



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

09/05/2025

LIST OF THE STUDENTS APPLIED FOR ATKKT BAMMC MARCH 2025 SEM VI

SR NO	NAME	DIGITAL MEDIA		ADVERT. DESIGN		ADV IN CONTENT SOC		BRAND MANAGEMENT		MEDIA PLAN & BUYING		ENT & MEDIA MARKET		CONTENT ISSUES		CRIME REPORTING		NEWSPAPER & MAGAZINE DESIGN	
		EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
1	MISHRA DURGESH AVADESH															1			
2	RANGREZ SANIYA SHAZAD					1													
3	MAKWANA HARSH RAJESH					1				1									
4	NANWANI KAMAL INDRU							1											
5	MALHOTRA SHLOK RAMESH	1										1							
6	SHARMA UMA TARUN					1													
7	DENZEL JOSEPH DAFADAR									1									
8	NARADIYA KRISHNA SUNIL							1		1									
9	MISHRA AMAN MANGESH																	1	
10	GOHIL DRUSHTI URMILA							1											
11	SANCHITA VARMA				1														
TOTAL		1	0	0	1	3	0	3	0	3	0	1	0	0	0	1	0	1	0

- 1) Students appearing for the ATKKT Examination, May 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 10th 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 ATKKT.

Ms. Akanksha Mangavkar

CA Durgesh Kenkre

Ms. Subhashini Naikar

PROF. (DR.) DIGAMBAR N. GANJEWAR
PRINCIPAL
PRAHLADRAI DALMIA LIONS COLLEGE OF
COMMERCE & ECONOMICS
SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.



BAMMC Co-ordinator
DI/N-STD/GEN/00

Exam Convenor

Vice Principal (SFC)



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE &
ECONOMICS

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ATKT Internal Examination May, 2025

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

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. **Date of Submission of the Projects and viva voce- 10th May, 2025. Venue T6 11.00 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. 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 10th March, 2025 11.00 am.**

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

TYBAMMC - SEM VI	
SUBJECT	FACULTY
Ad Design	Ms. Akanksha M.

Ms. Akanksha Mangavkar
BAMMC Co-ordinator

CA Durgesh Kenkre
Exam Convenor

Ms. Subhashini Naikar
Vice Principal (SFC)

PROF. (DR.) DIGAMBAR N. GANJEVAR
PRINCIPAL
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MUMBAI - 400 064.

DATE - 09/05/2025

DI/N-STD/GEN/00



SEMESTER VI – INTERNAL ATKT QUESTIONS

Subject: Advertising Design Name of the Student: Varma Sanchita Brijesh

Prepare an analysis of 5 competitor brands. These competitors will be of the brand that you have designed for your 75 marks project. You will have to stick these ads and write analysis against it.

Pointers to include:

- Colour Combination
- Theme of the ad
- Picture usage
- Content importance
- Logo usage