

**P1029**

**[3936]-101**

**M. Sc. (Communication Studies-I)**

**101 : Introduction to Communication Studies**

**(Sem. - I)**

*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 the following questions. (Any ONE) **[12]**

- a) Discuss in detail any one model of communication.
- b) Explain the myth of 'science' as reflected in the comfortable of media. Does an alternative myth also exist? Explain with examples.

**Q2)** Answer the following questions. (Any FOUR) **[40]**

- a) Critically comment on the semiotic approach of communication.
- b) What are the different types of communication on the basis of number of participants? State their pros and cons with examples.
- c) Describe the importance of attitude, values and beliefs in perceiving the self and social identity.
- d) Explain the dominant and counter myth of 'police' as reflected in contemporary media.
- e) Explain some of the fundamental dimensions of the ideology of Modernity. Comment on how they have shaped some of the media activities in the context of India.
- f) Critically comment on the process of conventionalization.
- g) 'Non verbal communication is major part of modern communication system'. Explain.

**Q3)** Write short notes. (Any FOUR) **[8]**

- a) Metaphor.
- b) Types of sign.
- c) Persuasion in Communication.
- d) Written Communication.
- e) Leadership.
- f) Concept of Sadharanikaran.
- g) Modernity.

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**P1030**

**[3936]-102**

**M.Sc. (Communication Studies)**

**102 : Introduction to Information Technology  
(Sem. - I)**

*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 the following questions. (Any ONE) **[12]**

- a) Draw a block diagram of computer and explain all units of computer system.
- b) What is networking? Explain LAN, MAN and WAN in detail with diagram.

**Q2)** Answer the following questions. (Any FOUR) **[40]**

- a) Differentiate between impact and non-impact printers. Explain one example of each in detail.
- b) What is operating system? What is use of O.S.? Explain any three Operating Systems.
- c)
  - i) Explain computer hardware and software in detail with example.
  - ii) What are computer languages? Explain machine language and assembly language.
- d) Explain working of primary memory. Explain different types of primary memories.
- e) Differentiate between printer and plotter? Explain any two types of plotters.
- f) Explain in detail:
  - i) Keyboard.
  - ii) Mouse.
  - iii) Light pen.
  - iv) Microphone and.
  - v) Kiosk.

**Q3)** Answer the following questions in short. (Any FOUR) **[8]**

- a) Computer viruses.
- b) Laser Printers.
- c) DVD.
- d) Optical Fiber Cable.
- e) Convert decimal number 3456 to hexadecimal equivalent.
- f) Convert hexadecimal number 19B116 to octal equivalent.
- g) Convert binary no.101011110011 to hexadecimal equivalent.

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**P1031**

**[3936]-103**

**M.Sc. (Communication Studies)**

**103 : Introduction to Broadcast Technologies**

**(Sem - I)**

*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 the following questions. (Any one) **[12]**

- a) What is the importance of lighting in television production? Explain with the help of sketch, the concept of 'three point lighting' for television production. Describe the function each light.
- b) What is the main principal of microphone? What are the different types of microphones are usually used in a TV production & Why?

**Q2)** Answer the following questions. (Any four) **[40]**

- a) What are the basic colors of a color TV system? In what proportion these should be mixed to get white color?
- b) What is HDTV? What are the advantages of HDTV?
- c) What is the Dolby sound? With help of sketches, explain how Dolby sound system is used to reduce noise.
- d) What is white balance? Why is necessary in television production. Explain with suitable example.
- e) In a game of cricket. Why 25-30 TV cameras are used for coverage of the cricket match. Why so many cameras are used & What is their proportion?
- f) Express your views about the HDTV coverage of ICC cricket world cup-2011 on Television.
- g) Why is an analog signal converted into digital one? Also draw sketches.

**Q3)** Write short note on (Any four) **[8]**

- a) Lapel microphone.
- b) Voice over.
- c) Virtual sets.
- d) Chromakey
- e) Video tape recording (VTR)
- f) MPEG 4
- g) Video on demand.

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**P1032**

**[3936]-104**

**M.Sc. (Communication Studies)**

**104 : Introduction to Video Production**

**(Sem. - I)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

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

**Q1)** Solve any **ONE** of the following.

**[12]**

- a) What are the various TV genres available on Indian Television? Explain with contemporary examples.
- b) Analyse the film *peepli Live* in detail. First mention the important crew and cast list of the film. Consider.
  - i) Script.
  - ii) Cinematography.
  - iii) Songs.
  - iv) Editing.
  - v) Direction and
  - vi) Acting for analysis.

**Q2)** Solve any **FOUR** of the following.

**[40]**

- a) Write various types of shots often used in Indian Television (Fiction) with examples.
- b) What is the Preproduction work that is required to complete before shooting a Short Film?
- c) What is frame Composition? Give one example of good composition in a film of your choice.
- d) Good editing is always an invisible art. Defend the statement with examples.
- e) Explain with examples how Space and Time are controlled in Editing.
- f) Opine about the usefulness and difference of Door Darshan in comparison with private owned channels in today's context.

- g) Break down following event into five shots.

“Chamya and I were returning after watching a matinee at the Arora. A hubbub had broken out at Vasunaka. The members of our group were sitting there like they did every day. Right then a police van came by and picked up all our members. We suddenly froze Fuck, someone must’ve complained ...for sure! Just couldn’t think of what to do. If we went to the Police station, and they had our name on file, we’d be caught red-handed....”

**Q3)** Solve any FOUR of the following. Write your answers to the point. **[8]**

- a) MTV.
- b) Tripod.
- c) RJ.
- d) Silhouette.
- e) Trailer.
- f) Freeze Frame
- g) Footage.

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**P1033**

**[3936]-105**

**M. Sc. (Communication Studies)**

**105 : DEVELOPMENT COMMUNICATION**

**(Sem - I)**

*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 the following questions. (Any one) **[12]**

- a) 'The present system of extension in agriculture in India has been failed'. Discuss.
- b) Critically examine the concept 'Ideal Village Scheme' innovated by Anna Hazare in the context of people's participation in agro-based socio economic development.

**Q2)** Answer the following questions. (Any Four) **[40]**

- a) 'Environment, information, health, milk, food, water, etc. has become the outline of development activities'. Explain.
- b) According to you what are the basic problems in Human Development in India?
- c) Caste discrimination is a leading difficulty in social development. Discuss.
- d) What is the Concept of Sustainable development? Explain with examples.
- e) According to you which are the basic hurdles in environmental development in Maharashtra?
- f) What are the socio-culture barriers in development? Explain with example.
- g) "Print media is playing important role in the agriculture deployment". Explain with examples.

**Q3)** Write short notes on the following. (Any Four) **[8]**

- a) Sex Ratio
- b) Women Recourse Development.
- c) Development approaches.
- d) Sustainable Development.
- e) Informal education.
- f) Family welfare.
- g) Concept of development.

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**P1034**

**[3936]-201**

**M.Sc. (Communication Studies)**

**201 : Mass Communication, Culture and Society**

**(Sem. - II)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures of right side indicate full marks.*

**Q1)** Solve any **One** of the following. **[12]**

- a) Define Mass Communication. Also elaborate on the four eras of media theory.
- b) Convergence is the buzzword in the development of media technologies today Comment.

**Q2)** Solve any **Four** of the following. **[40]**

- a) What do you understand by the concepts of 'medium is the message' and 'global village' given by Marshall McLuhan.
- b) Elaborate on the Marxist view and the concept of cultural hegemony.
- c) What is agenda setting? Does the contemporary media sets the agenda for us ? Explain with examples.
- d) Elaborate on the Personal Influence theory advocated by Paul.E. Lazarsfeld.
- e) What is the global view of press freedom exercised by media around the world?
- f) How does the political Economy theory explain the ownership and control pattern in media today?
- g) The media is heavily biased in the representation of women Comment.

**Q3)** Solve any **Four** of the following. Write your answers in points. Do not Explain. **[8]**

- a) Uses and gratification theory.
- b) Cultivation theory.
- c) Dependency theory.
- d) Effects of media on Children.
- e) Hot and Cool Media.
- f) Online media.
- g) Media as the fourth estate.

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**P1035**

**[3936]-202**

**M.Sc. (Communication Studies)**

**202 : Media Management**

**(Sem. - II)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

- 1) Attempt any Five questions.
- 2) All questions carry Equal marks.
- 3) Answer should be brief & focused.

**Q1)** State and explain the principles of media-management in the present context.

**Q2)** State suitable organisational structure for 10 minutes video production project.

**Q3)** Discuss the importance of 'Human Resource Development' in the media industry.

**Q4)** Explain any two factors responsible for emergence of professional management in media.

**Q5)** Write notes on any **Two**.

- a) Functions of management.
- b) Motivations.
- c) Inter-Personal Relations.
- d) Budgeting and scheduling.

**Q6)** State and explain the importance of planning in media.

**Q7)** Explain the importance of Traditional media in the present context.

**Q8)** Write notes on any **Two**

- a) Media: a capital intensive or a Labour intensive industry?
- b) Media groups VS stand-alone media.
- c) Inventory management.
- d) Need for team works.

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**P1036**

**[3936]-203**

**M.Sc. (Communication Studies)**

**203 - Telecommunication, Satellite Communication and  
Information Technology  
(Sem. - II)**

*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 the following questions. **[12]**

- a) What is uplink and downlinking satellite? Why geostationary satellites are mostly used in communication system?
- b) Discuss the role of information technology in promoting globalization.

**Q2)** Answer the following questions. (Any FOUR) **[40]**

- a) Explain any two architectures used in V-sat system. A corporate office has branches all over the country which V-sat topology you would recommend, discuss its advantages.
- b) Explain the necessity of telephone exchange? Draw PSTN configuration used in telephony?
- c) Explain how cellular phone works? What are advantages of interfacing with PSTN?
- d) Why optical fiber connectivity is talked about now a day? What various types of optical fiber based on relative refractive index profile? What are their merits and demerits?
- e) Who is knowledge worker? Explain in detail what are different laws important in knowledge society?
- f) Why there is a need to take tough decision in global economic environment?
- g) Explain the importance of right to information in process of globalization?

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**Q3)** Write short notes. (Any FOUR)

**[8]**

- a) Artificial intelligence.
- b) Loss of privacy.
- c) Global trade and health service.
- d) Differentiate FDMA and TDMA.
- e) V-sat application in education.
- f) 3-G in cellular phone.

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**P1037**

**[3936]-204**

**M.Sc. (Communication Studies)**

**204 : VIDEO PRODUCTION**

**(Sem - II)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures of right side indicate full marks.*

**Q1)** Solve any one of the following: **[12]**

- a) “The film Director has more liberty than his Television counterpart.”  
Opine on the statement with examples.
- b) Explain the last sequence of ‘catching Bruno’s father while stealing bicycle’ with Scenes & their logic in Vittorio De Sica’s film *Bicycle Thieves*. Mention the important shots from your viewpoint in the sequence.

**Q2)** Slove any four of the following: **[4 × 10 = 40]**

- a) Why do you think the soap *Pavitra Rishta* on Zee TV has the highest TRP among all other soaps on Hindi General Entertainment Channels?
- b) Why many of the popular Hindi films are shot in foreign exotic locations? Does it have anything to do with the reality in mainstream cinema?
- c) Analyse any two Television commercials studying the element of humour used in it.
- d) Write a 2-minute screen time script in proper format for a short film based on the location *Principal’s Office*. You may write your script in English or Marathi.
- e) Explain with examples how Space and Time are controlled in Editing.
- f) What are the similarities and differences in short story and short Film? Explain with example of a short story and a short film.
- g) The documentary final script is written after shooting; While editing Why?

**Q3)** Solve any four of the following. Write your answers to the Point.

**[4 × 2 = 8]**

- |                       |                       |
|-----------------------|-----------------------|
| a) Visual Transition. | b) Interviewer.       |
| c) DNG.               | d) Establishing Shot. |
| e) Talent.            | f) PCR.               |
| g) Talk Show.         |                       |

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**P1038**

**[3936]-205**

**M.Sc. (Communication Studies)**

**205 : Basics of Media Research**

**(Sem - II)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

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

**Q1)** a) Differentiate in detail between qualitative and quantitative research approach. **[12]**

OR

b) Explain in detail the four Phases of media research.

**Q2)** Attempt any four of the following: **[40]**

- a) Differentiate in detail between academic and private research.
- b) Write a detail note on probability sampling.
- c) Critically comment on the guidelines for questionnaire design.
- d) Explain in detail the scientific method of knowing.
- e) Explain in detail the quantitative methods of data collection.
- f) Explain in detail the content Analysis Research with its ten stages.
- g) Write a detail note on longitudinal research.
- h) Explain in detail the concept internal and external validity.

**Q3)** Write a short note on any four of the following. **[8]**

- a) Field observation.
- b) Discrete and Continuous Variables.
- c) Sampling error.
- d) Construct.
- e) Intensive interviews.
- f) Hypothesis or Research question.
- g) Research journals.
- h) Method of intuition.

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