



Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, S.V. Road, Malad (West), Mumbai-400 064.
ISO 9001:2015 CERTIFIED

NOTICE

30/10/2023

B.A. in Multimedia and Mass Communication

Following is the list of students, who are eligible to appear for the ATKT Examination of Semester III
November, 2023.
SEMESTER III

ROLL NO	NAME OF STUDENT	MGVE		CCPR		MS		INTRO PHOTO		FILM COM		CMI	
		EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
2076	DIXIT DHRUV KALPESH									1		1	
2001	AKASH KUMAR SINGH								1				
2080	SHAH MOHAD ASFEMALEAN											1	
2024	MATHUR NIKIT SATISH												1
2059	TODANKAR TEJAS SUNIL					1							
2081	KUNDAN BAGDI AMARJEET					1							
2085	RAM ASHISH DUMARCHAN D								1				
2033	PANDYA VIVEK VINOD	1		1									
2034	PARDALE JAYESH KAMLAKAR	1											
2023	MATE VAISHANVI VIJAY					1							
2041	MISHRA ANJALI PREMSHANKA R				1		1		1				1
2045	RAJPUROHIT NIKHIL KALPESH	1							1		1		

1) Students appearing for the ATKT Examination, November 2023 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 3rd November, 2023 11 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 III ATKT.

Ms. Akanksha
Mangavkar

BAMMC
Co-ordinator
DI/N-STD/GEN/00

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.





PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE
& ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

ATKT Internal Examination November, 2023,
B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER III

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- Date of Submission of the Projects and viva voce- 6th November, 2023. Venue T1 9.00 am.** 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
a. Candidate himself only. The Front page should contain details of Roll no, Name of the student,
b. Semester, Subject.
- Print out of the questions uploaded should be attached along with the project.
- 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 3rd November, 2023.**

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

SYBAMMC - SEM III	
SUBJECT	FACULTY
Corporate Communication & Public Relations (1)	Ms. Neha Sharma
Media Studies (1)	Ms. Duheeta Joshi
Introduction to Photography (3)	Ms. Akanksha Mangavkar
Computer & Multimedia - I (2)	Ms. Neha Sharma

Ms. Akanksha Mangavkar

BAMMC Co-ordinator

DATE -19th October, 2023.

DI/N-STD/GEN/00

CA Durgesh Kenkre

Exam Convenor

Ms. Subhashini Naikar

Vice Principal (SFC)

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



Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064. Tel.: +912228725792

♦28732270 ♦E-mail: dalmialionscollege@gmail.com Website:

www.dalmialionscollege.ac.in

SEMESTER III – INTERNAL ATKT QUESTIONS

1. Corporate Communication & Public Relations:

2041 MISHRA ANJALI PREMSHANKAR

- 1) Explain Meaning , Need and Scope of Corporate Communication.
- 2) What is corporate identity? Explain its features.
- 3) Elaborate on Professional Code of Ethics.
- 4) What are the Reasons for Emerging International Public Relations,
- 5) Discuss Diffusion theory and various tools of Public Relations

2. Media Studies:

2041 MISHRA ANJALI PREMSHANKAR

- 1) Explain Development media theory.
- 2) What is Hypodermic Needle/Magic bullet?
- 3) Elaborate on Raymond Williams- Technological Determinism.
- 4) Discuss Media effects and behavior.
- 5) Write a note on McLuhan 's concept of Global village in the age of Netflix.

3. Introduction to Photography :

2001 AKASH KUMAR SINGH

- 1) Explain Types of camera: DSLR; View; Rangefinder; Mirror-less.
- 2) Discuss Speed of the Lens (light intake ability).
- 3) Elaborate How much light: consideration for exposure.
- 4) Write a short note on Cropping, Panorama, Flattening.
- 5) Explain Pixel and its values, Total number of pixels, File size.

2085 RAM ASHISH DUMARCHAND

- 1) How does a camera see differently than human eyes? Explain in detail.
- 2) Discuss Prime Lens v/s Zoom lens.
- 3) Elaborate Types of lighting: Portrait, Effect, Ambient and Mood or drama.
- 4) Explain Dimensions of sensor and proportion.
- 5) Explain Pixel Per Inch: Quality of Image, Magnification ratio.

2041 MISHRA ANJALI PREMSHANKAR

- 1) Discuss Limitations and Wonders of camera.
- 2) Elaborate The factor to consider for Type of Photography and choosing lens for the purpose.
- 3) Explain Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos.
- 4) Explain in detail Compressed: Feeling of distance taken away & Forced: Unrealism
- 5) Elaborate RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format.

4. Computers & Multimedia - I :

2024 MATHUR NIKIT SATISH

- 1) Explain Image editing theory.
- 2) Discuss Importing files in CorelDraw, different file formats.
- 3) Elaborate Aligning text in different design formats and text alignment with embedded images.
- 4) Write a short note on Great editing examples, Editing for different formats (film/ad/news/etc.).
- 5) Explain Expansion, Changing pitch and Time duration Soundtrack output

2041 MISHRA ANJALI PREMSHANKAR

- 1) Discuss Image mode, Image size, canvas size.
- 2) Elaborate Artistic and paragraph text & Formatting Text, .
- 3) Explain Using palettes for different types of publications made in quark.
- 4) What is color grading? Give Examples of color grading.
- 5) Write a note on Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands.