

2707-2025-26

SY. BVOC SY. BVOC
full set

2024-25

(1)

(1)

Savitribai Phule Pune University
Anekant Education Society's
Tuljaram Chaturchand College, Baramati
B.Voc. Food Processing and Post-Harvest Technology
Backlog Semester Examination, March/April 2024-2025
Semester IV, Paper FP-12, Food Chemistry II

Time: 2:00 Hours

Marks: 50

Instructions to candidate: 1. All questions are compulsory.
2. Draw neat labelled diagrams wherever necessary.

Q.1. Answer the following questions and fill in the blanks wherever necessary (13M)

- _____ is a disease caused by deficiency of Iodine.
- MSG stands for _____.
- _____ stops oxidation of food products.
- _____ are compounds that forms complexes with metal ions.
- _____ is a universal solvent.
- _____ is a green-colored pigment.
- Define Osteoporosis
- Define Anemia
- What are Flavour enhancers?
- Define Hysteresis
- What is Hygroscopicity?
- Define Emulsion
- Define solvent

Q.2. Answer any one of the following.

(5M)

- Explain in brief antioxidants
- Describe in detail sorption isotherm

Q.3. Write short notes on any two of the following.

(10M)

- Solutions
- Phase diagram of water
- Chlorophyll

Q.4. Answer any two of the following.

(10M)

- Define Food Additive and write about humectants and anti-caking agents
- Explain in detail structure of Ice
- Describe in detail importance of water for living beings

Q.5 Write an essay on any one of the following.

(12M)

- Enlist major & minor minerals and explain any four major minerals in detail.
- Define Pigments and Give a detailed account on Flavonoids

Exam. Seat No.

Total No. of Questions: 3

Total No. of Pages: 1

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Class: - S.Y. B.Voc
Subject: - Dairy Technology
Semester: - III
Course Code: DRT-201-MJM, Course Title: -Dairy Processing Equipment
(NEP Pattern)

Time: One Hour

(No. of Credits 02)

Max. Marks: 30

Instructions to the candidates: (If any)

- i. All questions are compulsory.
- ii. Draw neat labeled diagrams wherever necessary.

Q1. (A) Attempt each of the following

(1Mark each)

- (i) _____ is known as father of pasteurization.
- (ii) FSSAI stands for _____
- (iii) Thermoplastics are manufactured by process called _____.
- (iv) _____ is mostly used for making milk cans.

(B) Attempt each of the following

(2 Marks each)

- (i) Write down the merits & demerits of homogenization
- (ii) Define aseptic packaging.
- (iii) What is sterilization?

Q2. Attempt any four of the following

(3 Marks each)

- (i) Write a short note on factors affecting homogenization.
- (ii) Describe in detail about Storage tank.
- (iii) Write note on CIP.
- (iv) Explain about installation & maintenance of pipes & fitting.
- (v) Give a short note on indirect UHT plant.
- (vi) Explain in detail about materials commonly used in dairy industry.

Q3. Attempt any two of the following

(4 Marks each)

- (i) Explain in detail about batch sterilization.
- (ii) Describe in detail about working & maintenance of milk reception equipment.
- (iii) Write in detail about Homogenization.
- (vi) Give a brief account on Can Washer.

Exam Seat No.

Total No. of Questions: 3

Total No. of Pages: 1

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Class- S.Y. B.Voc
Subject: - Food Processing & Post Harvest Technology
Semester: - III
Course Code: FTR-201-MJM, Course Title- Processing of Fruits & Vegetables
(NEP Pattern)

Time: One Hour

(No. of Credits 02)

Max. Marks: 30

Instructions to the candidates: (If any)

- i. *All questions are compulsory.*
- ii. *Draw neat labeled diagrams wherever necessary.*

Q1. (A) Attempt each of the following (1Marks each)

- (i) The TSS of Jam Marmalade is _____
- (ii) The process of removal of air from cans is known as _____
- (iii) BIS stands for _____
- (iv) _____ is known as Father of Canning

(B) Attempt each of the following (2 Marks each)

- (i) Define Climacteric fruits with its examples
- (ii) What is meant by Food Quality?
- (iii) Write any four Maturity indices

Q2. Attempt any four of the following (3 Marks each)

- (i) Write note on Transportation.
- (ii) Describe the processing of Jam.
- (iii) Define ripening & explain it with flow chart
- (iv) Explain in detail about FSSAI
- (v) Write sensory characteristics of fruits and vegetables in food industry
- (vi) Give brief account on ketchup processing

Q3. Attempt any two of the following (4 Marks each)

- (i) Write advantages and disadvantages of Osmotic dehydration
- (ii) Describe in detail about processing of Canning
- (iii) Give short note on utilization of Fruits waste in industry.
- (iv) Write essay on Controlled atmosphere packaging

Total No of Questions: 3.
Total No of Pages: 2

Exam Seat No:

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune

Semester End Examination of Oct/Nov-2024

Class- S.Y.B.Voc. Journalism and Mass Communication

Semester: III

Subject: JMC-201- MJM: Advance News Reporting and Editing
(NEP Pattern)

Time: 1.00 hr.

(No. of Credits 02)

Max. Marks: 30

Instruction: All Questions are compulsory

Q.1 (A) Attempt each of following.

(1 marks each)

1. What is soft news
2. What is Sport News?
3. What is informal interview
4. Who is stringer

(B) Attempt each of following.

(2 marks each)

1. What is news story
2. Who is correspondent
3. What are the news values

Q.2. Attempt any four of following.

(3 marks each)

1. What is gate-keeping? Explain with examples.
2. What is political reporting? Explain.
3. Why research is necessary for good interview?
4. What is documentary review? Write with examples.
5. What is photo-feature? Explain with examples.
6. What is information graphics? Explain with examples.

Q.3. Attempt any two of following.

(4 marks each)

1. How do you conduct interview of famous personality? Explain.
2. What is editorial? Write its importance.
3. What is science journalism? Write the principles of science journalism.
4. What do you mean film reviews? How it writes for print media?

प्रश्न १. (अ) खालीलपैकी सर्व प्रश्नांची उत्तरे लिहा.

(प्रत्येकी १ गुण)

1. बीट रिपोर्टिंग म्हणजे काय?
2. रिपोर्टर म्हणजे काय ?
3. मुलाखत म्हणजे काय?
4. वृत्त संपादक म्हणजे काय ?

(ब) खालीलपैकी सर्व प्रश्नांची उत्तरे लिहा.

(प्रत्येकी २ गुण)

1. बातमी काय आहे?
2. वार्ताहर कोण असतो?
3. बातम्यांची मूल्ये कोणती ?

प्रश्न क्र. २ खालीलपैकी कोणत्याही चार प्रश्नांची उत्तरे लिहा.

(प्रत्येकी ३ गुण)

1. गेट कीपिंग म्हणजे काय? उदाहरणासह स्पष्ट करा.
2. राजकीय वृत्तांकन म्हणजे काय? स्पष्ट करा.
3. चांगल्या मुलाखतीसाठी संशोधन करणे का गरजेचे आहे?
4. माहितीपट समीक्षा म्हणजे काय? उदाहरणासह स्पष्ट करा.
5. फोटो फिचर म्हणजे काय? उदाहरणासह स्पष्ट करा.
6. माहितीप्रदान ग्राफिक्स म्हणजे काय? उदाहरणासह स्पष्ट करा.

प्रश्न क्र. ३ खालीलपैकी कोणत्याही दोन प्रश्नांची उत्तरे लिहा.

(प्रत्येकी ४ गुण)

1. प्रसिद्ध व्यक्तीची मुलाखत तुम्ही कशी घ्याल? स्पष्ट करा.
2. संपादकीय म्हणजे काय? त्याचे महत्व स्पष्ट करा.
3. विज्ञान पत्रकारिता म्हणजे काय? विज्ञान पत्रकारितेची तत्वे स्पष्ट करा.
4. चित्रपट समीक्षा म्हणजे काय? मुद्रित माध्यमांसाठी त्याचे लेखन कसे केले जाते?

Total No. of Questions – 3]

[Total No. of Printed Pages – 1

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune
 Class - S.Y. B. Voc Retail Management (Pattern 2023)

Subject – (RTM-202-MJM) Principles of Finance-I
 (Semester III) Examination Oct/Nov., 2024-25 (Regular)

Time – Allowed 1.00 Hour]

(No. of Credits 02)

[Maxi. Marks – 30

Instructions: - i) All questions are compulsory.

ii) Figures to the right indicate full marks.

Q. 1 A) Fill in the blanks:

4x1= (04)

1. The post of _____ manager in a company is a key position .
 A) Finance B) Marketing
 C) HR D) Sales
2. IPO stands for _____.
 A) Initial Public Offering B) Internal Public Offering
 C) Initial Private Offering D) Initial Public Outstanding
3. Capital of a Company is split into smaller units termed as _____.
 A) Shares B) Finance
 C) Accounting D) Debentures
4. Equity shares are also term as _____.
 A) Ordinary Shares B) Uncommon Shares
 C) Capital Shares D) None of these

B) Write the answer in one sentence:

3x2= (06)

1. Define term Financial Management
2. Define the concept Shares
3. CFO stands for?

Q.2 Attempt any four of the following:

4x3 = (12)

1. Importance of Financial Planning.
2. Finance Function.
3. Types of Equity Shares.
4. Atmanirbhar Bharat Abhiyan (Self-Reliant India Campaign).
5. Pradhan Mantri Mudra Yojana.
6. Objectives of Financial Management.

Q. 3 Attempt any two of the following:

2x4 =(08)

1. IPO.
2. Internal Sources of Finance.
3. Debentures.
4. Role of Finance Manager.

Exam. Seat No.

Total No. of Questions: 3

Total No. of Pages: 1

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune

Class: - S.Y. B.Voc

Subject: - Dairy Technology

Semester: - III

Course Code: DRT-202-MJM, Course Title: - Fermented Milk Products

(NEP Pattern)

Time: 01 Hour

(No. of Credits 02)

Max. Marks: 30

Instructions to the candidates: (If any)

- i. All questions are compulsory
- ii. Draw a neat labeled diagram wherever necessary

Q1. (A) Attempt each of the following

(1Mark each)

- 1) Define Fermentor
- 2) Dahi contains _____ % fat
- 3) Process of dipping cheese in melted paraffin for few seconds is also called as _____
- 4) Define Mishti Dahi

(B) Attempt each of the following

(2Marks each)

- 1) What is Pasteurization
- 2) Explain Milling
- 3) Describe Coagulation

Q2. Attempt any four of the following-

(3Marks each)

- 1) Write note on Western fermented milk products
- 2) Explain working of Fermentor with neat labelled diagram
- 3) Write note on Yakult
- 4) Explain manufacturing method of Lassi
- 5) Explain importance of fermented milk products
- 6) Write about role and function of starter culture

Q3. Attempt any two of the following

(4Marks each)

- 1) Explain classification of cheese
- 2) Describe manufacturing method of Dahi
- 3) Write note on method of manufacturing of kefir
- 4) Explain manufacturing method of mozzarella cheese.

Exam Seat No.

Total No. of Questions: 3

Total No. of Pages: 1

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune

Class: SY B.Voc

Subject: Food Processing & Post Harvest Technology
Semester III

Course Code: FTR-201-MJM Course Title: Food Chemistry
(NEP Pattern)

Time: 1.00 Hour

(No. of Credits 02)

Max. Marks:30

Instructions to the candidates:

- i. All questions are compulsory.
- ii. Draw neat and labelled diagram wherever necessary.

Q. 1 (A) Fill in the blanks and write very short answer (1 Marks each)

- (i) Glucose is an aldohexos while fructose is a.....
- (ii) The carbohydrates with a single sugar unit are called.....
- (iii) Proteins which give support to the tissues are calledproteins
- (iv) Haemoglobin is an example of a protein

Q. 1 (B) Write short notes on each of the following. (2 Marks each)

- (i) Classification of lipids
- (ii) Amylopectin.
- (iii) Structure of glycine and alanine

Q. 2 Answer any four of the following (3 Marks each)

- (i) Give a brief account on structural organization of proteins
- (ii) Write Chemical Properties of lipids
- (iii) Describe Physico-Chemical properties of Carbohydrates in brief.
- (iv) Explain mechanism of Enzyme Action
- (v) Write structure of triglyceride
- (vi) Define and classify the vitamins

Q. 3 Answer any two of the following. (4 Marks each)

- (i) Write note on enzyme nomenclature
- (ii) Write Dietary Sources, Physiological Functions, Deficiency Diseases & Hyper-vitaminosis Symptoms of Vitamin A and D?
- (iii) Describe in brief functional properties of protein.
- (iv) Explain simple protein and their examples.

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune
Semester End Examination ~~XXXXXXXXXX~~
Class- S.Y.B.Voc. Journalism and Mass Communication
Semester: III

Subject: JMC-202- MJM: Screenplay Writing
(NEP Pattern)

Time: 1.00 hr.

(No. of Credits 02)

Max. Marks: 30

Instruction: All Questions are compulsory

Q 1. (A) Choose correct option of the following (1 marks each)

1. What is the purpose of focusing on 'The One-Liner' when developing screenplay ideas?
 - a) To summarize the entire screenplay in a concise way
 - b) To create dialogue for the characters
 - c) To identify scene transitions
 - d) To design the poster of the movie
2. What is a linear chain of events in a story?
 - a) Events happening randomly
 - b) Events connected by time and cause-effect
 - c) Only main events are connected
 - d) Events occurring without logic
3. What is the key difference between a story and a narrative?
 - a) Story is about visuals, narrative is about sound
 - b) Story is what happens, narrative is how it is told
 - c) Story is shorter than a narrative
 - d) There is no difference
4. What is sub-text in dialogue?
 - a) The literal meaning of dialogue
 - b) Hidden or underlying meaning in dialogue
 - c) The physical appearance of the speaker
 - d) The tone of the dialogue

(B) Attempt each of the following (2 marks each)

1. What is the primary purpose of a screenplay as a technical document?
2. How does character motivation shape the narrative of a story?
3. Why is visually motivated scene construction important in a screenplay?

Q.No. 2. Attempt any four of the following (3marks each)

1. Discuss how a screenplay differs from other forms of writing, focusing on its visual nature.
2. Why is 'Just Write' an essential rule in screenplay writing?
3. What is the difference between a main plot and a sub-plot in a narrative? Provide examples.
4. How does using 'show, don't tell' enhance a screenplay?
5. Discuss the role of emotional quotient and back story in building strong, relatable characters.
6. Describe the setup, conflict, and resolution in the structure of a story.

Q.No. 3. Attempt any two of the following. (4 marks each)

1. Discuss how space-time and cause-effect relationships build a cohesive story.
2. Explain the internal and external construction of scenes with examples from popular films.
3. Discuss the art of writing memorable dialogue with examples from famous films.
4. Explain the process of developing a strong 'One-Liner' and its role in shaping a screenplay.

प्रश्न १. (अ) खालीलपैकी योग्य पर्याय निवडा

(प्रत्येकी १ गुण)

1. स्क्रीनप्ले कल्पनांची विकास करताना 'द वन-लाइनर' वर लक्ष केंद्रित करण्याचे उद्दिष्ट काय आहे?
 - a) संपूर्ण स्क्रीनप्लेचा सारांश संक्षिप्तपणे देणे
 - b) पात्रांसाठी संवाद तयार करणे
 - c) दृश्य संक्रमण ओळखणे
 - d) चित्रपटाचे पोस्टर डिझाइन करणे
2. कथेतील घटनांची रेखीय शृंखला म्हणजे काय?
 - a) घटनांचे अनियंत्रित घडणे
 - b) वेळ आणि कारण-परिणामाने जोडलेले घटनाबंध
 - c) फक्त मुख्य घटनांचा संबंध असणे
 - d) तार्किकते शिवाय घडणाऱ्या घटना
3. कथा आणि कथन यामध्ये मुख्य फरक काय आहे?
 - a) कथा दृश्यांबद्दल असते, कथन ध्वनीबद्दल असते
 - b) कथा म्हणजे काय घडते, कथन म्हणजे ते कसे सांगितले जाते
 - c) कथा कथनापेक्षा लहान असते
 - d) फरक नाही
4. संवादातील 'अंतर्भाव' म्हणजे काय?
 - a) संवादाचा शब्दशः अर्थ
 - b) संवादामधील लपलेला किंवा अंतर्गत अर्थ
 - c) वक्त्याचा शारीरिक देखावा
 - d) संवादाचा टोन

(ब) खालीलपैकी सर्व प्रश्नांची उत्तरे लिहा.

(प्रत्येकी २ गुण)

1. पटकथा एक तांत्रिक दस्तऐवज म्हणून काय उद्दिष्ट ठेवते?
2. पात्रांच्या प्रेरणेतून कथा कशी घडवली जाते?
3. पटकथेमध्ये दृश्यप्रेरित दृश्य निर्मिती महत्वाची का आहे?

प्रश्न क्र. २ खालीलपैकी कोणत्याही चार प्रश्नांची उत्तरे लिहा.

(प्रत्येकी ३ गुण)

1. पटकथा लेखन इतर लेखन प्रकारापेक्षा कसे वेगळे आहे, विशेषतः दृश्यात्मक दृष्टिकोनातून चर्चा करा.
2. पटकथा लेखनात 'फक्तलिहा' हा नियम का महत्वाचा आहे?
3. मुख्य कथानक आणि उपकथानक यातील फरक उदाहरणे देऊन स्पष्ट करा..
4. 'दर्शवा, सांगूनका' हा सिद्धांत पटकथेला कसा सुधारतो?
5. पात्रांना सामर्थ्यशाली आणि सुसंगत बनवण्यासाठी भावनिक बुद्धिमत्ता आणि पार्श्व कथेचे महत्त्व सांगा.
6. कथेच्या रचनेतील मांडणी, संघर्ष आणि निराकरण यांचे वर्णन करा.

प्रश्न क्र. ३ खालीलपैकी कोणत्याही दोन प्रश्नांची उत्तरे लिहा.

(प्रत्येकी ४ गुण)

1. अवकाश-काल आणि कारण-परिणाम संबंध एकत्रित कथा कशी तयार करतात यावर चर्चा करा.
2. दृश्यांची अंतर्गत आणि बाह्य बांधणी स्पष्ट करा, लोकप्रिय चित्रपटांतील उदाहरणे द्या.
3. प्रसिद्ध चित्रपटांतील उदाहरणे देऊन लक्षात राहणारे संवाद लिहिण्याचे कौशल्य स्पष्ट करा.
4. प्रभावी 'एक वाक्य कथा' तयार करण्याची प्रक्रिया आणि त्याचे पटकथेच्या घडणीत असलेले महत्त्व स्पष्ट करा.

Total No. of Questions -3]

[Total No. of Printed Pages - 01

Seat No.-

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
[Autonomous]

Affiliated to Savitribai Phule Pune University, Pune
S.Y. B. Voc. Retail Management (NEP-2020)
(RTM-211-MN) Principles of Management I
(Sem.-III)
(Pattern 2023)
(No of Credits -2)

Time- 1.00 Hours]

[Max. Marks-30

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.

Q.1. A] Fill in the Blanks

4×1= 04

- a) The first step in the planning process is to establish _____
a) Goals b) Objectives
c) Strategy d) None of the above
- b) The _____ analysis is a tool used in strategic planning to assess internal strengths and weaknesses, and external opportunities and threats
A) SWOT B) SWOC C) TWOS D) TWO
- c) Determine the _____ needed to achieve the objectives, including human, financial, and physical resources.
a) Identifying Resources b) Human
c) Financial d) None of the above
- d) Planning is the process of setting _____ and determining how to achieve them.
a) Goals b) Objectives
c) Strategy d) None of the above

B] Answer in one sentence.

- a) Define Management b) Define Planning.
c) Define forecasting.

3×2= 06

Q.2. Answer the following [Any 4]

- a) Management process
b) Limitations of planning
c) Delegation of authority.
d) Importance of Management
e) Types of organization process
f) Steps in planning

4×3= 12

Q. 3. Answer the following [Any 2]

- a) Importance of planning
b) Role of Manager
c) F W Taylor Theory
d) Forecasting

2×4= 08

Total No of Questions: 3.
Total No of Pages: 2

Exam Seat No:

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Semester End Examination of
Class- S.Y.B.Voc. Journalism and Mass Communication
Semester: III
Subject: JMC-211- MN: Introduction to Video Making
(NEP Pattern)

Time: 1.00 hr.

(No. of Credits 02)

Max. Marks: 30

Instruction: All Questions are compulsory.

Q.1(A) Attempt each of the following.

(1 Mark each)

1. What is the purpose of a storyboard?
2. Name one camera shot.
3. Define concept development in short video writing.
4. What is the role of a budget in pre-production?

Q.1(B) Attempt each of the following.

(2 Marks each)

1. Mention two types of visual storytelling.
2. How do camera movements impact video storytelling?
3. Explain the significance of blocking in video production.

Q.2) Attempt any four of the following.

(3 Marks each)

1. What is the importance of revising a script in video writing?
2. Explain the use of different camera shots in visual storytelling.
3. How do you develop a story for a short video?
4. What are the roles and responsibilities in a video production team?
5. Discuss the importance of casting in video production.
6. Explain the process of creating a shooting schedule for a short video.

Q.3) Attempt any two of the following.

(4 Marks each)

1. Discuss your perspective on the marathi Bigg Boss reality show.
2. What is your perspective on Reels from social media platforms?
3. Write a short note on casting.
4. Write your analysis of any short video on media platforms that you liked.

मराठी भाषांतर

सूचना: सर्व प्रश्न अनिवार्य आहेत.

Q.1(A) खालीलपैकी सर्व प्रश्नांची उत्तरे लिहा.

(प्रत्येकी १ गुण)

1. स्टोरीबोर्डचा उद्देश काय आहे?
2. एक कॅमेरा शॉट सांगा.
3. लघूचित्र लेखनात संकल्पना विकासाची व्याख्या करा.
4. प्री-प्रॉडक्शनमध्ये बजेटचे महत्त्व काय?

Q.1(B) खालीलपैकी सर्व प्रश्नांची उत्तरे लिहा.

(प्रत्येकी २ गुण)

1. दृश्यकथनाचे दोन प्रकार सांगा.
2. कॅमेऱ्याच्या हालचालींचा व्हिडिओ कथा सांगण्यावर कसा परिणाम होतो?
3. व्हिडिओ निर्मितीमध्ये ब्लॉकिंगचे महत्त्व स्पष्ट करा.

Q.2) खालीलपैकी कोणत्याही चार प्रश्नांची उत्तरे लिहा.

(प्रत्येकी ३ गुण)

1. व्हिडिओ लेखनात स्क्रिप्टमध्ये सुधारणा करण्याचे महत्त्व काय आहे?
2. व्हिज्युअल स्टोरीटेलिंगमध्ये वेगवेगळ्या कॅमेरा शॉट्सचा वापर स्पष्ट करा.
3. लहान व्हिडिओसाठी तुम्ही कथा कशी विकसित करता?
4. व्हिडिओ प्रॉडक्शन टीममध्ये भूमिका आणि जबाबदाऱ्या काय आहेत?
5. व्हिडिओ निर्मितीमध्ये कास्टिंगच्या महत्त्वाची चर्चा करा.
6. लहान व्हिडिओसाठी शूटिंग शेड्यूल तयार करण्याची प्रक्रिया स्पष्ट करा.

Q.3) खालीलपैकी कोणत्याही दोन प्रश्नांची उत्तरे लिहा.

(प्रत्येकी ४ गुण)

1. मराठी बिग बॉस रिअॅलिटी शोबद्दल तुमचे विचार व्यक्त करा.
2. सोशल मीडिया प्लॅटफॉर्मवरील रिल्सचे तुमच्या शब्दात विश्लेषण करा.
3. पात्र निवड यावर टीप लिहा.
4. मीडिया प्लॅटफॉर्मवरील तुम्हाला आवडलेल्या कोणत्याही लघूचित्राचे विश्लेषण करा.

Total No. of Questions -3]

[Total No. of Printed Pages - 01

Seat No.-

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
[Autonomous]

Affiliated to Savitribai Phule Pune University, Pune
S.Y. B. Voc. Retail Management (NEP-2020)
(RTM-211-MN) Principles of Management I
(Sem.-III)
(Pattern 2023)
(No of Credits -2)

Time- 1.00 Hours]

Instructions: - i) All questions are compulsory.

[Max. Marks-30

ii) Figures to the right indicate full marks.

Q.1. A] Fill in the Blanks

4×1= 04

- a) The first step in the planning process is to establish _____
a) Goals
b) Objectives
c) Strategy
d) None of the above
- b) The _____ analysis is a tool used in strategic planning to assess internal strengths and weaknesses, and external opportunities and threats
A) SWOT
B) SWOC
C) TWOS
D) TWO
- c) Determine the _____ needed to achieve the objectives, including human, financial, and physical resources.
a) Identifying Resources
b) Human
c) Financial
d) None of the above
- d) Planning is the process of setting _____ and determining how to achieve them.
a) Goals
b) Objectives
c) Strategy
d) None of the above

B] Answer in one sentence.

- a) Define Management
c) Define forecasting.

b) Define Planning.

3×2= 06

Q.2. Answer the following [Any 4]

- a) Management process
b) Limitations of planning
c) Delegation of authority.
d) Importance of Management
e) Types of organization process
f) Steps in planning

4×3= 12

Q. 3. Answer the following [Any 2]

- a) Importance of planning
b) Role of Manager
c) F W Taylor Theory
d) Forecasting

2×4= 08

Total No. of Questions – 3]

[Total No. of Printed Pages – 02]

Seat No:

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

Semester III Examination
B.VOC ECD-211-MN

Subject:-E-Commerce Website Designs

[Time Allowed- 01 Hour]

[Max. Marks-30]

- Instructions:** - i) All questions are compulsory.
ii) Figures to the right indicate full marks.
iii) Draw a neat labeled diagram

(4)

Q.1. (A) Choose the correct alternative.

- 1) Which of the following is essential for user experience on an e-commerce site?
 - A) High-quality images
 - B) Long loading times
 - C) Complicated navigation
 - D) Inconsistent branding
- 2) What is a common consequence of failing to comply with PCI standards?
 - A) Increased website traffic
 - B) Legal penalties and fines
 - C) Enhanced user experience
 - D) Improved site speed
- 3) Which of the following is NOT a common e-commerce platform?
 - A) Shopify
 - B) Magento
 - C) WordPress
 - D) Photoshop
- 4) What is the term for the process of optimizing a website to rank higher in search engine results?
 - A) SEO (Search Engine Optimization)
 - B) SEM (Search Engine Marketing)
 - C) PPC (Pay-Per-Click)
 - D) SMM (Social Media Marketing)

Exam. Seat No.

Total No. of Questions: 3

Total No. of Pages: 1

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune

Class- S.Y. B.Voc

Subject- Dairy Technology

Semester: - III

Course Code: DRT-211-MN, Course Title: Dairy Chemistry

Time: One Hour

(No. of Credits 02)

Max. Marks: 30

Instructions to the candidates: (If any)

- i. *All questions are compulsory.*
- ii. *Draw neat labeled diagrams wherever necessary.*

Q1. (A) Attempt each of the following (1Marks each)

- (i) Total solids in a milk is the Sum of _____ and _____.
- (ii) _____ & _____ are the primary source of milk.
- (iii) Freshly drawn milk is _____ in nature.
- (iv) _____ is disaccharides present in milk as major milk sugar.

(B) Attempt each of the following (2 Marks each)

- (i) Describe Milk
- (ii) Explain Carbohydrate
- (iii) Write about Vitamins

Q2. Attempt any four of the following (3 Marks each)

- (i) Write a short note on classification of carbohydrate.
- (ii) Explain about bovine colostrum.
- (iii) Write note on classification of vitamins.
- (iv) Explain any four breeds of cow.
- (v) Give a short note on coagulation of milk with heat.
- (vi) Write down the difference between fat soluble & water-soluble vitamins.

Q3. Attempt any two of the following (4 Marks each)

- (i) Classify the lipids.
- (ii) Describe in detail about classification of proteins.
- (iii) Write in detail about factors affecting composition of milk.
- (iv) Give a brief account on physico-chemical properties of milk.

Exam Seat No.

Total No. of Pages: 1

Total No. of Questions: 3

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune
Class- S.Y. B.Voc

Subject: - Food Processing & Post Harvest Technology
Semester: - III

Course Code: FTR-211-MN, Course Title: Plantation Crop
(NEP Pattern)

Time: 01.30 Hours

(No. of Credits 02)

Max. Marks: 30

Instructions to the candidates: (If any)

- i. All questions are compulsory.
- ii. Draw neat labeled diagrams wherever necessary.

Q1. (A) Attempt each of the following

(1 Marks each)

- (i) The scientific name of cocoa is _____.
- (ii) Define plantation crop.
- (iii) Define spices
- (iv) Eugenol oil is present in ----- spice.

(B) Attempt each of the following

(2 Marks each)

- (i) Write down the scope of plantation crop.
- (ii) Enlist the benefits of mix cropping
- (iii) Enlist the uses of turmeric

Q2. Attempt any four of the following

(3 Marks each)

- (i) Short note on types of major crop.
- (ii) Explain the uses of saffron.
- (iii) Write down the note on cocoa processing.
- (iv) Explain the rice as a plantation crop
- (v) Describe difference between inter & mix cropping
- (vi) Write down the composition of tea

Q3. Attempt any two of the following

(4 Marks each)

- (i) Write a note on garlic as minor spice.
- (ii) Describe the coffee processing
- (iii) Explain the inter cropping system.
- (iv) Write down the importance of plantation crop

Seat No:

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
Semester-III Examination

Class - S.Y.B.Voc Retail Management (Pattern-2022)
Subject – (UBRM231) Business Accounting

[Maxi. Marks – 50]

Time – Allowed 2.30 Hours]

Instructions: - i) All questions are compulsory.
 ii) Figures to the right indicate full marks.

(08)

Q.1 (A) Fill in the blanks.

1. A _____ is concerned with money or money's worth.
 - a) Transaction
 - b) Account
 - c) Billing
 - d) Sales
2. The double entry system is based on _____ aspect concept
 - a) single
 - b) trail
 - c) double
 - d) None of the above
3. A purchase of buffalo in cash should be debited to _____.
 - a) Livestock A/c
 - b) Goods A/c
 - c) Bank A/c
 - d) Cash A/c
4. Money value or the reputation of business is known as _____.
 - a) Copyright
 - b) Goodwill
 - c) Patent
 - d) Trademark
5. Royalty on production is a _____ expenses.
 - a) Direct
 - b) Indirect
 - c) Capital
 - d) None of them
6. Outstanding expenses is a _____ account.
 - a) Real
 - b) Personal
 - c) Nominal
 - d) None of them
7. Goods taken by proprietor for his personal use should be debited to _____.
 - a) Drawing A/c
 - b) Goods A/c
 - c) Personal A/c
 - d) Business A/c
8. All items of income are shown on the credit side of the _____ A/c
 - a) Balance Sheet
 - b) Profit & Loss A/c
 - c) Trading A/c
 - d) None of them

(B) Classify the following Accounts into Personal, Real & Nominal Account

(05)

Copyright A/c	Salary A/c,
Bank A/c	Stationary A/c
Capital A/c	

Q.2 Short Note (Any 2)

(10)

- 1) Cross cheque & Bearer Cheque
- 2) Book-keeping
- 3) Balance Sheet

Q. 3 Journalise the following transactions in the books of Rajesh Store (12)

2023 April

- 1 Commenced business with cash – 1,10,000
- 4 Purchased goods for cash – 40,000
- 6 Sold goods for cash – 50,000
- 9 Deposited into Bank of India- 60,000
- 14 Purchased goods from Avinash 10,000
- 16 Drew cash for personal use- 2,000
- 19 Purchased furniture for cash 21,000
- 27 Paid salaries- 2,000.

Q. 4 From the following trail balance of Shreya Enterprises you are require to prepare Trading A/c, Profit & Loss A/c for the year ending on 31st March, 2023 and Balance Sheet as on that date. (15)

Trail Balance as on 31st March, 2023

Particulars	Debit	Credit
Bills receivable		
Sundry Debtors	3,000	
Drawings	15,000	
Salaries	6,000	
Wages	7,500	
Purchases	4,600	
Opening Stock	92,700	
Postage & Telegram	11,500	
Insurance	2,200	
Printing & Stationary	2,400	
Carried Inward	3,600	
Furniture & Fixtures	900	
Loose Tools	9,500	
Plant & Stationary	7,000	
Investment	15,000	
Office Rent (10 months)	10,000	
Cash in hand	6,000	
Capital	8,100	
Sales		
Creditors		45,000
Bills payable		1,40,000
Reserve for doubtful debts		15,000
Dividend Received		2,000
Purchase Return		400
		2,400
		200
Total	2,05,000	2,05,000

Adjustment:

- 1) Closing stock was valued of Rs. 24,500 while its market price is Rs. 25,400
- 2) Depreciate plant and machinery by 10% p.a. and loose tools were revalued at Rs. 6650.
- 3) Insurance is paid for the year ended 30th Sept., 2023
- 4) Create Reserve for doubtful debts at 5% on Sundry debtors.

Savitribai Phule Pune University
Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Department of Dairy Technology
S. Y. B. Voc. Dairy Technology

Semester Examination ~~2022-2023~~
Semester III, Paper No: UBDT – 233; Nutrition Science

Max. Marks: 50

Time: 02 Hours

Instructions to the candidates: (If any)

- i. All questions are compulsory
- ii. Draw a neat labeled diagram wherever necessary

Q.1 Attempt the following (Short answer questions).

(13)

- 1) -----Minerals are required in small quantities
- 2) -----is the pathological state resulting from a relative or absolute lack of an individual nutrient.
- 3) What is Food?
- 4) Define Health.
- 5) Define nutrients.
- 6) ----- is the condition when all the required nutrients are met.
- 7) -----is one which includes a variety of foods in adequate amounts and correct proportions to meet the day's requirements of all essential nutrients such as proteins, carbohydrates, fats, vitamins, minerals, water, and fiber.
- 8) What you eat and drink is -----
- 9) Protective food group include ----- foods
- 10) Define Nutrition
- 11) -----is a mixture of amylase and Amylopectin
- 12) Vitamin B₂ is also called as -----
- 13) Define minerals.

Q.2 Answer any one of the following.

(05)

- 1) Write about vitamin C
- 2) Write a note on vitamin B₁.

Q.3 Write short notes on any two of the following.

(10)

- 1) Types of Carbohydrates
- 2) Meal planning
- 3) Function of proteins

Q.4 Answer any two of the following.

(10)

- 1) Write a balance diet for school going children with details
- 2) Explain effect of cooking on vitamin
- 3) Write sources and function of fats.

Q.5 Write an essay on any one of the following

(12)

- 1) Food groups
- 2) Proteins

Total No of Questions: 5.

Total No of Pages: 4

Exam Seat No:

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune
Class- S.Y.B. Voc. Journalism and Mass Communication

Semester: III

Subject: UBJM-233 Introduction to Radio
(2022 Pattern)

(No. of Credits 04)

Time: 2.00 hr.

Marks: 50

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.

Q.1A) Choose the appropriate option.

(07 Marks)

1. When was All India Radio (AIR) established?
a) 1947 b) 1936 c) 1950 d) 1927
2. Which of the following is NOT a characteristic of radio?
a) Audio-based medium b) Requires visual elements
c) Instant reach d) Portable
3. Which radio format is primarily used for social awareness and community engagement?
a) Community Radio b) Satellite Radio
c) Commercial Radio d) Internet Radio
4. What is the main role of a radio presenter?
a) Writing scripts only b) Delivering news and engaging the audience
c) Managing advertisements d) Editing video content
5. What does FM stand for in radio broadcasting?
a) Frequency Mode b) Fast Modulation
c) Frequency Modulation d) Frequency Movement
6. Which of the following is an example of a digital platform for radio broadcasting?
a) YouTube b) Spotify
c) Television d) Newspaper
7. What is the purpose of voice modulation in radio broadcasting?
a) To make the voice sound robotic
b) To maintain audience engagement and clarity
c) To add unnecessary variations in speech
d) To reduce the volume of the broadcast

Q.1B) Give the answers in one line.

(06 Marks)

1. What are the primary functions of radio?
2. Mention any one quality of a good radio presenter.
3. What is jingle?
4. Write a two name of popular RJs in Radio City.
5. What is copy?
6. Who presented Binaca Geetmala?

Q2. Answer any one of the following:

1. Explain the type of radio interview?
2. Write about history of radio in India?

(05 Marks)

Q3. Write short notes on any two of the following:

1. AIR
2. News Service Division (NSD)
3. Community Radio

(10 Marks)

Q4. Answer any two of the following:

1. Explain the characteristics of Radio
2. Describe types of radio transmission
3. Write a difference between AM and FM

(10 Marks)

Q.5 Write an essay on any one of the following:

1. The evolution and impact of Radio in India.
2. The role of Radio in the digital age.

(12 Marks)

मराठीत भाषांतर

(७ गुण)

प्र. १अ) योग्य पर्याय निवडा.

१) आकाशवाणीची (AIR) स्थापन कधी झाली?

अ) १९४७

ब) १९३६

क) १९५०

ड) १९२७

२) खालीलपैकी कोणते रेडिओचे वैशिष्ट्य नाही?

अ) ध्वनी-आधारित माध्यम

ब) दृश्य घटक आवश्यक आहेत

क) त्वरित पोहोच

ड) पोर्टेबल

३) खालीलपैकी कोणता रेडिओ प्रकार प्रामुख्याने सामाजिक जागरूकता आणि समुदाय सहभागासाठी वापरला जातो?

अ) कम्युनिटी रेडिओ

ब) सॅटेलाइट रेडिओ

क) व्यावसायिक रेडिओ

ड) इंटरनेट रेडिओ

४) रेडिओ सादरकर्त्याची मुख्य भूमिका काय आहे?

अ) फक्त स्क्रिप्ट लिहिणे

ब) बातम्या देणे आणि प्रेक्षकांना गुंतवून ठेवणे

क) जाहिरातींचे व्यवस्थापन करणे

ड) व्हिडिओ संपादन करणे

५) एफएम (FM) रेडिओ ब्रॉडकास्टिंग मध्ये काय दर्शवते?

अ) फ्रिक्वेन्सी मोड

ब) फास्ट मॉड्युलेशन

क) फ्रिक्वेन्सी मॉड्युलेशन

ड) फ्रिक्वेन्सी मूव्हमेंट

६) खालीलपैकी कोणते डिजिटल प्लॅटफॉर्म रेडिओ प्रसारणासाठी वापरले जाते?

अ) यूट्यूब

ब) स्पोर्टिफाय

क) टेलिव्हिजन

ड) वृत्तपत्र

७) रेडिओ प्रसारणात आवाज मॉड्युलेशनचा उद्देश काय आहे?

अ) आवाज यांत्रिक बनवण्यासाठी

ब) प्रेक्षकांचे लक्ष आकर्षित करण्यासाठी आणि स्पष्टता राखण्यासाठी

क) भाषणात अनावश्यक चढउतार करण्यासाठी

ड) प्रसारणाचा आवाज कमी करण्यासाठी

प्र. १ब) एका वाक्यात उत्तर द्या.

(६ गुण)

१) रेडिओची प्राथमिक कार्ये कोणती आहेत?

२) चांगल्या रेडिओ सादरकर्त्याचा एक गुण सांगा ?

३) जिंगल म्हणजे काय?

४) रेडिओ सिटीमधील दोन लोकप्रिय आर.जे ची नावे लिहा.

५) कॉपी म्हणजे काय?

६) 'बिना का गीतमाला' या कार्यक्रमाचे सादरीकरण कोणी केले?

प्रश्न -०२ कोणत्याही एका प्रश्नाचे उत्तर लिहा

- १) रेडिओ मुलाखतीचे प्रकार स्पष्ट करा ?
- २) भारतातील रेडिओचा इतिहास सविस्तर लिहा?

(५ गुण)

प्रश्न -०३ खालीलपैकी कोणत्याही दोन टीप लिहा

- १) आकाशवाणी
- २) न्युज सर्व्हिस डिव्हिजन
- ३) कम्युनिटी रेडीओ

(१० गुण)

प्रश्न -०४ कोणत्याही दोन प्रश्नांची उत्तरे लिहा

- १) रेडिओची वैशिष्ट्ये स्पष्ट करा?
- २) नभोवाणी प्रक्षेपणाचे प्रकार सविस्तर लिहा ?
- ३) ए. एम आणि एफ . एम मधील फरक लिहा ?

(१० गुण)

प्रश्न -०५ खालीलपैकी कोणत्याही एका प्रश्नाचे उत्तर विस्तृत लिहा:

- १) भारतातील रेडिओचा विकास आणि प्रभाव
- २) डिजिटल युगातील रेडिओची भूमिका

(१२ गुण)

Anekant Education Society's
Tuljaram Chaturchand College, Baramati
B.Voc. Food Processing and Post-Harvest Technology
Semester Examination,
Semester III, Paper UBFP 233- Food Analytical Techniques

Marks: 50

Time: 2½ Hours

Instructions to candidate: 1. All questions are compulsory.
2. Draw neat labeled diagrams wherever necessary.

Q. 1 Write/define/ fill in the blanks of the following.

13M

- a) A dispersed phase particles have a diameter of between approximately _____.
- b) Chromatography was first innovated by _____.
- c) Anode is _____ charged electrode.
- d) _____ is used to send homogeneous solution into the flame at a balanced rate.
- e) An _____ weight is equal to the molecular weight divided by the number of replaceable H^+ and OH^- ions.
- f) The emitted wavelength & flame color for Sodium is _____.
- g) Muffle furnace is used for determination of _____ content.
- h) Define Solution.
- i) Define R_f Value.
- j) Define Elution.
- k) Define Mobile phase.
- l) What is meant by Electrophoresis?
- m) Enlist all types of Solution.

05M

Q.2 Answer any one of the following.

- a) Write down the importance and methods of sample preparation.
- b) Explain the Zone Electrophoresis in detail.

10M

Q.3 Write short notes on any two of the following.

- a) pH meter
- b) Buffer solution
- c) Moving Boundary Electrophoresis

10M

Q.4 Answer any two of the following.

- a) Explain working principle of AAS with a neat and labeled diagram.
- b) Draw schematic representation of colorimeter and write the uses.
- c) Write in detail about Spectrophotometer.

12M

Q.5 Write an essay on any one of the following:

- a) Flame photometry
- b) HPLC

29-3+25
(N)

Total No. of Questions – 5]

Exam Seat No: _____

[Total No. of Printed Pages – 2

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune

Class - S.Y. B. Voc Retail Management (Pattern 2022)

Subject – (UBRM -242) Basics of Cost Accounting
(Semester IV) Examination March/April., 2024-25 (Backlog)

Time – Allowed 2.00 Hours]

(No. of Credits 04)

[Maxi. Marks – 50

Instructions: - i) All questions are compulsory.

- ii) Figures to the right indicate full marks.

iii) Use of calculator is allowed.

(08)

Q. 1 a) Fill in the Blanks:

1. Variable cost is always _____.

A) Rigid

C) Marginal

B) Fixed

D) Constant

2. Cost Accounting started as a branch of _____ accounting.

A) Financial Accounting

C) Reliable Accounting

B) Capital Accounting

D) Non-Chargeable Accounting

3. Margin of Safety = Actual Sales – _____.

A) BEP Sales

C) Profit

B) Loss

D) Contribution

4. Ascertainment of cost is the _____ objective.

A) Primary Objective

C) Both A & B

B) Secondary Objectives

D) None of these

5. _____ nothing, but a Unit of measurement of cost.

A) Cost Unit

C) Selling price Per unit

B) Contribution Per unit

D) Cost Centers

6. _____ is a most important tool for financial planning.

A) Flexible Budget

C) Cash Budget

B) Fixed Budget

D) Production Budget

7. _____ = Total Cost – Sales

A) Loss

C) Contribution

B) Profit

D) P/V Ratio

8. _____ static in nature.

A) Financial Accounting

C) Costing

B) Cost Accounting

D) Budget

Q.1 b) Answer the following True or False.

1. Contribution helps to ascertain the break-even point.
2. Indirect Material is those which can be identified in the product and can be well measured.
3. Semi Variable cost is also separated in fixed and variable cost.
4. Fixed Cost remains fixed in total amount.
5. Variable Cost remains fixed in total amount.

(05)

Q.2 Answer any One of the following:

1. Cost Unit.
2. Cost Concepts.

(05)

Q.3 Write short notes on any Two of the following:

1. Elements of Cost.
2. Needs of Cost Classification.
3. Difference between Fixed cost and Variable cost.

(10)

Q.4 Answer any Two of the following:

1. Advantages of Cost Accounting.
2. Types of Budgets.
3. Essentials of Budgetary Control.

(10)

Q.5 Answer the following any One:

Write the difference between Financial Accounting and Cost Accounting.

(12)

OR

1. Prepare a statement of cost from the following information relating to David Traders, Nagpur for the year ended 31st March, 2024.

	RS.
Cost of Direct Materials	200000
Sales	400000
Direct Wages	100000
Office Indirect Materials	5000
Cost of Special Patterns	40000
Postage and Telegram	2000
Factory Rent and Insurance	5000
Outstanding Chargeable Expenses	2000
Carriage Outward	2500
Interest on Loan	2150
Printing and Stationery	500
Factory Indirect Wages	3000
Selling on cost	4000
Travelling salesman's salary	4000
Factory Indirect Material	1000
Royalties	8000
Bad Debts written-off	1000
General Works Overheads	2000

Also calculate the percentage of profits earned to sales.

Seat No:

Total No. of Questions –5]

[Total No. of Printed Page – 03

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune

S.Y. B.Voc. Journalism and Mass Communication

Subject- UBJM-243: Introduction to Media Economics

(Semester-IV)

(2022 Pattern)

[Time Allowed- 2.00 Hours]

(No. of Credits 04)

[Marks-50]

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.

Q. No.1 A) Choose appropriate option of the following.

(Marks 07)

1. Macroeconomics and Microeconomics are types of _____.
a) Social Science b) Political Science
c) Economics d) Environmental Science
2. The goal of 'The Firm in Economic Theory' is to explain _____.
a) Market Strategies b) Consumer Behavior
c) Business Operations d) Economic Growth
3. Competitive market structures include _____ and _____.
a) Monopoly and Perfect Competition b) Inflation and Deflation
c) Demand and Supply d) Profit and Loss
4. The Indian digital media business is part of _____ industry.
a) Agriculture b) Entertainment
c) Manufacturing d) Transportation
5. _____ influences media rules and policies.
a) Government b) Advertisers
c) Consumers d) Celebrities
6. _____ is a major change in media technology.
a) Digitization b) Print Journalism
c) Radio Broadcasting d) Traditional Storytelling
7. _____ affects media ownership in India.
a) Political Affiliation b) Consumer Demand
c) International Policies d) Fashion Trends

Q. No.1 B) Write the answer in one line.

(Marks 6)

1. What are OTT platforms?
2. What is 'Media Economics'?
3. What are competitive market structures?
4. What is the Indian film industry based on?
5. What is 'User empowerment'?
6. Why are there no cross-media restrictions in India?

Q.2) Answer any one

(05 Marks)

1. Explain media economics and public policy.
2. Write about the Indian print and digital media business.

Q.3) Write short notes on any two

1. New technology in media.
2. Effect of digital media business.
3. Growth of OTT platforms.

(10 Marks)

Q.4) Answer any two

1. What is horizontal and vertical expansion in media?
2. What is audience flow management?
3. How are political parties involved in media ownership?

(10 Marks)

Q.5) Write an essay on any one

1. Growth of the Indian electronic media business.
2. Summary of the FICCI Frames report.

(12 Marks)

प्रश्न क्र.१ अ) योग्य पर्याय निवडा

(७ गुण)

1. मॅक्रोइकॉनॉमिक्स आणि माइक्रोइकॉनॉमिक्स हे _____ चे प्रकार आहेत.
अ) समाजशास्त्र ब) राजकारणशास्त्र
क) अर्थशास्त्र ड) पर्यावरणशास्त्र
2. आर्थिक सिद्धांतातील संस्था' याचा उद्देश _____ स्पष्ट करणे आहे.
अ) बाजार धोरणे ब) ग्राहक वर्तन
क) व्यावसायिक प्रक्रिया ड) आर्थिक वाढ
3. स्पर्धात्मक बाजार संरचनांमध्ये _____ आणि _____ असतात.
अ) मत्केदारी आणि परिपूर्ण स्पर्धा ब) महागाई आणि चलन फुगवटा
क) मागणी आणि पुरवठा ड) नफा आणि तोटा
4. भारतीय डिजिटल मीडिया व्यवसाय _____ उद्योगाचा भाग आहे.
अ) शेती ब) मनोरंजन
क) उत्पादन ड) वाहतूक
5. _____ मीडिया धोरणांवर प्रभाव टाकतो.
अ) सरकार ब) जाहिरातदार
क) ग्राहक ड) सेलिब्रिटी
6. _____ हा मीडिया उद्योगातील महत्त्वाचा बदल आहे.
अ) डिजिटायझेशन ब) प्रिंट पत्रकारिता
क) रेडिओ प्रसारण ड) पारंपारिक कथाकथन
7. _____ भारतातील मीडिया मालकीवर प्रभाव टाकतो.
अ) राजकीय संबंध ब) ग्राहक मागणी
क) आंतरराष्ट्रीय धोरणे ड) फॅशन ट्रेंड

प्रश्न क्र.१ ब) खालील सर्व प्रश्नांची एका वाक्यात उत्तरे लिहा.

(६ गुण)

1. सूक्ष्म OTT प्लॅटफॉर्म म्हणजे काय?
2. 'मीडिया इकॉनॉमिक्स' म्हणजे काय?
3. स्पर्धात्मक बाजार रचना कोणत्या आहेत?
4. भारतीय चित्रपट उद्योग कशावर आधारित आहे?
5. वापरकर्त्यांचे सशक्तीकरण म्हणजे काय?
6. भारतात क्रॉस-मीडिया निर्बंध का नाहीत?

प्रश्न क्र.२) खालीलपैकी एका प्रश्नाचे उत्तर लिहा.

(५ गुण)

1. मीडिया अर्थशास्त्र आणि सार्वजनिक धोरण समजावून सांगा.
2. भारतीय प्रिंट आणि डिजिटल मीडिया व्यवसायावर लिहा.

प्रश्न क्र.३) टिपा लिहा (कोणतेही दोन)

(१० गुण)

1. मीडिया क्षेत्रातील तंत्रज्ञान बदल.
2. डिजिटल मीडिया व्यवसायाचा प्रभाव.
3. OTT प्लॅटफॉर्मचा विस्तार.

प्रश्न क्र.४) खालील प्रश्नांची थोडक्यात उत्तरे लिहा. (कोणतेही दोन)

(१० गुण)

1. मीडिया उद्योगातील आडवे आणि उभे विस्तार काय आहे?
2. प्रेक्षक प्रवाह व्यवस्थापन म्हणजे काय?
3. राजकीय पक्ष मीडिया मालकीत कसे सहभागी आहेत?

प्रश्न क्र.५) खालीलपैकी कोणत्याही एका प्रश्नाचे उत्तर तपशीलवार लिहा.

(१२ गुण)

1. भारतीय इलेक्ट्रॉनिक मीडिया व्यवसायाचा विस्तार.
2. FICCI Frames अहवालाचा सारांश.

Savitribai Phule Pune University, Pune
Anekant Education Society's
Tuljaram Chaturchand College, Baramati
Department of Food Technology and Research
B. Voc. Food Processing and Post-Harvest Technology
Backlog Semester End Examination, March/April 2024-25
Semester IV, Paper UBFP-243, Food Engineering

Time: 2½Hours

Marks: 50

Instructions to candidate: 1. All questions are compulsory.
2. Draw neat labelled diagrams wherever necessary.

Q. 1 Fill in the blanks and write very short answer **13 M**

- a) Define momentum
- b) Define Food Engineering
- c) Define Melting point
- d) Define Velocity
- e) _____ is the technique which involves application of centrifugal force.
- f) What is Thermal Conductivity?
- g) The quantities/units that are independent of other quantities are called _____ quantities.
- h) The SI unit of mass is _____.
- i) Density = _____ / _____
- j) Full form of CGS is _____.
- k) What is Semi-permeable membrane?
- l) What is Weight?
- m) What are derived units?

Q. 2 Answer any one of the following. **5 M**

- a) Describe in detail types of steam
- b) Give a brief account on Food Plant Layout

Q. 3 Write short notes on any two of the following **10 M**

- a) Fourier's law
- b) Evaporation
- c) Sedimentation

Q. 4 Answer any two of the following. **10 M**

- a) Explain filtration technique in detail
- b) Describe in brief steps for equipment installation.
- c) If work done to raise mass of 500 kg by 10 m is 2.46×10^8 Joule. Then what power is required to lift it for 10 seconds and 2 minutes respectively?

Q.5 a) Explain sieving and its types **8 M**
b) Describe in detail gravity separation? **4 M**

OR

Q. 5' Give a brief account on Heat Transfer methods with its laws **12 M**

Exam Seat No: _____

[Total No. of Printed Pages – 1]

Total No. of Questions – 3]

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune

Class - S.Y. B. Voc Retail Management (NEP 2020) (Pattern 2023)

Subject – (RTM-251-MJM) Human Resource Management-II

(Semester IV) Examination March/April, 2024-25 (Regular)

Time – Allowed 1.00 Hour]

(No. of Credits 02)

[Maxi. Marks – 30]

Instructions: - i) All questions are compulsory.

ii) Figures to the right indicate full marks.

4x1= (04)

Q. 1 A) Fill in the blanks:

1. _____ is the process of forecasting an organizations future demand for, and supply of, the right type of people in the right number.

A) Human Resource Planning

B) Recruitments

C) Human Resource Management

D) Human Capital Management

2. To be ethical and social towards needs of society is _____ objective of HRM

A) Corporate

B) Profitable

C) Non-Essential

D) Societal

3. _____ is the last stage in career planning.

A) Resignation

B) Resume Building

C) Withdrawal

D) Negotiation

4. _____ is considered as a strategic activity.

A) Recruitment

B) Planning

C) Productivity

D) All of the Above

B) Write the answer in one sentence:

3x2= (06)

1. What do you mean by Micro MSME.

2. Define the term Career Planning.

3. Write the meaning of Training.

Q.2 Attempt any four of the following:

4x3 = (12)

1. Importance of Training Development.

2. Stages of the Training Process.

3. On the Job Training.

4. Current Status about MSME by Government.

5. Challenges in HR Practices.

6. Benchmarking.

Q. 3 Attempt any two of the following:

2x4 =(08)

1. Voluntary Retirement Scheme.

2. HR Audit.

3. Advantages of HRIS.

4. MSME registration process.

Exam. Seat No.

Total No. of Questions: 3

Total No. of Pages: 1

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
S.Y. B.Voc Food Processing & Post-Harvest Technology
Subject: - Food Engineering
Course Code: FTR-251-MJM- Food Engineering

(2023 NEP Pattern)

Time: 01. Hours

(No. of Credits 02)

Max. Marks:30

Instructions to the candidates: (If any)

- i. *All questions are compulsory.*
- ii. *Draw a neat labeled diagrams wherever necessary*

- Q1. (A) Attempt **each** of the following (1 Marks each)
- (i) What is Unit Operations in Food Engineering ?
 - (ii) Write down the SI unit of Acceleration
 - (iii) Define Pressure
 - (iv) Define Food Engineering

- (B) Attempt **each** of the following (2 Marks each)
- (i) Enlist any four Separation Techniques.
 - (ii) Write down the SI unit of Speed & Force.
 - (iii) Give any four System used for heating of food.

- Q2. Attempt any **four** of the following (3 Marks each)
- (i) Describe the Properties of Gases.
 - (ii) Explain the applications of Fluid flow.
 - (iii) Write a note on Types of Conveying Equipment.
 - (iv) Write a note on Tubular Heat exchanger.
 - (v) Describe the factors affecting Mixing.
 - (vi) Explain the Separation techniques in detail.

- Q3. Attempt any **two** of the following (4 Marks each)
- (i) Give a brief account on importance of Unit Operation in Food Engineering.
 - (ii) Write in detail about Membrane filtration.
 - (iii) Describe the Properties of Solid.
 - (iv) Explain in detail about Modes of Heat Transfer.

Total No of Questions: 3.

Total No of Pages: 2

Exam Seat No:

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune
Class- S.Y.B.Voc. Journalism and Mass Communication

Semester: IV

Subject: JMC-251-MJM: Introduction to Television
(2023 NEP Pattern)

Time: 1.00 hr.

(No. of Credits 02)

Max. Marks: 30

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.

Q.No.1 (A) Attempt each of the following-

(1 Mark each)

1. When was television first introduced in India?
2. Name any two regional television channels in India.
3. What is the primary function of a newsroom?
4. Define a news bulletin.

(B) Attempt each of the following

(2 Marks each)

1. Explain the impact of television on society.
2. What are the main differences between public and commercial channels?
3. Describe the role of an anchor in a television news channel.

Q.No.2 Attempt any four of the following

(3 Marks each)

1. Discuss the growth and development of television in India.
2. What are the key elements of news gathering on television?
3. Explain the importance of audience analysis in television programming.
4. Describe the structure of a television newsroom.
5. What are the major types of fictional television programs?
6. Explain the concept of a reality show as a non-fictional program.

Q.No.3 Attempt any two of the following

(4 Marks each)

1. Discuss the different types of television news programs.
2. What are the essential reporting skills required for television journalists?
3. Explain the role of an editor in a television news channel.
4. Analyze the significance of live coverage in television journalism.

मराठी भाषांतर

प्र.क्र. १ (अ) खालील प्रत्येक प्रश्नाचे उत्तर द्या

(प्रत्येकी १ गुण)

1. भारतात प्रथम टेलिव्हिजन केव्हा सुरू करण्यात आले?
2. भारतातील कोणत्याही दोन प्रादेशिक टेलिव्हिजन चॅनेल्सची नावे लिहा.
3. न्यूज रूमचे प्राथमिक कार्य काय आहे?
4. न्यूज बुलेटिन म्हणजे काय?

(ब) खालील प्रत्येक प्रश्नाचे उत्तर द्या

(प्रत्येकी २ गुण)

1. टेलिव्हिजनचा समाजावर होणारा प्रभाव स्पष्ट करा.
2. सार्वजनिक आणि व्यावसायिक चॅनेल्समध्ये मुख्य फरक कोणते आहेत?
3. टेलिव्हिजन न्यूज चॅनेलमध्ये अँकरची भूमिका स्पष्ट करा.

प्र.क्र. २ खालीलपैकी कोणतेही चार प्रश्न सोडवा

(प्रत्येकी ३ गुण)

1. भारतातील टेलिव्हिजनची वाढ आणि विकास यावर चर्चा करा.
2. टेलिव्हिजनवरील न्यूज संकलनातील महत्वाचे घटक कोणते?
3. टेलिव्हिजन प्रोग्रामिंगमध्ये प्रेक्षक विश्लेषणाचे महत्त्व काय आहे?
4. टेलिव्हिजन न्यूज रूमची संरचना स्पष्ट करा.
5. काल्पनिक टेलिव्हिजन कार्यक्रमांच्या प्रमुख प्रकारांची माहिती द्या.
6. नॉन-फिक्शन कार्यक्रम म्हणून रिअॅलिटी शोच्या संकल्पनेचे स्पष्टीकरण द्या.

प्र.क्र. ३ खालीलपैकी कोणतेही दोन प्रश्न सोडवा

(प्रत्येकी ४ गुण)

1. विविध प्रकारच्या टेलिव्हिजन न्यूज कार्यक्रमांवर चर्चा करा.
2. टेलिव्हिजन पत्रकारांसाठी आवश्यक रिपोर्टिंग कौशल्ये कोणती आहेत?
3. टेलिव्हिजन न्यूज चॅनेलमध्ये संपादकाची भूमिका स्पष्ट करा.
4. टेलिव्हिजन पत्रकारितेमधील 'लाईव्ह कव्हेरेज'च्या महत्वाचे विश्लेषण करा.

Exam. Seat No.

Total No .of Question : 3

Total No .of Pages :1

Anekant Education Society's
Tuljaram Chaturchand.College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Department of Dairy Technology
S. Y. B. Voc. Dairy Technology
DRT-251- MJM Dairy Engineering
Semester: IV
(2023 pattern as per NEP 2020)

Time: 01Hour

(No. of credits: 02)

Max. Marks: 30

Instructions to the candidates: (If any)

- i. *All questions are compulsory*
- ii. *Draw a neat labeled diagram wherever necessary*

Q.1A. Attempt each of the following **(04)**

- 1) DG Stand for _____
- 2) Define Convection
- 3) Temperature range for UHT _____

B. Attempt each of the following. **(06)**

- 1) Define dairy effluent system.
- 2) Define star connection.
- 3) Enlist the type of cheese vat.

Q2. Attempt any four of the following. **(12)**

- 1) Write a note on dryers.
- 2) Explain the principles of heat transfer.
- 3) Write a note on fundamentals of transformer.
- 4) Describe the water treatment and purification system.
- 5) Explain the bulk milk cooler.
- 6) Write a note on packaging equipment.

Q3. Attempt any two of the following. **(08)**

- 1) Explain in detail waste water treatments.
- 2) Give a brief account on Ice- cream freezers.
- 3) Write a note alternating current fundamental.
- 4) Describe the milk storage tank.

Total No. of Questions – 3]

[Total No. of Printed Pages – 02

Seat No:

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

Sem.-IV, Examination March/April, 2025

B.VOC ECD-252-MJM

Subject- Integrated Marketing Communication

[Max. Marks-30]

[Time Allowed- 1.30 Hours]

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.

(04)

Q.1. (A) Choose the correct alternative.

1. Fairs and trade shows are an example of
 - a) Interactive marketing
 - b) Direct marketing
 - c) Personal selling
 - d) Word-of-mouth marketing
2. Chat rooms are an example of
 - a) Interactive marketing
 - b) Direct marketing
 - c) Personal selling
 - d) Word-of-mouth marketing
3. A macro-model in the communication process includes __ elements.
 - a) Nine
 - b) Ten
 - c) Seven
 - d) None of the above
4. What is the benefit of using social media for marketing?
 - a) Limited reach
 - b) Direct engagement with customers
 - c) High cost
 - d) No analytics available

(06)

Q.1. (B) Attempt each from the following.

- a) What is an Advertisement? Write it examples.
- b) What are the benefits of Public Relation?
- c) What do you mean by Publicity? Write it, examples.

Q.2. Attempt any 4 from the following.

- a) Explain with diagram 8 key components of IMC.
- b) How social media marketing works?
- c) Explain web sites as marketing tools?
- d) Explain Objectives and Advertisement Process of Advertisements.
- e) Explain Objectives and Advantages of Mobile Advertising.
- f) Enlist the tools of integrated marketing communications.

(12)

Q.3. Attempt any 2 from the following.

- a) What is mean by integrated marketing communication? Explain the promotion mix: marketing communication methods.
- b) Explain process of Create a Google AdWords Account.
- c) What is Online Advertising? Explain Publishing an Online Advertise.
- d) What is an Ad Agency? Explain Functions, Importance and Types of an Ad Agency.

(08)

Total No. of Questions – 5]

[Total No. of Printed Pages – 02

Seat No:

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

Semester-V Examination October, 2024

B.VOC UBECDM351

Subject- Entrepreneurship Development

[Max. Marks-50]

[Time Allowed- 02:30 Hours]

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.

(13)

1. Choose the correct alternative.

- 1) The French word "entrepreneur", _____ translated, means simply "undertaker".
A] Accurately B] Actually C] Fully D] Literally
- 2) The term entrepreneurship refers to a
A] Person B] Place C] Process D] None
- 3) Which of the following is an economic factor affecting entrepreneurial growth?
A] Social factors B] Cultural factors C] Trade Policy D] Psychological and sociological Factors
- 4) Non-economic factors include:
A] Social factors, cultural factors, trade policy, incentives
B] Personality factors, cultural factors, labour polices, economic polices
C] Social factors, cultural factors, Personality factors, psychological and sociological factors
D] Educational factors, motivation, subsidies, labour polices
- 5) EDP's course content contains _____.
A] General introduction to entrepreneurs B] Motivation training
C] Managerial skills D] All the above
- 6) Choosing entrepreneurial career is like choosing a _____.
A] Bus for travel B] Life partner C] Family D] Restaurant to eat
- 7) Role of support institution includes:
A] Financial Assistance B] Technical Assistance C] Promotional Activities D] All of these
- 8) Which of the following is not a role of DIC?
A] Identification of Entrepreneur B] Selection of Projects
C] Provisional Registration under SSI D] Government purchasing
- 9) SIDO stands for _____:

- A] Small industries developing organisation B] Small industries development organisation
 C] Short industries development organisation D] Small industries deployment organisation
- 10) Financial statement includes:
 A] Balance sheet B] Income statement C] Cash flow statement D] All of them
- 11) _____ is a projection of income for period of time in the future:
 A] Projected income statement B] Balance sheet C] Cash flow statement D] ledger
- 12) _____ is not the requirement of financial institution for financing the project:
 A] Project cost B] Financial plan
 C] Operational and financial projections D] Types of business
- 13) Which of the following is a function of SIDBI?
 A] Re-finance B] Discounting and re-discounting C] Direct assistance D] All of the above

Q.2. Answer any one the following:

- a) Describe the phases of EDP programmes. (05)
 b) Explain the role of SME sector in Economic development of India.

Q.3. Write short notes on any two of the following:

- a) Manager Verses entrepreneur. (10)
 b) Methods of entrepreneurial training.
 c) Strategies for firm growth.

Q.4. Answer any two of the following:

- a) Explain the characteristics of SME. (10)
 b) Draw a Proforma of Balance sheet and explain it.
 c) Explain role of institution in developing entrepreneurship.

Q.5. Solve any one question.

- a) Discuss the case study of any Successful entrepreneur you know and explain the factors for his/her Success. (12)
 b) Explain characteristics of successful entrepreneur.

Exam. Seat No.

Total No. of Pages: 1

Total No. of Questions: 3

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune
S.Y. B. Voc

Semester: - IV

Subject: - Food Processing & Post Harvest Technology
FTR-252 MJM-Cereals & Pulses Technology
(2023 NEP Pattern)
(No. of Credits 02)

Time: One Hours

Max. Marks: 30

Instructions to the candidates: (If any)

- i. *All questions are compulsory.*
- ii. *Draw a neat labeled diagrams wherever necessary*

- a) Q1. (A) Attempt **each** of the following (1 Marks each)
- (i) Scientific name of wheat is _____.
 - (ii) _____ is an orange colour corn.
 - (iii) Wheat contains _____ % of endosperm.
 - (iv) The alcohol content of beer is _____ %.

- (B) Attempt **each** of the following (2 Marks each)
- (i) Define milling.
 - (ii) Define De-linting.
 - (iii) Enlist the objectives of milling.

- Q2. Attempt any **four** of the following (3 Marks each)
- (i) Write short note on Barley Products
 - (ii) Explain structure of Wheat kernel
 - (iii) Explain the Milling of Rice.
 - (iv) Factors affecting cooking quality of Legumes.
 - (v) Write a note on Types of Corn
 - (vi) Write in detail Milling of Oats.

- Q3. Attempt any **two** of the following (4 Marks each)
- (i) Describe the milling of Pulses in detail.
 - (ii) Give a brief account on Classification of Wheat.
 - (iii) Give a brief account on Wheat Milling.
 - (iv) Explain in detail about Types of Extruders.

Total No. of Questions -3]

[Total No. of Printed Pages - 01

Seat No.-

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
[Empowered Autonomous]

Affiliated to Savitribai Phule Pune University, Pune

S.Y. B. Voc. Retail Management (NEP-2020)

(RTM-252-MJM) Principles of Finance II (Sem.-IV) (NEP Pattern 2023)

Semester End Examination March/ April. 2024-25 (Regular)

[Max. Marks-30

Time- 1.00 Hours]

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.

4×1= 04

Q.1. A Fill in the blanks

1. The process of pooling money from various investors to invest in a variety of assets is called a _____ fund.
A) Hedge B) Mutual C) Index D) Exchange-Traded
2. The Net Asset Value (NAV) of a mutual fund represents the _____ value of one unit of the fund
A) Face B) Market C) Current market D) Book
3. The _____ ratio represents the percentage of a mutual fund's assets that go toward expenses.
A) Expense B) Interest C) Dividend D) Capital Gains
4. A mutual fund that invests primarily in stocks is classified as an _____ fund
A) Debt B) Equity C) Hybrid D) Money Market

B] Answer the Following.

3×2= 06

- a) Equity Mutual Fund
- b) Hybrid Mutual Fund
- c) Enlist 2 fintech

Q.2. Answer the following [Any 4]

4×3= 12

- a) Criteria for determining capital structure
- b) Venture Capital.
- c) Leasing
- d) Microfinance
- e) Regulation of mutual funds.
- f) Types of mutual funds

Q.3. Answer the following [Any 2]

2×4= 08

- a) Remedies of Over Capitalization
- b) Factors influencing capital structure
- c) Legal Structure of mutual fund
- d) FinTech

Total No. of Questions: 3

Exam . Seat No.

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.
(Autonomous)

Affiliated to Savitribai Phule University, Pune
Class: S.Y. B. Voc. Journalism and Mass Communication
Subject: JMC-252-MJM Introduction to Radio

Semester: IV
(2023 NEP Pattern)
(No. of Credits 02)

Marks: 30

Time: 1 Hour

Instructions to the Candidates: All questions are compulsory

(1 Marks each)

Q1. (A) Attempt each of the following

- (i) Who is father of radio?
- (ii) In which year All India Radio renamed as Akashvani?
- (iii) Write the full form of AM and FM
- (iv) Which two FM channels started by AIR

(2 Marks each)

(B) Attempt each of the following

- (i) Name any two RJ and its FM channel name.
- (ii) Write about signature tune?
- (iii) Name any four radio programs.

(3 Marks each)

Q2. Attempt any four of the following

- (i) Briefly explain the history of radio
- (ii) Write about news service division.
- (iii) List the types of radio and explain any two types of radio.
- (iv) Describe the functions of radio with example.
- (v) List the types of microphones and explain any two types of microphones with example.
- (vi) Write about radio program format.

(4 Marks each)

Q3. Attempt any two of the following.

- (i) List the characteristics of radio and explain any three with suitable example.
- (ii) Explain ethics of radio broadcasting.
- (iii) Explain the qualities of radio news presenter.
- (iv) Elaborate 'Radio is mass medium'

सर्व प्रश्न अनिवार्य आहेत.

प्र.१. (अ) सर्व प्रश्न सोडवा.

(१) रेडिओचा जनक कोण ?

(प्रत्येकी १ गुण)

- (२) ऑल इंडिया रेडिओचे नाव आकाशवाणी केव्हा करण्यात आले ?
(३) ए एम आणि एफ एम चे पूर्णरूप लिहा.
(४) एआयआर ने कोणते दोन एफएम चॅनेल सुरु केले.

(ब) सर्व प्रश्न सोडवा.

- (१) कोणत्याही दोन आर.जे ची नावे व त्यांच्या एफ एम चॅनेलची नावे लिहा.
(२) 'सिग्नेचर टयुन' विषयी लिहा.
(३) कोणत्याही चार रेडिओ कार्यक्रमांची नावे लिहा.

(प्रत्येकी २ गुण)

प्र.२. कोणतेही चार प्रश्न सोडवा

- (१) थोडक्यात रेडिओचा इतिहास सांगा.
(२) 'न्यूज सर्व्हिस डिव्हिजन' विषयी लिहा.
(३) रेडिओच्या प्रकारांची यादी करून कोणतेही दोन प्रकार योग्य उदाहरणासह स्पष्ट करा.
(४) रेडिओचे कार्य उदाहरणासह स्पष्ट करा.
(५) मायक्रोफोनच्या प्रकारांची यादी करा व कोणतेही दोन प्रकार स्पष्ट करा.
(६) रेडिओच्या कार्यक्रमाच्या स्वरूपाविषयी लिहा.

(प्रत्येकी ३ गुण)

प्र.३. कोणतेही दोन प्रश्न सोडवा .

- (१) रेडिओच्या वैशिष्ट्यांची यादी करून कोणतीही तीन उदाहरणासह स्पष्ट करा.
(२) रेडिओ प्रसारणाच्या नीतिमूल्यांविषयी लिहा.
(३) रेडिओच्या बातमी सादरकर्त्याची कौशल्ये स्पष्ट करा.
(४) रेडिओ एक जन माध्यम" याविषयी सविस्तर लिहा.

(प्रत्येकी ४ गुण)

[Total No. of Questions – 3]

[Total No. of Printed Pages – 02]

Seat No: _____

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

Semester IV Examination March, 2025

B.VOC ECD-261-MN

Subject:-Blogging

[Time Allowed- 01:00Hours]

[Max. Marks-30]

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.
iii) Draw a neat labeled diagram

Q.1. (A) Choose the correct alternative.

(4)

- 1) What should you do before starting a blog in terms of niche selection?
 - A) Start writing immediately and figure out the niche later
 - B) Choose a niche based on your personal interests and target audience
 - C) Select a niche that is completely unrelated to your interests
 - D) Choose a niche based on the latest trends, without any long-term thought
- 2) Why is it important to choose a niche in marketing?
 - A) To reach as many people as possible
 - B) To focus on a specific audience and meet their needs
 - C) To sell a wide variety of products
 - D) To avoid competition
- 3) What is a "blog post"?
 - A) A comment on a blog
 - B) A part of a blog that contains written content
 - C) A design for a blog layout
 - D) A tool to manage blog traffic
- 4) When selecting a domain name for your blog, what is an important consideration?
 - A) It should be as long as possible for SEO purposes
 - B) It should be easy to remember and related to your niche

- C) It should be an abbreviation of your name
- D) It should contain random keywords to attract traffic

Q.1. (B) Answer each the following:

- a) What is blogging?
- b) Write name of brainstorming exercises?
- c) Write types of blogging.

(06)

Q.2. Write short notes on any four of the following:

- a) Types of blog and explain it.
- b) Disadvantages of target marketing.
- c) Niche marketing.
- d) History of blogging.
- e) Benefits of blogging for business?
- f) Social Media.

(12)

Q.3. Answer any two of the following:

- a) Explain advantageous of blogging.
- b) What is niche and explain types of niche.
- c) Explain Refining exercises.
- d) What's make niche marketing.

(8)

Total No. of Questions: 3

Exam . Seat No.

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.
(Autonomous)

Affiliated to Savitribai Phule University, Pune
Class: SY.B.Voc. Journalism and Mass Communication
Subject: JMC-261-MN Introduction to Digital Marketing

Semester: IV
(2023 NEP Pattern)
(No. of Credits 02)

Marks: 30

Time: 1 Hour

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.

Q1.(A) Attempt each of the following

(1 Marks each)

- (i) Write the full form of SEO
- (ii) Write the full form of PPC
- (iii) Write the full form of POEM
- (iv) Write any two new digital marketing trends.

(2 Marks each)

(B) Attempt each of the following

- (i) Define: digital marketing?
- (ii) Write about Key words.
- (iii) Write about e-mail marketing

(3 Marks each)

Q2. Attempt any four of the following

- (i) Briefly explain the digital marketing in India.
- (ii) Write about types of digital marketing with suitable example.
- (iii) Explain the trends digital marketing
- (iv) Describe the functions of digital marketing
- (v) Write about digital marketing platforms.
- (vi) Write about digital marketing advertising.

(4 Marks each)

Q3. Attempt any two of the following.

- (i) How to work SEO? Explain with suitable example.
- (ii) Express your opinion on the impact of digital marketing on customer behavior.
- (iii) List the characteristics of digital marketing and explain with suitable example.
- (iv) Explain the types of market segmentation with suitable example.

सर्व प्रश्न अनिवार्य आहेत.

मराठी भाषांतर

प्र.क्र. १ (अ) खालील प्रत्येक प्रश्नाचे उत्तर द्या

- (१) SEO चे पूर्णरूप लिहा.
- (२) PPC चे पूर्णरूप लिहा.
- (३) POEM चे पूर्णरूप लिहा.

(प्रत्येकी १ गुण)

- (४) कोणतेही दोन नवीन डिजिटल मार्केटिंगचे ट्रेंड्स लिहा.

(ब) खालील प्रत्येक प्रश्नाचे उत्तर द्या

- (१) व्याख्या: डिजिटल मार्केटिंग.
- (२) कि - वर्ड्स विषयी लिहा.
- (३) ई -मेल मार्केटिंग विषयी लिहा

(प्रत्येकी २ गुण)

प्र.क्र. २ खालीलपैकी कोणतेही चार प्रश्न सोडवा

- (१) भारतातील डिजिटल मार्केटिंग थोडक्यात स्पष्ट करा.
- (२) डिजिटल मार्केटिंगच्या प्रकारांबद्दल योग्य उदाहरणासह लिहा.
- (३) डिजिटल मार्केटिंगचे ट्रेंड्स सांगा.
- (४) डिजिटल मार्केटिंगची कार्य स्पष्ट करा.
- (५) डिजिटल मार्केटिंग प्लॅटफॉर्म्स विषयी लिहा.
- (६) डिजिटल मार्केटिंगच्या जाहिरातींविषयी लिहा.

(प्रत्येकी ३ गुण)

प्र.क्र. ३ खालीलपैकी कोणतेही दोन प्रश्न सोडवा

- (१) SEO चे कार्य योग्य उदाहरणाद्वारे स्पष्ट करा.
- (२) डिजिटल मार्केटिंगचा ग्राहकांच्या वर्तनावर होणाऱ्या परिणामावर तुमचे मत व्यक्त करा.
- (३) डिजिटल मार्केटिंगची वैशिष्ट्ये लिहा आणि योग्य उदाहरणासह स्पष्ट करा.
- (४) बाजार विभाजनाचे प्रकार योग्य उदाहरणासह स्पष्ट करा.

(प्रत्येकी ४ गुण)

Exam. Seat No.

Total No. of Questions: 3

Total No. of Pages: 1

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune
S.Y. B.Voc

Subject: - Food Processing & Post-Harvest Technology
Semester: - IV

FTR-261-MN- Beverage Technology
(2023 NEP Pattern)
(No. of Credits 02)

Max. Marks: 30

Time: One Hours

Instructions to the candidates: (If any)

- i. All questions are compulsory.
- ii. Draw a neat labeled diagrams wherever necessary

Q1. (A) Attempt **each** of the following. (1 Marks each)

- (i) The full form of POU is _____
- (ii) The full form of UV is _____
- (iii) The coconut water is also called as _____
- (iv) Sweeteners are used to provide _____ to the beverages.

(B) Attempt **each** of the following. (2 Marks each)

- (i) Define beverage.
- (ii) Write down any four uses of beverages.
- (iii) Enlist any four names of beverages.

Q2. Attempt any **four** of the following. (3 Marks each)

- (i) Describe the types of water treatment.
- (ii) Explain the uses of sugarcane juice.
- (iii) Write down the note on traditional water purification methods.
- (iv) Give a brief account on types of beverages.
- (v) Write a note on juice based beverages.
- (vi) Describe the beer processing.

Q3. Attempt any **two** of the following. (4 Marks each)

- (i) Give a brief account on ingredients used in beverage processing.
- (ii) Write in detail about the importance of beverages.
- (iii) Describe the packaged drinking water processing.
- (iv) Explain the processing of beverages in detail.

Total No. of Questions – 5]

[Total No. of Printed Pages – 02]

Seat No:

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati
(Autonomous)

Semester VI Examination March/April, 2025
B.VOC UBECDM-363

Subject:-Business Analytics

[Max. Marks-50]

[Time Allowed- 02:00Hours]

- Instructions:** - i) All questions are compulsory.
ii) Figures to the right indicate full marks.
iii) Draw a neat labeled diagram.

(13)

Q.1. Choose the correct alternative.

- 1) Which of these business analytics types is focused on identifying trends and patterns in historical data?
A] Predictive Analytics B] Descriptive Analytics C] Prescriptive Analytics D] Diagnostic Analytics
- 2) Which of the following is a common tool used in Business Intelligence (BI)?
A] Python B] Excel C] R D] Tableau
- 3) Which of the following is NOT a common technique used in data visualization?
A] Bar Charts B] Decision Trees C] Heat Maps D] Line Graphs
- 4) Which of the following describes the "Volume" aspect of Big Data?
A] The variety of data formats and types B] The speed at which data is generated and processed
C] The large amount of data being generated and stored D] The accuracy and integrity of the data
- 5) Which of the following is a primary method of data collection in qualitative research?
A] Surveys B] Experiments C] Interview D] Observations
- 6) Which platform is considered the largest social media network in terms of active users?
A] LinkedIn B] Instagram C] Twitter D] Facebook
- 7) Which tool is commonly used for web analytics?
A] Google AdWords B] Hootsuite C] Google Analytic D] Mailchimp
- 8) Which of the following is NOT one of the 4 P's of marketing?
A] Product B] Price C] People D] Promotion
- 9) Which of the following is a common metric used in human resource analytics for measuring employee performance?
A] Revenue per employee B] Employee turnover rate C] Time-to-hire D] All of the above
- 10) Which type of data is commonly analyzed in healthcare analytics?
A] Clinical outcomes data B] Financial data C] Patient demographics D] All of the above

- 11) Which key performance indicator (KPI) measures the effectiveness of an online marketing campaign?
A] Gross margin B] Click-through rate (CTR) C] Employee satisfaction D] Inventory turnover
- 12) Which type of plot is often used to visualize the distribution of a single numerical variable during data exploration?
A] Scatter plot B] Line chart C] Histogram D] Bar chart
- 13) Which of the following is a common step in the data cleaning process?
A] Data modeling B] Handling missing values C] Data visualization D] Data mining

Q.2. Answer any one the following:

- a) Explain the types of business analytics.
b) Define hypothesis testing. Explain key terms of hypothesis testing.

(05)

Q.3. Write short notes any two of the following:

- a) Data exploration.
b) Human Resources Analytics.
c) Artificial Intelligence.

(10)

Q.4. Answer any two of the following:

- a) What is healthcare analytics? Explain types of healthcare analytics.
b) What is data visualization? Explain their types.
c) What is big data and explain 5v in big data.

(10)

Q.5. Solve any one question.

- a) Difference between data science and business intelligence.
b) Define Marketing Analytics, Explain their types and Benefits of marketing.

(12)

Exam. Seat No.

Total No .of Pages: 1

Total No .of Question: 5

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)
Affiliated to Savitribai Phule Pune University, Pune
Department of Dairy Technology
S. Y. B. Voc. Dairy Technology
DT-401 Dairy Engineering
Semester: IV

Max. Marks: 50

Time: 02.00 Hours

Instructions to the candidates: (If any)

- i. All questions are compulsory
- ii. Draw a neat labeled diagram wherever necessary

(13)

Q.1A. Attempt each of the following

- 1) IBT Stand for _____
- 2) Enlist types of dryers.
- 3) Enlist the principles of heat transfer.
- 4) Define Dairy Engineering.
- 5) What Is Refrigeration?
- 6) Define Radiation.
- 7) DG Stand for _____
- 8) Define Convection
- 9) Temperature range for UHT _____
- 10) Define dairy effluent system.
- 11) Define star connection.
- 12) Enlist the type of cheese vat.
- 13) Define Conduction.

(05)

Q2. Attempt any one of the following.

- 1) Write a note on paneer processing.
- 2) Give the difference between Star and Delta connections.

(10)

Q.3 Write short notes on any two of the following.

- 1) Bulk milk cooler.
- 2) Evaporators.
- 3) Milk storage tank.

(10)

Q.4 Answer any two of the following.

- 1) Explain the principles of heat transfer.
- 2) Write a note alternating current fundamental.
- 3) Give a brief account on Ice- cream freezers.

(12)

Q.5 Write an essay on any one of the following.

- 1) Write a note on water storage and supply.
- 2) Explain in detail about butter churners.

Seat No:

Total No. of Questions –5]

[Total No. of Printed Page – 03

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati

(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune

S.Y. B.Voc. Journalism and Mass Communication

Subject- JR-401 Introduction to Television

(Semester-IV)

(2019 Pattern)

[Time Allowed- 2.00 Hours]

(No. of Credits 04)

[Marks-50]

Instructions: - i) All questions are compulsory.
ii) Figures to the right indicate full marks.

Q. No.1 A) Choose appropriate option of the following.

(Marks 07)

1. The first television broadcast service in the world was started by
a. Doordarshan b. UNESCO c. ANI d. BBC
2. Doordarshan is operated in India under
a. Ministry of Information Technology b. Ministry of News and Current Affairs
c. Ministry of Information and Broadcasting d. Ministry of Technology
3. DTH stands for
a. Direct To Home b. Direct To House
c. Digital Television to Home d. Digital Television House
4. PCR stands for
a. Production Control Room b. Programme Control Room
c. Production Coordination Room d. Programme Coordination Reel
5. Which among the following is not an international channel?
a. Al-Jazeera English b. BBC c. ABP Majha d. Fox News
6. A news rundown is _____
a. The time slot for a news bulletin
b. The anchor links for a news bulletin
c. The list of news stories for a bulletin in preferred order with duration
d. The list of bites required during a live news bulletin
7. A news package is _____
a. A draft news report
b. An edited news story with visuals, voice over and bites
c. A Rundown
d. A news bulletin

Q. No.1 B) Write the answer in one line.

(Marks 6)

1. What is Ticker?
2. What is PTC?
3. What is the use of tele-prompter?
4. What is voice over?
5. Who is Beat reporter?
6. What is the motto of Doordarshan?

Q.No.2) Short Notes (Any two)

(Marks10)

1. Political Reporting
2. Talk-Shows
3. Sports reporting

Q. No.3) Write short answers. (Any two)

(Marks10)

1. What is hard news? Give the appropriate example.
2. How is new media different from traditional TV medium?
3. What are the qualities required for a news anchor?

Q. No.4) Write the answer of any one of the questions.

(Marks05)

1. Discuss the roles and responsibilities of a television news reporter?
2. Define the term Beat. Explain any 10 news beats in the field of Journalism?

Q. No.5) Write the answer of any one of the questions in detail.

(Marks12)

1. How television has a huge impact on Indian Society?
2. Discuss the role of news channel during Lok Sabha General Election?

मराठी भाषांतर

प्रश्न क्र. १ अ) योग्य पर्याय निवडा

(७ गुण)

- जगातील पहिली दूरचित्रवाणी प्रसारण सेवा कोणी सुरु केली ?
अ) दूरदर्शन ब) युनेस्को क) एएनआय ड) बीबीसी
- भारतात दूरदर्शन _____ च्या अंतर्गत चालवले जाते.
अ) माहिती तंत्रज्ञान मंत्रालय ब) बातम्या आणि चालू घडामोडी मंत्रालय
क) माहिती आणि प्रसारण मंत्रालय ड) तंत्रज्ञान मंत्रालय
- DTH म्हणजे _____
अ) डायरेक्ट टू होम ब) डायरेक्ट टू हाऊस
क) डिजिटल टेलिव्हिजन टू होम ड) डिजिटल टेलिव्हिजन हाऊस
- पीसीआर म्हणजे _____
अ) प्रोडक्शन कंट्रोल रूम ब) प्रोग्राम कंट्रोल रूम
क) प्रोडक्शन कॉर्डिनेशन रूम ड) प्रोग्राम कॉर्डिनेशन रील
- खालीलपैकी कोणते आंतरराष्ट्रीय वाहिनी नाही?
अ) अल-जझीरा इंग्रजी ब) बीबीसी क) एबीपी माझा ड) फॉक्स न्यूज
- न्यूज रनडाउन म्हणजे _____
अ) न्यूज बुलेटिनसाठी टाइम स्लॉट
ब) न्यूज बुलेटिनसाठी अँकर लिंक्स
क) कालावधीसह प्राधान्यक्रमाने न्यूज बुलेटिनसाठी बातम्यांची सूची
ड) न्यूज बुलेटिन दरम्यान आवश्यक बाईटची सूची
- न्यूज पॅकेज म्हणजे _____
अ) न्यूज रिपोर्ट चा ड्राफ्ट
ब) व्हिज्युअल, व्हॉईस ओव्हर आणि बाईट सहित संपादित असलेली बातमी
क) रनडाउन
ड) न्यूज बुलेटिन

प्रश्न क्र. १ ब) खालील सर्व प्रश्नांची एका वाक्यात उत्तरे लिहा.

(६ गुण)

- टिकर म्हणजे काय?
- PTC म्हणजे काय?
- टेलि-प्रॉम्प्टरचा उपयोग काय आहे?
- व्हॉईस ओव्हर म्हणजे काय?
- बीट रिपोर्टर म्हणजे काय ?
- दूरदर्शनचे ब्रीदवाक्य काय आहे?

प्रश्न क्र. २) टिपा लिहा (कोणतेही दोन)

(१० गुण)

- राजकीय बातमीदारी
- टॉक-शो
- क्रीडा बातमीदारी

प्रश्न क्र. ३) खालील प्रश्नांची थोडक्यात उत्तरे लिहा. (कोणतेही दोन)

(१० गुण)

- हार्ड न्यूज म्हणजे काय? योग्य उदाहरण द्या.
- न्यू मीडिया हा पारंपारिक टीव्ही माध्यमापेक्षा वेगळे कसे आहे?
- न्यूज अँकरसाठी कोणते गुण आवश्यक आहेत?

प्रश्न क्र. ४) खालीलपैकी एका प्रश्नाचे उत्तर लिहा.

(५ गुण)

- टेलिव्हिजन न्यूज रिपोर्टरच्या भूमिका आणि जबाबदाऱ्यांची चर्चा करा?
- बीट या शब्दाची व्याख्या करा. पत्रकारितेच्या क्षेत्रातील कोणतेही १० बीट्स समजावून सांगा?

प्रश्न क्र. ५) खालीलपैकी कोणत्याही एका प्रश्नाचे उत्तर तपशीलवार लिहा.

(१२ गुण)

- भारतीय समाजावर टेलिव्हिजनचा मोठा प्रभाव कसा आहे?
- लोकसभा सार्वत्रिक निवडणुकीत वृत्तवाहिनीच्या भूमिकेवर चर्चा करा?

Exam. Seat No.

Total No. of Questions : 5

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Autonomous)

Affiliated to Savitribai Phule Pune University, Pune
Department of Dairy Technology
S. Y. B. Voc. Dairy Technology

Semester: IV (Backlog) March-April 2025
DT- 403 ; Food Safety, Hygiene and Sanitation

Max. Marks: 50

Time: 02 Hours

Instructions to the candidates: (If any)

- i. All questions are compulsory
- ii. Draw a neat labeled diagram wherever necessary

(13)

Q.1 Attempt the Following.

- 1) Food additives are example of _____ hazards
- 2) Write down the full form of FSSAI.
- 3) Give the full form of GHP
- 4) SOP stands for _____
- 5) _____ refers to food products derived from organisms whose genetic material has been altered in a way that does not occur naturally through mating or natural recombination.
- 6) FSMS refers to _____
- 7) Define food safety.
- 8) Enlist any 4 objectives of application of HACCP.
- 9) What is audit?
- 10) Enlist types of Kaizen
- 11) Define Chemical Hazard
- 12) What is By-Product?
- 13) Define TQM

(05).

Q.2 Answer any one of the following.

- 1) Explain genetically modified foods.
- 2) Elaborate on personal hygiene practices in dairy industry.

(10)

Q.3 Write short notes on any two of the following.

- 1) Food product labeling.
- 2) Waste minimization.
- 3) Organic foods.

(10)

Q.4 Answer any two of the following.

- 1) Enlist and explain the Importance of Safe Food.
- 2) Give a brief account on types of hazards.
- 3) Explain TQM with its eight principles.

Q.5 Write an essay on any one of the following

(12)

- 1) HACCP principles
- 2) Types of waste

Seat No.

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.
B. Voc. Journalism and Mass Communication
Subject: JM 503 Mass Communication Theory

Time: 2.30 Hrs
Marks: 50

T.Y.B.Voc

Date: 17/11/2023

All Questions are Compulsary

(07 Marks)

Q.1A) Choose appropriate option

1. The two-step flow theory emerged from the field of—
A) Linguistics B) Economics C) Politics D) Legal Studies
2. What are the functions of Mass Communication?
1) Surveillance 2) Correction 3) Feedback 4) Entertainment
2) A) 2, 3, 4 B) 1, 2, 3 C) 1, 3, 4 D) 1, 2, 4
3. Gate keeping related with _____
A) Intrapersonal Communication B) Interpersonal Communication
C) Mass Communication D) Group Communication
4. In _____ communication, words are not used in the process of sending and receiving
A) Verbal B) Non-verbal C) Prosody D) Oculesics
5. Oral communication allows instantaneous exchange of
A) Opinions B) Attitudes
C) Feelings D) All the above
6. The Mathematical Model of communication was put forward by
A) Shannon and Weaver B) Osgood and Schramm
C) Lasswell D) Aristotle
7. Soviet Media theory is another name of
A) Social responsibility theory B) Communist media theory
C) Development Media theory D) Democratic participant Media theory

(06 Marks)

Q1B.) Give the answers in one line.

1. Who define the Information theory?
2. Which theory introduced by Paul Lazarsfeld?
3. When was Berol's SMCR model developed?
4. Give the definition of communication
5. Long form of SMCR Model of communication?
6. What is Media?

(10 Marks)

Q.2) Short Notes. (Any Two)

- 1) Mass Society
- 2) Social construction
- 3) Culture

Q.3) Answer the questions in brief. (Any Two)

(10 Marks)

1. Explain agenda setting theory.
2. Explain the uses and gratification theory.
3. What is free press theory? Explain.

Q.4) Answer any one of the following

(05 Marks)

1. What are the characteristics of mass communication?
2. Explain the concepts of 'Mass' and 'Mass Society'.

Q.5) Answer any one of the following

(12 Marks)

- A) Explain the social responsibility theory of media.
- B) Explain the development communication theory. Explain in your word about media responsibility toward society.

अनेकान्त एज्युकेशन सोसायटीचे
तुळजाराम चतुरचंद कला, विज्ञान आणि वाणिज्य महाविद्यालय, बारामती.

बी.व्होक. पत्रकारिता आणि जनसंवाद

विषय: JM 503 जनसंवाद सिद्धांत

टी.वाय.बी.व्होक

तारीख: _____

वेळ: 2.30 तास

गुण: 50

सर्व प्रश्न अनिवार्य आहेत

Q.1 A योग्य पर्याय निवडा.

1. द्वि-चरण प्रवाह सिद्धांत या क्षेत्रातून उदयास आला. (गुण ७)
अ) भाषाशास्त्र ब) अर्थशास्त्र क) राजकारण ड) कायदेशीर अभ्यास
2. जनसंज्ञापनाची कार्ये काय आहेत?
1) पाळत ठेवणे 2) सुधारणा 3) अभिप्राय 4) मनोरंजन
अ) २, ३, ४ ब) १, २, ३ क) १, ३, ४ ड) १, २, ४
3. गेट किपिंग _____ शी संबंधित
अ) इंटरपर्सनल कम्युनिकेशन ब) इंटरपर्सनल कम्युनिकेशन
क) मास कम्युनिकेशन ड) ग्रुप कम्युनिकेशन
4. _____ संप्रेषणामध्ये, पाठवण्याच्या आणि प्राप्त करण्याच्या प्रक्रियेत शब्द वापरले जात नाहीत.
अ) शाब्दिक ब) गैर-मौखिक
क) पारिभाषिक ड) जन
5. मौखिक संप्रेषणामध्ये खालीलपैकी कशाची जलद देवाणघेवाण होते.
अ) मत ब) वृत्ती क) भावना ड) यापैकी सर्व
6. संवादाचे गणितीय प्रतिमान पुढे _____ ने मांडले होते.
अ) शॅनन आणि विव्हर ब) ओस्गुड आणि श्रॅम
क) लासवेल ड) ऍरिस्टॉटल
7. सोव्हिएत मीडिया सिद्धांताचे दुसरे नाव आहे.
अ) सामाजिक जबाबदारी सिद्धांत ब) कम्युनिस्ट मीडिया सिद्धांत
क) विकास माध्यम सिद्धांत ड) लोकशाही सहभागी मीडिया सिद्धांत

Q.1 B. एका ओळीत उत्तरे द्या.

(गुण ६)

1. माहिती सिद्धांत कोणी मांडला?
2. पॉल लाझार्स फेल्ड यांनी कोणता सिद्धांत मांडला?
3. बेरोलचे SMCR मॉडेल कधी विकसित केले गेले?

4. संवादाची व्याख्या लिहा.
5. SMCR मॉडेल चे पूर्ण रूप लिहा.
6. माध्यमं म्हणजे काय?

प्र.२. टिपा लिहा.(कोणत्याही दोन)

(१० गुण)

- 1) मास सोसायटी
- २) सामाजिक बांधणी
- 3) संस्कृती

Q.3. खालील प्रश्नांची थोडक्यात उत्तरे द्या. (कोणतेही दोन)

(१० गुण)

1. अजेंडा सेटिंग सिद्धांत स्पष्ट करा.
2. वापर आणि संतुष्टीचा सिद्धांत स्पष्ट करा.
3. फ्री प्रेस सिद्धांत म्हणजे काय? स्पष्ट करा.

Q.4 कोणत्याही एका प्रश्नाचे उत्तर द्या.

(०५ गुण)

1. जनसंवादाची वैशिष्ट्ये काय आहेत?
2. 'मास' आणि 'मास सोसायटी' च्या संकल्पना स्पष्ट करा.

Q.5 कोणत्याही एका प्रश्नाचे उत्तर द्या.

(१२ गुण)

अ) माध्यमांचा सामाजिक दायित्व सिद्धांत स्पष्ट करा.

ब) विकास संप्रेषण सिद्धांत स्पष्ट करा. समाजाप्रती माध्यमांची जबाबदारी या बद्दल तुमचे म्हणणे मांडा.

[Total No. of Question: 03]

Seat No

[Total No. of Pages- 1]

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati
(Empowered Autonomous)

Affiliated to Savitribai Phule, Pune University
Class- S..Y. B.A.,B.COM.,B.Sc.,B.Sc.(CS) , B.B.A. (CA), B.Voc.
MARATHI (मराठी) (Semester-IV)

Sub Code – MAR- 281-AEC- लेखन निर्मिती व परीक्षण कौशल्ये
(NEP 2023 Pattern)

(No. of Credits 2)

Max Marks : 30

Time : 1. Hours

सूचना- १) सर्व प्रश्न सोडविणे आवश्यक आहे.

२) उजवीकडील अंक प्रश्नांचे पूर्ण गुण दर्शवितात.

प्र.१ला. खालील प्रश्न सोडवा.

(४)

अ) खालील प्रश्नांची उत्तरे एका वाक्यात लिहा.

१. मराठी नाटकाचे जनक कोणास म्हटले जाते?
२. ग्रंथपरीक्षणाची व्याख्या लिहा.
३. 'एकच प्याला', हे नाटक कोणी लिहिले?
४. कल्पनारम्य निबंधाचा कोणताही एक विषय सांगा.

(६)

ब) खालील प्रश्नांची उत्तरे २० शब्दांत लिहा.

१. नाटकाचा प्राण कशास म्हटले जाते ?
२. ग्रंथपरीक्षणाची कोणतेही दोन माध्यमे लिहा.
३. नाटकाची संहिता कशास म्हटले जाते ?

(१२)

प्र.२रा. खालील प्रश्नांची उत्तरे ५० शब्दांत लिहा. (कोणतेही चार)

१. प्रायोगिक नाटकाविषयी माहिती लिहा.
२. 'संविधानक', याविषयी टीप लिहा.
३. नाटकाची संहिता कशास म्हटले जाते ?
४. निबंधलेखनाची वैशिष्ट्ये स्पष्ट करा.
५. नाटकाचे स्वरूप स्पष्ट करा.
६. ग्रंथपरीक्षकाचे गुण लिहा.

(८)

प्र.३रा. खालील प्रश्नांची उत्तरे १५० शब्दांत लिहा. (कोणतेही दोन)

१. ग्रंथपरीक्षणासाठी आवश्यक असणारी कौशल्ये सविस्तर स्पष्ट करा.
२. तुम्ही वाचलेल्या कोणत्याही एका नाटकाचे परीक्षण लिहा.
३. पुढीलपैकी कोणत्याही एका विषयावर निबंध लिहा.
१. प्रसारमाध्यमे आणि युवापिढी २. मी झाड असते तर ...?
४. तुम्ही वाचलेल्या कोणत्याही एका ग्रंथाचे परीक्षण लिहा.
