



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS
ISO 9001: 2015 Certified

Date- 26/04/2024

NOTICE

Self – Financed Section (BAMMC)
March - April ATKT Internal Examination II, 2023-2024

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. The Viva-voce will be conducted offline in classroom **T10** from 11:30 am to 1:30pm
2. Reporting time is 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. **Printouts of the questions uploaded should be attached** with the project. Students are expected to write the question followed by the answer.
7. On the submission date, 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	2nd April, 2024	11:30 am to 1:30pm
Media, Gender & Culture	2nd April, 2024	11:30 am to 1:30pm

**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

26/04/2024

BAMMC Internal questions for Semester II ATKT students

INTRODUCTION TO ADVERTISING

ROLL NO.	NAME	QUESTIONS
1029	KALAMBE DIKSHA KISHORE	1. Social, Cultural and Economic impact of Advertising 2. Radio advertising Advantages and Disadvantages of Radio advertising 3. Discuss Role of different elements in ads 4. Explain Types of advertising agency 5. Elaborate Rural advertising, Ambush advertising, Internet advertising

MEDIA, GENDER AND CULTURE

ROLL NO.	NAME	QUESTIONS
1044	MALVIYA KANIKA GHANSHYAM	1. Media and its impact on the cultural aspect of the society. 2. Digital Media culture: Recent trends and challenges 3. Discuss Feminism and Post feminism 4. Gender equality and media 5. Elaborate Media and Globalisation:

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



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