

T.Y.B. Voc.

T.Y.B. Voc

2024-25

Seat No.

11

सत्र - 2024 - 25

Total No of questions: 5  
Total No of Pages: 4

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 ~~2023-24~~  
Class – T.Y.B.Voc. Journalism and Mass Communication  
Semester: V  
Subject: UBJM -351 Introduction to Digital Media  
(2022 Pattern)

Time: 2:00 hr.

(No. of Credits 04)

Marks: 50

**\*Instructions to the candidate**

- All questions are compulsory
- Figures to right indicate full marks.

**Q1. A Choose Appropriate Option.**

(7 Marks)

1. The use of social networking sites for sharing photos is known as ....  
A) Social Marketing B) social Publishing  
C) Photo – Based Social Networking D) social networking
2. Manuel Castelle was the first use to ..... term?  
A) Internet Society B) Electronic Society  
C) Network Society D) Telematic society
3. When did internet started in India  
A) 1986 B) 1990 C) 1991 D) 2000
4. The word 'Blog' is the shorter version of .....  
A) Web-log B) Text C) Vlog D) Weblog
5. What is the full form of PPC.  
A) Price pay click B) per pay click C) Pay per Click D) Both B and C
6. Which Social media is consider the most popular for social media marketing  
A) Whatsapp B) X C) Facebook D) E-mail
7. Search Engine Optimization .....  
A) Frequency and Priority of site in search B) Developing a search engine  
C) Web pages D) none of the above

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

(6 Marks)

1. What is internet?
2. How many word limits for Blog?
3. Write full of OTT.
4. What is digital storytelling?
5. Write any two examples of AI application.
6. What is blogging?
7. Define: fake news.

**Q. 2) Answer the any one question**

1. What is digital media and explain its characteristics.
2. Describe the concept of digital story –telling with suitable example.

(5 Marks )

**Q. 3)Short Notes. (Any Two)**

1. Network Society
2. Social Media
3. OTT

(10 Marks)

**Q.4)Answer the questions in brief (AnyTwo)**

1. Briefly explain the history and development of Internet.
2. Describe the concept of the digital content management and content management system.
3. Explain the types of blogging with suitable examples.

(10 Marks )

**Q. 5) Answer any one question**

- 1) 'Digital media affect on society' do you agree with this statement Yes or No explain with suitable example
- 2) Define: citizen journalism and how does it is different from traditional journalism explain with suitable example.

(12 Marks)



## मराठी भाषांतर

प्र. १. अ) योग्य पर्याय निवडा

(७ गुण)

१. फोटो शेअर करण्यासाठी सोशल नेटवर्किंग साइट्सचा वापर .... म्हणून ओळखला जातो.

- अ) सोशल मार्केटिंग                      ब) सोशल पब्लिशिंग  
क) फोटो - आधारित सोशल नेटवर्किंग      ड) सोशल नेटवर्किंग

२. मॅन्युएल कॅस्टेल यांनी प्रथम..... संज्ञेचा वापर केला.

- अ) इंटरनेट सोसायटी                      ब) इलेक्ट्रॉनिक सोसायटी  
क) नेटवर्क सोसायटी                      ड) टेलिमॅटिक सोसायटी

३. इंटरनेटची सुरुवात भारतात केव्हा झाली.

- अ) १९८६                      ब) १९९०                      क) १९९१                      ड) २०००

४. ब्लॉग' या शब्दाची ..... ही लहान आवृत्ती आहे.

- अ) वेब-लॉग      ब) मजकूर      क) ब्लॉग      ड) वेबलॉग

५. पीपीसी'चे पूर्ण रूप....

- A) प्राईस पे क्लिक      B) पर पे क्लिक      C) पर क्लिक पे      D) B आणि C दोन्ही

६. सोशल मीडिया मार्केटिंगसाठी कोणता सोशल मीडिया सर्वात लोकप्रिय मानला जातो

- अ) व्हाट्सअप      ब) एक्स      क) फेसबुक      ड) इ-मेल

७. सर्च इंजिन ऑप्टिमायझेशन .....

- अ) शोधातील साइटची वारंवारता आणि प्राधान्य      ब) शोध इंजिन विकसित करणे  
क) वेब पेजेस      ड) वरीलपैकी काहीही नाही

प्र. १. ब) एका वाक्यात उत्तरे द्या

(६ गुण)

१. इंटरनेट म्हणजे काय ?

२. ब्लॉगसाठी किती शब्दांची मर्यादा आहे?

३. ओटीटी'चे पूर्णरूप लिहा.

४. डिजिटल स्टोरीटेलिंग म्हणजे काय?

५. कोणत्याही दोन एआय अनुप्रयोगांची नावे लिहा.

६. ब्लॉगिंग म्हणजे काय ?

७. व्याख्या : फेक न्युज

प्र. २) कोणत्याही एका प्रश्नाचे उत्तर लिहा

(५ गुण)

१. डिजिटल मीडिया म्हणजे काय ? व त्याची वैशिष्ट्ये स्पष्ट करा.
२. डिजिटल स्टोरी-टेलिंग या संकल्पनेचे योग्य उदाहरणासह वर्णन करा.

प्र. ३) टीपा लिहा - कोणतेही दोन

(१० गुण)

१. नेटवर्क सोसायटी
२. सोशल मीडिया
३. ओटीटी

प्र. ४) थोडक्यात उत्तरे लिहा कोणतेही २

(१० गुण)

१. इंटरनेटचा इतिहास आणि विकास थोडक्यात सांगा.
२. डिजिटल सामग्री व्यवस्थापन आणि सामग्री व्यवस्थापन प्रणालीच्या संकल्पनेचे वर्णन करा.
३. ब्लॉगिंगचे प्रकार योग्य उदाहरणासह स्पष्ट करा.

प्र. ५) कोणत्याही एका प्रश्नाचे उत्तर लिहा

(१२ गुण)

- १) 'डिजिटल मीडियाचा समाजावर परिणाम होतो' या विधानाशी तुम्ही सहमत आहात का होय किंवा नाही योग्य उदाहरणासह स्पष्ट करा.
- २) नागरी पत्रकारिता हि पारंपारिक पत्रकारितेपेक्षा कशी वेगळी आहे हे योग्य उदाहरणासह स्पष्ट करा.



Total No of Questions: 5.  
Total No of Pages: 2

Exam Seat No:

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati**  
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**Affiliated to Savitribai Phule Pune University, Pune**  
**Semester End Examination of**  
**Class- T.Y.B.Voc. Journalism and Mass Communication**  
**Semester: V**  
**Subject: UBJM-352 VISUAL COMMUNICATION**

\* (2022 Pattern)  
(No. of Credits 04)

Time: 2.00 hr.

Marks: 50

**Instruction: All Questions are compulsory**

**Q.1A) Choose appropriate option.**

**(07 Marks)**

1. The art movement known for dream-like scenes is:  
a) Expressionism                      b) Surrealism  
c) Cubism                                d) Dadaism
2. Which of the following best describes the function of shape in visual design?  
a) To define forms and create structure    b) To convey emotions  
c) To represent ideas                      d) To create patterns
3. The term "visual culture" encompasses:  
a) Only fine arts                      b) All forms of visual expression and communication  
c) Literature and poetry    d) Audio-visual media only
4. A key aspect of designing effective layouts is:  
a) Balance and proportion                      b) The use of only text  
c) Random placement of elements              d) Color diversity
5. Which design element can create visual tension?  
a) Balance                                b) Contrast  
c) Harmony                                d) Unity
6. The significance of visual communication lies in its ability to:  
a) Tell stories verbally                      b) Convey messages quickly and effectively  
c) Focus only on aesthetics                      d) Use complex language
7. In visual design, a grid system is used to:  
a) Organize layout and structure                      b) Create randomness  
c) Highlight one area only                      d) Define depth

**(06 Marks)**

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

1. What is the significance of perspective in visual art?
2. How does symbolism enhance visual communication?
3. Define "layout" in the context of visual communication.
4. What role does rhythm play in visual design?
5. How is color used to affect emotion in visual art?
6. What does "visual hierarchy" mean?

**Q.2) Answer any one question.**

**(05 Marks)**

1. Describe the impact of visual communication in digital media.
2. Explain the significance of historical movements in shaping contemporary visual art.

**Q.3) Short Notes (Any Two).**

**(10 Marks)**

1. The relationship between light and form in visual art.
2. Principles of effective visual design.
3. The role of cultural context in visual communication.

**Q.4) Answer the questions in brief (Any Two).**

**(10 Marks)**

1. How does the choice of color influence visual perception?
2. Discuss the elements that contribute to a compelling visual narrative.
3. Explain how balance is used in visual design to create effectiveness.

**Q.5) Answer any one question.**

**(12 Marks)**

1. Analyze the principles of visual composition and their applications in various media.
2. Discuss how symbols function within visual communication to convey messages.



## मराठी भाषांतर

सूचना : सर्व प्रश्न अनिवार्य आहेत

Q.1A) योग्य पर्याय निवडा.

(07 गुण)

1. स्वप्नासारख्या दृश्यांसाठी ओळखली जाणारी कलाचळवळ कोणती?
  - a) भाववादी
  - b) स्वप्न दृश्यवाद
  - c) घनवादी
  - d) दादावाद
2. खालीलपैकी कोणते दृश्य रचनेमध्ये आकाराच्या कार्याचे योग्य वर्णन करते?
  - a) आकार निश्चित करणे आणि संरचना तयार करणे
  - b) भावना व्यक्त करणे
  - c) कल्पना व्यक्त करणे
  - d) नमुने तयार करणे
3. "दृश्यसंस्कृती" म्हणजे काय?
  - a) केवळ ललित कला
  - b) दृश्य अभिव्यक्ती आणि संवादाचे सर्व प्रकार
  - c) साहित्य आणि कविता
  - d) केवळ दृकश्राव्य माध्यमे
4. प्रभावी मांडणी तयार करण्याचा एक महत्त्वाचा पैलू म्हणजे:
  - a) संतुलन आणि प्रमाण
  - b) केवळ मजकूराचा वापर
  - c) घटकांचा अनियोजित ठेवा
  - d) रंगांची विविधता
5. कोणता रचना घटक दृश्यताण निर्माण करू शकतो?
  - a) संतुलन
  - b) विरोधाभास
  - c) सुसंगती
  - d) एकता
6. दृश्य संवादाची महत्त्वाची गोष्ट म्हणजे:
  - a) कथा शब्दांत सांगणे
  - b) संदेश जलद आणि प्रभावीपणे व्यक्त करणे
  - c) केवळ सौंदर्यशास्त्रावर लक्ष केंद्रित करणे
  - d) जटिल भाषेचा वापर
7. दृश्य डिझाइन मध्ये ग्रिड प्रणालीचा उपयोग कसा केला जातो?
  - a) मांडणी आणि संरचना व्यवस्थित करण्यासाठी
  - b) यादृच्छिकता तयार करण्यासाठी
  - c) एका क्षेत्राला उजागर करण्यासाठी
  - d) गहराई निश्चित करण्यासाठी



Q.1B) एका ओळीत उत्तरे द्या.

(06 गुण)

1. दृश्यकलेमध्ये दृष्टीकोनाचे महत्त्व काय आहे?
2. प्रतीकवाद दृश्य संवाद कसा वाढवतो?
3. दृश्य संप्रेषणाच्या संदर्भात 'मांडणी' म्हणजे काय?
4. दृश्य रचनेमध्ये लय कोणती भूमिका बजावते?
5. दृश्यकलेतील भावनांवर परिणाम करण्यासाठी रंग कसा वापरला जातो?
6. "दृश्यपदानुक्रम" म्हणजे काय?

Q.2) खालील पैकी एका प्रश्नाचे उत्तर द्या.

(05 गुण)

1. डिजिटल माध्यमामध्ये दृश्य संवादाचा प्रभाव स्पष्ट करा.
2. समकालीन दृश्य कलेला आकार देण्यासाठी ऐतिहासिक चळवळींचे महत्त्व स्पष्ट करा.

Q.3) टिपा लिहा (कोणतेही दोन).

(10 गुण)

1. दृश्य कलेमध्ये प्रकाश आणि आकार यांचा संबंध.
2. प्रभावी दृश्य रचनेची तत्वे
3. दृश्य संवादामध्ये सांस्कृतिक संदर्भाची भूमिका.

Q.4) खालीलपैकी दोन प्रश्नांचे थोडक्यात उत्तरे द्या.

(10 गुण)

1. रंगाची निवड दृश्य आकलनावर कसा प्रभाव टाकते?
2. आकर्षक दृश्य कथानकाला योगदान देणाऱ्या घटकांची चर्चा करा.
3. प्रभावी दृश्य संवादासाठी संतुलनाचा उपयोग कसा केला जातो ते स्पष्ट करा.

Q.5) खालीलपैकी एका प्रश्नाचे उत्तर द्या.

(12 गुण)

1. दृश्य रचनेची तत्वे आणि विविध माध्यमांमधील त्यांच्या अनुप्रयोगांचे विश्लेषण करा.
2. दृश्य संवादामध्ये अर्थ व्यक्त करण्यासाठी प्रतीकांचा वापर कसा केला जातो ते चर्चा करा.

Total No of Questions: 5.  
Total No of Pages: 3

Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce  
(Autonomous)  
Affiliated to Savitribai Phule Pune University, Pune  
Class- T.Y.B.Voc. Journalism and Mass Communication  
Semester: VI  
Subject: UBJM-361: Basics of Advertising  
(2022 Pattern)  
(No. of Credits 04)

Time: 2.00 hr.

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

Q.1A) Choose the appropriate option.

1. Which of the following is not a basic principle of advertising?  
a) Creativity b) Persuasion c) Randomness d) None of these
2. The AIDA model stands for:  
a) Awareness, Interest, Decision, Action  
b) Attention, Interest, Desire, Action  
c) Attraction, Influence, Demand, Acceptance  
d) Analysis, Innovation, Development, Advertising
3. What is the primary purpose of market segmentation?  
a) To increase production costs b) To target specific groups  
c) To limit brand awareness d) To eliminate competition
4. Which medium is considered "out of home" advertising?  
a) Television b) Billboard c) Newspaper d) Social Media
5. What is the main function of an advertising agency?  
a) Manufacturing products b) Creating advertising campaigns  
c) Selling directly to consumers d) Conducting market research
6. The DAGMAR model is associated with:  
a) Brand Awareness b) Advertising  
c) Digital marketing d) Product Development
7. What is the significance of brand awareness?  
a) It reduces competition b) It increases sales  
c) It makes products recognizable d) It creates a competitive advantage





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

(06 Marks)

1. Define advertising.
2. What is sales promotion?
3. Name any two types of advertising media.
4. What is the role of an ad agency?
5. Define brand awareness.
6. Write Full form of DAGMAR

**Q.2 Answer any one of the following:**

(05 Marks)

1. Explain role of advertising in media.
2. Discuss the impact of online advertising.

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

(10 Marks)

1. Product to brand journey
2. Types of advertising
3. Principles of advertising

**Q.4 Answer any two of the following:**

(10 Marks)

1. Explain the AIDA model with examples.
2. Discuss the growth and development of advertising agencies.
3. Describe different trends in advertising.

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

(12 Marks)

1. The evolution of advertising in the world.
2. The impact of digital media on advertising strategies.



मराठीत भाषांतर

प्र. १अ) योग्य पर्याय निवडा.

(७ गुण)

- १ खालीलपैकी कोणता जाहिरातीचा मूलभूत सिद्धांत नाही?  
अ) सर्जनशीलता ब) पटवून देणे क) अनियमितता ड) लक्ष्यीकरण
- २ AIDA मॉडेल म्हणजे:  
अ) जागरूकता, स्वारस्य, निर्णय, कृती ब) लक्ष वेधणे, स्वारस्य, इच्छा, कृती  
क) आकर्षण, प्रभाव, मागणी, स्वीकार ड) विश्लेषण, नाविन्य, विकास, जाहिरात
- ३ बाजार विभाजनाचे प्राथमिक उद्दिष्ट काय आहे?  
अ) उत्पादन खर्च वाढवणे ब) विशिष्ट ग्राहक गटांना लक्ष्य करणे  
क) ब्रँड जागरूकता मर्यादित करणे ड) स्पर्धा दूर करणे
- ४ खालीलपैकी कोणते माध्यम "बाहेरील जाहिरात" म्हणून ओळखले जाते?  
अ) दूरदर्शन ब) होर्डिंग क) वृत्तपत्र ड) सोशल मीडिया
- ५ जाहिरात एजन्सीचे मुख्य कार्य काय आहे?  
अ) उत्पादने तयार करणे ब) जाहिराती तयार करणे आणि व्यवस्थापित करणे  
क) थेट ग्राहकांना विक्री करणे ड) ग्राहक सर्वेक्षण करणे
- ६ DAGMAR मॉडेल संबंधित आहे:  
अ) ब्रँड जागरूकता ब) जाहिरातीचे उद्दिष्ट  
क) डिजिटल मार्केटिंग ड) उत्पादन प्लेसमेंट
- ७ ब्रँड जागरूकतेचे महत्त्व काय आहे?  
अ) स्पर्धा कमी करते ब) ग्राहक निष्ठा सुनिश्चित करते  
क) उत्पादन ओळखण्यास मदत करते ड) उत्पादन खर्च वाढवते

प्र. १ब) एका वाक्यात उत्तर द्या.

(६ गुण)

- १ जाहिरातीची व्याख्या लिहा.
- २ विक्रीस प्रोत्साहन म्हणजे काय?
- ३ जाहिरात माध्यमांचे कोणतेही दोन प्रकार सांगा.
- ४ जाहिरात संस्थेची भूमिका काय आहे?
- ५ ब्रँड जागरूकता म्हणजे काय?
- ६ DAGMAR चे पूर्णरूप लिहा.

प्र. २ पुढीलपैकी कोणत्याही एका प्रश्नाचे उत्तर द्या.

(५ गुण)

- १ माध्यमांमध्ये जाहिरातीची भूमिका स्पष्ट करा.
- २ ऑनलाइन जाहिरातीचा प्रभाव सांगा.

प्र. ३ खालीलपैकी कोणत्याही दोन विषयांवर संक्षिप्त टिपणे लिहा.

(१० गुण)

- १ उत्पादन ते ब्रँड प्रवास
- २ जाहिरातीचे प्रकार
- ३ जाहिरातीचे सिद्धांत

प्र. ४ खालीलपैकी कोणत्याही दोन प्रश्नांची उत्तरे द्या.

(१० गुण)

- १ AIDA मॉडेल उदाहरणांसह स्पष्ट करा.
- २ जाहिरात संस्थांची वाढ व विकास यावर चर्चा करा.
- ३ जाहिरातीतील विविध ट्रेंड्स वर्णन करा.

प्र. ५ खालीलपैकी कोणत्याही एका विषयावर निबंध लिहा.

(१२ गुण)

- १ जगातील जाहिरातीचा विकास.
- २ डिजिटल माध्यमांचा जाहिरात धोरणांवर परिणाम.

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- T.Y.B.Voc. Journalism and Mass Communication  
Semester: VI

Subject: UBJM-362 Public Relations  
(2022 Pattern)

Time: 2.00 hr.

(No. of Credits 04)

Marks: 50

**Instructions:** i) All questions are compulsory  
ii) Right side indicates marks

**Q.1A) Choose appropriate option.**

**(07 Marks)**

1. Where did the public relations originated?  
A. England                      B. France                      C. U.S.                      D. Russia
2. "Magic Carpet" is the house journal of which company?  
A. Air India                      B. Telco Ltd.                      C. Indian Hotels Company                      D. Bridgestone
3. Which of the following types does not require direct payment?  
A. Public relations                      B. Publicity                      C. Propaganda                      D. Advertising
4. Who wrote the definition 'public relations is all that is done to create favorable public opinion'?  
A. British Institute of Public Relations                      B. Rex Harlow  
C. George Meredith                      D. George Santayana
5. DAVP stands for.....  
A. Dictionary of Advertising and Visual Publicity  
B. Directorate of Advertising and Visual Publicity  
C. Directory of Advertising and Visual Publicity  
D. Directory of Advanced and Vital Publicity
6. What should a public relations officer avoid?  
A. Giving out private information about company.  
B. Constantly taking information about various departments.  
D. Staying in touch with workers.  
C. Interacting with seniors from time to time.
7. Propaganda means....  
A. To create love in the minds of the people  
B. Suppressing facts  
C. Creating an image of a person  
D. Giving true information about individual ideology etc.



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

**(06 Marks)**

1. Who is responsible for publicizing the work of Maharashtra government?
2. Internal public relation tools are used for whom?
3. Full form of IPRA ....
4. What is the most important quality of a public relations expert?
5. What is the Press Kit?
6. What is House Journal?

**Q2. Answer any one of the following**

**(05Marks)**

- 1 Write public relation definition and explain the nature and functions of PR.
2. Explain the importance of Press Tour.

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

**(10Marks)**

1. PR officer role in crisis management
2. Internal and External PR tools
3. PR in political sector

**Q4. Answer any two of the following**

**(10Marks)**

1. Explain the reasons for the development of public relations in post-independence India.
2. Explain difference between advertising and PR.
3. Discuss the different media units of the Ministry of Information and Broadcasting.

**Q5. Write an essay on any one of the following**

**(12Marks)**

1. Explain the importance of social media for public relations
2. Which public relations tools would you use for image building and promoting various activities of educational institute? Explain in detail with examples.

**Q.1A) योग्य पर्याय निवडा**

1. जनसंपर्क शास्त्राचा उदय कोठे झाला?  
अ. इंग्लंड      ब. फ्रांस      क. अमेरिका      ड. रशिया
2. "मैजिक कार्पेट" हे हाऊस जर्नल कोणत्या कंपनीचे आहे?  
अ. एअर इंडिया      ब. टेल्को लिमिटेड      क. इंडियन हॉटेल्स कंपनी      ड. ब्रिजस्टोन
3. खालीलपैकी कोणत्या प्रकारात थेट पैसे मोजावे लागत नाहीत?  
अ. जनसंपर्क      ब. प्रसिद्धी      क. प्रॉपगंडा      ड. जाहिरात
4. 'जनसंपर्क' म्हणजे अनुकूल लोकमत तयार होण्यासाठी केलेल्या सर्व गोष्टी 'ही व्याख्या कोणाची आहे?  
अ. ब्रिटिश इन्स्टिट्यूट ऑफ पब्लिक रिलेशन संस्था      ब. रेक्स हरलो  
क. जॉर्ज मेरिडीथ      ड. जॉर्ज संतायना
5. डी.ए.व्ही.पी चे पूर्णरूप ...  
अ. डिक्शनरी ऑफ अँडव्हर्टायझिंग अँड व्हिज्युअल पब्लिसिटी  
ब. डायरेक्टरेट ऑफ अँडव्हर्टायझिंग अँड व्हिज्युअल पब्लिसिटी  
क. डायरेक्टरी ऑफ अँडव्हर्टायझिंग अँड व्हिज्युअल पब्लिसिटी  
ड. डायरेक्टरी ऑफ एँडव्हान्स अँड व्हाइटल पब्लिसिटी
6. जनसंपर्क अधिकाऱ्याने कोणती गोष्ट टाळली पाहिजे?  
अ. कंपनीची गोपनीय माहिती इतरांना देणे  
ब. सातत्याने विविध विभागाची माहिती घेत राहणे.  
क. कामगारांशी संपर्कात राहणे.  
ड. वरिष्ठांशी वेळोवेळी संवाद साधणे.
7. प्रोपगंडा म्हणजे....  
अ. जनतेच्या मनात प्रेम निर्माण करणे  
ब. तथ्य दडपून टाकणे  
क. व्यक्तीची प्रतिमानिर्मिती करणे  
ड. व्यक्ती विचारधारा आदी बाबत खरी माहिती देणे

(६ गुण)

**Q.1B) एका वाक्यात उत्तरे लिहा**

1. महाराष्ट्र सरकारच्या कार्याच्या प्रसिद्धीची जबाबदारी कोणावर असते ?
2. अंतर्गत (इंटरनल) जनसंपर्क साधने कोणासाठी वापरली जातात?
3. आय.पी.आर.ए चे पूर्णरूप लिहा
4. जनसंपर्क तज्ञाचा सर्वात महत्वाचा गुण कोणता आहे?
5. प्रेस कीट म्हणजे काय ?
6. हाऊस जर्नल म्हणजे काय ?



Q2. कोणत्याही एका प्रश्नाचे उत्तर लिहा

(५ गुण)

1. जनसंपर्क व्याख्या करा. पी.आर.चे स्वरूप आणि कार्ये थोडक्यात स्पष्ट करा.
2. अभ्यास दौऱ्यांचे (Press Tour) महत्व सांगा.

Q3. कोणत्याही दोन टीपा लिहा

(१० गुण)

1. संकट व्यवस्थापनात पीआर अधिकाऱ्याची भूमिका
2. अंतर्गत आणि बाह्य पीआर साधने
3. राजकीय क्षेत्रातील पीआर

Q4. खालीलपैकी कोणत्याही दोन प्रश्नांची उत्तरे लिहा

(१० गुण)

1. स्वातंत्र्योत्तर भारतात जनसंपर्क शाखाचा विकास होण्याची कारणे स्पष्ट करा.
2. जाहिरात आणि पीआर मधील फरक स्पष्ट करा.
3. माहिती आणि प्रसारण मंत्रालयाच्या विविध माध्यम युनिट्सची चर्चा करा.

Q5. खालीलपैकी कोणत्याही एका प्रश्नाचे सविस्तर उत्तर लिहा

(१२ गुण)

1. जनसंपर्क साठी समाजमाध्यमांचे महत्व स्पष्ट करा.
2. शैक्षणिक संस्थेची प्रतिमा निर्मिती करणे तसेच त्यांच्या विविध कार्यास प्रसिद्धी देण्यासाठी तुम्ही कोणकोणत्या (पब्लिक रिलेशन टूल्स) साधनांचा वापर कराल? उदाहरणासह सविस्तर लिहा.

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Total No of Questions: 5.  
Total No of Pages: 3

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- T.Y. B.Voc. Journalism and Mass Communication**

**Semester: VI**  
**Subject: UBJM 363- Media Management**  
(2022 Pattern)  
(No. of Credits 04)

**Time: 2.00 hr.**

**Marks: 50**

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

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**Q.1A) Choose appropriate option.**

**(07 Marks)**

1. \_\_\_\_\_ is giving instruction to employees to get the job done.  
a) Organising                      b) Directing                      c) Planning                      d) Controlling
2. What is an essential function of editorial freedom?  
a) Government control                      b) Ensuring unbiased reporting  
c) Restricting information flow                      d) Increasing revenue
3. Which of the following is a key function of HRD in media?  
a) Reducing workforce                      b) Training employees for efficiency  
c) Avoiding financial expenditure                      d) Increasing content without quality check
4. Organization which produce, distribute, and promote information and programming (messages) are \_\_\_\_\_ organizations.  
a) Media                      b) Food                      c) IT                      d) Telemarketing
5. When an organization owns more than one type of Media Company it is called \_\_\_\_\_ ownership  
a) Chain                      b) Cross media                      c) Conglomerate                      d) None of these
6. Which media organization is known for global news coverage?  
a) IENS                      b) BBC                      c) NRS                      d) ILNA
7. How does liberalization affect the media industry?  
a) Reducing foreign investment                      b) Encouraging competition  
c) Increasing government control                      d) Limiting digital expansion

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

**(06 Marks)**

1. What is media delegation?
2. Name one media marketing strategy.
3. Name any two news agencies and its full form.
4. Why is professional integrity important in media?
5. What is the significance of organizational bodies in media?
6. Give the names of various departments in news channel.

**Q.2) Answer any one question.**

**(05 Marks)**

1. How does public relations help in media brand building?
2. Explain the structure of television media organizations.



**Q.3) Short Notes (Any Two).**

1. Coordination between media departments
2. Use of AI in media.
3. Sales promotion strategies in media

**(10 Marks)**

**Q.4) Answer the questions in brief (Any Two).**

1. Write a various types of ownership and its agenda
2. What are the challenges of globalization for media houses?
3. How do advertising revenues support media houses?

**(10 Marks)**

**Q.5) Answer any one question.**

1. Discuss the impact of digital revolution on the media industry.
2. Discuss on commercialization of media

**(12 Marks)**

(07 गुण)

Q.1 A) योग्य पर्याय निवडा.

1. \_\_\_\_\_ म्हणजे कर्मचाऱ्यांना काम पूर्ण करण्याच्या सूचना देणे.  
अ) संघटन                      ब) निर्देशन                      क) नियोजन                      ड) नियंत्रण
2. संपादकीय स्वातंत्र्याचे महत्त्वाचे कार्य कोणते आहे?  
अ) सरकारी नियंत्रण                      ब) निष्पक्ष वार्ताकन करणे  
क) माहितीच्या प्रवाहावर निर्बंध लादणे                      ड) उत्पन्न वाढवणे
3. माध्यम क्षेत्रातील मानव संसाधन विकास (HRD) चे मुख्य कार्य कोणते आहे?  
अ) कर्मचाऱ्यांची संख्या कमी करणे                      ब) कर्मचाऱ्यांना कार्यक्षमतेसाठी प्रशिक्षण देणे  
क) आर्थिक खर्च टाळणे                      ड) गुणवत्ते शिवाय सामग्री वाढवणे
4. माहिती आणि संदेश निर्मिती, वितरण आणि प्रचार करणारी \_\_\_\_\_ संस्था आहेत.  
अ) माध्यम                      ब) अन्न                      क) आयटी                      ड) टेलिमार्केटिंग
5. जेव्हा एखादी संस्था एका पेक्षा जास्त प्रकारच्या मीडिया कंपनीच्या मालकीची असते तेव्हा तिला \_\_\_\_\_ मालकी म्हणतात.  
अ). साखळी                      ब) क्रॉसमीडिया                      क) समूह                      ड.) यापैकी नाही
6. खालीलपैकी जागतिक बातम्यांच्या प्रसारणासाठी कोणती माध्यम संस्था प्रसिद्ध आहे?  
अ) आय इ एन एस                      ब) बीबीसी                      क) एन आर एस                      ड) आय एल एन ए
7. उदारीकरणामुळे माध्यम उद्योगावर काय परिणाम होतो?  
अ) परदेशी गुंतवणूक कमी होते                      ब) स्पर्धेला चालना मिळते  
क) सरकारी नियंत्रण वाढते                      ड) डिजिटल विस्तार मर्यादित होतो

Q.1B) एका ओळीत उत्तरे द्या.

(06 गुण)

1. माध्यम प्रतिनिधित्व म्हणजे काय?
2. एक माध्यम विपणन धोरण सांगा.
3. कोणत्याही दोन वृत्तसंस्थांची नावे आणि त्यांचे पूर्णरूप लिहा
4. माध्यम क्षेत्रात व्यावसायिक प्रामाणिकपणा का महत्त्वाचा आहे?
5. माध्यम क्षेत्रातील संस्थात्मक संस्थांचे महत्त्व काय आहे?
6. वृत्तवाहिनीतील विविध विभागांची नावे लिहा.

Q.2) खालील पैकी एका प्रश्नाचे उत्तर द्या.

(05 गुण)

1. जनसंपर्क माध्यम ब्रँड बिल्डिंगमध्ये कसा मदत करतो?
2. टेलिव्हिजन माध्यम संस्थेची संरचना स्पष्ट करा.

Q.3) टिपा लिहा (कोणत्याही दोन).

(10 गुण)

1. माध्यम विभागांमधील समन्वयाचे महत्त्व
2. माध्यमांमध्ये 'एआय'चा वापर.
3. माध्यम विक्रीसाठी जाहिरात धोरणे

Q.4) खालील पैकी दोन प्रश्नांचे थोडक्यात उत्तरे द्या.

(10 गुण)

1. विविध प्रकारची मालकी आणि त्याचा अजेंडा लिहा.
2. जागतिकीकरणामुळे माध्यम संस्थांना कोणती आव्हाने निर्माण होतात?
3. जाहिरात उत्पन्न माध्यम संस्थांना कशा प्रकारे आधार देते?

Q.5) खालील पैकी एका प्रश्नाचे उत्तर द्या.

(12 गुण)

1. डिजिटल क्रांतीमुळे माध्यम उद्योगावर काय परिणाम झाला आहे, यावर चर्चा करा.
2. माध्यमांमधील व्यापारीकरणावर चर्चा करा.



Total No. of Questions – 4]

[Total No. of Printed Pages – 2

Seat No:

**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati**

**Sixth Semester Examination March-April, 2025**

**Class - T.Y.B.Voc Retail Management**

**Subject – (RM-1601) Marketing Management (Pattern-2019)**

**[Maxi. Marks – 50**

**Time – Allowed 2.00 Hours]**

Instructions: - i) All questions are compulsory.

ii) Figures to the right indicate full marks.

**Q.1 (a) Fill in the blanks.**

**(07)**

1. Good marketing is no accident, but a result of careful planning and \_\_\_\_\_.  
(a) Execution (b) Selling  
(c) Research (d) Strategies
2. Which of the following is NOT an element of the marketing mix?  
(a) Distribution (b) Product  
(c) Target Market (d) Pricing
3. Which of the following is the feature of the marketing? \_\_\_\_\_.  
(a) Needs and wants (b) Creating a market offering  
(c) Customer value (d) All of the above
4. \_\_\_\_\_ is the process of classification of products into different groups on the basis of some of its important characteristics.  
(a) Grading (b) Packaging  
(c) Standardization (d) Branding
5. Typically profit is negative in which stage of product life cycle- \_\_\_\_\_.  
a) Growth b) Maturity  
c) Introduction d) Decline
6. The traditional view of marketing is that the firm makes something and then \_\_\_\_\_ it.  
a) Markets b) Sells  
c) Prices d) Services
7. Amul Masti Dahi is an example of \_\_\_\_\_.  
a) Line extension b) Brand extension  
c) Category extension d) None of the above

**Q.1 (b) Answer in one sentence.**

**(06)**

1. What is marketing management?
2. What is selling?
3. What is segmentation?
4. Define warranty.
5. What is marketing environment?
6. What is branding?



**Q. 2** What is rural marketing and explain its characteristics?

**OR**

**(10)**

What is marketing management and explain the concept of Marketing Mix?

**Q. 3 Short Notes (Any Three)**

1. Guaranty & Warranty
2. Product Life cycle
3. 4P's Marketing
4. Marketing Management

**(15)**

**Q.4** Explain why marketing managers should understand consumer behaviour.

**OR**

**(12)**

What are the functions of marketing? Explain all with suitable examples.



Exam Seat No:

[Total No. of Printed Pages – 2]

Total No. of Questions – 5]

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

Affiliated to Savitribai Phule Pune University, Pune  
Class - T.Y. B. Voc Retail Management (Pattern 2022)  
Subject – (UBRM 351) Marketing Research

(Semester V) Examination ~~2022-23~~

(No. of Credits 04)

[Maxi. Marks – 50]

Time – Allowed 2.00 Hours]

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

(08)

**Q. 1 a) Fill in the Blanks:**

- 1) Business research comes within the purview of \_\_\_\_\_ research.  
A) Social Science B) Science C) Arts D) None of these
- 2) \_\_\_\_\_ Market research, which was previously known as industrial marketing research.  
A) B2C B) B2B C) Both D) None of these
- 3) Research is a systematized effort to gain \_\_\_\_\_.  
A) New Knowledge B) Market Knowledge C) Product Knowledge D) None of these
- 4) Research is a systematic approach to \_\_\_\_\_ investigation.  
A) New B) Intention C) Purposeful D) none of these
- 5) \_\_\_\_\_ is the orderly arranged of the data in a tabular form.  
A) Primary Data B) Data C) Product Unit D) Data tabulation
- 6) While selecting the sample the \_\_\_\_\_ has to be clearly specified.  
A) Sample unit B) Product Unit C) Data D) None of these
- 7) A \_\_\_\_\_ sampling can be convenience or judgement sampling.  
A) Probability B) Product C) Non-probability D) None of these
- 8) There are \_\_\_\_\_ steps in the research process.  
A) 5 B) 6 C) 7 D) 9

(05)

**Q.1 b) Answer the following**

- 1) What is nominal scale?
- 2) What is ordinal scale?
- 3) What is interval scale?
- 4) What is questionnaire?
- 5) What do you mean by questionnaire design?

(05)

**Q.2 Answer any One of the following:**

1. Process of marketing research.
2. Functions of consumer research.



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

1. Ethical issues in marketing research.
2. Importance of product research.
3. Elements of research proposal.

(10)

**Q.4 Answer any Two of the following:**

1. Steps of sampling process.
2. Marketing research techniques in India.
3. Criteria of good research design.

(10)

**Q.5 Answer the following any One:**

1. Write format of marketing research report.

(12)

**OR**

1. What is marketing research design? Explain in detail types of research design



[Total No. of Printed Pages – 02]

Seat No.-

Affiliated to Savitribai Phule Pune University, Pune  
Class - T.Y. B. Voc Retail Management (Pattern 2022)

**Subject – (UBRM361) Marketing Management**  
**(Semester VI) Examination March/April., 2024-25 (Regular)**

(No. of Credits 04)

[Maxi. Marks – 50

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

08

- Marketing management is the way to find out the opportunities which are ----- and create these opportunities by satisfying the customers.
  - Profitable
  - Achievable
  - Social
- is a third P of Marketing Management.
  - Price
  - Place
  - Promotion
- Connecting with ----- is more than just communication.
  - Customers
  - People
  - Product
- refers to the place you want your brand or product to have within a particular target market.
  - Targeting
  - Positioning
  - Marketing
- Healthy ----- is often a great way for organizations to motivate themselves and their employees to strive for excellence.
  - Targeting
  - marketing
  - competition
- identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.
  - People
  - Customer
  - Brand
- A ----- is a product or service that a company provides to customers to meet their needs.



**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**  
**(Empowered Autonomous)**  
**Affiliated to Savitribai Phule Pune University, Pune**  
**Class - T.Y. B. Voc Retail Management (Pattern 2022)**  
**Subject – (UBRM 361) Marketing Management**  
**(Semester VI) Examination March/April., 2024-25 (Regular)**

**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.

### Q.1. A] Fill in the Blanks

08

- Marketing management is the way to find out the opportunities which are ----- and create these opportunities by satisfying the customers.
  - Profitable
  - Achievable
  - Social
- is a third P of Marketing Management.
  - Price
  - Place
  - Promotion
- Connecting with ----- is more than just communication.
  - Customers
  - People
  - Product
- refers to the place you want your brand or product to have within a particular target market.
  - Targeting
  - Positioning
  - Marketing
- Healthy ----- is often a great way for organizations to motivate themselves and their employees to strive for excellence.
  - Targeting
  - marketing
  - competition
- identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.
  - People
  - Customer
  - Brand
- A ----- is a product or service that a company provides to customers to meet their needs.



- a. Marketing Service
- b. marketing targeting
- c. marketing offering
- h) ----- means the wrapping or bottling of products to make them safe from damages during transportation and storage.
  - a. Packaging
  - b. Labeling
  - c. Targeting

**B] State the following statement True or False**

- a) A warranty is an assurance usually given in an oral format.
- b) Rural marketing is done at Metropolitan Cities.
- c) Set your marketing goals is first stage of Marketing Planning Process.
- d) Indirect competitors provide products or services that are not the same but that satisfy the same consumer needs.
- e) The customer connection begins even before first personal interaction.

05

**Q.2. Answer the following [Any 1]**

- a) Types of pricing strategies
- b) Stages of new product development

05

**Q. 3. Write the Short Notes on [Any 2]**

- a) Positioning.
- b) Holistic marketing dimensions.
- c) Types of distribution channels

10

**Q.4. Answer the following [Any 2]**

- a) Relationship between product differentiation & positioning
- b) 7 P's Of Marketing mix.
- c) Product Lifecycle stages.

10

**Q.5. Answer the following [Any 1]**

- a) Define Marketing Management. Explain Marketing Planning Process.
- b) Explain the concept basic segmentation. Write the Types of Market Segmentation.

12





SEAT No:

[Total No. of Pages – 02]

Total No. of Questions: 5]

Anekant Education Society's

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

Affiliated to Savitribai Phule Pune University, Pune  
T.Y. B.Voc Retail Management

**UBRM 362 : Retail Financial Services (2022 Pattern) (Semester-VI)**

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

[Maxi. Marks-50]

Time- Allowed 2 Hours]

Instructions: - i) All questions are compulsory.  
ii) Figures to the right indicate full marks.  
iii) Draw neat diagrams whenever necessary.

**Q.1 All questions are compulsory**

(08)

a) Fill in the blanks

1. Financial services cover a wide range of activities. They assume a significant place in the socio-economic environment of any country. Which financial services are believed to be the oldest financial service existing in our country?

- a) Insurance      b) Mutual Funds      c) Banking      d) Factoring

2. The \_\_\_\_\_ index is a benchmark used to measure the performance of a mutual fund.

- A) Nifty      B) Sensex      C) BSE      D) All of the above

3. A mutual fund that invests in a mix of stocks and bonds is classified as a \_\_\_\_\_ fund.

- A) Equity      B) Debt      C) Hybrid      D) Money Market

4. The \_\_\_\_\_ of a mutual fund represents the risk associated with investing in the fund.

- A) Risk Profile      B) Return Profile      C) Investment Objective      D) Expense Ratio

5. Financial services can also be classified into two groups based on service offerings to a particular group. Provision of services to large corporates is called

- a) Wholesale Financial Services      b) Retail Financial Services  
c) Secured Financial Services      d) Ancillary Financial Services

6. 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

7. 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



8. The \_\_\_\_\_ ratio represents the percentage of a mutual fund's assets that go towards expenses. Tot

- A) Expense    B) Interest    C) Dividend    D) Capital Gains

b) Answer in one sentence

1. Any 2 types of Mutual funds
2. Any 2 types of Credit card
3. Any 2 types of Insurance
4. What is NAV?
5. What is the CRR?

(05)

Q.2) Solve ANYONE

- 1) Regulation of Mutual Funds in India
- 2) Advantages of Credit Card

(05)

Q.3) Short notes (ANY TWO)

- 1) Code of Conduct of Merchant Bankers
- 2) Legal structure of mutual fund
- 3) Types of Insurance

(10)

Q.4) Answer in short (ANY TWO)

- 1) Responsibility of Bankers
- 2) Types of Credit Card
- 3) Classification of Mutual funds

(10)

Q.5) Solve ANYONE

- 1) Explain Challenges to Indian Financial Services.

OR

- 1) Define Mutual Fund. Explain in detail the advantages and disadvantages of Mutual Funds

(12)



Exam Seat No:

Total No. of Questions – 5]

[Total No. of Printed Pages – 2

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

Affiliated to Savitribai Phule Pune University, Pune  
Class - T.Y. B. Voc Retail Management (Pattern 2022)  
Subject – (UBRM 363) Entrepreneurship Development  
(Semester VI) Examination March/April., 2024-25 (Regular)

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.

**Q. 1 a) Fill in the Blanks:**

(07)

1. An \_\_\_\_\_ who buys factor services at certain prices with a view to selling its product at uncertain price.

A) Intrapreneur

B) Entrepreneurship

C) Portfolio Entrepreneur

D) Entrepreneur

2. Following are the characteristics of Entrepreneurs.

A) Visionary

B) Risk Taker

C) Innovative

D) All of the Above

3. Agribusinesses focusing on \_\_\_\_\_.

A) Storage

B) Packaging

C) Distribution

D) All of the above

4. \_\_\_\_\_ problem faced by Agri and Rural Entrepreneurs.

A) Market Challenges

B) Goal Oriented

C) Leadership Skill

D) Passionate

5. SEZ stands for \_\_\_\_\_.

A) Special Economic Zone

B) Special Economy Zonal

C) Startup Economic Zone

D) None of the Above

6. Buyers must make payments to MSMEs within \_\_\_\_\_ days from the date of supply.

A) 45

B) 50

C) 55

D) 60

7. Achieving milestones within the first 1-2 yrs. Of the business is the objective of \_\_\_\_\_.

A) Short term

B) Long Term

C) Smart

D) None of the above

**Q.1 b) Answer the following.**

(06)

1. Definition of Entrepreneur.

2. Meaning of Women Entrepreneur.

3. Mening of Digital India.



**Q.2 Answer any One of the following:**

1. Characteristics of entrepreneurs.
2. Reasons of failure of new ventures.

(05)

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

1. Steps involved in launching a business.
2. Opportunity Analysis and Business Analysis.
3. Theories of Entrepreneurship.

(10)

**Q.4 Answer any Two of the following:**

1. Franchising.
2. MSME.
3. Entrepreneurship Development Cycle.

(10)

**Q.5 Answer the following any One:**

1. Write the meaning and definition of Entrepreneurs. And also explain the functions of entrepreneurs.

(12)

**OR**

1. Explain the Meaning, Scope, problems and Prospects of Agri and Rural Sector.



T.Y. BVOC

[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)

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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**

[Time Allowed- 02:30 Hours]

[Max. Marks-50]

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

**Q.1. Choose the correct alternative.**

(13)

- 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.

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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

B.VOC UBECMD352

**Subject- Marketing Research**

[Max. Marks-50]

[Time Allowed- 02 Hours]

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

(13)

1. Choose the correct alternative.

Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering \_\_\_\_\_ information.

- a) Attitudinal      b) Personal      c) Descriptive

2. What are the two types of research data?

- a) Predictive and quantitative      b) Primary and Secondary      c) Qualitative and quantitative

3. Marketing Research helps in.....

- a) Identification of problem      b) Solution of Problem      c) Both (a) & (b)

4. Sources of marketing information are categorized into two groups-what are they

- a) Causal resources      b) External sources, internal sources      c) Macro environmental sources

5. Which form of data below can usually be obtained more quickly and at a lower cost than the others?

- a) Primary      b) Experimental research      c) Secondary

6. Secondary data are \_\_\_\_\_.

- a) Collected mostly via surveys      b) Expensive to obtain      c) Not always very usable

7. Causal research is used to \_\_\_\_\_

- a) Describe marketing problems or situations  
b) Quantify observations that produce insights unobtainable through other forms of research  
c) Test hypotheses about cause-and-effect relationships

8. Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with \_\_\_\_\_, which is often the hardest step to take.

- a) Selecting a research agency to help      b) Defining the problem and research objectives  
c) Developing the research plan



9. In the second step of the marketing research process, research objectives should be translated into specific No. of \_\_\_\_\_.

- a) Financial amounts      b) Results that justify the means      c) Information needs

10. Secondary data consists of information \_\_\_\_\_.

- a) That already exists somewhere and was collected for another purpose  
b) Used by competitors      c) That does not currently exist in an organized form

11. Which form of data below can usually be obtained more quickly and at a lower cost than the others?

- a) Survey research      b) Syndicated      c) Secondary

12. Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is not one of them?

- a) It may not be current.      b) It may not exist.  
c) It is generally more expensive to obtain than primary data

13. Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?

- a) Focus groups      b) Personal interviews      c) Observational research

**Q.2. Solve any one question.**

- a) How to write research proposal?  
b) What are the different sampling methods?

(05)

**Q.3. Short notes. (Any two)**

- a) Benefits of an Efficient Market Research  
b) Explain the detail layout of Research report.  
c) Market research VS Marketing research.

(10)

**Q.4. Short answers questions. (Any two)**

- a) What are the three key objectives of marketing research?  
b) Objectives of marketing research.  
c) Why marketing research is important?

(10)

**Q.5. Solve any one question.**

- a) Explain in detail Primary market research and Secondary market research in detail with examples.  
b) Define the term marketing research. State the process of marketing research with diagram.

(12)

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Anekant Education Society's  
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Semester-VI Examination March/April, 2025

**B.VOC UBECDM-361**

**Subject- Legal Aspects in Digital Marketing**

[Max. Marks-50]

[Time Allowed- 02:30 Hours]

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

(13)

**Q.1. Choose the correct alternative.**

1. Which of the following is incorrect about digital marketing?  
A] Digital marketing can only be done offline.      B] Digital marketing cannot be done offline.  
C] Digital marketing requires electronic devices for promoting goods and services.  
D] In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.
2. Micro-blogging can be defined as \_\_\_\_\_.  
A] Mobile related blogs      B] Blogs posted by companies instead of an individual  
C] Blogs encompassing limited individual posts, which are typically limited by character count.  
D] None of the above
3. Time limit for providing information under RTI Act concerning the life and liberty of a person is  
A] 24 hours      B] 48 hours      C] 30 days      D] 7 days
4. Press Council Act was enacted in the year \_\_\_\_\_.  
A] 1965      B] 1978      C] 1968      D] 1969
5. \_\_\_\_\_ is an unauthorized use, typically of a patent or copyright.  
A] Infringement      B] Invasion of privacy      C] Slander      D] libel
6. The freedom of expression is guaranteed under \_\_\_\_\_ of Indian Constitution  
A] article 19(1)(a),      B] article 19 (2),      C] article 19 (1)(b),      D] None of these
7. Which of the following refers to exploring the appropriate, ethical behaviors related to the online environment and digital media platform?  
A] Cyber law      B] Cyber ethics      C] Cyber security      D] Cyber safety



8. Press is subject to the restrictions that are provided under the Article \_\_\_\_\_ of India constitution
- A] 19 (1), B] 19 (2), C] 19(3), D] 19 (4)
9. In which of the following, a person is constantly followed/chased by another person or group of people?
- A] Phishing B] Bulling C] Stalking D] Identity theft
10. Which of the following is considered as the unsolicited commercial email?
- A] Virus B] Malware C] Spam D] All of the above
11. Which of the following usually observe each activity on the internet of the victim, gather all information in the background, and send it to someone else?
- A] Malware B] Spyware C] Adware D] All of the above
12. \_\_\_\_\_ is a type of software designed to help the user's computer detect viruses and avoid them.
- A] Malware B] Adware C] Antivirus D] Both B and C
13. Which one of the following is a type of antivirus program?
- A] Quick heal B] MacAfee C] Kaspersky D] All of the above

**Q.2. Answer any one the following:**

- a) What is media law? Explain the media law is a legal field
- b) Explain Products and Services Banned From Advertising.

(05)

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

- a) Pros of media law study.
- b) Digital media ethics
- c) Laws applicable for broadcasting and films.

(10)

**Q.4. Answer any two of the following:**

- a) Explain Regulations Related to Advertising Methodology.
- b) List out the Act and rules applicable to the media industry.
- c) Explain the platforms in media industries.

(10)

**Q.5. Solve any one question.**

- a) What is mean by Advertising? Explain main highlights and objectives.
- b) What do you mean by IPR? Explain Advantages, Types and Intellectual Property Rights in India.

(12)

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Anekant Education Society's  
**Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati**  
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Semester-VI Examination March/April, 2025

**B.VOC UBECMD-362**

**Subject- Services Management**

[Max. Marks-50]

[Time Allowed- 02:30 Hours]

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

(13)

**Q.1. Choose the correct alternative.**

- What is a characteristic that distinguishes services from goods?  
 A] Tangibility      B] Perish ability      C] Homogeneity      D] Durability
- Which of the following is an example of an intangible service?  
 A] Smartphone      B] Haircut      C] Book      D] Car
- In the services marketing triangle, what does "Internal Marketing" focus on?  
 A] Customers      B] Employees      C] Competitors      D] Suppliers
- What is the term for the simultaneous production and consumption of a service?  
 A] Inseparability      B] Intangibility      C] Perish ability      D] Heterogeneity
- Which type of service requires a high degree of customization to meet individual customer needs?  
 A] Mass Service      B] Professional Service      C] Self-Service      D] Automated Service
- What is the significance of the "Services cape" in service marketing?  
 A] Employee training      B] Physical environment      C] Customer testimonials      D] Promotional activities
- In the context of services marketing, what does the acronym CRM stand for?  
 A] Customer Relationship Management      B] Customer Resource Management  
 C] Customer Retention Marketing      D] Customer Revenue Management
- What term is used to describe the phenomenon where a customer's perception of a service is influenced by the environment in which it is delivered?  
 A] Inseparability      B] Perish ability      C] Services cape      D] Heterogeneity
- All of the following are examples of services EXCEPT:  
 A] banking.      B] hotels and motels.      C] tax preparation.      D] computer software



10. \_\_\_\_\_ describes the employees skills in serving the client.  
A] Internal Marketing marketing      B] External Marketing      C] Relationship marketing      D] Internal
11. Examples of pure tangible goods include all of the following EXCEPT:  
A] Soap.      B] Tax preparation.      C] Toothpaste.      D] Salt.
12. Added features to an offering are called \_\_\_\_\_ service features.  
A] Expected      B] Augmented      C] Primary      D] Secondary
13. The intangibility of services has implications for the choice of \_\_\_\_\_.  
A] Brand elements      B] Location      C] Price      D] All of the above

**Q.2. Answer any one the following:**

- a) Explain classification of services.
- b) Explain in detail marketing mix in traditional marketing.

(05)

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

- a) Growth of the service sector in India.
- b) Hospitality Services.
- c) Traditional and EServices.

(10)

**Q.4. Answer any two of the following:**

- a) What is mean by services? Explain characteristics of services.
- b) Explain Implications for Businesses and levels of experience in the Zone of Tolerance.
- c) Explain factors responsible for the growth of service sector in India.

(10)

**Q.5. Solve any one question.**

- a) What is mean by Service Sector? Explain key components and importance of the service sector.
- b) What is mean by Services marketing? Explain Strategies and Challenges for Services Marketing.

(12)

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**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 2024-25**  
**Semester V, FP -13, Dairy Technology**

Marks: 50

Time: 2:00 Hours

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

**SECTION I**

**Q. 1 (A) Fill in the blanks.**

6M

- a) The cows in \_\_\_\_\_ breeds are poor milk yielders and male animals are good for work.
- b) For \_\_\_\_\_ variety of Khoa, heating should be stopped at rabri stage,
- c) The usual temperature of preheating of milk is \_\_\_\_\_.
- d) The standardized milk for liquid consumption should contain a minimum of \_\_\_\_\_ and \_\_\_\_\_ SNF, According to PFA rules.
- e) Milk appears \_\_\_\_\_ and \_\_\_\_\_ owing to light scattering by fat globules and casein micelles.
- f) Cow's milk has a pH ranging from \_\_\_\_\_ to \_\_\_\_\_, making it slightly acidic.

**Q. 1 (B) Define the following terms.**

6M

- a) Breed
- b) Ice-cream
- c) Uperization
- d) Homogenized milk
- e) Rehydrated milk
- f) Milk

**SECTION II**

**Q.2 Write notes on any three of the following.**

15M

- a) Write down the classification of Breeds?
- b) Write down the general construction and operation of filters and clarifiers?
- c) Explain physicochemical properties of milk?
- d) Define Toned Milk. Explain in detail manufacturing of toned milk?

**Q.3 Attempt any two of the following.**

10M

- a) Write down the difference between Stanchion barn and Lose housing barn?
- b) Define Cream. Write in detail manufacturing of cream with a flowchart?
- c) Explain working of spray drier with a neat labeled diagram?

**SECTION III**

**Q.4 Define Pasteurization. Write in detail methods of pasteurization of milk?**

13M

OR

**Q.4' Explain in detail Cleaning and Sanitization of dairy equipments?**

13M

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**Tuljaram Chaturchand College, Baramati**

B. Voc. Part III Food Processing and Post-Harvest Technology  
Semester End Examination, April 2025  
**Semester VI, Paper No. FP-16, Animal Product Technology**

Time: 2 Hours

Marks: 50

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

**Q. 1 A. Tick (✓) in front of correct & (X) in front of wrong sentence. 6 Marks**

- (a) The fat content of meat varies from 5 to 40% with the type, breed and age of the animal
- (b) Egg Shell is made up of protein polysaccharide complex and calcium carbonate.
- (c) Chemically, there is no difference between gelatine and glue
- (d) The cholesterol content of meat is about 75mg per 100g.
- (e) Vegetarian eggs are unfertilised eggs of hens and they are formed without the fusion of the sperm.
- (f) The egg yolk is known as albumin.

**B. Fill the following blank spaces with appropriate words. 7 Marks**

- (a) Fishes without a skeleton but covered with some types of hard shell are known as \_\_\_\_\_
- (b) Edible fishes are classified into two major categories based on their \_\_\_\_\_ differences.
- (c) Poultry meat has high protein content varying from \_\_\_\_\_
- (d) India is the largest producer of \_\_\_\_\_
- (e) The redness of meat is due to \_\_\_\_\_
- (f) The term \_\_\_\_\_ refers to the muscles of warm blooded terrestrial four legged animal.
- (g) Connective tissues is made up of collagen and \_\_\_\_\_.

**Q. 2 Write notes on any one of the following. 05 Marks**

- a. Composition and nutritional value of meat in brief
- b. Curing of the Meat

**Q. 3 Attempt any two of the following. 10 Marks**

- a. Define vegetarian eggs and differentiate between country breed and leghorn eggs.
- b. Classify the poultry according to Indian standard.
- c. Write down types and classification of fish.

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

- a. Describe the Effect of transport on meat animals
- b. Explain the method of meat preservation by freezing
- (c) Write notes on fish spoilage.

**Q. 5 Write Notes on 12 Marks**

- (a) Classification on animal by-products
- (b) Principal and Secondary by-products
- (c) Advantages of Slaughterhouse by-products

**OR**

**Q. 5' Describe the Utilization of Blood. 12 Marks**

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Anekant Education Society's  
**Tuljaram Chaturchand College, Baramati**  
**Department of Food Technology & Research**  
**B.Voc Food Processing & Post Harvest Technology**  
**Backlog Semester Examination, March/ April 2024-25**  
**Semester VI Paper No. FP-17, Food Safety, Hygiene and Sanitation**

Time: 2 Hours

Marks: 50

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

**Q. 1 Answer the following questions in very short and fill in the following blanks wherever necessary** **13 M**

- a) Define Food Safety
- b) Enlist any four Physical hazards
- c) CCP stands for
- d) Write full form of PDCA
- e) ISO stands for
- f) What is waste management?
- g) Kaizen means
- h) \_\_\_\_\_ contamination is likely to be happen when raw food drip onto cooked food stuffs
- i) Write any four functions of packaging
- j) Define Biological Hazards
- k) Write any two principles of ISO
- l) Bird Flu is caused due to \_\_\_\_\_ virus
- m) What is genetically modified food?

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

**5 M**

- a) Give a brief account on Risk Analysis
- b) Write in detail byproducts of Dairy industry

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

**10 M**

- a) Total Quality Management(TQM)
- b) Organic Foods
- c) FATTOM

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

**10 M**

- a) Explain in detail any four methods of waste disposal
- b) Write in detail byproducts of fish & its uses in food processing industry
- c) Describe GMP and GHP in detail

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

**12M**

- a) Elaborate HACCP with its implementation steps and principles.
- b) Define hazards and describe in detail types of hazards with examples

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Total No. of Questions : 5

Exam Seat No

**Savitribai Phule Pune University**  
**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati**  
**(Autonomous)**  
**Department of Dairy Technology**  
**T. Y. B. Voc Dairy Technology**  
**Semester Examination (Backlog), Mar-April, 2025**  
**Semester VI ; DT – 602; Packaging Technology**

Time: 02 Hours

Max. Marks: 50

Instructions to the candidates: (If any)

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

**Q.1 Attempt the Following.**

(13)

- 1) Define CAP.
- 2) Define permeability.
- 3) Define glass.
- 4) What is paper?
- 5) Define active modified atmosphere packaging.
- 6) What is tinning?
- 7) What is the full form of WVTR?
- 8) HDPE stands for \_\_\_\_\_
- 9) Enlist any four packaging material.
- 10) \_\_\_\_\_ is an example of greaseproof paper with smooth and glossy finish..
- 11) Write down full form of PVC.
- 12) In controlled atmosphere the oxygen is replaced with \_\_\_\_\_.
- 13) Define vacuum packaging.

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

(05)

- 1) Explain in detail functions of packaging.
- 2) Write a note on permeability

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

(10)

- 1) Edible films.
- 2) Paper-board.
- 3) Bio-degradable plastics

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

(10)

- 1) Describe the need of packaging.
- 2) Explain the aseptic packaging.
- 3) Give a brief account on different types of plastic.

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

(12)

- 1) Gas packaging machine.
- 2) Manufacturing process of glass.



Total No. of Questions : 5

Exam Seat No

Savitribai Phule Pune University  
Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati  
(Autonomous)  
Department of Dairy Technology  
T. Y. B. Voc Dairy Technology  
DT- 603 Entrepreneurship Developments  
Semester VI

Time: 02Hours

Max. Marks: 50

Instructions to the candidates: (If any)

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

**Q.1 Attempt the Following.**

(13)

1. Define Entrepreneurship.
2. What is market research.
3. Define dairy technology.
4. What is business planning.
5. Enlist the traits of an entrepreneurs.
6. What is NSIC.
7. Types of business planning
8. Types of support.
9. NABARD stands for \_\_\_\_\_
10. Full form of AMUL.
11. Enlist the dairy industries in Maharashtra.
12. Full form of SIDBI.
13. Define entrepreneur.

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

(05)

1. Explain types of entrepreneurship development.
2. Write in detail a note on penalties.

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

(10)

1. DICs.
2. Business planning.
3. SISL.

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

(10)

1. Write a short note on SIDBI.
2. Explain the project viability.
3. Explain in detail principal of taxation.

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

(12)

1. Detailed project report (DPR),
2. Procedure for starting small scale industry.



Anekant Education Society's  
Tuljaram Chaturchand College, Baramati  
T. Y. B. Voc Food Processing and Post-Harvest Technology  
Subject: Dairy Technology  
Paper Code: UBFP-351

Marks:50

Time :2.00 Hours

All questions are compulsory.

Draw a neat labelled diagram whenever necessary.

[13]

**Q.1 Define/fill in the blanks of the following.**

- a. Define Breed.
- b. Enlist minor milk constituents
- c. Define Dahi.
- d. Define Milk.
- e. Define Condensed milk.
- f. Define Cream.
- g. \_\_\_\_\_ increases the losses of thiamine to 30-50% and the remaining vitamins are little affected.
- h. Pasteurization temperature of HTST \_\_\_\_\_ for \_\_\_\_\_ sec.
- i. Medium fat cream contains milk fat not less than \_\_\_\_\_
- j. Full form of CIP \_\_\_\_\_
- k. \_\_\_\_\_ and \_\_\_\_\_ are whey proteins.
- l. Fat content of skim milk is not more than \_\_\_\_\_
- m. Green colour of whey is due to \_\_\_\_\_

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

[5]

- a. Flow diagram of manufacturing of Sweetened condensed milk.
- b. Flow diagram of manufacturing of Butter.

**Q.3. Write short note on any two of the following.**

[10]

- a. Physico-chemical properties of milk.
- b. Sahiwal and Red Sindhi.
- c. Milk reception operations.

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

[10]

- a. Describes factors affecting composition and physico-chemical properties of milk.
- b. Write short note on Cheese.
- c. 1000 kg double toned milk (DTM) is to be prepared by mixing whole milk, testing 5.5% fat and skim milk testing 0.2% fat. Calculate the amount of whole milk and skim milk required.

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

[12]

- a. What is drying? Objectives of drying milk and flow diagram of manufacturing of SMP and WMP.
- b. Write short note on fermented products Yogurt, Curd, Acidophilus milk and Butter milk.



Anekant Education Society's  
Tuljaram Chaturchand College, Baramati  
B.Voc. Food Processing and Post-Harvest Technology  
Semester Examination,

Semester V Paper UBFP -352, Food Quality, Laws and Regulations

Time: 2 Hours

Marks: 50

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

Q. 1 Answer the following questions in very short and fill in the following blanks wherever necessary

13 M

- a) BRC stands for \_\_\_\_\_
- b) \_\_\_\_\_ are used for adulteration of turmeric powder.
- c) EIC stands for \_\_\_\_\_
- d) Triangle test is a type of \_\_\_\_\_.
- e) The full form of FIFO is \_\_\_\_\_
- f) FSSAI act consists of \_\_\_\_\_ chapters, \_\_\_\_\_ sections and \_\_\_\_\_ schedules.
- g) MFPO stands for \_\_\_\_\_
- h) WHO stands for \_\_\_\_\_
- i) Define Food Quality
- j) Name any two adulterants of spices
- k) Write full form of HACCP
- l) What is Sensory evaluation of food?
- m) Define Chroma

Q. 2 Answer any one of the following

5 M

- a) Write in detail Codex Alimentarius Commission
- b) Describe in detail Munsell Color System

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

10 M

- a) ISO
- b) FSSAI
- c) PFA

Q. 4 Answer any two of the following

10 M

- a) Explain in detail texture profile analysis with graph
- b) Describe in detail effect of storage on quality of food
- c) Write in detail about colorimeter

Q. 5 Write essay on any one of the following

12M

- a) Subjective evaluation of food
- b) Food Adulteration

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**Savitribai Phule Pune University, Pune**  
Anekant Education Society's  
**Tuljaram Chaturchand College, Baramati**  
B. Voc. (TY) Food Processing and Post-Harvest Technology  
Semester End Examination, March/April 2025  
**Semester VI, Paper No. UBFP-361, Animal Product Technology**  
Time: 2 Hours Marks: 50

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

**Q. 1 (A) Fill the following blank spaces with appropriate words. 7 Marks**

- (a) Fishes without a skeleton but covered with some types of \_\_\_\_\_ are known as shellfish.
- (b) \_\_\_\_\_ are classified into two major categories based on their anatomical differences.
- (c) Poultry meat has high protein content varying from \_\_\_\_\_
- (d) The redness of meat is due to \_\_\_\_\_
- (e) India is one of the \_\_\_\_\_ egg producers in the world.
- (f) \_\_\_\_\_ is made up of protein polysaccharide complex and calcium carbonate.
- (g) \_\_\_\_\_ from the egg yolk interferes in foam formation.

**Q. 1 (B) Define the following 6 Marks**

- (a) Meat
- (b) Mutton
- (c) Insoluble Protein
- (d) Contractile Protein
- (e) White Index of Egg
- (f) Organ Meats

**Q. 2 Answer any one of the following 05 Marks**

- (a) Describe composition and nutritional value of meat.
- (b) Explain curing of meat.

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

- (a) Objectives of Anti-mortem examination of meat animals
- (b) Types and classification of fish
- (c) Describe quality of an eggs and methods used to know the quality of eggs.

**Q. 4 Attempt any two of the following. 10 Marks**

- (a) Classify the poultry according to Indian standards.
- (b) Draw the neat and labelled diagram of egg structure and explain the composition of egg shell.
- (c) Write notes on fish spoilage.

**Q. 5 Write Notes on**

- (a) Classification of animal by-products 2 Marks
- (b) Principal and Secondary Animal by-products 5 Marks
- (c) Advantages of Slaughterhouse by-products 5 Marks

**OR**

**Q. 5' Write Notes on**

- (a) Poultry processing. 7 Marks
- (b) Composition and nutritional value of poultry. 5 Marks

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Anekant Education Society's  
Tuljaram Chaturchand College, Baramati  
Department of Food Technology and Research  
B.Voc. Food Processing and Post-Harvest Technology  
UBFP-362 Food Safety, Hygiene and Sanitation

Marks: 50

Time: 2 Hours

Instructions to candidate:

1. All questions are compulsory.
2. Draw neat labelled diagrams wherever necessary.

**Q. 1 Answer the following questions in very short and fill in the blanks wherever necessary** 13M

- a. Define Food Safety
- b. What is Food Intolerance ?
- c. Enlist four common Food Allergens.
- d. The Full form of TQM is \_\_\_\_\_.
- e. Enlist any four Food Quality Attributes.
- f. Write any two bacteria causing biological hazards.
- g. Enlist any four common food sources of *Salmonella*.
- h. The Full form of SOP's is \_\_\_\_\_.
- i. Define Waste Disposal
- j. What is Accreditation?
- k. Write any two factors considered in risk analysis?
- l. What is Sanitation ?
- m. The Full form of ISO \_\_\_\_\_.

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

05M

- a. Explain in detail about Good Manufacturing Practices .
- b. Write a short note on Physical Hazards.

**Q. 3 Write a short note on any two of the following.**

10M

- a. Good Hygiene Practices
- b. Kaizen
- c. Sources of Contamination

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

10M

- a. Give a brief account on Accreditation and Auditing.
- b. Write in detail about importance of product labelling.
- c. Explain the Methods of Waste Disposal.

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

12M

- a. HACCP
- b. Total Quality Management

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Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and commerce, Baramati  
Department of food Technology & Research  
B.Voc. Food Processing and Post-Harvest Technology  
Semester End Examination, March/ April 2025  
Semester VI Paper UBFP-363 Packaging Technology

Marks: 50

Time: 2 Hours

Instructions to candidate:

1. All questions are compulsory.
2. Draw neat labelled diagrams wherever necessary.

**Q. 1 Answer the following questions in very short and fill in the blanks wherever necessary. 13M**

- a. Define food packaging.
- b. Write down the Fick law.
- c. Define acid lacquering.
- d. What is paperboard?
- e. Define tearing strength.
- f. What is Tin Free Steel?
- g. What is the full form of GTR?
- h. \_\_\_\_\_ glass has UV protection properties
- i. The full form PET is \_\_\_\_\_
- j. \_\_\_\_\_ paper is the strongest form of paper
- k. Shrink packaging is also called as \_\_\_\_\_.
- l. The thickness of stitched crate is \_\_\_\_\_.
- m. In Modified atmosphere packaging the oxygen is replaced with \_\_\_\_\_.

05M

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

- a. Explain the functions of packaging.
- b. Write in detail about semi rigid packaging material.

10M

**Q. 3 Write short note on any two of the following.**

- a. Shrink packaging
- b. Moisture Vapour Transmission Rate
- c. Edible films

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

10M

- a. Describe the theory of permeability.
- b. Explain the lacquer in detail.
- c. Give a brief account on paper.

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

12M

- a. Aseptic packaging
- b. Packaging material used for fresh fruit & vegetables

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

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

Semester Examination, Oct-Nov, 2024

Semester V, Paper No: UBDT – 352; Fat Rich Milk Products

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.**

(13)

- 1) Define Filtration
- 2) Give the full form of SNF
- 3) What is storage temperature of Pasteurized Milk?
- 4) Butter contains \_\_\_\_\_ % of Fat.
- 5) Give full form of AGMARK.
- 6) Enlist uses of Ghee Residue.
- 7) Define Butter.
- 8) Ghee contains \_\_\_\_\_ % of Fat.
- 9) Define Butter Oil.
- 10) Define Standardization
- 11) Define Ghee.
- 12) The typical flavor of butter is obtained by addition of \_\_\_\_\_.
- 13) Partial reduction of acidity in sour cream is called as \_\_\_\_\_.

(05)

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

- 1) Write about chemical composition and its nutritive value of Butter.
- 2) Explain common defects in ghee.

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

(10)

- 1) Explain Methods of manufacture of Cream.
- 2) Write note on Packaging of Butter.
- 3) Explain Industrial method of ghee manufacturing.

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

(10)

- 1) Adulteration of Ghee.
- 2) Write about classification of cream.
- 3) Explain the Principle of Pre-stratification.

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

(12)

- 1) Explain manufacture of Butter with proper Flowchart.
- 2) Fat rich products in Dairy Industries.



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

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

Semester Examination, March-April, 2025

Semester VI, Paper No: UBDT - 361; Dairy Product Development

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) Name any one stabilizer used in ice-cream manufacturing.
- 2) Unsweetened condensed milk is also called as \_\_\_\_\_.
- 3) Enlist types of drying
- 4) Define Skim Milk Powder
- 5) Define Ghee Residue
- 6) What is Infant Milk Food?
- 7) Give the full form of WPC.
- 8) Describe Seeding
- 9) Define Condensed Milk
- 10) What is Fortification?
- 11) State whether True or False - Evaporated milk does not contain sugar.
- 12) Condensed milk contains \_\_\_\_\_ % of Sugar.
- 13) State the uses of Emulsifier

(05)

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

- 1) Manufacturing process of SMP by Drum Drying.
- 2) Explain the method of manufacturing Ice-cream mix powder.

(10)

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

- 1) Describe the Role of Constituents in Ice-cream.
- 2) Explain Flow Diagram of manufacturing of Acid Casein and its uses.
- 3) Write about Judging, Grading and Defects in Condensed Milk.

(10)

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

- 1) Illustrate on manufacturing process of Infant Baby Food.
- 2) Write a note on manufacturing of Buttermilk.
- 3) Explain the principle of Spray Drying System and give its advantages and disadvantages.

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

(12)

- 1) Give a brief account on manufacture of Ice-Cream with proper Flowchart.
- 2) Elaborate on manufacturing of Whey Protein Concentrate with proper Flowchart.



Exam Seat No

Total No. of Questions : 5

Savitribai Phule Pune University  
Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati  
(Autonomous)  
Department of Dairy Technology  
T. Y. B. Voc Dairy Technology  
Semester VI, Mar-April, 2025  
UBDT – 362; Packaging Technology

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) Define package.
- 2) Define permeability.
- 3) Define glass.
- 4) What is paper?
- 5) Define active modified atmosphere packaging.
- 6) What is tinning?
- 7) What is the full form of WVTR?
- 8) LDPE stands for \_\_\_\_\_
- 9) Enlist any four packaging material.
- 10) \_\_\_\_\_ is an example of greaseproof paper with smooth and glossy finish..
- 11) Write down full form of GSM.
- 12) In controlled atmosphere the oxygen is replaced with \_\_\_\_\_.
- 13) Define vacuum packaging.

(05)

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

- 1) Explain in detail functions of packaging.
- 2) Write a note on permeability

(10)

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

- 1) Edible films.
- 2) WVTR
- 3) Bio-degradable plastics.

(10)

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

- 1) Describe the tests for packaging materials.
- 2) Explain the aseptic packaging.
- 3) Give a brief account on different forms of paper.

(12)

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

- 1) Types of plastic.
- 2) Manufacturing process of glass.



Total No. of Questions: 5

Exam Seat No

Savitribai Phule Pune University

Anekant Education Society's

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

Department of Dairy Technology

T. Y. B. Voc. Dairy Technology

Semester VI, Mar-April, 2025

UBDT – 363 Entrepreneurship Development

Time: 02 Hours

Max. Marks: 50

Instructions to the candidates: (If any)

- iii. All questions are compulsory
- iv. Draw a neat labeled diagram wherever necessary

**Q.1 Attempt the following.**

(13)

1. Define dairy technology.
2. Define entrepreneurship.
3. NSIC established in year \_\_\_\_\_
4. What is project appraisal?
5. SISI stands for \_\_\_\_\_
6. What is DPR?
7. What is the full form of SIDBI?
8. Enlist the any four quality of entrepreneurs.
9. DIC stands for \_\_\_\_\_
10. What is AMUL?
11. Enlist the principles of taxation.
12. State the five best dairy industries of Maharashtra.
13. Define an entrepreneur.

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

(05)

1. What do you mean by the technical entrepreneurs?
2. Write in detail a note on NSIC.

**Q.3 Write short notes on any two of the followings.**

(10)

1. Write a note on need of entrepreneurship.
2. Explain the business planning.
3. Write a note on NABARD.

**Q.4 Answer any two of the followings.**

(10)

1. Write a short note on identification of business opportunity.
2. Elaborate the process of final product selection.
3. Discuss the key components of preliminary project.

**Q.5 Attempt any one of the following.**

(12)

1. Explain in detail procedure for starting small scale industry.
2. Write down about the reward and penalties of entrepreneurship.

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