**IMPORTANT INSTRUCTIONS WHILE SUBMITTING INTERNAL PROJECT (ATKT), APRIL, 2019**

1. The project should be hand written only.
2. The project should be submitted on full scale paper.
3. The student should write his name, department, semester, exam seat no. and subject on the first page.
4. **Student should download and take the printout of questions to his Roll no. and attach it with his answer paper**.
5. **Student to submit photocopy of fee payment receipt with every subject**.
6. Student should submit the project as mentioned below:

**Bachelors of Mass Media (Semester 2)**

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| --- | --- | --- | --- | --- |
| **Name of the subject** | **Name of the faculty** | **Day and Date** | **Timings** | **Room No.**  |
| Effective Communication Skills  | Dr. Sudipta Roy Chowdhury | Tuesday23rd April | 11 am to 11.30 am | T3 |
| Introduction to Literature | Dr. Sudipta Roy Chowdhury | Tuesday23rd April | 11 am to 11.30 am | T3 |
| Introduction to Psychology | Dr. Sudipta Roy Chowdhury | Tuesday23rd April | 11 am to 11.30 am | T3 |
| Introduction to Politics | Prof. Minu Paul | Tuesday23rd April | 11 am to 11.30 am | T3 |
| Principles of Marketing | Prof. Minu Paul | Tuesday23rd April | 11 am to 11.30 am | T3 |
| Principles of Management | Prof. Minu Paul | Tuesday23rd April | 11 am to 11.30 am | T3 |

**Note:**

1. **Any submissions after the above mentioned day, date and time will not be accepted.**
2. **On the day of submission there will be a viva voce on the basis of the topics given.**
3. **If the student has any queries please contact the coordinator on 22nd April, 2019 between 11 am to 2 pm.**

**Internal Questions of Semester 2 ATKT**

**Effective Communication Skills**

**Roll No: 1016**

1. Explain Coherence and Cohesion with examples.
2. Draft a sales letter to promote the sales of Dabur Shampoo.
3. Write a letter to the editor of a newspaper drawing attention to a civic problem?
4. Write a detailed note on RTI.
5. Describe News in detail.

**Roll No: 1090**

1. Describe different types of News.
2. What is inverted Pyramid.
3. What is body copy? How can one write an effective body copy?
4. Summarizing means capturing the essence and not just pruning the number of words. Elaborate.
5. Your company has appointed a well – known Bollywood celebrity as a Brand Ambassador for its new line of summer clothing. Write a Press Release for the same.

**Roll No: 1134**

1. Explain the channel of Communication?
2. What are the most important factors to be kept in mind while translating a document?
3. What factors should you keep in mind while writing synopsis?
4. What is the difference between a hard news and soft news?
5. What is news? What is the difference between a newspaper article and a magazine article?

**Introduction to Literature**

**Roll No: 1016**

1. In your view, what are the features that contribute to making Tamas an impactful novel?
2. Critically analyze the poem “Strange Meeting”.
3. Would you consider Gabriel Garcia Marquez’s short story comic or tragic? Give reasons.
4. How does Vijay Tendulkar use the concept of a mock trial to expose the hypocrisy within contemporary Indian society in his play Silence! The Court is in Session.
5. Celebration of Ashtami in “Girls”.

**Roll No: 1134**

1. How the poet has described man’s cruelty in his poem’ On Killing a Tree’?
2. How does George Bernard Shaw view romanticism?
3. How did Azucena’s death change Rolf?
4. Explain the Analysis of story ‘A Clean Well Lighted Place’.
5. State the character of Leela Benare in this play?

**Introduction to Psychology**

**Roll No: 1016**

1. Write a note on Cognitive Dissonance and how you can overcome it?
2. Explain conformity and compliance with example.
3. Explain Freud’s psychoanalytical theory
4. Explain Maslow’s Hierarchy of needs.
5. Define thinking. What are the characteristics of creative thinker?

**Roll No: 1090**

1. Explain in brief the various branches of psychology
2. Discuss the positive and negative media effects
3. Discuss the fundamental aspects of personality
4. Types of prejudice
5. Stages of creative thinking

**Roll No: 1134**

1. Explain the effects of Pro Social Media.
2. What is Classical conditioning and Operant conditioning?
3. What is Cognitive theory?
4. Explain the effect of media violence.
5. Explain Lateral thinking and Creative thinking

**Introduction to Politics**

**Roll No: 1016**

1. What are the salient features of effective democracy?
2. Explain the reasons for coalition government in India.
3. Explain how digital media is used to practice public propaganda.
4. What is the role of regional parties in the functioning of the Central Government?
5. Government of India’s review on Triple Talaq.

**Roll No: 1134**

1. Explain the forms of non-democratic government.
2. What are the features of the Constitution?
3. What are the Fundamental Rights provided by the Constitution?
4. Explain the evolution of the Indian Party System.
5. Briefly distinguish between local and local self government.

**Principles of Marketing**

**Roll No: 1090**

1. Explain 4 P’s of Marketing?
2. What is marketing? Explain its features.
3. Explain the distribution system in detail
4. Write a detailed note on E marketing.
5. Explain the Product Life Cycle.

**Roll No: 1134**

1. Differentiate between traditional and modern marketing
2. Discuss the stages in the product life cycle.
3. What is a customer?
4. Explain societal marketing concept.
5. What are different marketing strategies?

**Principles of Management**

**Roll No: 1090**

1. What do you understand of classical management theory?
2. Differentiate between recruitment and selection.
3. What is planning? Explain the steps involved in planning process.
4. What is Total Quality Management?
5. Corporate Social Responsibility

**Roll No: 1134**

1. What is a customer?
2. Explain societal marketing concept.
3. How is ethical marketing plan developed and implemented.
4. Why Frederick Taylor is called the father of scientific management and Henri Fayol the father of modern management theory?
5. Define group dynamics? Explain different types of groups.