



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

Date- 15/09/2023

NOTICE

Self – Financed Section (BAMMC)
September ATKT Internal Examination Semester II & IV, 2023-2024

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. The Viva-voce will be conducted offline in classroom **T1**.
2. Reporting time 15 minutes prior to the examination time mentioned in the schedule below.
3. Students have to attach an **ATKT fee payment receipt** along with his/her project.
4. Students have to be present in person for the submission.
5. Projects/ assignments have to be **handwritten on A4 size paper or Fullscape paper**. On top of every page a student should write his Name, Semester, Contact number, Roll No. and Subject.
6. **Print out of the questions uploaded should be attached** with the project. Students are expected to write the question followed by the answer.
7. On the date of submission there will be a viva voce on the given topics. **If the student fails to submit the project and give viva voce on the given date and time he will be marked ABSENT for the said subject.**
8. **Any submission after the above mentioned date and time will not be accepted and entertained under any circumstance.**
9. The following is the date of submission for the respective subject:

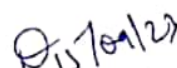
SEMESTER II


SUBJECT	DATE	TIME
Introduction to Advertising	26th September 2023	10:30 am to 12:30pm
Effective Communication – II	26th September 2023	10:30 am to 12:30pm
Media, Gender & Culture	26th September 2023	10:30 am to 12:30pm
Content Writing	26th September 2023	10:30 am to 12:30pm

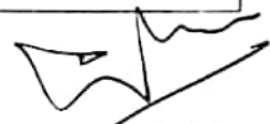
SEMESTER IV

SUBJECT	DATE	TIME
Computer and Multimedia II	26th September 2023	10:30 am to 12:30pm
Mass media research	26th September 2023	10:30 am to 12:30pm
Film Communication - II	26th September 2023	10:30 am to 12:30pm
Media Laws and Ethics	26th September 2023	10:30 am to 12:30pm
Writing and Editing for media	26th September 2023	10:30 am to 12:30pm


Ms. Akanksha Mangavkar
BAMMC Co-ordinator


CA Durgesh Kenkre
Exam Convener


Ms. Subhashini Naikar
Vice Principal - Unaided


Prof. (Dr.) D. N. Ganjewar
Principal

DI/R-IPS/EXAM/00
15/09/2023

PRAHLADRAI DALMIA LIONS COLLEGE OF
COMMERCE AND ECONOMICS
SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.

BAMMC Internal questions for Semester II ATKT students

Introduction to Advertising

Roll No: 1029 - KALAMBE DIKSHA KISHORE

1. CSR
2. Puffery
3. Women and advertising
4. Children and advertising
5. Factors to consider for magazine advertising

Effective Communication – II

Roll No: 1005 - BHOIR SAHIL SUBHASH VAISHALI

1. Draft a sales letter to promote the sales of Dabur Shampoo.
2. Write a letter to the editor of a newspaper drawing attention to a civic problem?
3. Describe News in detail.
4. What is body copy? How can one write an effective body copy?
5. Summarizing means capturing the essence and not just pruning the number of words. Elaborate

Roll No: 1120 - SHAIKH UMAID IMTYAZ HEENA

1. Explain Coherence and Cohesion with examples
2. Write a detailed note on RTI.
3. Describe different types of News.
4. What is an inverted Pyramid?
5. Your company has appointed a well – known Bollywood celebrity as a Brand Ambassador for its new line of summer clothing. Write a Press Release for the same.

Media, Gender & Culture

Roll No: 1044 - MALVIYA KANIKA GHANSHYAM SAROJ

1. Explain Advertising: the ultimate cultural commodity.
2. Explain the role of media in social construction of gender.
3. Explain the economic system in the construction of culture.
4. Explain hegemonic masculinity in media.
5. Explain cultural impact of global trade and market.

Roll No: 1086 - VAID RUPESH

1. Explain the impact of popular culture on society.
2. Explain media imperialism with relevant examples.
3. Explain Media and technology.
4. Explain enculturation with relevant examples.
5. Explain commodification of culture.

Roll No: 1104 - SINGH KARAN RAKESH RITA

1. What is acculturation? Explain with relevant examples.
2. Explain Social Media and its impact on society.
3. Explain culture and features of culture.
4. Explain changing attitude and behaviour for empowerment of women.
5. Explain globalization and local culture.

Content Writing

Roll No: 1086 - VAID RUPESH

1. Explain the parts of speech with examples.
2. Explain the essentials of good writing
3. Explain in detail the idioms.
4. Write the Tips for editing headlines.
5. What is a content brief?

Roll No: 1104 - SINGH KARAN RAKESH RITA

1. Explain in detail the rules for writing features
2. Discuss any five steps to edit a photo caption.
3. Explain the importance of punctuation in content writing.
4. Explain the rules for making your paragraph more interesting.
5. Explain the dos and don'ts of content writing

Roll No: 1120 - SHAIKH UMAID IMTYAZ HEENA

1. Discuss the importance of content writing in the digital marketing sector.
2. Explain in detail the common errors while writing content.
3. Explain the importance of infographics in PowerPoint presentations.
4. Explain the types and grammar rules for writing newspaper headlines.
5. How to write content for Instagram?

BAMMC Internal questions for Semester IV ATKT students

Media Law & Ethics

Roll No: 2041- MISHRA ANJALI PREMSHANKAR

1. Independency of the judiciary
2. Social Responsibility Theory
3. Role of Telecom Regulatory Authority of India
4. Broadcasting Content Complaints Council
5. Advertising Standard Council of India

Mass Media Research

Roll No: 2030 - NIJAI DEEP NIMISH

1. What are the different types of interview method to collect data?
2. What is data processing?
3. Explain what the central tendency of data.
4. Discuss the various projective techniques used while conducting a research.
5. What is research? why its importance and role in the field of mass media

Computer Multimedia – II

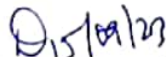
Roll No: 2004 - BANSODE PRANAY VINOD

1. Explain Masking layers
2. Write a note on Image editing theory
3. Explain Text layer in Adobe Illustrator
4. Write a note on Image resolution
5. Text layer in Adobe Photoshop

NOTE: Please write appropriate answer and length of the answer has to be upto the mark.



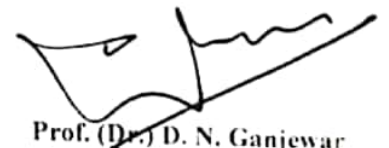
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