



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 IV

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.	Mass Media Research	MS. AKANKSHA MANGAVKAR
2.	Indian Legal Environment & Ethics	MS. AKANKSHA MANGAVKAR
3.	Film Communication - II	MS. FARZIN DALAL
4.	Writing And Editing For Media	MS. FARZIN DALAL
5.	Globalisation And Advertising	MS. FARZIN DALAL
6.	Reporting And Editing	MS. AKANKSHA MANGAVKAR
7.	Communication Skills In English - II	MS. FARZIN DALAL
8.	EMSD	MS. AKANKSHA MANGAVKAR
9.	Community Engagement	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)

PROF. (DR.) DIGAMBAR N. GANJEVAR
PRINCIPAL
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BAMMC SEM 4 NEP INTERNAL ATKT QUESTIONS
STUDENT MUST WRITE ANSWER ALL THE QUESTIONS

MASS MEDIA RESEARCH

1. What is meant by mass media research? Explain scope of mass media research.
2. Distinguish between qualitative and quantitative research.
3. Hypothesis development and significance.
4. Explain the concept of research design and its different types.
5. Explain questionnaire structure and types.

INDIAN LEGAL ENVIRONMENT & ETHICS

1. Write core values of Indian constitution
2. Discuss advantages and disadvantages of RTI.
3. What is meant by contempt of court and contempt of parliament?
4. Explain articles 12 to 35.
5. Write a note on Freedom of Speech.

FILM COMMUNICATION - II

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.

WRITING AND EDITING FOR MEDIA

1. What makes a story newsworthy?
2. Difference Between Hard News and Soft News
3. What is Media Convergence and which are its features? Explain.
4. Discuss in detail Writing for TV vs Writing for Radio
5. What is Public Relations (PR)? Explain Functions of Public Relations.

GLOBALISATION AND ADVERTISING

1. Compare the advantages and limitations of venture capital, angel investors and bank loans for new businesses.
2. What is marketing audit and how does it assist in setting marketing objectives for a client?
3. Explain the process of account planning in detail
4. Critically evaluate the importance of the DAGMAR model in measuring advertising effectiveness in the digital marketing era.
5. Analyse the pitch process in advertising agencies and explain how each stage contributes to winning a client account.

REPORTING AND EDITING

1. Why are pictures important to tell a new story explain what is a good picture for a journalist.
2. Explain purpose and structure of curtainraisers and backgrounders in journalism.
3. Give a detail overview of a printing process.
4. Define a headline and list its major function and formats in journalism.
5. What is investigative and interpretative reporting discuss with example.

COMMUNICATION SKILLS IN ENGLISH - II

1. Explain the concept of Different study skills and Elevator Pitch.
2. Write a Report on EPL 2026.
3. Write a note on Conversation in Groups and How to build a conversation.
4. Write a Resignation e-mail to XYZ limited from the post of Creative Head of the company.
5. Discuss the concepts of Types of Communication and Process of Communication in detail.

EMSD

1. Explain Millennium development goals in detail.
2. What is pollution? Explain types of pollution.
3. Explain the concept of waste management in detail.
4. What are the stages of life cycle assessment?
5. Explain point sources and non-point sources of pollution.

COMMUNITY ENGAGEMENT - Submit the CEP project and be prepared for the Viva

COCURRICULAR - SEM 4

1. Discuss the significance/importance of timing and fade duration in lighting cues.
2. What is cueing in theatre? Explain its significance.
3. Explain the use of embroidery and appliqué in costume design.
4. What is meant by historically accurate costume design in realistic theatre?
5. Analyse the role of technology in modern theatre sound design.