



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

NOTICE

Date: 08/06/2023

**BA in Multimedia and  
Mass Communication  
(BAMMC)**

**ATKT Internal Examination Semester V June, 2023**

**INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:**

1. Submission of the Projects, Date & Time of Viva Voce- **17th June, 2023 at 11.00 AM in T4 classroom.**
2. Submission of projects or assignments to be done on proper A4 size paper or Full scape paper, **handwritten only**. Every page should contain details of Roll no, Name of the student, Semester, Subject.
3. **Viva Voce is compulsory** to be attended by students or else the project submission will be invalid. If the student fails to submit the project on the given date and time, he/ she will be marked ABSENT for the said subject.
4. **Any Submissions after the above-mentioned date and time will not be accepted and entertained under any circumstance.**
5. List of students with the project topics is attached herewith.

<b>Prof. Durgesh Kenkre</b>	<b>Prof. Subhashini Naikar</b>	<b>Dr. Kiran Mane</b>
<b>Exam Convener</b>	<b>Vice Principal (SFC)</b>	<b>I/C Principal</b>

DI/R-IPS/EXAM/00

## Semester V

### COPY WRITING

**Name of Student:** JHA NEHA SUNIL

1. Explain basics of copy writing
2. Explain responsibility of copy writer
3. Write short note on Brain storming.
4. Write short note on big idea.

**Name of Student:** SAINI KRISHNA SHYAMSUNDER

1. Write short note on trans creativity.
2. Write short note on marketing brief.
3. Write short note on creative brief.
4. Write short note on commend center.

**Name of Student:** SAINI ROHIT LALCHAND

1. Write short note on prospect minds.
2. Write short note on JWT.
3. Write short note on advertising appeals.
4. Write short note on story telling.

**Name of Student:** SHARMA YOGANSHU HIMANSHU

1. Write short note on radio.
2. Write short note on outdoor poster.
3. Write short note on television.
4. Write short note on print.

**Name of Student:** SONAWANE VISHAL SHYAM

1. Write short note on corruption issue.
2. Write short note on challenges faced by senior citizen.
3. Write short note on emotional appeals.
4. Write short note on B2B.

### ADVERTISING AND MARKETING RESEARCH

**Name of Student:** CHAVAN SAHIL VITTHAL

1. Write short note on sampling.
2. Write short note on methods of data analysis.
3. Write short note on fundamentals of research.
4. Write short note on research design.

**Name of Student:** JHA NEHA SUNIL

1. Write short note on aims and objective of research.
2. Write short note on scope of research design.
3. Write short note on preparing questioner.
4. Write short note on process of sampling.

**Name of Student:** KHADKE RIYA RAVINDRA

1. Write short note on methods of sampling.
2. Write short note on format of research.
3. Write short note on report writing.
4. Write short note on Standard deviation with example.

**Name of Student:** SAINI KRISHNA SHYAMSUNDER

1. Write short note on kurtosis with example.
2. Write short note on title page.
3. Write short note on probability sampling.
4. Write short note on preparing data sheet.

**Name of Student:** SAINI ROHIT LALCHAND

1. Write short note on sales effect test.
2. Write short note on conclusion.
3. Write short note on slogan testing.
4. Write short note on pre testing.

**Name of Student:** SHARMA YOGANSHU HIMANSHU

1. Write short note on recall test.
2. Write short note on post testing.
3. Write short note on voice pitch analysis.
4. Write short note on pricing research.

## **BRAND BUILDING**

**Name of Student:** CHAVAN SAHIL VITTHAL

1. Write short note on product vs brand.
2. Write short note on types of brand.
3. Write short note on CSR.
4. Write short note on product class.

**Name of Student:** DUBEY DIVYA KAMLESH

1. Write short note on multi branding.
2. Write short note on types of brand extension.

3. Write short note on co-branding.
4. Write short note on brand product.

**Name of Student:** MORE SURAJ SUNIL

1. Write short note on brand architecture.
2. Write short note on advantages of brand extension.
3. Write short note on conception and growth.
4. Write short note on branding in different sector.

**Name of Student:** SAINI KRISHNA SHYAMSUNDER

1. Write short note on advertising and corporate image.
2. Write short note on global leadership brand.
3. Write short note on re branding.
4. Write short note on rural advertising.

**Name of Student:** SHARMA YOGANSHU HIMANSHU

1. Write short note on emergence of global brand.
2. Write short note on globalization.
3. Write short note on privatization.
4. Write short note on model Y and R.

**Name of Student:** SHINDE LAV VISHWAS

1. Write short note on environment management.
2. Write short note on contemporary management.
3. Write short note on branding strategy.
4. Write short note on brand extension.

**Name of Student:** SINGH ANKIT ASHOK

1. Write short note on types of brand.
2. Write short note on advocacy.
3. Write short note on Role of CSR.
4. Write short note on Service branding.

**Name of Student:** SHETTY SHASHANK HARISH

1. Write short note on corporate image.
2. Write short note on growth and maturity of brand.
3. Write short note on disadvantages of global brands.
4. Write short note on graveyard model.

## **AGENCY MANAGEMENT**

**Name of Student:** SHARMA YOGANSHU HIMANSHU

- 1) Different types of ad agencies.
- 2) Entrepreneurship Definitions, Meaning Concept, Functions, Need and Importance.
- 3) Various methods of Agency Remunerations.
- 4) Various Stages in setting up a new Agency.

## **DIRECT MARKETING**

**Name of Student:** SHARMA YOGANSHU HIMANSHU

- 1) Marketing, Study of Marketing Mix
- 2) What is customer Life time Value (LTV), Factors affecting Life time Value?
- 3) Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce
- 4) Types, Advantages and Disadvantages of Payment Gateway

**Name of Student:** SONAWANE VISHAL SHYAM

- 1) What is Internet, How companies use internet to promote the product,
- 2) Design and Development of Website, Advantages of Website
- 3) Using LTV analysis to compare the Effectiveness of various marketing strategies
- 4) Importance of CRM, Planning and Developing CRM

## **CONSUMER BEHAVIOUR**

**Name of Student:** SHARMA YOGANSHU HIMANSHU

- 1) Need to study Consumer Behavior.
- 2) Psychological & Sociological dynamics of consumption
- 3) Consumer Behavior in a dynamic & digital world
- 4) Segmentation Strategies – VALS

**Name of Student:** SHINDE LAV VISHWAS

- 1) Persuasion - Needs & Importance. ELM. Persuasive advertising appeals
- 2). Motivation – Types & Theories – Maslow
- 3) Attitude – Characteristics – Theories – Tricomponent.
- 4) Multiattitude Model

**Name of Student:** SINGH KUNALJIT JASPAL

- 1) Cognitive dissonance.
- 2) Personality - Facets of personality
- 3) Perception - Elements in perception
- 4) Learning – Elements in Consumer Learning

**Name of Student:** SONAWANE VISHAL SHYAM

- 1) Behavioral & Classical Theory
- 2) Cognitive Learning
- 3) Family - Role of family in Socialization & Consumption – FLC.
- 4) Culture – Role & Dynamics

**Name of Student:** SHAIKH AFREEN SHAMSHAD

- 1) Social group- primary and secondary
- 2) The role of Reference group & Consumer Behavior.
- 3) Economic- social class as the economic
- 4) Determinants of consumer behavior

**Name of Student:** SHARMA SHUBHAM DINANATH

- 1) Process of decision making.
- 2). Models of decision making
- 3) Opinion Leadership
- 4) Diffusion & Adoption Process

## **A/C PLAN AND ADVERTISEMENT**

**Name of Student:** BHOIR SHWETA PRAITAM

- 1) Various views and practice in account planning
- 2) Ethnography for in-depth consumer insight
- 3) Role of account planning in advertising
- 4) SB7 Frame work (character, problem, guide, plan, calls them to action, failure, and success)

## **INVESTIGATIVE JOURNALISM**

**Name of Student:** JHA KHUSHBOO PARMANAND

- 1) Who is an Investigative Reporter, Role of an Investigative Reporter
- 2) Right to Privacy and Official Secrets Act
- 3) Criticism of Investigative Journalism
- 4) Writing and rewriting the report

**Name of Student:** KUMAL GAYATRI SHIVBAHADUR

- 1) Safety of journalists
- 2) Case Study: Panama Papers and Watergate Scandal
- 3) Centre for Investigative Journalism
- 4) Qualities and essentials for becoming an investigative journalist, career and opportunities

## **Features & writing for social Justice**

**Name of Student:** KUMAL GAYATRI SHIVBAHADUR

- 1) What makes feature writing different?
- 2) How to pen a feature on Building observation and listening skills
- 3) Letter to the editor for Lack of facilities and obstacles to education
- 4) Blogs on Night schools

## **Writing & Editing SKILLS**

**Name of Student:** KUMAL GAYATRI SHIVBAHADUR

- 1) Brevity: the soul of communication eliminating redundancy in communication
- 2) Difference between writing for print and real time writing
- 3) Need for factual verification and tone
- 4) Types of subjects interview

## **JOURNO & PUBLIC OPINION**

**Name of Student:** KUMAL GAYATRI SHIVBAHADUR

- 1) Walter Lippman - Modern Media and Technocracy
- 2) Media Coverage of Indian Government's Economic, Defence and Foreign Policy
- 3) Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan
- 4) Representation of LGBTQ community in media.

## **MEDIA & LAW & ETHICS**

**Name of Student:** JHA KHUSHBOO PARMANAND

- 1) Article 19 (1) (a) of Indian Constitution
- 2) Contempt of Parliament
- 3) Right to Information Act
- 4) Different forms of Regulation: State Regulation, Self- Regulation, Co-Regulation

## **MOBILE JOURNO & NEW MEDIA**

**Name of Student:** KUMAL GAYATRI SHIVBAHADUR

- 1) Mobile as a 'Newsroom
- 2) How to create and share branded mobile journalism content.
- 3) How good design is intuitive, making something immediately usable
- 4) Responsive vs. mobile apps vs. mobile-optimized Site.