adopt in each of the above scenarios
- (2) Suggest suitable pricing strategies that can be used by the company in each of the above scenarios with detailed reasoning.

Q.2. Answer the following (any one)

(10)

- (A) What are the key elements of the marketing Mix, and how do they contribute to a successful marketing strategy.

OR

- (B) What is product positioning and why is it essential for a brands success in the market.

Q.3. Answer the following (any one)

(10)

- (A) Explain the meaning of pricing and describe the objective of pricing.

OR

- (B) Discuss the different pricing strategies..

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. Characteristics of an Effective Speech
2. Role of Body Language in Verbal Communication
3. Difference Between Hearing and Listening
4. Coherence in Writing

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

The Social Innovator

Kabir, a second-year engineering student, loved solving real-world problems. One day, he noticed how the campus canteen wasted large amounts of leftover food. Instead of ignoring it, he acted.

He formed a small team with his friends and built a mobile app that connected the canteen with nearby NGOs. The app sent real-time notifications whenever food was available, ensuring quick collection and distribution.

At first, the project faced technical bugs and lack of funding. Many peers even criticized it. But Kabir remained determined, kept improving the app, and motivated his team.

Within months, the app reduced food waste and fed hundreds of underprivileged children. Media noticed the project, and other colleges wanted to adopt it.

Kabir's story shows that innovation begins when you act with courage and persistence.

From the above passage, answer following two questions.

1. What does Kabir's journey teach us about innovation and responsibility? (06 marks)
2. Kabir formed a small team with his friends. Change the Voice and Identify the Voice (04marks)

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

1. Write a letter to the Examination Controller of your university requesting the issue of a duplicate mark sheet, as the original was misplaced during travel.

OR

2. Draft a CV of a final-year BMM student applying for the position of Content Writer

F. Y. B. A. M.M.C.

Marks : 30

Sub : Introduction to Management.

Time : 1 Hour

N. B. Attempt any 2 out of 3 Questions

Q.1. (a) What is meant by the term Management ? state its main features (08)

(b) Is management both an art and Science ? give your views (07)

Q.2. (a) What is meant by the term planning? (08)

(b) Explain three merits and three demerits of matrix organisation? (07)

Q.3. Write any three short notes on (15)

(a) Time and Motion Study.

(b) Decision Tree

(c) Formal organization

(d) Benefits of Promotion.

(e) Directing

*****BEST OF LUCK*****

ENVIRONMENTAL MANAGEMENT AND SUSTAINABLE DEVELOPMENT – I

Semester 1

FYBCOM (A&B), FYBAF, FYBFM, FYBAMMC, FYBSCIT

Maximum Marks. 30

Duration 1 Hour

All questions are for 10 marks.

Attempt any three questions.

Q.1. Explain the structure of Ecosystem along with Aquatic Ecosystem.

Q.2. Describe Sustainability and Sustainable Development.

Q.3. Write a note on Disaster Management.

Q.4. What is Noise Pollution? Identify various sources of Noise Pollution, their effects and measures that can be taken to combat the problem.

FYBCOM (A&B), FYBAMMC

Sem. I, NEP, ATKT

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) Intelligence and B) Motivation
- Q.2) Explain any three A's of stress management.
- Q.3) Describe Problem solving Skills in detail.
- Q.4) Describe critical thinking as a skill in 21st century.
- Q.5) What is Value Education? Illustrate Moral Values



Malini Kishor Sanghvi College Of Commerce & Economics

CLASS:-FYBAMMC

SEM:-1 OCT 2025-26

SUB:- Intro to Computer

Marks:-30

Time: 1 hour

Note:- All questions are compulsory.

Figures to the right indicate marks.

Time: 1 hour

Marks 30

Q1. Attempt the following question:

(15M)

A. Explain photoshop toolbar

(8M)

B. Explain image resolution, size and resampling in photoshop.

(7M)

OR

Q2. Attempt the following question:

(15M)

A. Explain excel in detail.

(8M)

B. Explain basics of video editing.

(7M)

OR

Q3. Attempt the following question:

(15M)

A. Explain color mode in photoshop.

(8M)

B. Differentiate between bitmap and vector images

(7M)