



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 III

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects- **22nd 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 I	
SUBJECT	FACULTY
1. ELECTRONIC MEDIA	MS. AKANKSHA MANGAVKAR
2. INTRODUCTION TO PHOTOGRAPHY	MS. AKANKSHA MANGAVKAR
3. GREEN MARKETING	MS. FARZIN DALAL
4. INDIAN KNOWLEDGE SYSTEM IN COMMUNICATION AND MEDIA	MS. AKANKSHA MANGAVKAR
5. INTRODUCTION TO ADVERTISING	MS. FARZIN DALAL
6. BASICS OF COPYWRITING	MS. FARZIN DALAL
7. INTRODUCTION TO JOURNALISM	MS. AKANKSHA MANGAVKAR
8. FEATURE WRITING	MS. FARZIN DALAL
9. FILM COMMUNICATION - I	MS. AKANKSHA MANGAVKAR
10. EMSD	MS. AKANKSHA MANGAVKAR
11. CC	MS. FARZIN DALAL
12. HINDI	MS. AKANKSHA MANGAVKAR

Ms. Akanksha
Mangavkar

BAMMC Co-ordinator

DI/N-STD/GEN/00

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BAMMC SEM 1 NEP INTERNAL ATKT QUESTIONS
STUDENT MUST WRITE ANSWER ALL THE QUESTIONS

ELECTRONIC MEDIA

1. Explain the concept of media convergence and analyze how integrating radio, television, and web platforms transforms content delivery and audience consumption.
2. Examine the rise of Over-The-Top (OTT) platforms and evaluate how streaming services disrupt traditional broadcast television models.
3. Define the primary types of sound in electronic media production (natural, ambient, sound effects, voiceover) and explain their roles in storytelling.
4. Compare analog and digital sound recording, analyzing the technical advantages and limitations of digital audio formats.
5. Classify different types of microphones used in media production based on polar patterns, pickup directionality, and operational applications.
6. Outline core activities during the production phase, explaining the necessity of log keeping, shot lists, and visual continuity.
7. Compare Linear and Non-Linear Editing (NLE) systems, analyzing the workflow, technical evolution, and advantages of NLE in post-production.
8. Discuss social media platforms as electronic media channels and evaluate how their interactive formats alter traditional media distribution.
9. Explain the mechanics of social media algorithms and content virality, analyzing their influence on user engagement and content creation strategies.
10. Construct a script and audio plan for a 10-minute radio feature on student mental health, detailing sound design, interview integration, and narrative arc.

FILM COMMUNICATION - I

1. Submit the film with proper editing, sound and credits
2. In viva explain your role in making the film - explain your contribution in detail.

INTRODUCTION TO PHOTOGRAPHY

1. Analyze how the interaction of positive and negative space alters the conceptual meaning of a photograph.
2. Compare the conceptual applications of "movement" and "moment" in visual storytelling.
3. Examine how mood and atmospheric context are constructed through lighting and color dynamics.
4. Evaluate whether a high-angle or low-angle perspective is more effective for photographing a public speaker, justifying your decision.
5. Justify the selection of shallow depth of field for portraiture versus deep depth of field for landscape photography.

GREEN MARKETING

1. Explain the concepts of Green Spinning, Green Selling, and Green Harvesting, and differentiate among them using suitable examples.
2. Define E-waste Exchange and explain its functional role in promoting responsible management of electronic waste.
3. Explain the concept of Enviropreneur Marketing and illustrate how environmental challenges create strategic opportunities for entrepreneurs.
4. Identify emerging trends in Green Marketing and analyze how technological developments and shifting consumer awareness influence market dynamics.
5. Explain the concept of a Green Marketing Policy and analyze how an organization can integrate environmental objectives into its decision-making framework.

INDIAN KNOWLEDGE SYSTEM IN COMMUNICATION AND MEDIA

1. Apply the foundational principles of IKS to formulate content guidelines for an educational app on ancient Indian astronomy to ensure scientific accuracy.
2. Explain the significance of the Arthashastra in understanding statecraft, governance, and institutional communication.
3. Describe how the linguistic structure of a language influences storytelling pace, tone, and emphasis.
4. Utilize narrative structures from the Mahabharata or Ramayana to design character arcs and ethical choice mechanisms for an open-world role-playing game.
5. Apply the philosophical principles of Satya (truth) and Ahimsa (non-harming in speech) to guide live news reporting during a sensitive communal dispute.

INTRODUCTION TO ADVERTISING

- 1. Explain the strategic importance of internet and email advertising, highlighting their benefits for modern business growth.
- 2. Analyze the social and cultural impact of advertising portrayals on women and children using illustrative examples.
- 3. Explain the significance of Public Relations (PR) in brand building and classify different types of PR tools.
- 4. Classify direct marketing tools and evaluate their operational advantages and disadvantages for customer outreach.
- 5. Analyze the strategic role of slogans in advertising and examine how they facilitate brand positioning, using relevant examples.

BASICS OF COPYWRITING

- 1. Define copywriting and detail the core attributes, personality traits, and professional responsibilities of a copywriter.
- 2. Discuss ten key strategies of persuasive copywriting, including repetition, consistency, social proof, agitate & solve, prognostication, and storytelling.
- 3. Explain the fundamental principles of copywriting, focusing on "YOU vs. WE", "WAYS" (Write As You Speak), power words, and effective Call to Action (CTA) placement.
- 4. Explain the AIDCA framework and Cialdini’s principles of persuasion used to build customer belief and drive action.
- 5. Describe key ideation and brainstorming techniques, including SCAMPER, Questioning Assumptions, Picture Prompts, Creative Aerobics, and Dream Incubation.

INTRODUCTION TO JOURNALISM

- 1. Discuss the growth and diversification of niche journalism in India following economic liberalization in 1991.
- 2. Explain the role of journalism in driving social development, public awareness, and civic education.
- 3. Explain the concept of the "Fourth Estate" and evaluate its structural relevance in a modern democratic society.
- 4. Explain the essential elements of news and illustrate them with suitable contemporary examples.
- 5. Define news values and categorize the primary types of news values used in editorial decision-making.

FEATURE WRITING

- 1. Define a Human Interest Feature and examine its relevance in media using appropriate examples.
- 2. Explain the significance and role of profile writing and personality features in narrative journalism.
- 3. Define developmental features and analyze how they contribute to building public awareness on critical issues.
- 4. Examine the role and importance of background research in the feature writing process.
- 5. Analyze the significance of interpersonal interviewing skills in gathering authentic material for features.

EMSD

- 1. Compare and contrast the methods of in-situ and ex-situ conservation for biodiversity protection.
- 2. Categorize the primary sources and uses of water, and analyze common water-related issues and management challenges.
- 3. Examine soil as a vital natural resource and analyze the key causes contributing to soil degradation.
- 4. Classify energy sources into renewable and non-renewable categories and provide representative examples for each.
- 5. Analyze the multidimensional impact of rapid human population growth on environmental degradation, human health, and overall welfare.

CC

- 1. Discuss folk theatre as social mirror:
- 2. Explain rise of indian nationalism & political theatre:
- 3. Discuss bhakti based performance traditions:
- 4. Elaborate character types & hero classification
- 5. Write a detailed note on characteristics of street theatre (nukkad natak)

HINDI

- 1. हिंदी भाषा के ऐतिहासिक विकास और इसके सांस्कृतिक महत्व का विस्तारपूर्वक विश्लेषण कीजिए।
- 2. संज्ञा, सर्वनाम और विशेषण की अवधारणाओं की व्याख्या कीजिए तथा सोदाहरण विवेचन कीजिए।
- 3. वाक्य को परिभाषित कीजिए और इसके विभिन्न प्रकारों की उदाहरण सहित व्याख्या कीजिए।
- 4. पत्र लेखन की परिभाषा देते हुए इसके विभिन्न भेदों और प्रारूपों की व्याख्या कीजिए।
- 5. सूचना का अधिकार (RTI) की अवधारणा की व्याख्या कीजिए और इस पर एक औपचारिक आवेदन पत्र का प्रारूप तैयार कीजिए।