



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

NOTICE

Date: 30-05-2023

Bachelor of Mass Media

**ATKT Internal/Practical Examination May2023
Semester VI**

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT

IN INTERNALS / PRACTICALS

1. The viva voce will be conducted offline.
2. Students must write their Internal ATKT project in their own handwriting on A4 size foolscap paper. On top of every page a student has to write his/her Complete Name, Program (Dept.), Semester, Roll no., Class and Contact No.
3. Student has to attach a photocopy of questions allotted to him/her along with his answers.
4. Students have to attach an ATKT fee payment receipt along with his/her project.
5. On the date of submission, there will be a viva voce for which the student has to present himself/herself, failing which he/she will be marked absent.
6. Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.

Note: For any query kindly contact to college

Prof Durgesh Kenkre
Exam Convenor

Prof Subhashini Naikar
Vice Principal SFC

Dr Kiran H Mane
I/C Principal

DI/R-IPS/EXAM/00

Semester VI

Subject :Advertising Design

Name of the Student

VARMA SANCHITA BRIJESH

1. Prepare an analysis of 5 competitor brand. These competitors will be of the brand that you have designed for your 75 marks project.

You will have to stick these ads and write analysis against it.

Pointers to include:

1. Colour Combination
2. Theme of the ad
3. Picture usage
4. Content importance
5. Logo usage