



Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, S.V. Road, Malad (West), Mumbai-400 064.
ISO 21001:2018 CERTIFIED

NOTICE

06/03/2026

B.A. in Multimedia and Mass Communication

Following is the list of students, who are eligible to appear for the ATKT Examination of Semester II March, 2026.

SEMESTER II

Sr No	Roll No	Name of Student	Leadership Mgmt		Intro to New Media		Hindi		Overview of Print Prod		Trans Skills		IT Web Designing		Found & Explor of Perf Fine Art		Intro to Com II		Fund of Ppl Skill	
			Ext	Int	Ext	Int	Ext	Int	Ext	Int	Ext	Int	Ext	Int	Ext	Int	Ext	Int	Ext	Int
1	1097	Nishita Sharma		1	1															
2	1119	Aryan More						1												
3	1083	Farid Khan					1		1											
4	1082	Sweta Sharma																		1
5	1019	Sae Kamble									1	1	1							
6	1048	Prabhat Ray					1				1									
7	1109	Vijay Acharya	1				1								1		1			
8	1013	Darshan Dhebe																		
9	1112	Devashree Mishra					1	1			1									
10	1068	Arpita Wadhwa					1													
11	1104	Kanchan Khandelwal				1		1		1		1			1	1		1	1	1

- 1) Students appearing for the ATKT Examination, March 2026 are required to confirm the above list. Any change must be brought to the notice of Ms. Akanksha Mangavkar (Ms. Mohini Nadkarni) by emailing to mohini.n@dalmialionscollege.ac.in on or before 8th March, 2026 11.00 am, failing which his claim will not be entertained.
- 2) Students have to check the college website for the internal and external timetable of Semester II ATKT.



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE &
ECONOMICS

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ATKT Internal Examination March, 2026
B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER II

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- Date of Submission of the Projects and viva voce- 19th March, 2026. Venue T4 2.30pm. Reporting time for students 10 minutes before the above mentioned time.**
- Students have to be present in person for the submission.
- Submission of projects or assignments to be done on proper A4 size paper, handwritten by the
 - Candidate himself only. The Front page should contain details of Roll no, Name of the student,
 - Semester, Subject.
- Print out of the questions uploaded should be attached along with the project.
- The student should also enclose a photocopy of the ATKT fee paid receipt along with his project.
- On the date of submission there will be a viva voce on the given questions/topics.
- If the student fails to present himself on the given date and time he will be marked ABSENT for the said subject.
- Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.**
- Any student who has paid fees for internal ATKT examination but has not been allotted questions are required to mail to mohini.n@dalmialionscollege.ac.in on or before 8th March, 2026 11.00 am.**

Kindly follow the following schedule for your project submission and viva:

Students with ATKT in the subjects listed above must answer any five questions from the following list for each respective subject.

Ms. Akanksha
Mangavkar

BAMMC Co-ordinator

CA Durgesh Kenkre

Exam Convenor

Ms. Subhashini
Naikar

Vice Principal (SFC)

PROF. (DR.) DIGAMBAR N. GANJEVAR
PRINCIPAL
PRAHLADRAI DALMIA LIONS COLLEGE OF
COMMERCE & ECONOMICS
SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.

DI/N-STD/GEN/00



ATKT SEM 2 INTERNAL QUESTIONS

INTRODUCTION TO NEW MEDIA

1. Define New Media and explain its scope in the digital era.
2. Differentiate between traditional media and new media with suitable examples.
3. Explain the concept of media convergence with reference to modern communication technologies.
4. Discuss the role of cloud technologies in media content storage, production, and distribution.
5. Explain the applications of Internet of Things (IoT) in media and entertainment industry.
6. Describe the role of Augmented Reality (AR) and Virtual Reality (VR) in immersive storytelling and journalism.
7. Explain how Artificial Intelligence (AI) and Machine Learning (ML) are transforming content creation and audience engagement in media.
8. Write a short note on Creative Programming Technologies such as GANs, Blockchain, and Data Visualization in media.
9. Discuss the applications of Big Data in audience analytics, content recommendation, and advertising.
10. Explain the role of Online Gaming in media industry with reference to esports, game streaming, and digital advertising.

EMSD

1. Explain the structure and functions of an ecosystem. Discuss energy flow through food chains and food webs.
2. Describe the different levels of biodiversity and explain why India is considered a mega-biodiversity nation.
3. Discuss the major threats to biodiversity and explain in-situ and ex-situ conservation methods.
4. Classify natural resources and explain the environmental challenges associated with water resources.
5. Explain renewable and non-renewable energy resources and discuss the environmental implications of energy use.
6. What is sustainable development? Discuss the Sustainable Development Goals (SDGs) and their significance.
7. Discuss the impact of human population growth on the environment and human welfare.
8. Explain disaster management with reference to floods, earthquakes, cyclones, and landslides.
9. Write a short note on environmental movements in India such as Chipko and Silent Valley.
10. Discuss major environmental issues such as pollution, climate change, and ozone layer depletion at local, regional, and global levels.

WEB DESIGNING

1. Write an HTML program to demonstrate basic HTML elements, attributes, headings, and text formatting tags with suitable examples.
2. Create an HTML webpage that demonstrates formatting elements such as headings, paragraphs, colors, div, span, and text styling tags.
3. Design an HTML webpage that includes hyperlinks (with attributes), bookmarks, images (with attributes), and favicon.
4. Create an HTML page to demonstrate tables (with borders, colspan, cellpadding, colgroup) and different types of lists (ordered, unordered, and description lists).
5. Develop an HTML webpage that demonstrates layout elements, HTML entities, emojis, and basic graphics using Canvas and SVG.
6. Create an HTML webpage to demonstrate multimedia elements including audio, video, and embedding a YouTube video.
7. Design an HTML form that includes various input types with basic validation and demonstrate different form elements.

8. Create a webpage to demonstrate different CSS selectors such as element, id, class, universal, grouping selectors, and combinators.
9. Develop a webpage to demonstrate CSS layout properties including background, borders, margin, padding, box model, outline, and z-index.
10. Design a complete CSS-based website layout that includes navigation bar (vertical and horizontal), styled links (four link states), Google Fonts, and proper use of class and ID selectors.

HISTORY OF MEDIA

1. Discuss the evolution of the press in India during British rule and its role in shaping public opinion.
2. Explain the role of newspapers and media in India's freedom struggle.
3. Write a short note on the Press Acts of India and their impact on press freedom.
4. Analyze the role of the press during the Emergency period (1975–77) in India.
5. Discuss the rise of Hindi and regional language newspapers in India and their social impact.
6. Explain the development of marketing communication and advertising in India from the pre-independence era to post-liberalization.
7. Discuss the emergence of advertising agencies in India and the impact of globalization on Indian brands.
8. Trace the history of documentaries and the contribution of early Indian documentary filmmakers.
9. Explain the evolution of Indian cinema from early photography to modern short films and digital platforms like YouTube.
10. Discuss the history and development of radio and television broadcasting in India, including satellite television and privatization.

OPP

1. Differentiate between hard copy from hard (physical) and hard copy from soft (digital) sources.
2. Explain the concept of mass printing and describe the process from creating a master to inking and impression.
3. Discuss the history of early printing technologies in Europe, China, Japan, and India.
4. Explain the criteria for mass printing in terms of economy, speed, quality, and consistency.
5. Describe different mass printing technologies such as Letterpress, Gravure, Lithography (Offset), Flexography, Screen Printing, and Digital Printing.
6. Explain the stages of printing: Pre-press, Press, and Post-press with suitable examples.
7. What is resolution in printing? Explain DPI, LPI, and their relationship with viewing distance.
8. Differentiate between sheet-fed and web-fed printing.
9. Discuss the commercial aspects of printing including costing, types of paper, GSM, types of ink, and job size.
10. Explain color printing techniques such as CMYK, seven-color printing, foil printing, and briefly comment on future trends like 3D printing.

BTR

1. Discuss the evolution and growth of radio in India, including satellite radio, AIR, and community radio.
2. Explain the development and growth of television in India, with reference to private and satellite channels.
3. Analyze the role of DTH services and HDTV in the expansion of satellite television broadcasting.
4. Discuss the rise and importance of regional radio and television channels in India and globally.
5. Explain the concept of TRP and examine its impact on breaking news and the competition for ratings.
6. Write a short note on panel discussions and interviews as non-fiction broadcast formats.
7. Discuss the qualities of a good anchor and radio jockey, focusing on voice modulation and audience engagement.
8. Explain the process of writing for broadcast media, including idea generation, scripting, and storyboard preparation.

9. Discuss the importance of ethics, censorship, and fact-checking in broadcast journalism.
10. Examine current and emerging trends in electronic media, including OTT platforms (Hotstar, Voot, SonyLIV), digital storytelling, web series, convergence, and mobile TV/radio.

TRANSLATION SKILLS

1. What is translation? Discuss its different modes, disciplines, and applications in media.
2. Explain the concept of faithful translation with reference to Walter Benjamin's essay "*The Task of the Translator*."
3. Differentiate between communicative translation and transliteration. Why is transliteration considered a failure of translation?
4. Distinguish between formal translation, word-to-word translation, and semantic translation with suitable examples.
5. Discuss adaptation and inter-media translation with reference to fiction, film, and drama.
6. Explain the role of imagery, non-verbal communication, intonation, and style in translation.
7. What is free translation? Discuss the concept of translator's license and the issue of zero translatability.
8. Analyze the importance of cultural knowledge in translation, especially in understanding idioms, slang, customs, and traditions.
9. Write a short note on Computer Assisted Translation (CAT) tools and their importance in modern translation practices.
10. Discuss the roles and career opportunities available for translators in literature, education, law, business, science, and international affairs.

INTRO TO COMPUTERS II

1. Explain the process of advanced image editing in Photoshop using selection tools, pen tool, clone tool, and masking techniques.
2. Discuss various image effects in Photoshop such as burn, dodge, smudge, sharpen, blur, filters, and blend modes.
3. Explain layer management in Photoshop, including adjustment layers, transformations, masking, and advanced blending options.
4. Describe the tools and techniques used in Adobe Illustrator for creating logos, applying effects, and working with text and symbols.
5. Explain the use of blends, distortion, envelopes, transparency, and depth effects in Illustrator.
6. Discuss the features and applications of Adobe InDesign in magazine and newspaper layout design.
7. Explain text formatting, paragraph styles, color correction, and image embedding in Adobe InDesign.
8. Describe the workspace and interface of Adobe Dreamweaver and explain how to define a website and create templates.
9. Explain how to create and link web pages in Dreamweaver, including working with forms, page properties, and CSS layouts.
10. Discuss the use of tables, hyperlinks, typography, and exporting options in Dreamweaver for web design development.

LEADERSHIP MANAGEMENT

1. Define leadership and explain the key traits and qualities of a successful leader.
2. Discuss the importance of communication skills in effective leadership.
3. Explain different leadership styles with suitable examples.
4. Write a short note on women as leaders and their role in modern organizations.
5. Discuss the importance of time management in leadership and explain tools and techniques for effective time management.
6. Explain the Great Man Theory and Trait Theory of Leadership.
7. Differentiate between Transactional and Transformational Leadership theories.
8. What is leadership training? Discuss its need and importance in organizations.

9. Explain the concept of youth leadership and its principles.
10. Discuss the importance of social leadership in contemporary society.

CC

1. Define Performing Arts and explain its historical evolution and cultural significance.
2. Discuss the basic elements of Performing Arts.
3. Explain the importance of character development and emotional expression in performing arts.
4. Write a short note on voice modulation, projection, and improvisation skills in performance.
5. Discuss career options available in Performing Arts.
6. Describe the artistic contributions of the Indus Valley Civilization.
7. Explain the significance of Folk and Tribal Art forms in India.
8. Discuss the impact of aesthetic art on sacred architecture in India.
9. Analyze the modern trends in Indian art and their influence on contemporary society.
10. Write a short note on eminent contemporary Indian artists and career opportunities in Fine Arts.

HINDI

1. लेखन कौशल की उपयोगिता एवं महत्व पर प्रकाश डालिए।
2. लेखन कौशल की विधियाँ एवं उसके भेदों की विशेषताओं का वर्णन कीजिए।
3. वाचन कौशल का अर्थ, स्वरूप एवं विशेषताएँ स्पष्ट कीजिए।
4. वाचन कौशल की उपयोगिता एवं उसकी प्रमुख विधियों का वर्णन कीजिए।
5. भाषण कौशल का अर्थ एवं स्वरूप स्पष्ट कीजिए।
6. भाषण कौशल का महत्व एवं उसकी उपयोगिता पर चर्चा कीजिए।
7. भाषण कौशल की विशेषताएँ एवं प्रमुख विधियाँ लिखिए।
8. श्रवण कौशल का अर्थ एवं स्वरूप स्पष्ट कीजिए।
9. श्रवण कौशल का महत्व एवं उसकी उपयोगिता पर प्रकाश डालिए।
10. श्रवण कौशल की विशेषताओं का विस्तार से वर्णन कीजिए।