

1061	PURANI MEET ROHIT	1											
1063	RAJBHAR SATYAM DINESH	1		1				1					
1073	SHAIKH ZAHIR JAHUR ALAM	1		1						1	1		
1083	SONI NIKHIL VINOD	1										1	
1087	TRIPATHI MADHU MANOJ	1						1					
1089	VENVANSHI VIKAS CHHOTELAL			1									
1091	WAFELKAR VIRAJ SADANDAND	1		1				1	1			1	
1111	NAIDU HARSH VASANT											1	
1112	BODKE PIYUSH BALU					1						1	
1084	SHITOLE BHAGYASHRI ANIL												1
	TOTAL	15	3	5	1	3	1	13	1	3	1	9	1

1) Students appearing for the ATKT Examination, August - September 2024 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 2nd September, 2024 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 II 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 August-September, 2024 B. A.(MULTIMEDIA &
MASS COMMUNICATION) SEMESTER II**

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- Date of Submission of the Projects and viva voce- 6th September, 2024. Venue T6 10.30 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 2nd September, 2024 11.00 am.**

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

FYBAMMC - SEM II	
SUBJECT	FACULTY
Foundation Course –II	Ms. Akanksha Mangavkar
Effective Communication –II	Ms. Neha Sharma
Introduction To Advertising	Ms. Duheeta Joshi
Introduction To Journalism	Ms. Akanksha Mangavkar
Media, Gender & Culture	Ms. Duheeta Joshi
Content Writing	Ms. Neha Sharma

Ms.
Akanksha Mangavkar

BAMMC Co-ordinator

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.



DATE - 31st August, 2024

DI/N-STD/GEN/00

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064. Tel.: +912228725792 ♦28732270 ♦E-mail:

dalmialionscollege@gmail.com Website: www.dalmialionscollege.ac.in

SEMESTER II – INTERNAL ATKT QUESTIONS

1. Foundation Course - II:

1028 KAGDA ARMAAN VIJENDRA

- 1) Write in detail Migration – causes and impact.
- 2) What are fundamental rights in the constitution?
- 3) Elaborate the reasons of environmental degradation.
- 4) Maslow's theory of self-actualization.
- 5) Elaborate the reasons of environmental degradation.

1029 KALE KEDAR HARISH

- 1) Write a note on significance of values in Individual development.
- 2) Explain the principles and guidelines of sustainable development.
- 3) Components of sustainable development.
- 4) Methods of responding to conflict.
- 5) Explain the right against exploitation.

1031 KANOJIYA DEEPAK RAMGOPAL

- 1) Explain Aggression with types.
- 2) Discuss Impact of Globalization.
- 3) Explain the concept of Globalization in detail.
- 4) What is the concept of Liberalization? Explain it with its advantages and disadvantages.
- 5) Elaborate impact of environmental degradation on human life.

2. Effective Communication - II:

1029 KALE KEDAR HARISH

- 1) What is Panel discussion? How panel discussion help to select candidate?
- 2) Write 5 Copies (Tag lines) for any 5 existing brands of your choice
- 3) What is Reading? Explain its types and in which careers it is required?
- 4) What are Barriers to Communication?
- 5) What is Voiceover? What are career options available in voiceover?

3. Introduction to Advertising:

1029 KALE KEDAR HARISH

- 1) What is Weasel Claim? Explain in detail.
- 2) Give the advantages of mobile advertising.
- 3) Explain Out Of Home Advertising with examples.
- 4) Discuss Ambush Advertising with its types.
- 5) Elaborate Social Media Marketing.

4. Introduction to Journalism:

1091 WAFELKAR VIRAJ SADANDAND

- 1) How is new media different from traditional media?
- 2) What is beat reporting and its types?
- 3) Explain principles of journalism?
- 4) Explain about career opportunities in journalism?
- 5) Discuss News Printing in detail.

5. Media, Gender & Culture

1073 SHAIKH ZAHIR JAHUR ALAM

- 1) Why is there a need for cultural studies to explain with relevant examples?
- 2) Explain various ways in which the issue of dominant masculinity can be tackled
- 3) Savitribai Phule's work on women education
- 4) What is hegemonic masculinity? How is it depicted in the media?
- 5) Explain impact of global culture and its relevance in media and gender.

6. Content Writing

1084 SHITOLE BHAGYASHRI ANIL

- 1) Explain 4 structure for developing a news story.
- 2) What is Plagiarism? How to do plagiarism check?
- 3) What points are must while editing photo captions?
- 4) Discuss Three elements of headline
- 5) Explain editing tips for tightening your copy?