



Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, S.V. Road, Malad (West), Mumbai-400 064.
ISO 21001:2018 CERTIFIED

NOTICE

B.A. in Multimedia and Mass Communication

Following is the list of students, who are eligible to appear for the ATKT Examination of Semester I (NEP) October, 2025.

SEMESTER I

S R O	ROL L NO	NAME OF STUDENT	F.M.C		C.A		IT_G. W		E.M		V.C		C.S.E		I.C		F.B.S	
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- 1) Students appearing for the ATKT Examination, October 2025 are required to confirm the above list. Any change must be brought to the notice of Ms. Akanksha Mangavkar (Ms. Mohini Nadkarni) by emailing to mohini.n@dalmialionscollege.ac.in on or before 17th October, 2025 11.00 am, failing which his claim will not be entertained.
- 2) Students have to check the college website for the internal and external timetable of Semester I ATKT.

Ms. Akanksha
Mangavkar

BAMMC Co-ordinator

DI/N-STD/GEN/00

CA Durgesh Kenkre

Exam Convenor

Ms. Subhashini Naikar

Vice Principal (SFC)

PROF. (DR.) DIGAMBAR N. GANJEVAR
PRINCIPAL
PRAHLADRAI DALMIA LIONS COLLEGE OF
COMMERCE & ECONOMICS
SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.





**PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE &
ECONOMICS**

ISO 21001 : 2018 Certified

NOTICE

ATKT Internal Examination October, 2025
B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER I

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. **Date of Submission of the Projects and viva voce- 18th October, 2025. Venue T3 10.00 am. Reporting time for students 10 minutes before the above mentioned time.**
2. Students have to be present in person for the submission.
3. Submission of projects or assignments to be done on proper A4 size paper, handwritten by the
 - a. Candidate himself only. The Front page should contain details of Roll no, Name of the student,
 - b. Semester, Subject.
4. Print out of the questions uploaded should be attached along with the project.
5. The student should also enclose a photocopy of the ATKT fee paid receipt along with his project.
6. On the date of submission there will be a viva voce on the given questions/topics.
7. If the student fails to present himself on the given date and time he will be marked ABSENT for the said subject.
8. **Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.**
9. **Any student who has paid fees for internal ATKT examination but has not been allotted questions are required to mail to mohini.n@dalmialionscollege.ac.in on or before 31st July, 2025 11.00 am.**

Kindly follow the following schedule for your project submission and viva:

SYBAMMC - SEM 1	
SUBJECT	FACULTY
FUNDAMENTALS OF MASS COMMUNICATION	MS. FARZIN DALAL
CONTEMPORARY AFFAIRS	MS. AKANKSHA MANGAVKAR
IT GOOGLE WORKSPACE	MS. AKANKSHA MANGAVKAR
ENTERPRENEURSHIP MANAGEMENT	MS. FARZIN DALAL
VISUAL COMMUNICATION	MS. FARZIN DALAL
COMMUNICATION SKILLS IN ENGLISH	MS. FARZIN DALAL
INTRODUCTION TO COMPUTERS	MS. AKANKSHA MANGAVKAR
FOUNDATION OF BEHAVIOURAL SKILLS	MS. AKANKSHA MANGAVKAR

**Ms. Akanksha
Mangavkar**

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SEMESTER 1 INTERNAL ATKT QUESTIONS:

1104

KHANDELWAL KANCHAN HEMANT

1. FUNDAMENTALS OF MASS COMMUNICATION

- a. What is Broadcast media? Explain its types
- b. Explain the impact of mass media on children, women and youth
- c. Explain the major challenges in new media
- d. What is interactive communication? What are its characteristics?

2. CONTEMPORARY AFFAIRS

- a. Discuss Virtual Reality with its Examples of news websites worldwide.
- b. Elaborate on Overview of Indian digital gaming.
- c. Elaborate Political parties reach and challenges, political leaders of Maharashtra
- d. Elaborate Updates on any two ongoing state projects.

3. IT GOOGLE WORKSPACE

- a. Elaborate Political parties reach and challenges, political leaders of Maharashtra
- b. Elaborate Updates on any two ongoing state projects.
- c. Explain how Google Sheets can be used to create a basic project timeline. Discuss the steps and features, such as conditional formatting and charts, that help visualize project progress.
- d. What are the steps to create a recurring event in Google Calendar, and in what scenarios might this be useful in a professional or educational environment?

4. ENTREPRENEURSHIP MANAGEMENT

- a. What are the needs of entrepreneurship management?
- b. Discuss the different types of entrepreneurs
- c. Discuss in details women entrepreneur and social Entrepreneur
- d. Write down the different nature of Entrepreneur.

5. VISUAL COMMUNICATION

- a. Explain clothing as a form of visual communication
- b. Elaborate on the role of posters as a form of visual communication
- c. Describe proximity, hierarchy, movement, alignment and emphasis as a part of elements of art.
- d. What is the concept of code? Explain different types of codes

6. COMMUNICATION SKILLS IN ENGLISH

- a. Benefits of effective listening
- b. Characteristics of an effective speech
- c. English as an international language
- d. Features of Effective Writing Skills

7. INTRODUCTION TO COMPUTERS

- a. What importance of layers of photoshop?
- b. What is the difference between fill and outline in Illustrator?
- c. What is a brand guideline, and why is it necessary?
- d. What is a vector? How is it different from raster graphics?

8. FOUNDATION OF BEHAVIOURAL SKILLS

- a. Discuss leadership skills in detail
- b. Discuss the significance of experience in various domains
- c. Discuss importance of collaboration skills
- d. Discuss intuition skills of 21st century in detail