



Prahladrai Dalmia Lions College of Commerce & Economics

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

NOTICE

ATKT Internal Examination October, 2026
B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER II

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- 1. Date of Submission of the Projects- 16th Oct., 2026 (Timing 10.00 am)
- 2. Reporting time for students: at least 10 minutes before the mentioned time. Venue: 2nd floor SFC staff room.
- 3. Students have to be present in person for the submission.
- 4. Submission of projects to be done on proper A4 size paper, handwritten by the candidate himself only. The Front page should contain details of Roll no, Name of the student, Semester, Subject.
- 5. Print out of the questions uploaded should be attached along with the project. Students should also enclose a photocopy of the ATKT fee paid receipt along with each of his projects.
- 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 they 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.

FYBAMMC - SEM II	
SUBJECT	FACULTY
1. LEADERSHIP MANAGEMENT	MS. AKANKSHA MANGAVKAR
2. OVERVIEW OF PRINT PRODUCTION	MS. AKANKSHA MANGAVKAR
3. TRANSLATION SKILLS	MS. FARZIN DALAL
4. FUNDAMENTALS OF PEOPLE'S SKILLS	MS. FARZIN DALAL
5. INTRODUCTION TO NEW MEDIA	MS. FARZIN DALAL
6. INTRODUCTION TO COMPUTERS - II	MS. AKANKSHA MANGAVKAR
7. HISTORY OF MEDIA	MS. FARZIN DALAL
8. EMSD	MS. AKANKSHA MANGAVKAR
9. HINDI	MS. AKANKSHA MANGAVKAR
10. CC	MS. FARZIN DALAL

Ms. Akanksha
Mangavkar

BAMMC Co-ordinator
DI/N-STD/GEN/00

CA Durgesh Kenkre

Exam Convenor

Ms. Subhashini
Naikar

Vice Principal (SFC)

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PRINCIPAL
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BAMMC SEM 2 NEP INTERNAL ATKT QUESTIONS
STUDENT MUST WRITE ANSWER ALL THE QUESTIONS

LEADERSHIP MANAGEMENT

1. Describe Characteristics of Transactional Leadership
2. Explain any five objectives of a good leadership training program and need for leadership
3. Explain the leader and traits of a successful leader.
4. Write a detailed note on Participative and Bureaucratic Leadership style.

OVERVIEW OF PRINT PRODUCTION

1. Give detailed difference between Hard copy and Soft copy
2. Explain in detail the Lithography Printing
3. Explain different types of binding process in print production
4. What is commercial aspect of Printing Industry

TRANSLATION SKILLS

1. What is Semantic Translation? Explain the characteristics of Semantic Translation
2. What are the key rules and points to keep in mind when adapting literature into films?
3. Discuss with guidelines on how to translate biographies of important personalities
4. Distinguish between translation on social media and literature

FUNDAMENTALS OF PEOPLE'S SKILLS

1. Pitch-deck presentation
2. What is a team?
3. Advantages of being a good listener in a team.
4. Listening as a team leader.

INTRODUCTION TO NEW MEDIA

1. Explain automated Newsrooms :The future of journalism
2. Explain Virtual Reality and 360 degree live broadcasting
3. What is block chain and crypto currency ? Give an overview
4. What is automated content moderation?
5. Explain advertising & marketing using AR and VR ?

INTRODUCTION TO COMPUTERS - II

1. Explain any 7 tools of adobe illustrator.
2. Explain industrial use of Adobe InDesign.
3. Explain industrial use of Adobe illustrator.
4. Explain difference between Designing, Editing & rendering.

HISTORY OF MEDIA

1. What are documentaries? How are they different from commercial films?
2. What is Internet Protocol Television and how does it differ from traditional TV?
3. Outline the history of commercial cinema in India.
4. How did the Indian media respond during the Emergency?

EMSD

1. List the sources of soil pollution. What is its adverse effect on human health?
2. Explain the key features of the Environmental Management system ISO 14001.
3. What are sources of air pollution? State the adverse impact of air pollutants on health.
4. Explain Sustainable Development Goals.

HINDI

1. भाषा कौशल के आधार कौन कौन से हैं ? स्पष्ट करिए
2. वाचन कौशल की परिभाषा बताते हुए महत्व को स्पष्ट करें .
3. भाषा कौशल के आधार कौन कौन से हैं ? स्पष्ट करिए .
4. वाचन कौशल की हद और विशेषताएँ क्या हैं? इसका विद्यार्थी जीवन में क्या प्रभाव पड़ता है ?

CC

1. Describe the key features of Folk and Tribal Arts.
2. Evaluate the Prominent Folk and Tribal Art forms of India.
3. Describe the materials and techniques used in ancient Indian tribal art forms.
4. Discuss the role of modern technology in preserving and promoting tribal and folk art forms.