



Prahladrai Dalmia Lions College of Commerce & Economics

ISO 9001:2015 Certified

Ref. No.: _____

Date: 23/9/19.

Self – Financed Section (BMM, Bachelors of Mass Media)
ATKT Internal Examination Semester II, and IV, 2019-2020

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects- 30th September 2019, Time - 12:00noon till 12:30pm in third floor staffroom.
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 is uploaded below this instruction sheet on the college website.
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. Durgesh Kenkre

Exam Coanenor

DATE - 23/9/19

DI/R-IPS/EXAM/00

Prof Subhashini Naikar

Vice Principal (SFC)

Dr. N.N. Pandey

Principal

BMM Internal Questions for Semester II ATKT students

Subject: Introduction to Literature

Roll No. 1099

1. How the poet has described man's cruelty in his poem 'On Killing a Tree'?
2. George Orwell has a great impact on his novel 'Animal farm' Describe.
3. Explain the Analysis of story 'A Clean Well-Lighted Place'.
4. State the character of Leela Benare in this play?
5. Discuss the imagery and style of the novel "Tamas".

BMM Internal questions for Semester IV ATKT students

Subject: Introduction to Journalism

Roll No. 2103

1. Explain the evolution of journalism post-independence
2. State the difference between hard and soft news
3. State the importance and impact of social media on news.
4. Explain the types of feature article.
5. Types of reports

Roll No. 2085

1. Explain the role of journalism pre-independence.
2. What is yellow journalism?
3. State in detail the structure of news organization.
4. Explain the types of a news article based on its time of release.
5. Explain in detail editorial articles.

Subject: Radio and TV

Roll No. 2103

1. Write note on community radio in India
2. What are the different types of microphones? Provide examples.
3. Discuss the evolution of Television in India
4. Discuss various camera shots and angles
5. Discuss evolution and growth of All India Radio



Roll No. 2004

1. Explain the evolution of All India Radio.
2. Explain the evolution of Television.
3. Describe the role of natural and ambient sound in radio & Television.
4. Explain the role of community radio in India.
5. Types of microphones.

Subject: Introduction to Advertising

Roll No. 2025

1. Explain the ethical issues in advertising.
2. State the functions of the creative department.
3. State and explain the features and characteristics of advertising.
4. Explain the importance of the advertising budget.
5. Types of ad copy.

