

M.M.C.J. (Sem.-4) Examination
Media Planning & Media Management
March 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q.1 (A) Answer the following question (any one) in brief (14)

1. What are the four key management functions? Elaborate the functions of planning.

OR

1. Circulation of Ahmedabad city newspaper A 9,00,000, B 7,00,000, C 8,00,000 and D 2,00,000. Rates are Rs. 4000 per col.cm (GS), Rs. 5000 per col. Cm (TOI), Rs. 4500 per col. Com (DB), Rs. 2500 per col. Com (IE)

Calculate the cost per thousand of all newspapers and select three most cost effective

(B) Write answers in one or two sentences on the following question (Any Four) (4)

1. Disciplines that contribute to organizational behavior field are – Anthropology, Sociology, Social psychology and _____
2. Write few examples of non-financial rewards given to employees
3. Write in short - what is line and staff organizational structure
4. Strike out the wrong answer. HRM has the following personnel management, employee welfare, industrial relation, product quality check
5. Clarify (in short) what is job description and job specification
6. Tick the correct answer. MBO is
 Management by objective
 Management before objective
 Management by organization

Q.2 (A) Answer the following question (any one) in brief (14)

1. What is marketing mix – Explain? Give details of promotion

OR

1. What are the strategies for influencing the attitude of customers? Explain with examples

(B) Write answers in one or two sentences on the following question (Any Four) (4)

1. What is the breath of product mix? Give short answer
2. Name the 4 C's of marketing
3. What are the six steps of market research process?
4. Is "religion" a sub culture in consumer behavior?
5. What is perceived as product value?
6. What is market share?

M.M.C.J. (Sem.-4) Examination

508 EA

Rural Communication

March 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q.1 (A) Answer the following question (any one) in brief (14)

1. Agriculture and Animal husbandry are the two wings through which the rural-birds can fly at higher level" prove this keeping rural communication of India in mind

OR

1. Enumerate the different types (Classes) of domestic Animals useful by mankind?
Why cow-class animals are considered more useful?

(B) Write answers in one or two sentences on the following question. (4)

1. Full form of HF cow
2. Which is the milk day of India?
3. 'Manthan' film director _____?
4. How many agriculture universities in Gujarat?

Q.2 (A) Answer the following question (any one) in brief (14)

1. Explain with example that Rural India is a producer and urban India is a consumer, what are the results of this?

OR

1. What are problems of Animal Husbandry in Rural area and what steps should be taken to improve the situation.

(B) Write answers in one or two sentences on the following question (4)

1. Who is the Agriculture Minister of Gujrat?
2. How many _____% people dependent on agriculture.
3. Define 'Rural Communication' sector in India?
4. 'Piplilive' was film on what?

Q.3 (A) Answer the following question (any one) in brief (14)

1. Describe the main characteristic of Indian rural society and its limitation.

OR

1. Discusses the main characteristic of Indian rural audience.

(B) Write answers in one or two sentences of the following question (3)

1. Which district of Gujarat has the highest tribal population in numbers?
2. Where is the largest Agriculture produce Market in Gujarat.
3. What is 'PARI'?

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Candidate's Seat No: _____

M.M.C.J. (Sem.-IV) EXAMINATION
MMCJ 508
Business Communication (EL)

TIME: 3 HOURS]

[Max. Marks: 70

Q.1 (A) Answer the following question (any one) in brief (14)

1. Briefly explain the guidelines of effective corporate communication with examples

OR

1. What are the tools and techniques for external corporate communication?

(B) Write answers in one or two sentences of the following question (Any Four) (4)

1. Define corporate communication

2. What do you mean by CSR?

3. State whether true or false can aspects of CSR be integrated into a corporate firm?

4. Which Indian act talks about the CSR ACTIVITIES?

5. Which corporate started the first CSR activities in India?

6. What are the three principles of CSR?

Q.2 (A) Answer the following question (any one) in brief (14)

1. Explain the shift of traditional branding to social media campaigns with appropriate example

OR

1. Write a note on essential Branding tools

2. Explain any 3 case studies in terms of good branding

1. KFC.

2. Parle G.

3. Royal Enfield

4. Rajasthan tourism

(B) Write answers in one or two sentences on the following question (Any Four) (4)

1. Kindly explain the applicability of section 135 of the Companies Act providing the threshold limit of CSR to a Company

2. Mention two CSR campaigns running successfully in India

3. Is social media the new platform for corporate communications? Briefly justify your answers

4. What are brand, Branding and brand positioning?

5. What is Brand identity?

6. Describe any three forms of market segmentation

Q.3 (A) Answer the following question (any one) in brief (14)

1. What are the tools and techniques for internal corporate communication?

OR

1. Write down major HRD functions and describe any three functions in detail?

(B) Write answers in one or two sentences of the following question (Any three) (3)

1. How is tagline different from slogan? Justify with an example.

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Candidate's Seat No : _____

M.M.C.J. (Sem.-4) Examination

509

Issue Based Writing

April 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q.1 (A) Answer the following question (any one) in brief (14)

1. Write a critical note on Gandhism in today's world.

OR

1. Write an essay on Human Rights violation.

(B) Write answers in one or two sentences on the following question (Any Four) (4)

1. Give definition of political ideology
2. Give example of any two right wing political parties.
3. What is the full form of UDHR
4. There are..... articles in the human rights charter
5. Define capitalism

Q.2. (A) Answer the following question (any one) in brief (14)

1. What is sustainable development? – Discuss the brief history of environmental journalist In India.

OR

1. "Environmental communication is challenging job"

(B) Write answers in one or two sentences on the following question (Any Four) (4)

1. Who was Anil Agrawal?
2. Contribution of "SUNDARLAL BAHUGUNA".
3. In which year was the First international conference on environment held?
4. In which year did the "BHOPAL GAS" –environmental disaster happen?
5. What is "National Geographic"?

Q.3 (A) Answer the following question (any one) in brief (14)

1. What are main causes of inflation in India?

OR

1. Unemployment is a basic economic problem of India .Discuss

(B) Write answers in one or two sentences on the following question (Any three) (3)

1. Types of poverty
2. Types of unemployment
3. Types of inflation
4. Trend of globalization in India
5. Deferens between growth and development
6. Your suggestion of remove poverty of India

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Candidate's Seat No : _____

M.M.C.J. (Sem.-4) Examination

510

Studies on the Greats

April 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q.1 (A) Answer the following questions on any one in brief

1. What is Microfinance? How is it useful for poverty alleviation? (14)

OR

1. Describe the contribution of Muhammad Yunus in detail for Developing Economy

(B) Write Answers in One or Two sentences on following.

1. What is the name of Muhammad Yunus's autobiography? (4)
2. In which year Muhammad Yunus received NOBEL Peace Prize?
3. Give the name of NGO who works on Micro-finance in India?
4. "Atal Bihari Vajpayee "Died on which date?

Q.2 (A) Answer the following questions of any one in brief

1. BBC is still able to maintain the credibility and authenticity-How? Explain with examples. (14)

OR

1. BBC contribution to the India's broadcasting history – Write in Detail

(B) Write Answers in One or Two sentences of following.

1. BBC was founded on which date? (4)
2. Why BBC is a Public Broadcast Corporation?
3. When did BBC start its web channel in Gujarati?
4. Who is William Mark Tully?

Q.3 (A) Answer the following questions of any one in brief

1. Describe the ethical aspects of Gandhiji's journalism in today's context. (14)

OR

- 1 Gandhiji practiced Peace Journalism - Describe & Justify

(B) Write Answers in One or Two sentences of following.

1. Gandhiji Visited Broadcasting house in Delhi once - Yes or No (3)
2. Originally Navjeevan was started by Whom & When?
3. In Which year Gandhiji wrote his Autobiography?

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