



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, 2026.

SEMESTER V

SR NO	ROLL NO	NAME OF STUDENT	COPY WRITING		ADV & MARK RES	BRAND BUILDING		AGENCY MANAGEMENT	DIRECT MARK & ECO	CONSUMER BEHAVIOUR
			EXT	INT		EXT	INT			
1	3004	BODKE RUPESH BABAN		1	1	1	1	1	1	1
2	3035	SHARMA SAHIL OMPRAKASH	1							

Students appearing for the ATKT Examination, October 2026 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 8TH October, 2025 11.00 am, failing which his claim will not be entertained.

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.



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ECONOMICS**

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NOTICE

ATKT Internal Examination OCTOBER, 2026
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- 16th October, 2025. Venue T2 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
All Subjects	Ms. Farzin Dalal

SEMESTER V – INTERNAL ATKT QUESTIONS

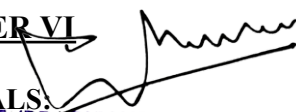
BODKE RUPESH BABAN

1. COPY WRITING

- a. What's the Tone? Explain Tonality and character matters?
- b. How to inculcate a 'creative thinking attitude'.
- c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative.
- d. Explain Idea generation techniques: Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics.
- e. Discuss Print: Headlines, sub headlines, captions, body copy, and slogans.

2. ADVERTISING & MARKETING RESEARCH

- a. Describe Meaning, Definition, Need and Importance of research design.
- b. Discuss measuring scale for Quantitative research.
- c. Elaborate Process of Sampling.
- d. What is meant by Methods of Sampling: Non Probability Sampling and explain in detail Convenient, Judgment, Quota and Snow Ball sampling methods


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- e. Define Probability Sampling and discuss in detail Simple Random, Systematic, Stratified, Cluster and Multi Stage sampling methods.

3. BRAND BUILDING

- a. Describe Corporate Image Building through brands.
- b. Explain Advantages and Disadvantages of global brands.
- c. Discuss Re-branding, revitalizing, Rural Advertising and brands.
- d. Elaborate on Customer, Industrial, Retail and Service Brands - branding in different sectors.
- e. Explain Important factors in conception and various stages of growth and maturity of brands with various case studies.

4. AGENCY MANAGEMENT

- a. Which are Different types of ad agencies, explain in detail.
- b. Elaborate on Advertising campaign management.
- c. Discuss Entrepreneurship, its Definitions, Meaning Concept, Functions, Need and Importance.
- d. Explain Creating and Starting the Venture in detail.
- e. Elaborate on Various Stages in setting up a new Agency.

5. DIRECT MARKETING & E-COMMERCE

- a. Describe in depth Direct and Interactive Marketing = Customer Acquisition, Development and Retention and Market Segmentation.
- b. Explain Techniques of Managing Database - Internal/External, Steps in developing a database.
- c. Discuss Advantages and Limitations of E-Commerce and Traditional.
- d. Which are Factors Responsible for Growth of E-Commerce? Explain Issues in Implementing E-Commerce.
- e. Elaborate Features of Different Electronic Payment Systems.

6. CONSUMER BEHAVIOUR

- a. Explain the determinants of consumer behaviour.
- b. Elaborate Process of decision making.
- c. Write a detailed note on Diffusion & Adoption Process.
- d. Explain Social group- primary and secondary and the role of Reference group & Consumer Behaviour.
- e. Describe Consumer Behaviour in a dynamic & digital world.