



Prahladrai Dalmia Lions College of Commerce & Economics

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

ISO 21001:2018 CERTIFIED

NOTICE

27/03/2025

B.A. in Multimedia and Mass Communication

Following is the list of students, who are eligible to appear for the ATKT Examination of Semester II March, 2025.

FY BAMMC SEM II ATKT MAR 2025

SR NO	ROLL NO	NAME OF STUDENT	FC - II		EC - II		ITA		ITJ		MGC		CW	
			EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
1	1007	BODKE RUPESH BABAN					1							
2	1013	DHEBE DARSHAN SHIVAJI	1											
3	1018	SIDDIQUI MUDASSIR MOHD HASHIM	1											
4	1020	GUPTA NITISHKUMAR VAKIL							1	1				1
5	1029	KALE KEDAR HARISH							1					
6	1031	KANOJIYA DEEPAK RAMGOPAL	1				1							
7	1039	KOLI PAYAL VISHNU							1					
8	1063	RAJBHAR SATYAM DINESH	1		1				1					
9	1083	SONI NIKHIL VINOD	1											
10	1091	WAFELKAR VIRAJ SADANDAND	1		1				1				1	
11	1098	GUPTA SAKSHI BABULAL	1	1	1	1	1	1	1	1	1	1	1	1
12	1116	SINGH LUCKY GHANSHYAM							1					
13	A-1035	KHAN MUKTAR ALI RAHAT ALI					1							
14	A-1057	PANDEY DEEPAI HARINARAYAN	1											
TOTAL			8	1	3	1	4	1	7	2	1	1	2	2

1) Students appearing for the ATKT Examination, March 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 28th March, 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 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

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NOTICE

ATKT Internal Examination March, 2025
B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER II

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- Date of Submission of the Projects and viva voce- 11th March, 2025. Venue FT2 11.00 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 28th March, 2025 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. Akanksha Mangavkar
Introduction to Journalism	Ms. Neha Sharma
Media Gender & Culture	Ms. Duheeta Joshi
Content Writing	Ms. Duheeta Joshi

Ms. Akanksha Mangavkar

BAMMC Co-ordinator

CA Durgesh Kenkre

Exam Convenor

Ms. Subhashini Naikar

Vice Principal (SFC)

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MUMBAI - 400 064.



DATE - 27/03/2025

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:

1098 GUPTA SAKSHI BABULAL

- 1) Explain rise in corporate farming and increase in farmers' suicides.
- 2) Write a note on the Universal Declaration of Human Rights.
- 3) Discuss the concepts of food chain and food web in detail.
- 4) Elaborate on Causes of stress and conflict in individuals.
- 5) Describe in detail the Maslow's theory of self-actualisation.

2. Effective Communication - II :

1098 GUPTA SAKSHI BABULAL

- 1) Explain features of E- mails & E-mail Etiquette.
- 2) Discuss how to Overcome Problems in E-mail Communication.
- 3) Discuss in detail how to use paraphrase in communication.
- 4) Describe how to use paraphrase in communication.
- 5) Elaborate Principles of editing (Punctuation, Substitution of words)

3. Introduction to Advertising :

1098 GUPTA SAKSHI BABULAL

- 1) Explain the concepts of Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics and Regulatory bodies.
- 2) Elaborate on Basic concepts of Print Media and Out-of Home Media.
- 3) Discuss Types of advertising agency.
- 4) Explain Rural advertising, Ambush advertising and Internet advertising.
- 5) Elaborate on Types of copy and slogan.

4. Introduction to Journalism :

1020 GUPTA NITISHKUMAR VAKIL

- 1) Write a note on Changing face of journalism from Guttenberg to new media.
- 2) Discuss The news process from the event to the reader.
- 3) Elaborate on What makes a great journalist with reference to objectivity and accuracy.
- 4) Describe the scope of careers in journalism with reference to lifestyle journalist, investigative journalist and rural journalist.
- 5) Explain the Types of Beats- Crime, Environmental, Entertainment,

1098 GUPTA SAKSHI BABULAL

- 1) Explain history and evolution of Journalism in India.
- 2) Discuss What makes a good story & Anatomy of a news story.
- 3) What is Difference between a PR and a journalist?
- 4) Describe the scope of careers in journalism with reference to Reporter & Feature Writer.
- 5) Explain the Types of Beats- Educational, Agricultural, Sports.

5. Media Gender & Culture :

1098 GUPTA SAKSHI BABULAL

- 1) Explain Evolution, features of cultural studies,.
- 2) Discuss Stuart Hall : encoding and decoding, Circuit of culture.
- 3) Elaborate on Media and its impact on the cultural aspect of the society.
- 4) Describe the Role of media in social construction of gender.
- 5) Write a note on Digital Media culture: Recent trends and challenges.

6. Content Writing:

1020 GUPTA NITISHKUMAR VAKIL

- 1) Explain the Meaning, usage of words , acronyms
- 2) Discuss Identifying redundant words and phrases and eliminating these.
- 3) Describe writing tips for Twitter and for other social networks.
- 4) Explain Use of Power Point tools.
- 5) Explain the Importance of content.

1098 GUPTA SAKSHI BABULAL

- 1) Explain Creative usage of phrases and idioms..
- 2) Discuss Writing tickers/ scrolls for television news.
- 3) Describe Writing for print media/ social media like Twitter.
- 4) What is the Difference in writing for print vs digital? - Explain in detail.
- 5) Elaborate on infographic with reference to Colour selection.