

**PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE &
ECONOMICS**

ISO 21001 : 2018 Certified

NOTICE

ATKT Internal Examination April, 2026

B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER V

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. **Date of Submission of the Projects and viva voce- 11th April, 2026. Venue T2 10.00 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.
4. Print out of the questions uploaded should be attached along with the project.
5. The 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.**
9. **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 17th October, 2025 11.00 am.**
Kindly follow the following schedule for your project submission and viva:

SYBAMMC - SEM V	
SUBJECT	FACULTY
Copywriting <ol style="list-style-type: none">1. BODKE RUPESH BABAN2. MULKAM CHIRAG MURGAN3. SAHANI VISHAL SHAMBHUNATH	Ms. Neha Sharma

SEMESTER V – INTERNAL ATKT QUESTIONS

1. Copywriting: ATTEMPT ANY 5

- 1) What's the Tone? Explain Tonality and character matters?
- 2) How to inculcate a 'creative thinking attitude'.
- 3) What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative.
- 4) Explain Idea generation techniques: Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics.
- 5) Discuss Print: Headlines, sub headlines, captions, body copy, and slogans.
- 6) Explain Television: Storyboard, Storyboarding Techniques, Balance between words and visuals Power of silence, formats of TVS's.
- 7) Elaborate Rational appeals, Emotional appeals: Humor, Fear, Music.
- 8) Explain Various advertising execution techniques.
- 9) Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives.
- 10) Elaborate Challenges faced by senior citizens and the physically/ mentally challenged.



**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. GANJE'WAR
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