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SEAT No. :

P709

[Total No. of Pages : 1

[4130] - 302
M.Sc. (Sem. - III)
COMMUNICATION STUDIES
302A : Advanced Research Methods

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) Attempt any FIVE questions.*
- 2) All questions carry equal marks.*

Q1) Explain the content analysis methodology, with its ten steps.

Q2) Elaborate on the interplay between qualitative and quantitative methods.

Q3) Write a detail note on longitudinal research.

Q4) Discuss the use of internet in research.

Q5) Explain the importance of policy research.

Q6) Define methodological details for the topic “violent effect of cartoon programme on children”.

Q7) Explain in detail the qualitative methods of data collection.

Q8) Write short notes on any TWO of the following :

- a) SPSS.
- b) Case studies.
- c) TMP analysis.



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SEAT No. :

P710

[Total No. of Pages : 1

[4130] - 303
M.Sc. (Sem. - III)
COMMUNICATION STUDIES
303A - Mass Media Audiences

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) *Attempt any Five questions.*
- 2) *All questions carry equal marks.*

- Q1)* Which elements in Television Media Industry need Audience measurement and what they use it for?
- Q2)* What is the different between circulation & Readership? Write the importance of it for Print Media Industry?
- Q3)* “Genres are not just moduls for content creation, they are the cultural products of their times and Audiences”. Explain with examples.
- Q4)* “Radio is an important instrument to promote the sence of unity and integrity among the people. The cultural programmes, debetes, talks, through broadcasts involves a strong desire among the people to know each and others culture and values”. Remark.
- Q5)* Explain the generic nature of Indian soap opera. How media utilize the concept of uses and Gratification for Audience perspective?
- Q6)* Explain the main characteristics Indian Audiences. Which of these characteristics are changing fast in recent years?
- Q7)* Write the characteristics of Active Audiences’. How the Reality shows promot it?
- Q8)* Write short notes on any Two of the following :-
- a) TRP and share.
 - b) Telephonic survery
 - c) People meter.
 - d) Media economy.



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SEAT No. :

P711

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[4130] - 304

M.Sc. (Sem. - III)

COMMUNICATION STUDIES

304A : Research In Advertising and Marketing

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) Attempt any FIVE questions.*
- 2) All questions carry equal marks.*

Q1) Explain the importance of 4p's in market mix.

Q2) Critically comment on pros and cons of celebrity endorsement advertisement.

Q3) Explain various market segmentation technique used in India.

Q4) Comment on the 'Role of Culture' in 'Reading' advertisement.

Q5) Elaborate on market environment in India.

Q6) Explain the importance of research in advertising and marketing.

Q7) What is the concept of brand equity.

Q8) Write short notes on any TWO of the following :

- a) Product Vs brand.
- b) Positioning.
- c) Advertising budget.



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SEAT No. :

P712

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[4130] - 305
M.Sc. (Sem. - III)
COMMUNICATION STUDIES
305A : Corporate Communication

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) *Attempt any Five questions.*
- 2) *All questions carry equal marks.*

Q1) What is the concept of House Journals? Explain its importance in the corporate communication.

Q2) “Organizing the exhibitions has better technique for reaching to the people”. Discuss.

Q3) What is the basic concept of HRD? Write the functions of HRD in media organization.

Q4) What is press conference? Write the details about the planning for arranging it?

Q5) Elaborate the role of CSR activity in establishing a Corporate Brand Image?

Q6) Explain the concept of communication policy. Why the communication policy research is essential?

Q7) “Corporate communication has its roots in public Relations, but enjoys wider scope and appeal”. Explain.

Q8) Write short notes on any Two of the following :-

- a) Grapevine Communication
- b) Press Release.
- c) News Occasions.
- d) Customer Journals.



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SEAT No. :

P713

[Total No. of Pages : 1

[4130] - 306

M.Sc. (Sem. - III)

COMMUNICATION STUDIES

302B : Research for Video Production

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) *Attempt any FIVE questions.*
- 2) *All questions carry equal marks.*

Q1) What are the various aspects of Audience research for creating TV production.

Q2) Analyse any one TV programme for its impact you have seen and liked.

Q3) If you have to make a documentary about school dropouts. What will be your research strategy.

Q4) Why research is necessary to TV commercial.

Q5) What will you discuss with your research team if you have to make a Telefilm on Shahid Bhagatsingh.

Q6) Why research is necessary for costume design of a fiction serial on maratha history Peshwa Period.

Q7) How script writer uses research in creating characters

Q8) Write short notes on (Any Two)

- a) Research for News.
- b) Importance of feedback
- c) Qualitative research.



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SEAT No. :

P714

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[4130] - 307
M.Sc. (Sem. - III)
COMMUNICATION STUDIES
303 B : Script Writing

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) Attempt any FIVE questions.*
- 2) All questions carry equal marks.*

Q1) State them and elaborate the role responsibility of a screen - play writer in Pre-production stages of a TV soap - opera?

Q2) What are the main concerns in of writing a script for a documentary film?

Q3) Explain the 3-act structure of script writing?

Q4) Adapt any fairy tale you know into a film. Let the length of the screenplay not exceed 7 minutes. (also write brief Synopsis)

Q5) What do you mean by “Dialogs”? Explain the qualities of good Dialogs?

Q6) Write short notes on the following :

- a) Reality Television shows.
- b) Shooting script.

Q7) Explain the benefits of including Music in a Screen-Play.

Q8) Explain with example the difference between Plot and Sub-Plot.



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SEAT No. :

P715

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[4130] - 401

M.Sc. (Sem. - IV)

COMMUNICATION STUDIES

401 A : Advertising Media Planning

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) *Attempt any FIVE questions.*
- 2) *All questions carry equal marks.*

Q1) “Media is the heart of campaign plan”. Comment on the statement.

Q2) Explain the importance of IMC approach in media planning.

Q3) What is effective reach and frequency?

Q4) Elaborate on scheduling strategies for media planning.

Q5) What is the difference between print medium and broadcast medium?

Q6) Comment on pros and cons of new media.

Q7) Explain the qualitative values of media, and its importance in media planning.

Q8) Write short notes on any TWO of the following :

- a) Advertising exposure.
- b) Coverage.
- c) Media plans are custom tailored.



Total No. of Questions : 8]

SEAT No. :

P716

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[4130] - 402

M.Sc. (Sem. - IV)

COMMUNICATION STUDIES

402 A : Political Communication

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) *Attempt any FIVE questions.*
- 2) *All questions carry equal marks.*

- Q1)* Explain with example the role of media in describing of a socio - political conflicts in India.
- Q2)* “Social media alone did not facilitate the Arab Revolution, but was a successful vehicle when combined with numerous methods of digital and traditional media like cell phones, video cameras, Blog posts and facebook, in conjunctions with more traditional media outlets like Al Jazeera”. Discuss.
- Q3)* “RPI has lost their political ideology in alliance known as Bhimshakti - Shivshakti”. Discuss.
- Q4)* What is the concept of CNN Effect. Elaborate with examples.
- Q5)* What is the political propaganda? Write in details the nature of political propaganda in 21st century?
- Q6)* Naxalism is the more vital problem in Front of Indian Government and what do you think about the role of media in solving this problem?
- Q7)* “Anna Hajare’s Jan Lokpal Bill movement is highly succeeded & criticised because of media interest”. Discuss.
- Q8)* Write short notes on any Two of the following.
- a) Role of New Media in Political Communication.
 - b) New Political Television.
 - c) Regional Power Centers.
 - d) Political Panel Discussions on TV.



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SEAT No. :

P717

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[4130] - 403

M.Sc. (Sem. - IV)

COMMUNICATION STUDIES

401B : Advanced Video Production

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) *Attempt any FIVE questions.*
- 2) *All questions carry equal marks.*

Q1) Draw the sketch for school children's (age 10 to 16 yrs.) Science Quiz show with camerapositions and talents.

Q2) Write the detailed process of location research it's use and actual shooting planning of your semester end Video Production Project.

Q3) Analyse any one film you have recently seen and liked for its characterisation.

Q4) What will be your guidelines for costume designer if you are making a TV production fiction with Indian army as a basic subject.

Q5) What is the difference between acting onstage in drama and acting for TV production serial.

Q6) Write about your favourite TV anchor of any show with reference to his performance merits - skills - body and voice.

Q7) Why make up is necessary for TV production.

Q8) Write short note on Any Two

- a) CGT for TV commercial
- b) Background Music for TV serial
- c) Sets & Backdrop for TV News.



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SEAT No. :

P718

[Total No. of Pages : 1

[4130] - 404

M.Sc. (Sem. - IV)

COMMUNICATION STUDIES

**402 B : Animation Computer Graphics, Multi Media and Digital
Video Effects**

Time :3 Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) Attempt any FIVE questions.*
- 2) All questions carry equal marks.*

Q1) What do you mean by “Graphics” and “Animation”? Explain its importance in Video-production?

Q2) Explain the use of Graphics and Animation in a Reality TV Show?

Q3) Explain the use of Graphics in developing CBTs (Computer Based Training)?

Q4) Name and explain the use of any 5 Graphics software’s which are popularly used in TV Industry?

Q5) What is the difference between 2D and 3D Animation? Explain the popular use of 2D and 3D Animations?

Q6) What do you mean by chroma-key? Explain at length the application of chroma-key Technique?

Q7) Write short note on the following :

- a) Clay Animation.
- b) Cel Animation

Q8) What do you mean by Multimedia? Explain with example various components of “Multimedia”?



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SEAT No. :

P1488

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[4130] - 301

M.Sc. (Sem. - III)

COMMUNICATION STUDIES

301 : Broadcast Journalism and Media Ethics

Time :3Hours]

[Max. Marks :60

Instructions to the candidates:-

- 1) *Attempt any FIVE questions.*
- 2) *All questions carry equal marks.*

Q1) What is structuring of a news story? Why is it significant in the production process of a news story?

Q2) Discuss in detail the role of press council as a normative body in India.

Q3) What are News Values? Do they change from print to electronic media? Justify.

Q4) Explain the role and responsibilities of a TV news reporter.

Q5) Critically comment on any two Marathi/Hindi news Channels with respect to diversity and objectivity of news content and its style of presentation.

Q6) What is voice over? Explain its importance in conveying message to the audience.

Q7) Discuss different types of editing and its importance in broadcast media.

Q8) Write short notes on any **TWO** of the following:

- a) Piece to Camera.
- b) Contempt of Court.
- c) Defamation by media.
- d) Invasion of Privacy.

