S.Y. BAMMC - Sem IV - NEP - Reg. Exam - Mar'2026

Malini Kishor Sanghvi College of Commerce and Economics

Dt:- 6.3.26

Class:SYBCOM/SYBMS/SYBAF/SYBFM/SYBAMMC/SYBSCIT/SYBBI/SYBIM/SYBAFTNMP

Subject: Integrated Theatre Production **Marks: 30**

Semester: IV **Time: 1 hour**

Note:1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Answers to each question must be written on a new page.

Q. 1. Multiple Choice Questions: **06**

1. Lighting layout plan, ground plan, and cue sheets together form the _____ of theatre lighting preparation and documentation.

(a) Backbone (b) Mix (c) Method (d) Outline

2. _____ placement refers to the position and direction of lights on the stage.

(a) Light (b) Colour (c) Intensity (d) Focus

3. _____ is the technique of stitching or gluing small pieces of fabric onto a larger base to create decorative patterns.

(a) Applique (b) Painting (c) Embroidery (d) Weaving

4. A good musical background stays in the _____ of the audience.

(a) Memory (b) Music (c) Mastery (d) Foreground

5. _____ is one of India's most popular classical instruments.

(a) Sitar (b) Flute (c) Shehnai (d) Tabla

6. Programs like Adobe Premiere Pro allow _____ of pre-recorded visuals of projections with live performances.

(a) Synchronization (b) Stream-lining (c) Sensitizing (d) Editing

Q. 2. Answer the following: (Any 2) **06**

A. Briefly explain the lighting layout plan.

B. Express the ground plan of stage organisation.

C. Discuss in brief the cue sheet making.

D. Explain the light placement on the stage.

PTO

Q. 3. Answer the following: (Any 2) 06

A. Briefly explain Texture and Silhouette as elements of costume design.

B. Explain fabric selection in respect of costume construction.

C. Discuss painting as a decorative element in costume design.

D. Explain the symbolic design approach in theatre.

Q. 4. Answer the following: (Any 2) 06

A. Explain the objectives of background music in theatre production.

B. Distinguish between Live Performance Effects and Recorded Effects.

C. Discuss the synchronising of sound with cues.

D. Explain the synchronising of sound with performance.

Q. 5. Answer the following: (Any 2) 06

A. Explain microphones as an element of sound equipment.

B. Discuss the integration of computers and software in sound and music production.

C. Explain Cueing Using Digital Platforms for live performance.

D. State the managing of technical aspects using digital platforms.

S.Y. BAMMC - Sem IV - NEP - Reg. Exam - Mar' 2026

Dt:- 6.3.26

CLASS: S. Y. BCom)/ BMS/ BAF/ BFM/ BSc IT/ BBI/ BIM/ BAFTNMP/BAMMC SEMESTER: IV

SUBJECT: Environmental Management and Sustainable Development (EMSD-II) DURATION:1hr

NOTE: 1. Attempt ANY THREE Questions of the following. MARKS:30
2. Figures to the right side indicates maximum marks.



Q. 1 Explain in detail the thermal and radioactive pollution. 10

Q. 2 Briefly explain the Life Cycle Analysis. 10

Q. 3 Write a note on the Earth Summit at Johannsburg, 2002. 10

Q. 4 Explain the case study on the Cash begins growing at Gorai Dump Yard. 10

BEST OF LUCK

S.Y.BAMMC - Sem IV - NEP - Reg. Exam - Mar'2026

Dt:- 7.3.26

Commerce III - Management: Principles & Functions SYBAMMC Sem IV

Time: 2 hours Marks 60

M.V. SANGHVI COLLEGE OF COMMERCE & ECONOMICS MUMBAI-89

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

2. Figures to the right indicate total marks.

1 A. Explain Peter Drucker's Principles of management 8

1 B. Write a note on managerial skills 7

2A. Explain Chankyas's principles of management (any 5) 8

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

ISRO-The Indian Space Research Organisation works with limited budgets, but high commitment. Scientists emphasize teamwork, dedication, and humility. Leadership promotes "Karma Yoga" — focus on duty without attachment to rewards.

Questions:

Q1. Which Indian philosophy is reflected? 2

Q2. How does this philosophy improve performance? 2

Q3. What managerial lesson emerges? 3

3 A. Explain MIS 8

3 B. What are the essentials of a good control system 7

4 A. Discuss virtual organisation 7

4 B. Discuss bases of departmentation 8

5 A. Write a note on delegation of authority 7

5 B. What are the functions of managerial communication 8

6 A. Discuss importance of motivation 8

6 B. Answer the questions from the following Case Study:

As Chairman of the Tata Group, Ratan Tata led the acquisition of global brands like Jaguar Land Rover. Despite criticism that the deal was risky, he believed in long-term global expansion. He also introduced the affordable Tata Nano car to make car ownership

accessible to middle-class Indians.

Questions:

Q1. What leadership style did Ratan Tata demonstrate? 2

Q2. What risk did he take? 3

Q3. What was his key strength? 2

S.Y.BAMMC - Sem IV - NEP - Reg. Exam - Mar'2026

Dt:- 9.3.26

M. A. SANGHVI COLLEGE OF COMMERCE & ECONOMICS MUMBAI-49

SUB: Business Communication | Set-A | TIME: 1 hr

COURSE: SYBMS/SYBAMMC/SYBFM/SYBCOM/SYBAF | SEM : IV | MARKS: 30 mks

N.B. (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q 1. a) Define the term Interview. Explain any four types of Interview. (10)

OR

b) Discuss in brief the role of interviewee and interviewer. (10)

Q 2. a) Explain in brief the types of Committee Meeting. (10)

OR

b) Prepare the Notice, Agenda and two resolution for a Board Meeting of Sangeeta Industries, Bhandup, Mumbai. (10)

Q 3. Attempt ANY TWO. (10)

a) Write a letter of inquiry to Sintex Apparels Ltd. Enquiring about various types of mens wear that you wish to stock in your shop.

b) Bharat Stores, Pune has received a consignment of bangles from Shiva Bangles, Faridabad in a damaged condition. Write a complaint letter on their behalf.

c) Write a petition in the form of a letter to be presented to the District Consumer Forum about refrigerator which has turned out to be a defective piece that you bought from much advertised Ganesh Electronics, Indore who ignored all your complaints.

S.Y. BAMMC - Sem IV - NEP - Reg. Exam - Mar' 2026

Dt:- 9.3.26

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 Write a 1-minute radio script on College Placement Drive including - (10 Marks)

- Introduction line
- Main body
- Closing

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

Q.2 A) Explain the art and tools of media writing. Discuss the steps involved in writing editorials.

OR

Q.2 B) Explain the concept of lead, types of leads and story structure in media writing with examples.

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

Q.3 A) Discuss Public Relations and Corporate writing. Explain basic formats of advertisements.

OR

Q.3 B) Explain blogging and micro-blogging. Discuss handling breaking news and fake news in real time.

S.Y. BAMMC - Sem IV - NEP - Reg. Exam - Mar' 2026

Dt:- 10.3.26

Malini Kishor Sanghvi College of Commerce and Economics

MASS MEDIA RESEARCH

Class: SYBAMMC Sem IV Duration: 2 hrs. (60 Marks)

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

Question 1 is compulsory
Attempt any 3 from Q.2 to Q.5
Each question carries 15 Marks
Q.2 to Q.5 carries internal choice

Q.1 Read the given case study, analysis it and write the answers. (15 Marks)

An advertising agency wants to measure how a new digital advertisement campaign has influenced consumer purchase decisions for a cosmetic brand.

Q.1 a) Identify the Independent and Dependent variables in this study. Frame one suitable hypothesis. (8 Marks)
Q.1 b) Suggest a sampling technique and design a brief outline of a questionnaire (mention at least four types of questions or scales). (7 Marks)

Q.2 a) Explain Primary data collection methods: Depth Interviews and Observations. (8 Marks)
Q.2 b) Discuss Secondary data sources and literature review. (7 Marks)

OR

Q.2 c) Explain Research Design: Concepts, types, and uses. (15 Marks)

Q.3 a) Explain Designing effective questionnaires and types of questions. (8 Marks)
Q.3 b) Discuss Attitude measurement scales with examples. (7 Marks)

OR

Q.3 c) Explain Measurement techniques and projective techniques in research. (15 Marks)

Q.4 a) Differentiate between Quantitative and Qualitative Content Analysis. (8 Marks)
Q.4 b) Explain coding categories and quantification systems. (7 Marks)

OR

Q.4 c) Explain the structure and format of a research report. (15 Marks)

Q.5 a) Explain Readership and Circulation surveys. (8 Marks)
Q.5 b) Discuss Exit polls and media influence research. (7 Marks)

OR

Q.5 c) Explain Semiotics in media research: media codes, signs, and symbols. (15 Marks)

S.Y. BAMMC - Sem IV - NEP - Reg. Exam - Mar'2026

Dt:- 11.3.26

M.K. SANGHVI COLLEGE OF COMMERCE & ECONOMICS MUMBAI-88

Malini Kishor Sanghvi College of Commerce and Economics

Class: SYBAMMC | **Marks: 30**

Subject: Indian Legal Environment & Ethics | **Time: 1 hour**

Semester: IV | **Date:**

Note:1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Answers to each question must be written on a new page.

Q. 1. Answer the following: (Any 2) **10**

A. List the unique features of the Constitution of India.

B. Identify the constitutional restrictions on freedom of expression.

C. State the differences between laws and ethics.

Q. 2. Answer the following: (Any 2) **10**

A. Enumerate the powers of the Press Council of India.

B. Describe the organizational structure of TRAI.

C. State the key principles of the international code of conduct for journalists.

Q. 3. Answer the following: (Any 2) **10**

A. Identify the types of defamation.

B. Explain the differences between civil contempt and criminal contempt.

C. Explain the scope and limitations of the right to privacy.

S.Y.BAMMC - Sem IV - NEP - Reg. Exam - Mar'2026
Dt:- 11-3-26

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

Class: SYBAMMC | 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) English – Global Language and Required Skills for the same
b) Listening for Opinion and Argument
c) Note Making as a Reading Skill
d) Anchoring / Compering an Event

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

Stories have been a part of human life since ancient times. Before the invention of writing, people shared knowledge and traditions through storytelling. Stories entertain, educate, and inspire. They help us understand moral values and human emotions.

Modern technology has changed the way stories are told. Today, films, advertisements, and social media platforms use visual storytelling to capture attention. Even without words, images can communicate powerful messages. For example, animated short films often convey emotions without dialogue.

Storytelling is also used in education and business. Teachers use stories to explain complex ideas in simple ways. Companies use stories in advertisements to persuade customers. A good story connects with the audience and remains in memory for a long time.

Therefore, storytelling is not just an art but also a skill that enhances communication in personal and professional life.

From the above passage -

a) Identify two main ideas / themes. (02 marks)
b) Write two supporting 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 Job Acceptance Email accepting an offer for the post of Assistant Brand Manager.

OR

b) Write an Activity Report on a Film Communication workshop conducted in your college.