



Date- 06/05/2024

NOTICE

**Self – Financed Section (BAMMC)
April - May ATKT Internal Examination V, 2023-2024**

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. The Viva-voce will be conducted offline in classroom **T3** 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

NAME	SUBJECT	DATE	TIME
NARADIYA KRISHNA SUNIL	<ul style="list-style-type: none">● COPYWRITING● ADVERTISING MARKETING RESEARCH● BRAND BULDING● AGENCY MANAGEMENT● E-COMMERCE & DIRECT MARKETING● CONSUMER BEHAVIOUR	10 th May, 2024	11:30 am to 1:30pm
KUMAL GAYATRI SHIVBAHADUR	<ul style="list-style-type: none">● INVESTIGATIVE JOURNALISM● WRITING & EDITING SKILLS● JOURNALISM & PUBLIC OPINION● MOBILE JOURNALISM	10 th May, 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

06/05/2024

BAMMC Internal questions for Semester V ATKT students

INTRODUCTION TO ADVERTISING

NAME	QUESTIONS
NARADIYA KRISHNA SUNIL	<p>Subject: Copywriting</p> <ol style="list-style-type: none">1. Explain the basics of Copywriting?2. What are Marketing Brief and Creative Brief?3. Explain how copy differs for various media4. How to write advertising copy for women and children?5. Describe various advertising execution techniques <p>Subject: Consumer Behaviour</p> <ol style="list-style-type: none">1. Explain the need to study Consumer Behaviour2. Explain multiattitude model in detail3. Explain Behavioural theory in detail4. Describe Family Life Cycle (FLC)5. Explain the process of Consumer Decision Making <p>Subject: Brand Building</p> <ol style="list-style-type: none">1. What is Brand? Explain the process of branding2. Explain the Models Y and R- Graveyard Model3. Describe the advantages and disadvantages of Global Brands4. Explain how CSR activities can be used for Brand Building5. Explain branding in customer sector <p>Subject: Agency Management</p> <ol style="list-style-type: none">1. Explain the role and functions of advertising agencies2. Explain Ogilvy and Lowe Lintas agencies and their advertising campaigns.3. Explain Entrepreneurship, its definition and functions4. Explain various stages in setting up a new agency5. Explain various methods of agency remunerations <p>Subject: Advertising and Marketing Research</p> <ol style="list-style-type: none">1. What is Literature review?2. Explain the need and importance of Research design3. Explain the process of Sampling4. Explain copy testing measures and methods5. Explain how new product research is detail <p>Subject: Direct Marketing & E-Commerce</p> <ol style="list-style-type: none">1. Explain the meaning and evolution of marketing2. Explain meaning of IMC with its role in IMC in marketing process.3. What is Customer Life Time Value (LTV)?4. Explain the principles of Web Design5. Explain Payment Getaway Process in detail.

KUMAL GAYATRI SHIVBAHADUR	<p>Subject: Investigative Journalism</p> <ol style="list-style-type: none"> 1. Who is an investigative reporter and what is the role of an investigative reporter? 2. Explain Rights to Privacy and Official Secrets Act 3. Explain various planning technique sin Investigative Journalism 4. Describe how the safety of journalists can be ensured in Investigative Journalism? 5. Explain the how to write and rewrite the report in Investigative Journalism?
	<p>Subject: Writing and Editing Skills</p> <ol style="list-style-type: none"> 1. What makes news (Determinants of News)? 2. Explain the challenges, strengths and weaknesses of Radio and Television 3. Explain the difference between writing for web and newspaper writing 4. Explain how to rewrite leads? 5. Describe the concept of Online Editing with editing requirements
	<p>Subject: Journalism and Public Opinion</p> <ol style="list-style-type: none"> 1. Define Public Opinion and its functions in the society 2. Explain media coverage of Indian Government Economic Policy 3. Explain Vietnam War 4. How are women portrayed in media? 5. Explain Digital media and its impact on Political culture.
	<p>Subject: Mobile Journalism</p> <ol style="list-style-type: none"> 1. How mobile has influenced modern journalism 2. How to identify the seven basic steps of mobile Reporting? 3. How mobile design differs from established desktop design? 4. How to go about planning and building mobile products? 5. Explain what is Glass Journalism?

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



**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