



Prahladrai Dalmia Lions College of Commerce & Economics

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

ISO 21001:2018 CERTIFIED

NOTICE

B.A. in Multimedia and Mass Communication

Following is the list of students, who are eligible to appear for the ATKT Examination of Semester-V OCTOBER, 2025.

SEMESTER V

SR NO	ROLL NO	NAME OF STUDENT	COPY WRITING	ADV & MARK RES		BRAND BULDIN G	AGENCY MANAG EMENT	DIRECT MARK & ECO	CONSUMER BEHAVIOU R
			EXT	EXT	INT	EXT	EXT	EXT	EXT
1	3029	Kokare Prachi laxman			1	1	1	1	1
2		Malohotra Shlok					1		1
3	3035	Sumesara Ritika Dinesh					1	1	
4	3086	Tamarkar Sudhanshu Padam	1						
5	3080	Wadekar Darshan Santosh		1					1

1) Students appearing for the ATKT Examination, October 2025 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 17th October, 2025 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**

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NOTICE

ATKT Internal Examination August, 2025
B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER IV

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. **Date of Submission of the Projects and viva voce- 18th October, 2025. Venue T3 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 17st October, 2025 11.00 am.**
Kindly follow the following schedule for your project submission and viva:

SYBAMMC - SEM IV	
SUBJECT	FACULTY
Advertising and Marketing Research	Ms. Akanksha Mangavkar

SEMESTER V – INTERNAL ATKT QUESTIONS

1. Advertising and Marketing Research:

Kokare Prachi laxman

- 1) Explain steps to conduct a good research.
- 2) What is meant by copytesting? Explain its steps.
- 3) How to design a good questionnaire?
- 4) Discuss various types of primary methods of research.
- 5) Discuss methods of interviews in detail.



**Ms. Akanksha
Mangavkar**

BAMMC Co-ordinator

DI/N-STD/GEN/00



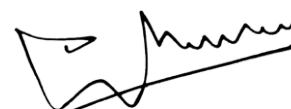
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