



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

Sunder Nagar, Malad (West), Mumbai- 400 064.

Date: 3rd September, 2024.

NOTICE

B. A. (MULTIMEDIA & MASS COMMUNICATION) PROGRAM

This is to inform all the students of First Year B. A. (Multimedia & Mass Communication) that as per the University of Mumbai syllabus (NEP 2020) for the **program: B. A. (Multimedia & Mass Communication)** the exam pattern will be **60% External assessment : 40% internal assessment.**

Students should take a note of the following pattern for Internal assessment:

Sr. No.	Name of the Course	Class Test	Quiz	Oral & Practical Presentation	Assignments	Group Discussion	Creative project	Attendance & Class Participation	Total marks for Internal Assessment
1	Evolution Of Communication	-	-	10 marks	10 marks	-	-	-	20
2	Fundamentals Of Mass Communication	-	-	10 marks	10 marks	-	-	-	20
3	Contemporary Issues	-	10 marks	05 marks	-	05 marks	-	-	20
4	VSC - Visual Communication	-	-	-	10 marks	-	10 marks	-	20
5	SEC - Introduction To Computers-I	-	-	-	-	-	20 marks	-	20
6	AEC - Communication Skills in English	-	-	10 marks	05 marks	-	-	05 marks	20
7	VEC - Foundation of behavioural skills - Basic Level	-	10 marks	10 marks	-	-	-	-	20
8	GE/OE - IT Google Workspace	10 marks	-	05 marks	05 marks	-	-	-	20
9	GE/OE - Entrepreneurship Management	05 marks	-	05 marks	05 marks	05 marks	-	-	20
10	Indian Knowledge System	10 marks	-	-	-	-	10 marks	-	20
11	Co-curricular activities								


NOTE: Individual Passing in Internal and External Examination is mandatory.



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BAMMC Coordinator

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

Subject wise Instructions for Internal Examination:

First slide of presentation / First page of Assignment must have following details as per the format mentioned below:

Sr. No.	Name of the Subject	Type of Assessment / Exam	Marks
1	Evolution Of Communication	PPT Presentation and Viva on the given topics	10
		Assignment - Book Completion (5 + 5)	10
2	Fundamentals of Mass Communication	PPT Presentation and Viva on the given topics	10
		Assignment - Book Completion (5 + 5)	10
3	Contemporary Issues	Multiple Choice Question on current affairs - Quiz	10
		PPT Group Presentation and Viva on any one current issue allocated	5
		Group Discussion on current issues	5
4	Visual Communication	Projects / Assignments (illustrations or/ & photographs of observations around)	10
		Drawing book ideation exercise on Visualisation of Phrases/ Proverbs/ Word Expression (5 + 5)	10
5	Introduction To Computers-I	Preparing a magazine (type of a campaign them be industry ready with a fair hands-on-promotion) using either Quark of PS or Corel	10
		Making a short clip with the use of premiere and 3D Maya (5 + 5)	10

6	Communication Skills in English I	Group - wise presentations and viva	10
		Listening Skills Test	5
		Overall attendance - Class participation in activities	5
7	Foundation of behavioural skills - Basic Level	Online Quiz - Time based - 30 minutes	10
		PPT Presentation and Viva on the given topics (5 + 5)	10
8	IT Google Workspace	Class Test	10
		PPT Presentation and Viva on the given topics	5
		Assignment - Design Google Forms and collect data for surveys	5
9	Entrepreneurship Management	Class Test	5
		PPT Presentation and Viva on the given topics	5
		Assignment - SWOT Analysis of a Brand	5
10	Indian Knowledge System	Class Test - Multiple Choice Questions (5 + 5)	10
		Individual Assignments on the topics allocated	10