



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS



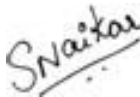

ISO 9001: 2015 Certified

## NOTICE

Self – Financed Section (BAMMC)  
March ATKT Internal Examination Semester III, 2021-2022

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

1. Date of Submission of the Projects- 31<sup>st</sup> March 2022, from 11a.m. to 12p.m.
2. Date of Viva-voce of the Projects- 31<sup>st</sup> March 2022, from 11a.m. to 12p.m.
3. The Viva-voce will be conducted offline in Class F2.
4. On the date of Viva-voce the dress code will be formal.
5. 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.
6. Student is expected to write the question followed by the answer.
7. 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.
8. 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 III ATKT students**

**Media Studies**

**Roll No. 2022**

**Name: MALHOTRA SHLOK RAMESH**

1. What is agenda setting theory?
2. What is propaganda?
3. What is two step flow theory?
4. What is mass communication?
5. What is media bias?

**Roll No. 2108**

**Name: YADAV DEEPA SHRIPRAKASH**

1. What are media studies?
2. Explain the different mediums and its impact?
3. What precaution should a journalist take while covering war issues?
4. What are the tools used by journalists and their uses?
5. Explain gate keeping?

**Film communication I**

**Roll No. 2108**

**Name: YADAV DEEPA SHRIPRAKASH**

1. What is film communication?
2. What is a thrilling film? Give examples and highlight the suspense?
3. Explain different camera angles used in the films?
4. What is the difference between Bollywood and Hollywood movies?
5. Can Indian films work without songs?

**Computer and multimedia I**

**Roll No. 2007**

**Name: GUJAR BHAVESH BHAGWANLAL**

1. What is animation?
2. What is the use of indesign?
3. What are the tools required to edit photos?
4. What are the uses of computers and multi- media?
5. What is hardware?

**Roll No. 2022**

**Name: MALHOTRA SHLOK RAMESH**

1. Describe RAM?
2. What is software?
3. Difference between hardware and software?
4. Describe types of videos?
5. Describe computer technology?

**Roll No. 2074**

**Name: MOURYA KAJAL RAMSHABD**

1. What are the interactive mediums?
2. What social media is used for?
3. What is the use of text in marketing?
4. Write notes on digital media?
5. Benefits of multimedia?

**Roll No.2083**

**Name: SINGH PRAGYA SUSHILKUMAR**

1. What is the importance of multimedia?
2. What are the challenges of using multimedia in teaching and learning?
3. What are the components of multimedia?
4. What is graphics used for?
5. What is ppt, pdf, jpg?

**Roll No.2089**

**Name: GOHIL DRUSHTI URMILA**

1. What is the difference between hardware and software?
2. Mention the names of the software to modify the photo?
3. Explain RAM, ROM
4. What is multimedia?
5. How to disseminate the messages on which platform?

**Roll No.2094**

**Name: CHOUDHARY VIKAS SUNIL**

1. What are the uses of social media?
2. Difference between social media marketing and digital marketing?
3. Pros and cons of computers?
4. What is InDesign and its uses?
5. Uses of multimedia?

### **Introduction to Photography**

**Roll No.2059**

**Name :YADAV SURAJ TEJBAHADUR**

1. What is photography?
2. Explain different camera angles any 3?
3. What is aperture and focal lens?
4. Explain shutter and uses ?
5. What is editing in photography?

**Roll No.2076**

**Name: SINGH ANKIT ASHOK**

1. How do you achieve sharp focus?
2. What does manual mode mean?
3. What are the 5 principles of photography?
4. Suggest best software for editing?

5. What things to keep in mind while dealing with celebrity photography?

**Roll No.2090**

**Name: SONAWANE VISHAL SHYAM**

1. What are the different parts of the camera?
2. Explain pixels?
3. Describe the four rules of composition with examples.
4. Discuss the various types of lighting.
5. Describe the different functions of photography.

**Roll No.2096**

**Name: CHOUHAN SANOWAR BHUPINDER**

1. Explain the origin and development of cameras.
2. Explain the technical and aesthetic sense in camera.
3. Describe the uses of light controllers and reflectors.
4. Wildlife photography?
5. Write notes on: Zip and CMYK.

**Roll No.2108**

**Name: YADAV DEEPA SHRIPRAKASH**

1. Rule of Thumb
2. What is white balance?
3. What are the steps in photography?
4. Basic photography?
5. Suggest best software for image development?

## **Corporate Communication and Public relation**

**Roll No. 2058**

**Name: SHETTY SHASHANK HARISH**

1. Role of a PR?
2. What is crisis management?
3. Drawbacks of PR?
4. What a celebrity PR does?
5. Difference between advertising and PR?

