



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

NOTICE

BMM Department
OLD ATKT Internal Examination _Semester IV, 2018-2019__

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects- 5th March 2019, Time - 10:00am.
2. Students must bring their hall tickets during the submission of their respective assignments or projects.
3. Students have to be present in person for the submission.
4. Formal Dress code to be followed during the viva voce.
5. Internal project topic will be uploaded on the college website by 28th February, 2019.
6. Submission of projects or assignments to be done on proper A4 size paper, handwritten only. The Front page should contain details of Roll no, Name of the student, Semester, Subject.
7. Print out of the questions uploaded should be attached with the project.
8. On the date of submission there will be a viva voce on the given topics. If the student fails to present himself on the given date and time he will be marked ABSENT for the said subject.
9. Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstance.

Prof. Bhavana Singh

BMM Co ordinator

Prof. Durgesh Kenkre

Exam Convenor

Prof. Subhashini Naikar

Vice Principal (SFC)

Dr. N.N. Pandey

Principal

DATE - 26/2/19

DI/R-IPS/EXAM/00



Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai - 400 064.

Tel. : +91 22 28725792 • Telefax : 28732270 • E-mail : dalmialionscollege@gmail.com

BMM Internal Questions for Semester IV OLD ATKT students

Subject: Organizational Behavior

Roll No. 50

- Q1. Define organizational behavior. Discuss any 2 scope of OB.
- Q2. Distinction between transformational and transactional leadership.
- Q3. What are the different types of organization culture?
- Q4. Explain any 2 causes or sources of stress.
- Q5. Explain Maslow's Hierarchy of Needs Theory.

Subject: PRINT PRODUCTION & PHOTOGRAPHY

Roll No. 50

Explain the concepts:

- a) Describe the evolution of camera, from Pin Hole Camera to DSLRs.
- b) Explain the relation between aperture & shutter speed. How is Depth of Field affected by these two?
- c) How to choose a lens for –
 - i. Outdoor shoot (street & wildlife)
 - ii. Indoor shoot (Product & Human model)
- d) With diagram explain how offset technique is used in Newspaper printing.
- e) Is digital printing an end for paper printing? Discuss.

NOTE: You have to submit the Project to Prof. Minu Paul, Core faculty of BMM Dept on 5th March 2019, Tuesday from 10:00am to 10:30am in third floor staffroom.

