



Prahladrai Dalmia Lions College of Commerce & Economics

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

ISO 21001:2018 CERTIFIED

NOTICE

10/03/2025

B.A. in Multimedia and Mass Communication

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

SR NO	ROLL NO	NAME OF STUDENT	MLE		CMM - II		MMR		WES		FC - II		MGVFX - II	
			EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
1	2002	BAIRAGI ALOK BASANT	1	1	1	1	1	1	1	1	1	1	1	1
2	2043	PRAJAPATI MANISHA SANJIV KUMAR	1	1	1	1	1	1	1	1	1	1	1	1
3	2064	KHAN MUKTAR ALI RAHAT ALI	1						1					

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 12th 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 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

NOTICE

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

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- Date of Submission of the Projects and viva voce- 20th 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 12th March, 2025 11.00 am.**

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

SYBAMMC - SEM IV	
SUBJECT	FACULTY
Media Law & Ethics	Ms. Vishwajeet C.
Computers & Multimedia - II	Ms. Neha S.
Mass Media Research	Ms. Akanksha M.
Writing & Editing Skills	Ms. Duheeta J.
Film Communication - II	Ms. Neha S.
Motion Graphics and Visual Effects - II	Ms. Akanksha M.

Ms. Akanksha Mangavkar

BAMMC Co-ordinator

CA Durgesh Kenkre

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 MUMBAI - 400 064.

DATE - 10/03/2025

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 IV – INTERNAL ATKT QUESTIONS

- Media Laws & Ethics:**

2002 BAIRAGI ALOK BASANT

- 1) Discuss in detail Hierarchy of the courts.
- 2) Write a note on IBF
- 3) Explain Advertising Standard Council of India with reference to Mission, Structure & Consumer Complaint Council.
- 4) Elaborate on what is copyright, Intellectual Property Rights, Exceptions, Major Amendments & Recent Case studies.
- 5) What is ethics? And why do we need ethics?

2043 PRAJAPATI MANISHA SANJIV KUMAR

- 1) Describe Independency of the judiciary in detail.
- 2) Write a note on TRAI.
- 3) Explain News Broadcasters Association with reference to Structure, Mission and Role.
- 4) Elaborate Defamation with reference to Definition, Civil, Criminal, Exceptions & Recent case studies.
- 5) Explain Code of conduct for journalists.

2. Computers & Multimedia - II:**2002 BAIRAGI ALOK BASANT**

- 1) Explain Introduction to Adobe In Design List
- 2) Elaborate on introduction to editing for different formats.
- 3) Discuss Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions of Premiere Pro.
- 4) Describe in detail Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links
- 5) Explain Text as art, Glyphs, Creative text, Type mask tool, Image in text, Text to path and Direct selection.

2043 PRAJAPATI MANISHA SANJIV KUMAR

- 1) Discuss Using palettes for different types of publications made in InDesign.
- 2) Elaborate Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)
- 3) What is color grading? Explain Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing.
- 4) Explain Workspace overview with reference to Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector.
- 5) Describe in detail Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects

3. Mass Media Research:**2002 BAIRAGI ALOK BASANT**

- 1) Explain Relevance, Scope of Mass Media Research.
- 2) Discuss Qualitative and Quantitative Research.
- 3) Explain Types and basics of questionnaire.
- 4) Elaborate on Limitations of content analysis.
- 5) Why is semiotics important? What are codes in semiotics?.

2043 PRAJAPATI MANISHA SANJIV KUMAR

- 1) Explain Steps involved in the Research Process.
- 2) Elaborate on Role of research in the media.
- 3) Discuss Primary Data – Collection Methods.
- 4) What is semiotics in media? Explain Semiotics and media.
- 5) Discuss Audience Research & Exit Polls in detail.

4. Writing & Editing Skills:**2002 BAIRAGI ALOK BASANT**

- 1) Explain in detail the Art and basic tools of writing.

- 2) Elaborate Radio and Television: Challenges, strengths and weaknesses.
- 3) Discuss Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn).
- 4) Write a note on Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining - website design.
- 5) Explain Writing for Advertisements.

2043 PRAJAPATI MANISHA SANJIV KUMAR

- 1) Explain Steps and elements of writing-editorial, features and review.
- 2) Distinguish between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content.
- 3) Elaborate on Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy.
- 4) Write a note on Writing for interviews, live news and daily news.
- 5) Explain Script writing formats.

5. Film Communication - II:

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- 1) Write a note on Regional Films and Film makers – Marathi (V. Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak).
- 2) Explain the Economic contribution of cinema.
- 3) Discuss Celluloid to Digital (1990-1999).
- 4) Elaborate on Aspects of Production Systems: Financial, Administrative and Creative.
- 5) What is Film Festival? Major Film Festivals in India and Abroad.

2043 PRAJAPATI MANISHA SANJIV KUMAR

- 1) Write a note on Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.).
- 2) Explain Regional Films and Film makers – Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan).
- 3) Discuss Digital Explosion (2000 onwards).
- 4) Elaborate ROI Systems in Film Industry.
- 5) What are Film Awards? Nature and Types of Film Awards.

6. Motion Graphics and Visual Effects - II:

2002 BAIRAGI ALOK BASANT

- 1) Explain Understanding rotoscoping and its application with its usage. Explain Rig Removal and its importance.
- 2) Discuss Making and Rendering Your First Scenes..
- 3) Write a note on Use and Importance of Overlaying.
- 4) What is Blue/Green Screen Imaging? Why Blue/Green color used?
- 5) Elaborate on Layer-based compositing..

2043 PRAJAPATI MANISHA SANJIV KUMAR

- 1) Explain Understanding Alpha and Luma mattes and Use of Garbage mattes.
- 2) Discuss Basic Principle: Data blocks. Explain Introduction to Edit Mode.
- 3) Write a note on Understanding different expressions used and how they function..
- 4) Explain Using Chroma to work on simple shoots & Wire removals and cleaning up footage.
- 5) Elaborate on Node-based compositing.