



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-VI OCTOBER, 2026.

SEMESTER VI

SR NO	ROLL NO	NAME OF STUDENT	DIGITAL MEDIA		BRAND MANG		ENT & MEDIA MARK		MEDIA PLAN & BUY		ADV IN CON SOC		ADV DESIGN	
			EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
1	3010	JHA SHIVESHKUMAR KAMLESH	1		1		1		1		1		1	
2	3011	JOSHI SAMRUDDHI CHETAN							1					
3	3025	KHAN ABUBAKAR SHAKIL											1	
4	3027	PANDEY SWAYAM RAVINDRA							1					
5	3028	PATEL ISHAN VISHWANATH			1						1			
6	3056	SAHANI VISHAL SHAMBHUNATH	1	1		1		1		1		1		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.



**PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE &
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 VI – INTERNAL ATKT QUESTIONS
SAHANI VISHAL SHAMBHUNATH

1. DIGITAL MEDIA

- a. Explain Key Concepts in Digital media
- b. Elaborate On Page Optimisation and Off Page optimisation
- c. Write a note on Facebook Marketing & Instagram Marketing
- d. Discuss Tools to enhance lead nurturing
- e. Write a note on Social CRM and analysis

2. BRAND MANAGEMENT

- a. Explain Meaning of Brand, Branding, Brand Management and importance of Branding to consumers.
- b. What is meant by Experiential Marketing, One to One Marketing, and Permission Marketing?
- c. Elaborate Global Branding, Strategies and Brand Audit.
- d. Discuss Steps of Brand Building including Brand Building and Blocks.
- e. Write a note on Green Marketing

3. ENTERTAINMENT AND MEDIA MARKETING

- a. Review the emerging marketing communications area of 'entertainment marketing' and reconceptualises the phenomenon.
- b. Explain the Scope and Growth of Entertainment Marketing Practice.
- c. Explore various media in terms of size and impact.
- d. Niche TV and there marketing strategies (Sports TV, Lifestyle TV, Kids TV, Regional TV).
- e. Marketing and Distribution Structure of films.

4. MEDIA PLANNING AND BUYING

- a. Explain the Role of Media planner.
- b. Discuss Situation analysis and Marketing strategy plan.
- c. Write a note on Broadcast Audience Research Council & Audit Bureau of Circulation.
- d. Elaborate the concept of Communication mix.
- e. Explain buying Digital Advertising: An Overview Paid media, Owned media and Earned media).

5. ADVERTISING IN CONTEMPORARY SOCIETY

- a. Explain effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style.
- b. Discuss Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture.
- c. Elaborate on Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising.
- d. Explain Social implication of advertising; The effect of advertising on market and economy.
- e. Social Marketing: Definition, Need for Social Marketing

6. AD DESIGN - SUBMISSION OF SKETCH BOOK