



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified





Date: 26/08/2021

## NOTICE

Self – Financed Section (BAMMC, BMM)  
September ATKT Internal Examination Semester II and IV, 2021-2022

### INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects- 07<sup>th</sup> September 2021, upto 3pm only.
2. Date of Vive-voce of the Projects- 08<sup>th</sup> September 2021, at 4pm. Gmeet link will be shared in the whatsapp group.
3. Project/ assignment have to be handwritten on A4 size paper or Fullscape paper. On top of every page student should write his Name, Roll No. and Subject.
4. Student is expected to write the question followed by the answer.
5. Student has to scan the project/assignment and mail to [bhavana.s@dalmialionscollege.ac.in](mailto:bhavana.s@dalmialionscollege.ac.in) on or before the date and time mentioned above.
6. After the date of submission there will be a viva voce on the given questions. 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.**
7. Any submission after the above mentioned date and time will not be accepted and entertained under any circumstance.

			
Prof. Bhavana Singh	Prof. Durgesh Kenkre	Prof. Subhashini Naikar	Dr. Kiran Mane
BAMMC Co-ordinator	Exam Convenor	Vice Principal (SFC)	I/C Principal

DI/R-IPS/EXAM/00

## **BAMMC Internal questions for Semester II ATKT students**

### **FOUNDATION COURSE II**

#### **ROLL NO - 1116**

1. Explain the multi-cultural diversity of Indian society through its demographic composition
2. Explain concept of linguistic diversity in relation to the Indian situation
3. Write in short the regional variations according to rural area
4. Explain the concept of diversity as difference.
5. Explain the concept of religion

#### **ROLL NO - 1082**

1. Explain the concept of disparity as arising out of stratification and inequality
2. Explain the Increasing urbanization
3. Explain the concept of liberalization.
4. Explain the origin of Human Right.
5. Discuss the causes and effects of environment degradation.

#### **ROLL NO - 1012**

1. Explain the importance of values for people.
2. Explain the ways to manage stress.
3. Explain the concept of Globalization in detail.
4. Explain the significance of Human Right.
5. Discuss the concept of sustainable development.

#### **ROLL NO - 1051**

1. Explain Maslow hierarchy theory of needs.
2. Explain the ways to overcome conflicts.
3. Different methods of responding to conflicts in society
4. Sustainable development
5. Explain the concept of Environment

#### **ROLL NO - 1036**

1. The Universal Declaration of Human Rights;
2. Growth of information technology and communication
3. Changes in agrarian sector due to globalization
4. Rise in corporate farming and increase in farmers' suicides
5. Increasing crime/suicides among youth.

### **EFFECTIVE COMMUNICATION II**

#### **ROLL NO - 1057**

1. What is Internal communication
2. Explain E-mail Etiquette

3. How to overcome Problems in E-mail Communication
4. What are the Guidelines for writing a circular?
5. What are the various types of report?

**ROLL NO – 1074**

1. What is slogan?
2. Write a radio spot for dove soap
3. What do you mean by plagiarism?
4. When do you write a complain letter?
5. What is Body copy?

**ROLL NO – 1116**

1. Coherence and Cohesion
2. Types of report
3. Hard News and Soft News
4. Inverted Pyramid
5. Elements of News Report

**ROLL NO – 1082**

1. Difference between Editing and Summarizing
2. What is a press release?
3. What is Jingle?
4. Explain Tagline
5. What is Soft News

**ROLL NO – 1012**

1. What is punctuation?
2. What is Headline
3. What is Hard News
4. Elements of Print Ad
5. What is Copywriting

**CONTENT WRITING**

**ROLL NO - 1057**

1. What is news brief?
2. What do you mean by Homophones?
3. Creative usage of phrases and idioms.
4. Structuring a story
5. Write a scroll for television news

**ROLL NO – 1074**

1. Picture stories

2. Explain News headlines
3. Explain feature headlines
4. Use of Power Point tools
5. How to make Power Point to Pdf presentations

**ROLL NO – 1116**

1. Use of Power Point smart tools
2. Minimalist animation for maximum impact
3. Uses of phrases
4. Effective presentation
5. How to do a plagiarism check

**ROLL NO – 1082**

1. Importance of content
2. What do you mean by Paraphrasing
3. Writing for print media
4. Use of clip art
5. Use of Power Point smart tools

**ROLL NO – 1012**

1. Difference in writing for print vs digital
2. Designing keywords for Search Engine Optimization
3. Ad campaigns (creative, witty and attractive)
4. What is an idiom?
5. Use of punctuations, prepositions, capital letters and lower case

**INTRODUCTION TO ADVERTISING**

**ROLL NO – 1074**

1. Ethical issues in Advertising
2. Advertising budget
3. Layout of an ad
4. Client agency relationship
5. Functions of Advertising

**ROLL NO – 1116**

1. Importance of selecting the right target audience for ad campaign
2. What is advertising?
3. Account planning department
4. Define IMC
5. Criticism in Advertising

**ROLL NO – 1082**

1. Media Department
2. Creative Department
3. Characteristics of Advertising
4. Copy Brief
5. Media research

**ROLL NO – 1012**

1. Aida model
2. Departments of Ad agency
3. How agency earns its income
4. Limitations of advertising
5. Elements of promotional mix

**INTRODUCTION TO JOURNALISM**

**ROLL NO – 1116**

1. Citizen journalism
2. Press Council of India
3. Press Trust of India
4. Follow-up stories
5. Audit Bureau Circulation

**ROLL NO – 1082**

1. Hard News
2. Soft News
3. Sources in News Organization
4. 8 types of leads
5. Role of News Editor

**ROLL NO – 1012**

1. Human Interest Story
2. Tools used by reporters
3. Editorial structure of News paper
4. Different beats in Journalism
5. What is the impact of readers

**MEDIA, GENDER AND CULTURE**

**ROLL NO – 1024**

1. Features of cultural studies
2. Need and significance of cultural studies
3. Acculturation

4. Enculturation
5. Ethnocentrism

**ROLL NO – 1082**

1. Cultural relativism
2. Cultural shock
3. Stuart Hall
4. John Fiske: culture and industry
5. Techno culture and risk – Ulrich Beck

**ROLL NO – 1012**

1. Construction of culture
2. Culture, industry and media commodification
3. Media and its impact on the cultural aspect of the society.
4. Culture industry and communication
5. Culture industry and communication

**ROLL NO – 1084**

1. The influence of media on views of gender
2. Role of media in social construction of gender
3. Changing attitudes & behaviour for empowerment of women
4. Hegemonic masculinity in media
5. Gender issues in news media

**ROLL NO – 1107**

1. Media imperialism
2. Globalisation and Local culture
3. Consumer culture and media in the era of globalisation.
4. Digital Media culture
5. Media and Globalisation

## **BAMMC Internal questions for Semester IV ATKT students**

**ROLL NO - 2090**

### **Mass media research**

- 1) Discuss the various projective techniques used while conducting a research.
- 2) Write a note on different scales used for attitudes.
- 3) Explain the role of research in advertising.
- 4) Discuss different methods of primary data collection.
- 5) Advantages and disadvantages of qualitative research.

**ROLL NO - 2081**

### **Radio and television**

- 1) What are the different types of microphones? Explain with examples.
- 2) Discuss in detail different types of camera shots and camera positions with examples.
- 3) Write in detail the production process in television.
- 4) Discuss the history & development of all India radio.
- 5) Describe the evolution of television in India.

**ROLL NO – 2090**

### **Computer and Multimedia II**

- 1) Explain Pen tool and stamp tool in Photoshop
- 2) Masking layers
- 3) Different type of blend modes in Photoshop
- 4) How to edit text in Indesign
- 5) Give a overview of Adobe Dreamweaver

**ROLL NO – 2082**

### **Film Communication**

- 1) History of cinema
- 2) Visual art
- 3) Sound era
- 4) Silent era
- 5) Indian Diaspora and Bollywood





