

Total No. of Questions : 7]

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**P 1026**

**[4030] - 305**

**M.Sc. (Sem. - III)**

**COMMUNICATION STUDIES**

**303 B : Script Writing**

**(2008 Pattern)**

*Time : 3 Hours]*

*[Max Marks : 60*

*Instructions to the candidates :*

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

- Q1)* Explain the meaning and importance of a screenplay?
- Q2)* Explain importance of a screenplay for an "Art Director"?
- Q3)* Explain with example the meaning of "Plot"?
- Q4)* Explain with example the meaning of "Sub-plot"?
- Q5)* What do you mean by Character development, explain with example?
- Q6)* Explain in detail the qualities of a good "Dialogs"?
- Q7)* Write short notes (Any two)
- a) Use of "Property" to develop script.
  - b) Pre-Production.
  - c) Character Development.
  - d) Importance of "Action" in a Screen.
  - e) Concept of "Resolution"

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Total No. of Questions : 3]

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**P 1027**

**[4030] - 306**

**M.Sc. (Sem. - III)**

**COMMUNICATION STUDIES**

**304 A : Advertising and Marketing Research**

**(2008 Pattern)**

*Time : 3 Hours]*

*[Max Marks : 60*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1)** Answer any two of the following questions: **[12 Marks each]**

- a) 'A brand is made in the minds of consumer and product is made in the factory', discuss the statement with appropriate examples.
- b) Write a note on the pillars of brand equity with their relevance and importance.
- c) Analyse the market segmentation in India and elaborate on techniques used for it.

**Q2)** Answer any four of the following questions. **[8 Marks each]**

- a) What are the various creative approaches used in creating advertisement?
- b) Explain the process of allocating advertising budget.
- c) Explain the importance of pre-testing & post testing of advertising campaigns. What are the various methods in which it can be done?
- d) What is positioning? Discuss why it is important by giving relevant examples.
- e) Write a detail note on motivational research and how it is used in advertising research.
- f) Comment on portrayal of women in the advertisement of male product by referring to the advertisement you had seen in recent past.

**Q3)** Write a short note on any two of the following: **[2 Marks each]**

- a) Brand association.
- b) IMRB.
- c) Advertising budget.



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**P 1028**

**[4030] - 307**

**M.Sc. (Sem. - III)**

**COMMUNICATION STUDIES**

**304 B : Corporate Communications**

**(2008 Pattern)**

*Time : 3 Hours]*

*[Max Marks : 60*

*Instructions to the candidates :*

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

- Q1)* Define corporate communication.
- Q2)* Enumerate on the role of corporate communication towards IMC.
- Q3)* Elaborate on the considerations analysed while designing a coherent communication strategy.
- Q4)* Develop a CSR campaign (corporate social responsibility) for an MNC working in a developing country.
- Q5)* How does corporate communication assist in maintaining media relations.
- Q6)* How does managing corporate identity affect corporate image. Illustrate with example.
- Q7)* What factors triggered shift from public relations to corporate communication.
- Q8)* Short Notes. (attempt any two)
- |                       |                                 |
|-----------------------|---------------------------------|
| a) Spin doctors.      | b) Types of corporate identity. |
| c) Crisis management. | d) Corporate advertising.       |

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**P1022**

**[4030]-301**

**M.Sc. (Sem. - III)**

**COMMUNICATION STUDIES**

**301 : Broadcast Journalism and Media Ethics**

**(2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

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

- Q1)** What is news? What are 'News Values'? Explain giving suitable examples from real world.
- Q2)** "There should be a common code of conduct for all journalists". Do you agree? Justify your answer.
- Q3)** Explain defamation by media with contemporary examples.
- Q4)** Why reporting in news media is organized according to different 'beats'? Explain the generic beat structure of national level or state level news channel with an office in Delhi or Mumbai or in the capital of any state.
- Q5)** Critically comment on Marathi/Hindi news channels with respect to diversity and objectivity of content and its style of presentation.
- Q6)** Explain various sources for TV news. What care must be taken while using information provided by various sources?
- Q7)** Describe various points to be considered for piece to camera (P to C) for TV news.
- Q8)** Write short notes on any **TWO** of the following :
- a) Censorship.
  - b) Contempt of Court
  - c) Stages of preparation for television news interview.
  - d) Invasion of Privacy.



**P1023**

**[4030]-302**  
**M.Sc. (Sem. - III)**  
**COMMUNICATION STUDIES**  
**302A : Advanced Research Methods**  
**(2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

- 1) *Attempt any five questions.*
- 2) *All questions are equal marks.*
- 3) *While preparing research design/s make appropriate assumptions whenever necessary and justify them.*

- Q1)** Compare qualitative and quantitative approaches to research with respect to the purpose of the research, underlying principles, type of data, nature of analysis and scope of application.
- Q2)** Explain the basic steps involved in the process of Content Analysis as quantitative method.
- Q3)** Write only aim/s, objective/s, approach/es to do research probe the following:  
a) Portrayal of police in Hindi films since 2000.  
b) Who controls the remote in middle class families in urban areas?
- Q4)** Prepare a research design to probe into the theme of celebrity endorsement advertising. Select any one specific topic from the theme and prepare a focused research question (aim and objectives). Define major constructs. Take your own decision wherever necessary, mention them and justify.
- Q5)** Prepare a questionnaire to find out buying habits and preferences of youngsters from semi urban and urban areas in Maharashtra with respect to music. Make your own assumptions wherever necessary and justify them.
- Q6)** Discuss observation as a data collection method and also describe its advantages and disadvantages.
- Q7)** Explain the concept of 'non - probability sampling' and its various types.
- Q8)** Briefly describe essential features of any TWO of the following :  
a) Hypothesis in research.  
b) Descriptive statistics.  
c) Longitudinal research.  
d) Literature review.



Total No. of Questions : 2]

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**P1024**

**[4030]-303**

**M.Sc. (Sem. - III)**

**COMMUNICATION STUDIES**

**302 B : Research for Video Production  
(2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Note : All questions carry equal marks.*

**Q1)** Answer any two from the following : **[30]**

- a) How will you brief your research team if you have to make a TV production on teenage love story (fiction)?
- b) Why Research is necessary for TV commercial?
- c) If you have to make a TV documentary on any one 'festival' what research inputs you will require?

**Q2)** Answer any two from the following : **[30]**

- a) What character related research you will require, if the main characters in the TV fiction production are police.
- b) Why research is required if you have to make an obituary program about any personality from music field?
- c) Why research is required to make social message advertising about anti-smoking?

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Total No. of Questions : 5]

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**P1025**

**[4030]-304**

**M.Sc. (Sem. - III)**

**COMMUNICATION STUDIES**

**303 A : Mass Media Audiences**

**(2008 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

- 1) *Attempt any three questions from Q. 1 to Q. 4.*
- 2) *Question 5 is compulsory.*
- 3) *Figures to the right indicate marks.*
- 4) *Summarize the main points in a box.*

**Q1)** “Mass media audience has been more of a *social construct* than a concrete empirical entity”. Examine the statement in light of the evolution of the conceptual framework of ‘mass media audiences’. **[15]**

**Q2)** Explain the “Pragmatic” model of audience Choice. **[15]**

**Q3)** “Despite structural problems and practical limitations audience measurement exercises like TAM, NRS etc still dominate the media industry”. Explain the statement. **[15]**

**Q4)** Explain the following terms and their main usage. **[15]**

- a) Rating.
- b) Share.
- c) GRP.

**Q5)** Write short notes on any three of the following : **[15]**

- a) Audience as a ‘Community’.
- b) Three traditions of audience research.
- c) Two step flow theory.
- d) Transnationalization of media Content.
- e) Day parting in TV scheduling.

