



Prahladrai Dalmia Lions College of Commerce & Economics

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

ISO 21001:2018 CERTIFIED

NOTICE

13/03/2025

B.A. in Multimedia and Mass Communication

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

SR NO	ROLL NO	NAME OF STUDENT	CCPR		CMM - I		FC - I		ITP		MGVFX - I		MS	
			EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
1	2003	BHANDARI DIVYA DEVANAND			1									
2	2004	BODKE RUPESH BABAN						1	1	1	1			
3	2005	CHOUDHARY VARUN MANGILAL									1			
4	2007	DAS ANGELA GEORGE							1					
5	2008	DUBEY SIDDHANT MANOJ					1							
6	2009	GUPTA NITISHKUMAR VAKIL					1			1			1	
7	2010	GUPTA SAPNA SUNIL								1				
8	2012	JHA PRAKASH SANTOSH											1	
9	2014	JOSHI SAMRUDDHI CHETAN									1			
10	2016	KANAUJIYA SNEHA SHATRUGHNA	1								1			
11	2018	KHAIRNAR RAJ DADABHAU				1			1		1			
12	2019	KHAN MOHD AAWESH RAZA BUGZER	1		1	1			1		1			
13	2025	KOLI TANVI JAGDISH							1					
14	2026	LAD AYESHA SANDEEP	1							1	1			
15	2027	LOKARE MIHIR NARESH					1				1			1
16	2028	MISHRA UPASANA RAJESH									1			
17	2029	MULKAM CHIRAG MURGAN	1								1		1	
18	2031	NAIDU HARSH VASANT	1								1			
19	2032	NAIDU SAMUEL JOHNY		1		1		1		1		1		1
20	2034	PANDEY SWAYAM RAVINDRA							1		1			

21	2043	SHARMA SAHIL OMPRAKASH											1	
22	2046	SINGH LUCKY GHANSHYAM			1				1		1		1	
23	2047	TAMBE DHANASHREE NITESH									1			
24	2048	THAPA DIYA SURENDRA									1			
25	2049	TRIPATHI MADHU MANOJ							1		1	1		
26	2050	VENVANSHI VIKAS CHHOTELAL							1		1	1	1	
27	2052	ZALA RAMESHCHAN DRA UNNATI									1			
28	2056	VETALE VIDHITI									1			
29	2057	SINGH KARAN RAKESH											1	
30	2059	SAHANI VISHAL SHAMBHUNAT H	1	1	1	1	1	1	1	1	1	1		1
31	2064	KHAN UKTAR ALI RAHAT ALI											1	
TOTAL			6	2	4	4	5	4	9	7	20	4	8	3

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 15th 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 III 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. GANJE'WAR
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 III

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- Date of Submission of the Projects and viva voce- 22nd 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 15th March, 2025 11.00 am.**

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

SYBAMMC - SEM III	
SUBJECT	FACULTY
Corporate Communication & Public Relations	Ms. Duheeta J.
Computer & Multimedia - I	Ms. Akanksha M.
Film Communication - I	Ms. Neha S.
Introduction to Photograph	Ms. Neha S.
Motion Graphics and Visual Communication - I	Ms. Akanksha M.
Media Studies	Ms. Duheeta J.

Ms. Akanksha Mangavkar

BAMMC Co-ordinator

CA Durgesh Kenkre

Exam Convenor

Ms. Subhashini Naikar

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SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.

DATE - 13/03/2025

DI/N-STD/GEN/00



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✦E-mail: dalmialionscollege@gmail.com Website: www.dalmialionscollege.ac.in

SEMESTER III – INTERNAL ATKT QUESTIONS

1. Corporate Communication & Public Relations :

2032 NAIDU SAMUEL JOHNY

- 1) Explain Corporate Identity: Meaning and Features.
- 2) Write a note on Professional Code of Ethics.
- 3) Elaborate on Definitions, Scope, Objective and Significance of Public Relation in Business.
- 4) Discuss in detail Grunting's (4 models).
- 5) What is Crisis Communication? Explain the Role of Communication in Crisis.

2059 SAHANI VISHAL SHAMBHUNATH

- 1) Elaborate on Corporate Image: Meaning and Factors influencing corporate image.
- 2) Write a note on Mass Media Laws: Defamation, Invasion of Privacy & Copyright Act.
- 3) Explain PR with reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations
- 4) Discuss Diffusion theory and various tools of Public Relations.
- 5) What is meant by media relations? Explain the Principles of Good Media Relations.

2. Computers & Multimedia - I:

2018 KHAIRNAR RAJ DADABHAU

- 1) Distinguish between Bitmaps v/s Vectors.
- 2) Explain Exploring tools in CorelDraw.
- 3) Write a note on colour correction in Quark.
- 4) Elaborate on the concept of Dolby Digital.
- 5) Explain Different audio saving formats Wave, WMA, CDA, MP3.

2019 KHAN MOHD AAWESH RAZA BUGZER

- 1) Write a note on Image Editing.
- 2) Explain using text in CorelDraw.
- 3) Discuss Using palettes for different types of publications made in quark.
- 4) Elaborate Difference in Dolby Digital and DTS, More about DTS Three way sound speaker.
- 5) Discuss Advanced Sound Processing

2032 NAIDU SAMUEL JOHNY

- 1) Explain in detail the Input from audio sources, Extract audio from CD.
- 2) Discuss in detail Workspace, Play bar, timeline & Transport tool bar.
- 3) Elaborate on Sampling and bit rate.
- 4) Write a note on Wrapping Text around Object and Linking Text to Objects.
- 5) Discuss in detail Distortion and contour Effects, Envelopes and Lens effects.

2059 SAHANI VISHAL SHAMBHUNATH

- 1) Explain Microphone and Types of microphones.
- 2) Explain Using Markers, Regions and Commands and Sound processing techniques.
- 3) Discuss Expansion, Changing pitch and Time duration and Sound track output.
- 4) Explain Surround sound, 5.1 Channel, Subwoofer.
- 5) What is the perfect resolution? Elaborate on Cropping to size and resolution.

3. Film Communication - I:

2004 BODKE RUPESH BABAN

- 1) Elaborate on History of Cinema & Birth of Visual Art.
- 2) Give a Brief history of Hollywood with reference to Star system, academy Awards, global audience of Hollywood cinema.
- 3) Discuss Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt & Raj Kapoor.
- 4) Explain Transition from Documentary to Feature Film.
- 5) Elaborate on Three components of Film Sound The relationship between Sound and Image.

2032 NAIDU SAMUEL JOHNY

- 1) Write a note on Understanding the Language of Cinema.
- 2) Discuss Early Years of Cinema (1895-1919) World and India.
- 3) Explain in detail the Irani cinema- Contribution of Abbas Kiarostami and Majid Majidi.
- 4) Write a note on Contemporary Bollywood Cinema.
- 5) Discuss Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica.

2050 VENVANSHI VIKAS CHHOTELAL

- 1) Explain Aspects of Film-1: Visual Aspects and Editing, Mise-en-Scene (Art, Costume, Camera placement)
- 2) Describe in detail the major cinema movements and their film makers.
- 3) Distinguish between Art v/s Commercial Cinema.
- 4) Elaborate Grammar, Technology and Art as aspects of film appreciation.
- 5) Discuss Japanese cinema- Work of Yasujiro Ozu, Akira Kurosawa, Hayao Miyazaki etc.

4. Introduction to Photography:

2004 BODKE RUPESH BABAN

- 1) Elaborate on how How camera sees differently than human eyes.
- 2) Discuss How much of a scene a lens takes in from a viewpoint Safe focusing distance, Barrel/ Pin-cuision.
- 3) Explain Special purpose lenses: Macro, Fish eye, Tilt-shift.
- 4) Write a note on Kelvin: Colour temperature Pure light > True colours.
- 5) Distinguish between Incident v/s Reflective Light meter.

2009 GUPTA NITISHKUMAR VAKIL

- 1) Elaborate on Limitations and Wonders of camera.
- 2) Write a detailed note on Prime concern in Composition.
- 3) Which are The factor to consider for Type of Photography and choosing lens for the purpose.
- 4) Distinguish between Fixed V/s Variable focal length.
- 5) Write a note on White balance: Neutralizing.

2010 GUPTA SAPNA SUNIL

- 1) Elaborate on Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements).
- 2) Write a detailed note on The magnification ratio of a lens.
- 3) Distinguish between Prime Lens v/s Zoom lens.
- 4) Discuss Errors in inbuilt metering>Exposure compensation.
- 5) Explain Pixel Per Inch: Quality of Image, Magnification ratio

2026 LAD AYESHA SANDEEP

- 1) Elaborate on Types of camera: DSLR; View; Rangefinder; Mirror-less.
- 2) Write a detailed note on Image Sensor: The Retina that sees.
- 3) Discuss Cropping, Panorama, Flattening.
- 4) Explain Vanishing points and viewpoints.
- 5) Describe the factor to consider for Type of Photography and choosing lens for the purpose.

2032 NAIDU SAMUEL JOHNY

- 1) Write a detailed note on Shutter: The Click Magic
- 2) Discuss Numbers and Markings on the Lens - AF, ED, IF, IS, SW, ASP etc.
- 3) Explain Exposure triangle (A,S,ISO) The model of exposure.
- 4) Elaborate on RAW, TIFF (Bit and Compression) advantages and limitations of Raw format.
- 5) Describe Forced: Unrealism & Aligned: Back projection and green screen application

2050 VENVANSHI VIKAS CHHOTELAL

- 1) Write a detailed note on Aperture: The iris of the camera.
- 2) Discuss Speed of the Lens (light intake ability).
- 3) Explain Types of lighting: Portrait, Effect, Ambient and Mood or drama.
- 4) Elaborate on Zoom = Variable focal length & Normal, Wide angle and Telephoto
- 5) Describe Effective size of light source.

2059 SAHANI VISHAL SHAMBHUNATH

- 1) Write a detailed note on Viewfinder: The interactive monitor.
- 2) Discuss Main player in image formation, Focusing the object
- 3) Explain Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos
- 4) Elaborate on Special purpose lenses: Macro, Fish eye, Tilt-shift.
- 5) Describe in detail Kicker: Separation or background light

5. Motion Graphics and Visual Effects - I:

2002 BAIRAGI ALOK BASANT

- 1) Explain Layer and Node composition.
- 2) Discuss Footage Clean-up with explanation on Removing faults/wires in live action footage.
- 3) Elaborate on Basic Principle: Data blocks and Introduction to Edit Mode.
- 4) Write a note on Use and Importance of Overlaying.
- 5) Explain Application of Chroma (Green and Blue screen effect).

2032 NAIDU SAMUEL JOHNY

- 1) Explain Application and usage of Tracking Elements & Understanding Match Moving.
- 2) Elaborate on Use and Importance of Overlaying.
- 3) What is Chroma Keying?
- 4) Explain Importance of Expressions & Understanding different expressions used with its function.
- 5) Write a note on Using Chroma to work on simple shoots and Wire removals and cleaning up footage.

2049 TRIPATHI MADHU MANOJ

- 1) Explain Creating a composition with original composition (Nesting).
- 2) Discuss Object Modifiers and Converting to Mesh from Curve.
- 3) Elaborate Understanding Alpha and Luma mattes & Use of Garbage mattes.
- 4) Explain Removing faults/wires in live action footage.
- 5) Write a note on Understanding rotoscoping and its application and usage.

2050 VENVANSHI VIKAS CHHOTELAL

- 1) Write a note on Object and Camera Tracking.
- 2) Elaborate on The importance of workflows for a VFX Project.
- 3) Discuss Using visual effects into Premiere Pro timeline videos.
- 4) Explain Making and Rendering Your First Scenes.
- 5) Describe in detail Creating mattes for visual effects.

2059 SAHANI VISHAL SHAMBHUNATH

- 1) What is Rotoscopy? Explain Rig Removal and its importance.
- 2) How workflows are used in industry?
- 3) What is Blue/Green Screen Imaging? Why Blue/Green color be used?
- 4) Discuss Application and usage of Tracking Elements and Understanding Match Moving.
- 5) Write a note on 3D models with reference to Separating and Joining Objects.

6. Media Studies:

2027 LOKARE MIHIR NARESH

- 1) Explain Normative theories-Social & Responsibility Theory.
- 2) Elaborate on Carl Hovland and Attitude Change theory.
- 3) Discuss Harold Innis- Bias of Communication.
- 4) Write a note on Agenda Setting Theory & Cultivation Theory.
- 5) Describe in detail Henry Jenkins-Participatory culture.

2032 NAIDU SAMUEL JOHNY

- 1) Explain Development media theory.
- 2) Elaborate on Paul Lazarsfeld-Two step flow.
- 3) Discuss Frankfurt- Theodor Adorno and Max Horkheimer.
- 4) Write a note on Media effect theories and the argument against media effect theories.
- 5) Describe in detail McLuhan 's concept of Global village in the age of Netflix.

2059 SAHANI VISHAL SHAMBHUNATH

- 1) Explain the Era of Mass Society and culture – till 1965.
- 2) Elaborate on Hypodermic Needle/Magic bullet Model.
- 3) Discuss Raymond Williams- Technological Determinism.
- 4) Write a note on Media effects and behavior.
- 5) Describe in detail Internet as Public sphere-Habermas to Twitter.