



Prahladrai Dalmia Lions College of Commerce & Economics

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

ISO 21001:2018 CERTIFIED

NOTICE

26/04/2025

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 April-May, 2025.

FY BAMMC SEM I ATKT MAR 2025																								
SR NO	ROL NO	NAME OF STUDENT	FBS		FMC		VC		CSE		CA		EM		EOC		IKS		GIWS		ITC - I		CC	
			EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
1	1002	BEHRA POONAM UDAY													1		1							
2	1006	CHAVAN SHUBHAM DEEPAK	1	1	1	1	1	1		1	1	1			1	1	1							
3	1007	CHETTY JENILIYA AROCKIASWAMY									1										1			
4	1009	DHANGAR PUJITA BALRAJ											1											
5	1010	DHOPAT SHRAVAN SHRIKANT		1	1	1	1	1		1		1				1								
6	1013	DUBEY RITA PARMANAND																	1			1		
7	1015	HUSSAIN MOHAMMAD AHSHAF			1																			
8	1017	KADAM SAKSHI DEEPAK											1											
9	1018	Kamble Aditya Ashok	1		1		1				1		1		1		1		1					
10	1019	KAMBLE SAAE PRAVEEN				1		1	1			1	1					1		1		1		1

11	1020	KANOJIYA ANKIT RAMJIT				1	1							1									
12	1023	KSHIRSAGAR AARYAN RAMESH	1	1	1	1	1	1		1	1	1			1								1
13	1032	PANCHAL BHAVISHYA VILAS					1						1										
14	1037	PATEL KHUSHI SUNIL								1						1							
15	1040	PRAJAPATI DEEPAK TILAKDHARI			1											1							
16	1045	RAI CHANDAN ARVIND	1	1	1		1		1		1		1		1		1		1		1	1	1
17	1047	RAMUGADE SIDDHESH DEEPAK				1			1											1			
18	1050	SHAIKH FARHAN IMRAN	1				1			1		1				1							
19	1054	SHETTY SANDHYA PUSHPARAJ	1		1		1		1		1		1		1		1		1		1		1
20	1055	SHINDE PRANAV SUBHASH		1		1	1	1		1	1	1		1	1	1	1				1		
21	1061	TEWAR NANDINI MURTI	1										1										
22	1063	TIWARI GAURAV MANOJ								1													
23	1064	UBALE SUJAL SANTOSH		1				1													1		
24	1069	YADAV KARISHMA SURENDRAPRAT AP			1		1														1		
25	1071	RAJBHAR ADITYA AMIT								1					1								
26	1072	HASHMI MUJAHIDDIN AFSAR								1											1		

27	1075	NOVEL JOYSON GLADSON SALINS									1													
28	1077	MADKAIKAR PRANJAL UDAY	1		1						1		1		1		1		1					
29	1079	GUPTA RAJESH TILAKBAHADUR									1				1		1				1			
30	1080	Shraddha Bharat Mane									1				1						1			
31	1081	SHINDE OMKAR SUKHADEV					1						1		1		1							
32	1083	KHAN FARID ZAHOOOR	1				1		1		1	1			1		1							
33	1084	MISHRA RISHANT SANTOSH KUMAR	1		1						1		1		1		1					1		
34	1085	NALAWADE PALLAVI SANJAY	1									1												
35	1087	SABLE CHAITANYA NANDKUMAR	1		1		1				1		1		1		1				1			
36	1097	SHARMA NISHITA UMESHKUMAR	1	1			1		1				1	1	1		1					1		
37	1100	CHAUDHARY ANKIT KUMAR RANJAN					1																	
38	1104	KHANDELWAL KANCHAN HEMANT	1		1		1		1		1		1		1		1		1		1		1	
39	1105	YADAV ABHISHEK SUBHASH	1			1	1		1				1	1	1		1						1	
40	1108	MANE PRACHI SANJAY	1		1		1								1						1			
41	1109	ACHARYA VIJAY DINESH	1		1		1																	
42	1110	MAJI NAFISA SHAHAJAHAN							1		1										1			

43	1112	MISHRA DEVASHREE ASHWIN KUMAR										1		1		1								
44	1113	AGARWAL TANISHQ AJAY	1																					
45	1116	SHAIKH TABISH IMRAN	1				1				1				1		1							
46	1118	TURAKHIA ZEEL MILAN			1							1			1									
47	1119	ARYAN MORE		1		1		1		1		1		1		1		1		1				
TOTAL			19	8	16	9	21	7	9	5	22	9	17	5	21	6	19	2	6	2	14	5	4	3

- 1) Students appearing for the ATKT Examination, April - May 2025 are required to confirm the above list.
- 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. GANJEVAR
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 April - May , 2024

B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER I - NEP

DATE - 26th April, 2025

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. **Date of Submission of the Projects and viva voce- 5th May, 2024. Venue FT2 11.00 am.** Reporting time for students 10 minutes before the above mentioned time.
2. Students have to be present in person for the submission.
3. Submission of projects or assignments to be done on proper A4 size paper, handwritten by the
 - a. Candidate himself only. The Front page should contain details of Roll no, Name of the student,
 - b. Semester, Subject.
 - c. All the said number of questions MUST BE DULY ATTEMPTED as per the notes provided previously by the respective subject faculty.
4. Print out of the questions uploaded should be attached along with the project.
5. Student should also enclose a photocopy of the ATKT fee paid receipt along with his project.
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 he 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.**

Ms. Akanksha Mangavkar

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SEMESTER I (NEP)– INTERNAL ATKT QUESTIONS

STUDENTS ARE SUPPOSE TO ATTEMPT ANY 5 QUESTIONS

FOR THE RESPECTIVE SUBJECTS THAT STUDENTS HAVE ATKT.

1. FOUNDATIONS OF PEOPLE'S SKILLS

1006 CHAVAN SHUBHAM DEEPAK
1010 DHOPAT SHRAVAN SHRIKANT
1023 KSHIRSAGAR AARYAN RAMESH
1045 RAI CHANDAN ARVIND
1055 SHINDE PRANAV SUBHASH
1064 UBALE SUJAL SANTOSH
1097 SHARMA NISHITA UMESHKUMAR
1119 ARYAN MORE

QUESTIONS:

- a. Discuss intuition skills of the 21st century in detail.
- b. Discuss leadership skills in detail.
- c. Discuss effective communication skills in detail.
- d. Discuss the significance of experience in various domains.
- e. Discuss the different skills required by professionals.
- f. Discuss the various reasons for stress in detail.
- g. What is value education and discuss its importance in detail
- h. What is value education and discuss its need in detail.
- i. Discuss the skills identified by WHO.
- j. Discuss decision-making skills in detail.

2. FUNDAMENTALS OF MASS COMMUNICATION

1006 CHAVAN SHUBHAM DEEPAK
1010 DHOPAT SHRAVAN SHRIKANT
1019 KAMBLE SAEED PRAVEEN
1020 KANOJIYA ANKIT RAMJIT
1023 KSHIRSAGAR AARYAN RAMESH
1047 RAMUGADE SIDDHESH DEEPAK

1055 SHINDE PRANAV SUBHASH
1105 YADAV ABHISHEK SUBHASH
1119 ARYAN MORE

QUESTIONS:

- a. Explain the major challenges in new media.
- b. What is New Media? Explain its elements.
- c. Explain the social impact of mass media on society with special reference to the social reformers.
- d. Explain the impact of mass media on children, women and youth.
- e. What is Group communication? Explain its key components.
- f. What is interactive communication? What are its characteristics?
- g. What is Oral Communication? Explain any one regional form of oral communication.
- h. Explain the evolution from Electric to Electronic Communication in brief.
- i. Elaborate on folk media and its importance in rural communication.
- j. What is Broadcast media? Explain its types.

3. VISUAL COMMUNICATION

1006 CHAVAN SHUBHAM DEEPAK
1010 DHOPAT SHRAVAN SHRIKANT
1019 KAMBLE SAEED PRAVEEN
1023 KSHIRSAGAR AARYAN RAMESH
1055 SHINDE PRANAV SUBHASH
1064 UBALE SUJAL SANTOSH
1119 ARYAN MORE

QUESTIONS: write short notes on following:

- a. Explain Gestalt psychology and its laws.
- b. Explain in detail about semiotics.
- c. What is the concept of code? Explain different types of codes.
- d. Explain Graphs and Charts as a form of visual communication.
- e. Explain Logograms, Ideograms and Pictograms as a form of Visual Communication.
- f. Explain the role of typography, calligraphy, word expression and logotype in visual communication.
- g. What is the role of Graphics and graphic designers in visual communication?
- h. Explain clothing as a form of visual communication.
- i. Elaborate on interpretation part of visual communication.
- j. Explain cultural influences with reference to clothing

4. COMMUNICATION SKILLS IN ENGLISH

1006 CHAVAN SHUBHAM DEEPAK
1010 DHOPAT SHRAVAN SHRIKANT
1023 KSHIRSAGAR AARYAN RAMESH
1055 SHINDE PRANAV SUBHASH
1119 ARYAN MORE

QUESTIONS: write short notes on following:

- a. Benefits of effective listening
- b. Characteristics of an effective speech
- c. English as an international language
- d. Features of Effective Writing Skills
- e. Indian English
- f. Verbal Communication
- g. Conciseness as a feature of Effective Writing
- h. Significance of listening
- i. Australian English

5. CONTEMPORARY ISSUES

1006 CHAVAN SHUBHAM DEEPAK
1010 DHOPAT SHRAVAN SHRIKANT
1019 KAMBLE SAEED PRAVEEN
1023 KSHIRSAGAR AARYAN RAMESH
1055 SHINDE PRANAV SUBHASH
1083 KHAN FARID ZAHOOR
1085 NALAWADE PALLAVI SANJAY
1112 MISHRA DEVASHREE ASHWIN KUMAR
1119 ARYAN MORE

QUESTIONS:

- a. Discuss Political parties in Maharashtra, their reach, and challenges.
- b. Explain Ministry of Home Affairs with Challenges faced by the Ministry of Home Affairs.
- c. Elaborate The tensions in J&K & update on the current situation.
- d. Explain Four conflicts of international importance, with a detailed overview of each.

- e. Highlight News relating to the marginalized and displaced tribes.
- f. Discuss the latest news on floods and drought, unemployment, health issues, etc
- g. Which Mobile Application are used by Journalists? Explain Examples of Mobile apps used by journalists worldwide.
- h. Explain Artificial Intelligence & Content Automation Tools. Explain the Examples of content automation tools in content creation.
- i. Discuss Virtual Reality with its Examples of news websites worldwide.
- j. Discuss Introduction to Digital Gaming Industry.

6. ENTREPRENEURIAL MANAGEMENT

1055 SHINDE PRANAV SUBHASH

1097 SHARMA NISHITA UMESHKUMAR

1105 YADAV ABHISHEK SUBHASH

1112 MISHRA DEVASHREE ASHWIN KUMAR

1119 ARYAN MORE

QUESTIONS:

- a. What are the needs of entrepreneurship management?
- b. Write down the problem of women entrepreneurship
- c. What are different basic purpose of Entrepreneurship management.
- d. What are the significance of social entrepreneurship
- e. Discuss in details women entrepreneur and social Entrepreneur
- f. What are the different characteristics and of entrepreneurship management.
- g. Explain the requirement of training and development for good entrepreneur
- h. Discuss in details strength and weaknesses of an enterprise
- i. Write down the requirement business plan.
- j. Discuss requirement of social entrepreneurship management

7. EVOLUTION OF COMMUNICATION

1006 CHAVAN SHUBHAM DEEPAK

1010 DHOPAT SHRAVAN SHRIKANT

1023 KSHIRSAGAR AARYAN RAMESH

1055 SHINDE PRANAV SUBHASH

1112 MISHRA DEVASHREE ASHWIN KUMAR

1119 ARYAN MORE

QUESTIONS:

- a. State the challenges and effective strategies for intercultural communication ?
- b. Explain the factors contributing to digital divide.
- c. What do you mean by future of global Communication?
- d. Explain in brief about the functions of communication with examples?
- e. Explain the various forms of Cyber bullying?
- f. What are the role of Cave paintings in communication and its examples?
- g. Explain and analyze Aristotle's appeal to logic?
- h. Explain the evolution of communication?
- i. Explain the challenges of Globalization.
- j. Write case study on Education for Sustainable Development.

8. INDIAN KNOWLEDGE SYSTEM

1019 KAMBLE SAEED PRAVEEN

1119 ARYAN MORE

QUESTIONS:

- a. Explain ethics and values in governance.
- b. Write a Short note on Traditional rural sports.
- c. What are the problems related to trade and commerce faced in India?
- d. Explain Physical therapy in disease management.
- e. What are the limitations of logic?
- f. Explain Importance of food in disease management.
- g. Explain scientific and technological contributions in scope of IKS?
- h. Explain any 4 types of banks in India?
- i. What is the importance of IKS?
- j. Write a short note on Board games.

9. IT GOOGLE WORKSPACE

1019 KAMBLE SAEED PRAVEEN

1119 ARYAN MORE

QUESTIONS:

- a. How can Google Meet be used to facilitate collaborative work across different locations? Discuss the ways it supports real-time communication and teamwork.

- b. Discuss how Google Drive's sharing settings enhance collaboration within teams. Explain the different levels of access and provide examples of when each setting would be used.
- c. What are the steps to create a recurring event in Google Calendar, and in what scenarios might this be useful in a professional or educational environment?
- d. How can Google Forms be customized to collect specific types of data? Explain the options for question types, validation, and response limits, and give examples of use cases for each.
- e. What are the benefits of using Google Slides for collaborative presentations? Discuss how features like commenting, real-time editing, and sharing options enhance teamwork.
- f. How can Google Classroom facilitate communication between teachers and students? Discuss tools like announcements, private comments, and notifications.
- g. Explain the collaboration features of Google Docs that make it useful for team projects. Discuss the roles of comments, suggestions, and version history in document management.
- h. Explain how Google Sheets can be used to create a basic project timeline. Discuss the steps and features, such as conditional formatting and charts, that help visualize project progress.
- i. Describe how Google Maps' navigation and traffic features can assist users in planning routes. What are the advantages of using real-time traffic data and alternative route suggestions?
- j. What are the steps involved in creating a website using Google Sites? Outline the process from selecting a template to publishing the site.

10. INTRODUCTION TO COMPUTERS - I

1013 DUBEY RITA PARMANAND

1019 KAMBLE SAEED PRAVEEN

1045 RAI CHANDAN ARVIND

1084 MISHRA RISHANT SANTOSH KUMAR

1097 SHARMA NISHITA UMESHKUMAR

QUESTIONS:

- a. What importance of layers of photoshop?
- b. What is the difference between fill and outline in Illustrator?
- c. What is a brand guideline, and why is it necessary?
- d. What is a vector? How is it different from raster graphics?
- e. What does the Pen Tool do in Photoshop?
- f. Why is matte painting used in Photoshop?
- g. What is Adobe Illustrator, and why is it used?

- h. What is Photoshop, and why is it used?
- i. What makes a good logo design?
- j. Why is simplicity important in logo design?

11. INTRODUCTION TO CULTURAL ACTIVITIES

1019 KAMBLE SAEED PRAVEEN

1023 KSHIRSAGAR AARYAN RAMESH

1045 RAI CHANDAN ARVIND

QUESTIONS:

- a. Mention various forms of Folk Dances in Maharashtra & Mention 06 types of Indian music.
- b. Write a note on Indian Cultural practices & How can we maintain our Cultural heritage?
- c. What is the definition of culture? What are the main elements or manifestations of culture? Name the different festivals celebrated in India.
- d. Mention 05 names of the popular regional folk theatre of India & Name the four Vedas.
- e. What are the reasons for Soft skills & Language Proficiency to be an integral part of effective elocution? Mention 05 names of famous painters around the world.
- f. Name the various forms of music & Mention various forms of Fine Arts.
- g. Mention the key areas you will focus on while writing a story & Mention 05 names of the famous classical dance forms of India.
- h. Mention various forms of Literary Arts & Explain the overview of the elements contributing to Mehendi designing's decorative art & fine aesthetic sense?
- i. Mention the elements for a strong introduction in storytelling & Mention various forms of Folk Dance.
- j. Mention 05 names of the popular regional folk theatre of India & Significance of Music in India.