S.Y. BAMMC - Sem IV - NEP - Medical Exam - Mar 2026

Dt. - 18.3.26

Malini Kishor Sanghvi College of Commerce and Economics

Writing and Editing for Media

Class: SYBAMMC Sem IV Duration: 1 hr. (30 Marks)



All Questions are compulsory.
In Q.2 and Q.3 internal choice is given.
Each question carries 10 Marks.

Q.1 Read the given case study, analysis it and write the answers. (10 Marks)

On Monday morning around 10:30 am, a fire broke out in the chemistry laboratory of Greenfield College in Andheri due to a short circuit. Around 40 students were present in the lab at the time of the incident. The fire alarm system was activated immediately, and students were evacuated safely. The local fire brigade reached within 15 minutes and controlled the situation. No casualties were reported, but laboratory equipment worth approximately ₹5 lakh was damaged. College authorities have ordered an internal investigation into the cause of the incident.

Rewrite the above paragraph into a proper news report with:

- Headline
- Lead
- Paragraph structure

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

Q.2 A) Explain the determinants of newsworthiness. Discuss any five determinants with examples.

OR

Q.2 B) Differentiate between News, Feature and Editorial with format and purpose.

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

Q.3 A) Explain differences between Print, Broadcast and Digital writing styles.

OR

Q.3 B) Discuss editing for accuracy and impact. Explain rewriting leads and headline writing.

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Communication Skills in English II

Class: SY BAMMC / BAFTNMP Semester IV, 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 Write Short Notes. (Any TWO out of FOUR) (10 Marks)

a) Indian English and Indianism
b) Information and Communication Technology (ICT) and Use of English
c) Elevator Presentation
d) Importance of Reading Skills

Q.2 Read the passage carefully and answer the following. (10 Marks)

Listening is a skill that is often ignored in communication. While people focus on speaking and writing, they forget that effective listening builds strong relationships. Active listening requires attention, patience, and empathy. When we truly listen, we understand not only words but also emotions.

Poor listening can create misunderstandings and conflicts. Many workplace problems arise because people do not listen carefully to instructions. In classrooms, students who listen attentively perform better academically. Listening also shows respect towards the speaker.

Technology has affected listening habits. With mobile phones and social media, people are easily distracted. As a result, meaningful conversations are becoming rare. To improve listening skills, one must avoid interruptions, maintain eye contact, and respond thoughtfully. Good listeners are usually good leaders because they understand people's needs.

From the above passage -

a) State two main ideas / themes. (02 marks)
b) Mention two sub-ideas. (02 marks)
c) Write a summary in 80 –100 words. (06 marks)

Q.3 Write on an Any ONE out of TWO given situations. (10 Marks)

a) Write a Resignation Email to your employer giving one month's notice.

OR

b) Write a News Report on an Inter – College Debate Competition.

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Commerce III - Management: Principles & Functions SYBAMMC Sem IV

Time: 2 hours | Marks 60



N.B. 1. Attempt any 4 Questions from the following.

2. Figures to the right indicate total marks.

1 A. Explain Henri Fayol's principles of management (any 6) 8

1 B. Write a note on managerial skills 7

2 A. Explain 6 key management lessons from Bhagwad Gita 8

2 B. Answer the questions from the following case study:

Amul operates on a cooperative model empowering rural farmers. The philosophy reflects "Sarvodaya" (welfare of all). Profits are shared among members rather than concentrated.

Questions:

Q1. Which Indian ethos concept is applied here? 2
Q2. How does this model promote inclusive growth? 3
Q3. What management principle is evident? 2

3. A. What are the steps in the planning process? 8

3 B. Detail essentials of a good control system 7

4 A. What are the features of line organisation. 7

4 B. Explain span of management 8

5 A. Write a note on principles of delegation 8

5 B) Discuss importance of motivation 7

6 A, Explain any 5 styles of leadership 8

6 B. Answer the questions from the Case Study:

Kiran Mazumdar-Shaw founded Biocon when biotechnology was not well-known in India. She overcame gender bias and funding challenges to build a global biopharmaceutical company focused on affordable healthcare.

Questions:

Q1. What challenges did Ms. Kiran face initially? 2
Q2. What leadership style did she demonstrate? 2
Q3. What is Biocon known for? 3