



Prahladrai Dalmia Lions College of Commerce & Economics

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

ISO 9001:2015 CERTIFIED

NOTICE

12/09/2024

B.A. in Multimedia and Mass Communication

Following is the list of students, who are eligible to appear for the ATKT Examination of Semester IV September, 2024.

SEMESTER IV

SR NO	ROLL NO	NAME OF STUDENT	Media Law & Ethics		Computer & Mass Media - II		Mass Media Research		Writing & Editing Skills		Film Communication - II		Motion Graphics & Visual Effects - II	
			EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
1	2027	KHAN ABU BAKAR											1	
2	2032	PANDEY DEEPALI HARINARAYAN											1	
3	2033	PANDYA VIVEK VINOD	1											
4	2050	PRAJAPATI MANGESH VINOD									1			
5	2061	SHAIKH MAHEK											1	
6	2064	KHAN UKTAR ALI RAHAT ALI	1						1		1		1	
7	2065	SOLANKI GHANSHYAM JAYANT											1	
8	2070	VISHWAKARMA AJAY BUJARAT					1							
9	2078	YADAV PRADUM JITENDRA					1							
10	2081	CHUDASMA YACHNA BHUPENDER					1							
11	2091	VANIGOTA SIDDHI CHAMPALAL						1			1	1	1	
12	2095	TIWARI RITIK SUSHIL	1		1						1			
13	2100	TAMRAKAR SUDHANSHU PADAM											1	
		TOTAL	3	0	1	0	3	1	1	0	4	1	7	0

1) Students appearing for the ATKT Examination, 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 15th 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 IV 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

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NOTICE

**ATKT Internal Examination September, 2024 B. A.(MULTIMEDIA & MASS
COMMUNICATION) SEMESTER IV**

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- Date of Submission of the Projects and viva voce- 26th 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 15th September, 2024 11.00 am.**

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

SYBAMMC - SEM IV	
SUBJECT	FACULTY
Film Communication –II	Ms. Neha Sharma
Mass Media Research	Ms. Neha Sharma

Ms. Akanksha
Mangavkar

BAMMC Co-ordinator

CA Durgesh Kenkre

Exam Convenor

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MUMBAI - 400 064.



DATE - 12th September, 2024

DI/N-STD/GEN/00

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

SEMESTER IV – INTERNAL ATKT QUESTIONS

1. Film Communication –II:

2091 VANIGOTA SIDDHI CHAMPALAL

- 1) Describe Digital Explosion (2000 onwards).
- 2) Discuss Convergence of Art and Commercial.
- 3) Explain Pre-Production as Stage of Film Making.
- 4) Elaborate Nature and Types of Film Awards.
- 5) write a note on any 2 Regional Films and Film makers

2. Mass Media Research:

2091 VANIGOTA SIDDHI CHAMPALAL

- 1) What is semiotics in media? Why is semiotics important?
- 2) Write a note on Advertising Consumer Research.
- 3) Explain Steps involved in the Research Process.
- 4) Describe Types and basics of questionnaire.
- 5) What are Limitations of content analysis?