



Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, S.V. Road, Malad (West), Mumbai-400 064.

ISO 9001:2015 CERTIFIED

NOTICE

04/12/2023

B.A. in Multimedia and Mass Communication

Following is the list of students, who are eligible to appear for the ATKT Examination of Semester I
December, 2023.

SEMESTER I

ROLL NO	NAME OF STUDENT	EC - I		FC - I		VC		FMC		CA		HOM	
		EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
1004	BHANDARI HARDISHA RAVINDRA			1		1		1					
1048	MISHRA AYUSH AJAY BABITA			1									
1058	PANDEY RIYA AJAYKUMAR		1	1	1		1		1		1		1
1066	PATIL DISHA SANJAY								1				
1105	CHUDASMA YACHNA BHUPENDRA			1									
1116	MATE VAISHNAVI VIJAY			1									
1119	TAMRAKAR SUDHANSHU PADAM			1									
1041/22	KUSHWAHA VIVEK BIMHSINGH			1						1			
1054/22	NAGINE MANISH VISHAL			1						1			
1061/22	POREL KOMOLIKA SWARUP					1							
1094/22	WADEKAR DARSHAN SANTOSH			1									
1104/22	SINGH KARAN RAKESH RITA									1			
1111/22	VISHWAKARMA PRATHAMESH PANDU									1			
1112/22	BODKE PIYUSH BALU KUNDA						1						

1) Students appearing for the ATKT Examination, December 2023 are required to confirm the above list. Any change must be brought to the notice of Ms. Akanksha Mangavkar (Ms. Mohini Nadkarni) by emailing to mohini.n@dalmialionscollege.ac.in on or before 6th December, 2023 11.00 am, failing which his claim will not be entertained.

2) Students have to check the college website for the internal and external timetable of Semester I ATKT.

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. GANJEWAR
PRINCIPAL
PRAHLADRAI DALMIA LIONS COLLEGE OF
COMMERCE & ECONOMICS
SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.





PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE
& ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

ATKT Internal Examination December, 2023,
B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER I

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- Date of Submission of the Projects and viva voce- 21st December, 2023. Venue T1 9.00 am. Reporting time for students 10 minutes before the above mentioned time.**
- Students have to be present in person for the submission.
- Submission of projects or assignments 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.
- Print out of the questions uploaded should be attached along with the project.
- Student should also enclose a photocopy of the ATKT fee paid receipt along with his project.
- On the date of submission there will be a viva voce on the given questions/topics.
- If the student fails to present himself on the given date and time he will be marked ABSENT for the said subject.
- Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.**
- Any student who has paid fees for internal ATKT examination but has not been allotted questions are required to mail to mohini.n@dalmialionscollege.ac.in on or before 6th December, 2023 11.00 am.**

Kindly follow the following schedule for your project submission and viva:

FYBAMMC - SEM I	
SUBJECT	FACULTY
Effective Communication - I	Ms. Neha Sharma
Foundation Course - I	Ms. Akanksha Mangavkar
Visual Communication	Ms. Neha Sharma
Fundamentals of Mass Communication	Ms. Akanksha Mangavkar
Current Affairs	Ms. Akanksha Mangavkar
History of Media	Ms. Neha Sharma

Ms. Akanksha Mangavkar

BAMMC Co-ordinator

DATE -4th December, 2023.

DI/N-STD/GEN/00

CA Durgesh Kenkre

Exam Convenor

Ms. Subhashini Naikar

Vice Principal (SFC)

PROF. (DR.) DIGAMBAR N. GANJE'WAR
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www.dalmialionscollege.ac.in

SEMESTER I – INTERNAL ATKT QUESTIONS

1. Effective Communication - I:

1058 PANDEY RIYA AJAYKUMAR

- 1) Explain Differences between Technical and General Communication.
- 2) What is the Listening Process? Explain Classification of Listening.
- 3) Elaborate Types of reading -skimming and scanning.
- 4) What are the challenges in translation?
- 5) Discuss Presentation and explain Steps in Making a Presentation.

2. Foundation Course - I:

1058 PANDEY RIYA AJAYKUMAR

- 1) Explain features of rural population.
- 2) What is meant by social stratification? Explain and portrayal of women in the media.
- 3) Elaborate on the caste system and its features.
- 4) Discuss Fundamental Duties of the Indian Citizen.
- 5) Write a note on the Role and significance of women in politics.

3. Visual Communication :

1058 PANDEY RIYA AJAYKUMAR

- 1) Explain Need and importance of visual communication
- 2) Discuss Color theory.
- 3) Elaborate Painting & Photography.
- 4) Write a short note on Folk & Performing Arts , Theatre.
- 5) Explain Citizen Journalism.

1112(22) BODKE PIYUSH BALU KUNDA

- 1) What is Psychological implications of color?
- 2) Discuss Impact of Language and culture.
- 3) Elaborate Comics & Cartoons, Digital Images,.
- 4) Explain Visual Communication as a process and as an expression.
- 5) Explain Visual stereotyping in social media.

4. Fundamentals of Mass Communication :

1058 PANDEY RIYA AJAYKUMAR

- 1) Explain Forms of Communication: Intra Personal Communication, Interpersonal
- 2) Discuss forms of oral to communication (kirtan, Davandi, Powada, Nagara)
- 3) Elaborate Political Impact of mass media on society - with examples from Indian politics.
- 4) Write a short note on Great editing examples, Editing for different formats (film/ad/news/etc.).
- 5) Explain Expansion, Changing pitch and Time duration Soundtrack output

1066 PATIL DISHA SANJAY

- 1) Discuss Image mode, Image size, canvas size.
- 2) Elaborate Artistic and paragraph text & Formatting Text, .
- 3) Explain Using palettes for different types of publications made in quark.
- 4) What are Major challenges to new media?
- 5) Write a note on Elements and features of new media.

5. Current Affairs:

1058 PANDEY RIYA AJAYKUMAR

- 1) Explain Three political stories of national importance..
- 2) Review of any three Central Government projects and policies
- 3) Elaborate Structure and role of Security Council.
- 4) What are the Political parties' reach and challenges?
- 5) How Mobile apps help in content creation? Explain with global examples.

6. History of Media:

1058 PANDEY RIYA AJAYKUMAR

- 1) Explain India's Freedom Struggle and Role of Media.
- 2) Explain Rise of Hindi Language newspapers.
- 3) Discuss Evolution of film making in India.
- 4) Elaborate on Radio and Television Broadcasting.
- 5) What are the Internet Protocols Television?