F.Y. BAMMC - Sem II - NEP - A.T.K.T. Exam - Apr'2026

Dt:- 6.4.26

COMMERCE & ECONOMICS ★ M. K. SANGHVI COLLEGE OF COMMERCE
MUMBAI-49

सेमेस्टर २

अंक-३० SET :C कक्षा: FYBMS

विषय: हिंदी समय: १ घंटा

प्र.१) अ)कथनो के सामने सत्य/ असत्य लीखिये : (किन्ही पाच) (५)

१. लेखन कौशल आत्म-अभिव्यक्ति को प्रोत्साहित करता है ।

२. अकादमिक लेखन में तर्कसंगत और प्रमाण-आधारित तर्क महत्वपूर्ण होते हैं ।

३. स्किमिंग का उपयोग विशेष जानकारी खोजने के लिए किया जाता है ।

४. प्रभावी लेखन में व्याकरण और संरचना का सही उपयोग आवश्यक है।

५. भाषण कौशल का विकास नियमित अभ्यास से किया जा सकता है।

६. शारीरिक भाषा और चेहरे के हावभाव भाषण में महत्वपूर्णभूमिका निभाते हैं।

७. प्रभावी भाषण कौशल से श्रोताओं का ध्यान और विश्वास प्राप्त किया जा सकता है ।

ब) निम्नलिखित में से किसी एक प्रश्न का उत्तर लगभग ८० से १०० शब्दों में लिखिए : (५)

(अ) भाषण कौशल को बेहतर बनाने की विधियां समझाइए।

(ब) प्रभावी संवाद में भाषण कौशल की भूमिका का वर्णन कीजिए।

प्र.२) निम्नलिखित में से किसी एक प्रश्न का उत्तर लिखिए : (१०)

(अ) वाचन कौशल की विभिन्न विधियों का वर्णन करते हुए उनके उपयोग समझाइए।

(ब)लेखन कौशल के भेद और विशेषताओं को विस्तार से समझाइए।

प्र.३) निम्नलिखित में से किसी एक प्रश्न का उत्तर लिखिए : (१०)

(अ)लेखन कौशल की विभिन्न विधियों का विस्तारपूर्वक वर्णन कीजिए।

(ब) श्रवण कौशल का महत्व और उसकी उपयोगिता का वर्णन कीजिए।

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Dt.- 7.4.26

Malini Kishor Sanghvi College of Commerce and Economics

Translation Skills

Class: FYBAMMC | Semester II Duration: 1 hr. (30 Marks)

- Attempt any 2 questions from Q1 to Q3
- Each question carries 15 Marks

Q.1 The film Raazi (2018), starring Alia Bhatt, is based on the novel Calling Sehmat by Harinder Sikka -

1. In what ways does the cinematic version reorganize the narrative to highlight emotional depth and patriotism over the detailed background provided in the novel? Does the film simplify or intensify Sehmat's psychological struggles? (7.5 Marks)

2. The novel presents internal conflict, political tension, and realism through descriptive narration. How does the film use visuals, performance, and background score to reinterpret these elements for the audience? (7.5 Marks)

Q.2 Explain translation as a dynamic process of conveying meaning across languages. Describe the key stages involved in achieving clarity, accuracy, and coherence in translation. (15 Marks)

OR

Q.2 Discuss the role of a translator as an interpreter of meaning rather than a mere converter of words. How can a translator maintain balance between linguistic accuracy and cultural appropriateness? (15 Marks)

Q.3 Discuss how cultural context affects translation. How do traditions, beliefs, and societal norms influence the way meaning is transferred from one language to another? (15 Marks)

OR

Q.3 Explain the challenges of translating idiomatic expressions, colloquial language, and culturally specific references. Suggest strategies to retain the original intent while adapting to the target audience. (15 Marks)

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Dt:- 8.4.26

M.K. SANGHVI COLLEGE OF COMMERCE & ECONOMICS ★ MUMBAI-49

FYBAMMC/ FYBFTNMP/ 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

Mahatma Gandhi, often referred to as the Father of the Nation, played a transformative role in India's struggle for independence. His philosophy of Satyagraha, which means "truth force" or "soul force," emphasized non-violent resistance as a means to achieve social and political change. Gandhi's early involvement in the Indian independence movement began with the Champaran Satyagraha in 1917, where he addressed the grievances of indigo farmers against oppressive plantation systems. This was followed by the Kheda Satyagraha in 1918, which supported farmers facing crop failure and unjust taxation, and the Ahmedabad Mill Strike the same year, advocating for workers' rights.

Major Movements

Gandhi's leadership was instrumental in mobilizing the masses for the independence struggle. He launched the Non-Cooperation Movement in 1920, urging Indians to boycott British goods and institutions, which marked a significant shift in the freedom movement by involving millions of ordinary citizens. This was followed by the Civil Disobedience Movement in 1930, highlighted by the Dandi March, where Gandhi and his followers marched to the sea to produce salt in defiance of British salt laws. This act of civil disobedience got widespread support and symbolized the fight against colonial oppression.

Gandhi's approach was rooted in the principles of Ahimsa (non-violence) and Sarvodaya (welfare for all), which aimed to uplift the marginalized sections of society. He advocated for social reforms, including the eradication of untouchability and the promotion of women's rights. His ability to connect with the masses, often dressing in simple attire and living among them, earned him immense respect and loyalty from people across India.

Legacy

Gandhi's relentless pursuit of justice and equality laid the moral foundation for India's independence. His strategies not only challenged British authority but also inspired global movements for civil rights and freedom. The culmination of his efforts was evident in the Quit India Movement of 1942, which called for an end to British rule in India. Although he faced numerous imprisonments, his influence only grew, ultimately leading to India's independence in 1947

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

Discuss the different movements he started and philosophy

QB. What were the challenges faced by Gandhiji and how did he handle them?

Q2. Discuss how communication plays an important role in leadership 10 marks

OR

PTO

Q2. What is woman leadership? Explain the qualities of woman leadership and the challenges faced. Explain with examples

Q3. Discuss any one theory of leadership. 10 marks

OR

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

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F.Y. BAMMC - Sem II - NEP - A.T - K.T - Exam - Apr 2026

Dt:- 8.4.26

Malini Kishor Sanghvi College of Commerce and Economics

Introduction to New Media

Class: FYBAMMC Semester II Duration: 1 hr. (30 Marks)

Attempt any 2 from Q1. – Q.3

Each question carries 15 Marks

Q.1 Explain how Cloud Computing and Big Data are used in digital media platforms with reference to:

1. Audience analytics and recommendation systems. Support your answer with suitable examples. (7.5 Marks)

2. Explain how Artificial Intelligence (AI) and chatbots can be used for audience engagement and content moderation in digital media platforms. Give suitable examples. (7.5 Marks)

Q.2 Explain the concept of New Media. Distinguish between traditional media and new media with suitable examples. (15 Marks)

OR

Q.2 Discuss the applications of Internet of Things (IoT) in the media industry. Explain its role in smart devices, audience measurement, and personalized content delivery. (15 Marks)

Q.3 Explain Augmented Reality (AR) and Virtual Reality (VR). Discuss their applications in advertising, entertainment, journalism, and gaming with suitable examples. (15 Marks)

OR

Q.3 Discuss the applications of Machine Learning and Cloud Technologies in media. Explain their role in content creation, distribution, and real-time media operations. (15 Marks)

F.Y. BAMMC - Sem II - NEP - A.T.K.T. Exam - Apr'2026

Dt:- 9.4.26

FY BAMMC

Semester 2

Subject: Basics of Radio & TV.

Marks 30

Attempt any 2 out of 3

Q1 Explain note on OTT channel ? (15)

Q2Explain your 3 shot exercise . (15)

Q3 a) Explain storyboard & explain emerging trends in electronic media . (8)

Q3b) Explain your 6 shot exercise process from idea, script, shoot to final screening. . (7)

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M. K. SANGHVI COLLEGE OF COMMERCE & ECONOMICS ★ MUMBAI-49

FY BAMMC

Semester 2

Subject: Overview of Print Production.

Marks 30

Attempt any 2 out of 3

Q1 Explain Kōbō Daishi and the Spread of Printing? (15)

Q2Explain screen printing in details. (15)

Q3 a) Explain the term DPI & what is a Printing resolution . (8)

Q3b) Explain the laser printing process. (7)

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Malini Kishor Sanghvi College Of Commerce

FYBAMMC- **Sem II- Exam 2026**

Subject: Introduction to Computer-II

Time:1 hour Dt:- 10.4.26 **Marks:30**

Attempt any 2 from Q.1-Q.3

Q1. Answer the following question 15Marks

A. Explain image editing in detail. 7.5Marks
B. Explain adobe photoshop in detail. 7.5Marks

OR

Q2. Answer the following question 15Marks

A. Explain tools of adobe illustrtator. 7.5Marks
B. Explain layer basics. 7.5Marks

OR

Q3. Answer the following question 15Marks

A. Explain adobe dreamweaver 7.5Marks
B. Explain adobe indesign 7.5Marks