



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

NOTICE

Self – Financed Section (BMM, Bachelors of Mass Media)
ATKT Internal Examination Semester IV, 2020-2021

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. **Date of Submission of the Projects- 20thDecember 2020, upto 11am only.**
2. Project/ assignment have to be handwritten on A4 size paper or Full scape paper. On top of every page student should write his name, Seat No. and Subject.
3. Student is expected to write the question followed by the answer.
4. Student has to scan the project/assignment and mail to bhavana.s@dalmialionscollege.ac.in on or before the date and time mentioned above.
5. On the date of submission there may be a viva voce on the given questions. If the student fails to submit the project on the given date and time he will be marked **ABSENT for the said subject.**
6. **Any submission after the above mentioned date and time will not be accepted and entertained under any circumstance.**

Prof. Bhavana Singh

BMM Co-ordinator

Prof. Durgesh Kenkre

Exam Convenor

Prof. Subhashini Naikar

Vice Principal (SFC)

Dr. Kiran Mane

I/CPrincipal

DI/R-IPS/EXAM/00

BMM Internal questions for Semester IV ATKT students

ROLL NO - 2027

Mass Media Research

- 1) Explain what the central tendency of data
- 2) Discuss the various projective techniques used while conducting a research
- 3) Write a note on different scales used for attitudes
- 4) Describe in detail the different types of research designs that can be adopted for a study
- 5) Explain the scope of mass media research

Organizational Behavior

- 1) What are the qualities of functions of an effective leader?
- 2) Types of organizational culture
- 3) Maslow's Need hierarchy theory
- 4) Group norms and Group cohesiveness
- 5) Define leadership . Explain the managerial grid of leadership proposed by Blake and Mouton

ROLL No - 2038

Introduction to Advertising

- 1) Explain types advertising research
- 2) Explain the role and function of advertisement
- 3) Briefly explain the various function of ad agency
- 4) Discuss the various ethical issues in advertising
- 5) Brief history of advertising?

Introduction to Photography

- 1) Describe parameters of light.
- 2) What is 'White Balance?' Establish its relation to 'Colour Temperature'
- 3) Discuss on quality of light?
- 4) What are the various types of lenses? Compare any three types
- 5) Shutter?

Organization Behaviour

- 1) Explain the organizational culture as function and a liability
- 2) Explain goal setting theory of motivation
- 3) What are the qualities and function of an effective leader?
- 4) Types of organization culture
- 5) 3 Stage socialization process

Mass Media Research

- 1) What is research? Why its importance and role in the field of mass media
- 2) Explain the role of research in advertising
- 4) Discuss different methods of primary data collection
- 4) Advantages and disadvantages of qualitative research
- 5) Focus group

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