



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS





ISO 9001: 2015 Certified

NOTICE

Self – Financed Section (BAMMC, BMM)
October ATKT Internal Examination Semester I and III, 2021-2022

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects- 25th October 2021, upto 3pm only.
2. Date of Vive-voce of the Projects- 26th October 2021, at 10am. Gmeet link - <https://meet.google.com/hah-ggtr-aup>
3. Project/ assignment has 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 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

11/10/2021

BAMMC Internal questions for Semester I ATKT students

FOUNDATION COURSE I

ROLL NO – 1061

- 1) Explain the multi-cultural diversity of Indian Society through its demographic composition?
- 2) What are the issues of child labour- magnitude, causes, effects and response?
- 3) What is child abuse its effects and ways to prevent?
- 4) What is woman trafficking its causes, effects?
- 5) Explain the term Substance abuse and the impact on youth?

ROLL NO – 1107

- 6) How the HIV/AIDS can be prevented, treatment and services?
- 7) Explain the inequalities manifested due to the caste system and inter-group conflicts?
- 8) How is the portrayal of woman in media, films and print?
- 9) What are the causes and effects of conflicts arising out of regionalism and linguistic differences?
- 10) Write down the structure of the Constitution explain the Preamble main body and schedules?

ROLL NO – 1017

- 11) What are the problems of the elderly its causes, implications and response?
- 12) What leads to violence & lawlessness in society?
- 13) What are the violence faced by women?
- 14) Role and significance of women in politics?
- 15) What are the duties of the Indian Citizens considering tolerance and peace?

ROLL NO – 1118

- 16) What are the communal harmony as crucial values in strengthening the social fabric of Indian society?
- 17) Highlight and write down the basic features of the Constitution?
- 18) What is the party system in Indian politics; Local self-government in urban and rural areas?
- 19) Write the 73rd and 74th amendments and their implications in politics?
- 20) What kind of regional variations have happened in rural areas?

ROLL NO – 1003

- 21) What is the relationship between rural and urban area?
- 22) Is there a digital divide in terms of gender? Yes or no explain the statement?
- 23) What are the growing politics and economic problems in Indian society?
- 24) What are inequalities faced by tribals and other minorities?
- 25) What are the growing social problem

EFFECTIVE COMMUNICATION I

ROLL NO – 1107

- 1) What is Communication, its concepts and process?
- 2) Explain the importance of Communication in Media?
- 3) Differences between Technical and general communication; Barriers to Communication?
- 4) What are the measures to overcome the Barriers to Communication?
- 5) What are the types of communication and its advantages?

ROLL NO – 1118

- 6) What is listening Process and its classification of Listening?
- 7) What are the various aspects of languages?
- 8) Explain interpretation it's Meaning, Difference between interpretation and translation?
- 9) What are the common Barriers to the Listening Process?
- 10) What is Translator and his role in media and write qualities?

Current Affairs

ROLL NO – 1061

- 1) What are the three political stories of national importance?
- 2) Write about the Political leaders, news makers of the season (Brief profile of any three)
- 3) Write any three dominating economic and business news?
- 4) Write any three dominating environment news stories?
- 5) Explain the tensions in J&K Background and Political players?

ROLL NO – 1017

- 6) What is the Update on the current situation in J&K?
- 7) Write any four conflicts and issues of international?
- 8) What is an update on the current political dynamics of Maharashtra?
- 9) Write any three Political parties reach and challenges and political leaders?
- 10) Write an Overview of Indian digital gaming

ROLL NO – 1073

- 11) Write about the Digital Gaming Industry?
- 12) Give examples of Mobile apps used by journalists worldwide in brief?
- 13) What is AI and data science give examples?
- 14) Write in brief about content automation tools in content creation?
- 15) What is Augmented Reality write with examples?

ROLL NO – 1015

- 16) Explain the importance of virtual reality?
- 17) Write about the latest news on floods and drought?

18) Write about the unemployment, health issues with examples?

19) What is the current update about ongoing state projects?

20) Write about the international economic affairs?

ROLL NO – 1118

21) What are the Issues that currently engage the SC?

22) Explain the Issues that currently engage the UNO?

23) What is the role of United Nations and General Assembly?

24) Review of any three Central Government projects and policies?

25) Explain about the Autonomous government bodies?

ROLL NO – 1003

26) What is Ministry of Home Affairs and Internal Security?

27) Write about the burning issues in India related to socio-economic?

28) Write about the relation between state government and central government?

29) Write about the coverage of media on government issues?

30) What are the roles and responsibilities of media in covering current affairs?

Fundamentals of Mass Communication

ROLL NO – 1061

- 1) What is mass communication and its importance?
- 2) What are the forms of communication?
- 3) Explain the Gerber's model of communication?
- 4) What is the history of mass communication give examples?
- 5) What is gatekeeping model give 3 examples?

ROLL NO – 1118

- 6) What is the importance of electronic communication?
- 7) What are the major forms of media?
- 8) What are the Contemporary scene in Indian communication landscape?
- 9) Short note on Sadharanikaran?
- 10) Difference between intrapersonal and interpersonal communication?

ROLL NO – 1003

11) Write about the group communication and mass communication?

12) Explain Defleur's Model of the Taste-differentiated and Audience Model?

13) Explain about the traditional forms of communication?

- 14) Compare digital mass communication and traditional mass communication?
- 15) Explain the importance of print media books, newspaper, and magazine?

Visual Communication

ROLL NO – 1061

- 1) Give a brief history and development of Visuals?
- 2) What are the needs and importance of visual communication?
- 3) What is the impact of Language and culture in visual communication?
- 4) Explain Citizen Journalism and its importance.
- 5) What are the visual stereotyping in social media?

ROLL NO – 1015

- 6) What is colour and design visual communication?
- 7) What are the Psychological implications of color?
- 8) Explain the importance of Images and messages, Signs, Symbols and (GIF, etc.)
- 9) What are the tools and medium in visual communication?
- 10) How visual communication works in Folk & Performing Arts, Theatre?

ROLL NO – 1118

- 11) What are the ethics of social media?
- 12) What is colour theory in visual communication?
- 13) Explain the visible concepts and give examples (maps, charts)
- 14) What is script writing and visualization?
- 15) Highlight the uses of visual communication?

History

ROLL NO – 1118

- 1) What is India's Freedom Struggle and Role of Media?
- 2) Explain the history of Radio & Television as Mass Media?
- 3) Explain the Independence and rise of Newspapers?
- 4) What are the importance of Regional Press and its popularity of Indian regional languages in various regions?
- 5) What is Satellite Television & Privatization in Broadcasting?

BAMMC Internal questions for Semester III ATKT students

Media Studies

ROLL NO – 2072

- 1) Explain the era of Mass Society and culture till 1965?
- 2) Explain about the Paul Lazarsfeld and its two step flow theory?
- 3) What are the effects of media and its behavior?
- 4) Explain and give examples of Agenda Setting Theory?
- 5) What is Habermas's Public sphere theory?

Intro to Photography

ROLL NO – 2055

- 1) What is prime lens how is it used?
- 2) Explain Cropping, Panorama, Flattening?
- 3) Explain the Rule of thirds, Balance, Leading line, Frame within?
- 4) Importance of Pixel and its values, Total number of pixels, File size?
- 5) How camera sees differently than human eyes Limitations and