



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 II (NEP) October, 2025.

SEMESTER II

SR NO	ROLL NO	NAME OF STUDENT	L.M		O.P.P		B.R.T		I.N.M		H.M		T.S		I.C-II		HINDI BHASHA		F.E.P.A		F.P.S	
			EX T	IN T	EX T	IN T	EX T	IN T	EX T	IN T	EX T	IN T	EX T	IN T	EX T	IN T	EX T	IN T	EX T	IN T	EX T	IN T
1	1061	TEVAR NANDINI MURTI							1													
2	1075	SALINS NOVEL JOYSON											1									
3	1076	RATHOD KRISHIKA DEEPAK															1					
4	1010	DHOPAT SHRAVAN SHRIKANT		1		1							1	1	1							
5	1055	SHINDE PRANAV SUBHASH									1		1									1
6	1080	MANE SHRDDHA BHARAT													1							
7	1045	RAI CHANDAN ARVIND							1													
8	1104	KHANDEL WAL KANCHAN HEMANT			1	1	1		1	1	1		1	1	1	1	1	1	1	1	1	1
9	1025	MANIYAR SIDDH NARESH									1											
10	1020	KANOJIYA ANKIT RAMJIT					1						1									

- 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 II ATKT.

Ms. Akanksha Mangavkar

BAMMC Co-ordinator

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.

DI/N-STD/GEN/00





PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

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NOTICE

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

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. **Date of Submission of the Projects and viva voce- 18th October, 2025. Venue T3 11.00 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 17th October, 2025 11.00 am.**

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

FYBAMMC - SEM II	
SUBJECT	FACULTY
LEADERSHIP MANAGEMENT	MS. AKANKSHA MANGAVKAR
OVERVIEW OF PRINT PRODUCTION	MS. AKANKSHA MANGAVKAR
TRANSLATION SKILLS	MS. FARZIN DALAL
FUNDAMENTALS OF PEOPLE'S SKILLS	MS. FARZIN DALAL
INTRODUCTION TO NEW MEDIA	MS. FARZIN DALAL
INTRODUCTION TO COMPUTERS - II	MS. AKANKSHA MANGAVKAR
HINDI	MS. AKANKSHA MANGAVKAR
CC	MS. FARZIN DALAL

**Ms. Akanksha
Mangavkar**

BAMMC Co-ordinator

DI/N-STD/GEN/00

CA Durgesh Kenkre

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SEMESTER 2 INTERNAL ATKT QUESTIONS:

1010 DHOPAT SHRAVAN SHRIKANT

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 leader and traits of a successful leader.
4. Write a detail 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

1055 SHINDE PRANAV SUBHASH

TRANSLATION SKILLS

1. Who is a translator? What does the translator do?
2. Explain the concept of Translation and Explain the myths about translators and translation
3. Elaborate on the characteristics of communicative translation
4. Discuss the challenges of translating grammar, symbols and images in translation

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.

1045 RAI CHANDAN ARVIND

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?

1104 KHANDELWAL KANCHAN HEMANT

OVERVIEW OF PRINT PRODUCTION

1. Write key steps in compositing process
2. State different types of binding technique in Print Production
3. Explain in detail Halftone Printing technique
4. What is the purpose and types Die cutting

INTRODUCTION TO NEW MEDIA

1. Explain smart advertising display
2. Explain advertising & marketing using AR and VR ?
3. What is content monetization in the media industry
4. What is smart production and asset management

TRANSLATION SKILLS

1. Explain the essential skills of a translator
2. Explain emerging career opportunities for translators
3. Discuss in detail the characteristics of Semantic Translation
4. Discuss in detail the key aspects of faithful translation in Walter Benjamin's essay

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.

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.

FUNDAMENTALS OF PEOPLE'S SKILLS

1. Who is an entrepreneur.
2. Traits and qualities of a good entrepreneur
3. Types of entrepreneurs. 8-Problem identification and idea idea generation.
4. Idea Validation (weiste the story)