

FYBAMMC Sem I Reg Exam Nov-2024 - NEP.

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 petroglyphs and cave paintings
- B. What is animal communication? Discuss the various ways of communication in animals
- C. Discuss the evolution of communication from printing press to digital era. What are the uses of internet

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

15

- D. What is globalization? How has it impacted the human society and culture
- A. How did Printing press develop? Discuss the impact of printing
- B. What are the advantages and disadvantages of oral communication

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

15

- A. Elements that constitute culture
- B. Digital addiction and wellbeing
- C. Cyberbullying
- D. Data Theft and data security
- E. Role of language

FYBAMMC Sem I Reg Exam NOV-2024-NEF

Class: F. Y. BCom/BAF/BFM/BBI/BIM/BSc IT/BAMMC/BAFT&MMP

Subject: Introduction to Cultural Activities (ICA)

N.B.: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

3. Answer to each question must begin on a new page.

Marks: 30

Time: 1 hr

Semester: I



Q.1 Select the most appropriate option from the brackets and fill in the blanks. (attempt any 6) 6

1. Cultural activities play a crucial role in preserving heritage by maintaining ____ and traditional practices. (old, new, traditions, modern)
2. Yoga and Ayurveda are examples of ____ practices that originated in India. (traditional, modern, religious, daily)
3. The growth of students cultural activities in Maharashtra was closely linked to the development of ____ sector. (IT and Technology, art and theatre, business and economics, sports)
4. ____ annual cultural festival at the University of Mumbai is known for its diverse range of activities. (Kala Ghoda, Malhar, Mood Indigo, Euphoria)
5. ____ communication skills enable an individual to reach out and touch the audience. (Effective, Interactive, Good, Ineffective)
6. Most of the ____ designs require symmetrical patterns. (mehendi, rangoli, clay model, spot photography)
7. Classical music from ____ India is called Karnatak. (Eastern, Northern, Southern, Western)
8. The Mughals loved the light classical love song known as _____. (Tarana, Ghazal, Thumri, Ragas)

Q. 2 (A) Discuss the practices of Indian cultural. 6

OR

Q. 2 (B) What are the notable cultural practices from around the world? 6

Q. 3 (A) What is the history of students cultural activities in India? 6

OR

Q. 3 (B) Explain the development of students cultural activities at University of Mumbai 6

Q. 4 (A) Explain the key points of story writing. 6

OR

Q. 4 (B) What is painting and what are its features? 6

Q. 5 (A) Explain the types of classical dance and their peculiarities. 6

OR

Q. 5 (B) Mention the different types of folk theatres? 6

BEST OF LUCK

FYBAMMC-Sem I-Reg Exam-Nov-2024-NEP.

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 any one model of mass communication
- B. Discuss the functions of mass communication
- C. What are the forms of mass communication in print medium? Discuss books 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 any one form of traditional mass communication in detail
- 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. Features of Mass Communication
- B. Impact of Social media
- C. Use of mass media for communication by any political leader
- D. Intra personal and interpersonal communication
- E. Electronic media of communication

#####

NEP-FYBAMMC-Sem I-Reg Exam-NOV-2024

SET A

SUBJECT - IKS

COURSE- FYBFM/FYBSCIT/FYBAF

MARKS - 30

TIME - 1 HOUR

6



Q 1 Attempt any Two

- 1) Explain in brief Macaulay's Education Policy.
- 2) Gurukul System
- 3) Water Management System at Kanheri
- 4) Importance of Vedas, Upanishads, Bhagavad Gita in Indian Knowledge System.

12

Q 2 Attempt any Three.

- 1) Key Principles of Ayurveda
- 2) Explain brief Key aspects of Indian Alchemy.
- 3) Ancient Indian contributions to Mathematics.
- 4) Significance of Arthashastra.
- 5) Integration of IKS and Arthashastra.

Q 3 Attempt any Three

12

- 1) Significance of Town Planning in IKS.
- 2) Explain in brief ancient Sports in IKS
- 3) Advantages of Yoga and Well-being Practices
- 4) Types of Taxes.
- 5) Explain in brief types of Banks.

NEP-FYBAMMC-Sem I-Reg Exam-NOV-2024

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 What is that one story of current importance from the field of entertainment industry according to you? Elaborate. (15 Marks)

OR

Q.1 What is one dominating environment news story from your perspective? Explain with all avenues. (15 Marks)

Q.2 What are the mainstream issues of recent times that have kept the security council engaged? (15 Marks)

OR

Q.2 What kind of incidents become issues of International Importance? State all the parameters in detail. (15 Marks)

Q.3 Explain and provide examples of content automation tools in content creation. (15 Marks)

OR

Q.3 Narrate on overview of Indian digital gaming. (15 Marks)

NEP-FYBAMMC-sem I-Reg Exam-Nov-2024

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 Narrative Fidelity & Narrative Probability 15M
OR
- Q1b. Explain ATL, BTL and TTL. Explain Photorealism & Hyperrealism 15m
- Q2a Explain Semiotics, Iconic, Indexical and Symbols. Explain Logotype & Symbols are part of Brand identity 15M
OR
- Q2b Explain the BEM model. Tools of Design in Visual Communication 15M
- Q5. Write in brief 15M
1. Visual Stereotyping 2. 4 types of Creative Visualization
OR
1. Citizen Journalism. 2. Covert Advertising & POP

JEP-FYBAMMC-Sem I-Reg Exam Nov-2024

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 known 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 competition. 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 changes 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.

- Q1. Identify the marketing philosophies followed by Ford. What are its limitations?
Q2. 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) What is 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) What is pricing? Discuss the objectives of pricing.

OR

(b) Explain the methods of pricing.

NEP-FYBAMMC- sem I- Reg Exam- NOV- 2024
F.Y.B.A.M.M.C.

Semester – I

Subject :- Introduction to Management



Marks : 30

Q 1. Answer the following (Any Two)

(15 Marks)

- (a) Describe the functions of Management.
- (b) What are the contributions of F.W. Taylor under scientific management ?
- (c) Discuss any 8 principles of management propounded by Henri Fayol.

Q 2. Answer the following (Any Two)

(15 Marks)

- (a) Discuss the importance of Planning in Business Organization.
- (b) Explain in brief 8 Techniques of decision making.
- (c) Discuss the features of line and staff Organization.

NEP-FYBAMMIG Sem I-Reg Exam-NOV-2024

Sem1 – Exam 2024

Sub: Intro to Computer



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 how to use the basic functions in excel. 7M

OR

Q3. Attempt the following question: 15M

- A. Explain color mode in photoshop. 8M
- B. Differentiate between bitmap and vector images 7M

NER-FYBAMNIC-sem I-Reg Exam-Nov-2024
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) Interpersonal relationship and B) Motivation
- Q.2) Explain any two A's of stress management.
- Q.3) Describe Imagination as a skill in 21st century.
- Q.4) Describe lateral thinking in detail.
- Q.5) What is Value Education? Illustrate its importance.