



Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, S.V. Road, Malad (West), Mumbai-400 064.
ISO 21001:2018 CERTIFIED

NOTICE

ATKT Internal Examination October, 2026 **B. A.(MULTIMEDIA & MASS COMMUNICATION) SEMESTER I**

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects- **22nd Oct., 2026 (Timing 10.00 am)**
2. Reporting time for students: at least 10 minutes before the mentioned time. Venue: **2nd floor SFC staff room.**
3. Students have to be present in person for the submission.
4. Submission of projects 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.
5. **Print out of the questions uploaded should be attached along with the project. Students should also enclose a photocopy of the ATKT fee paid receipt along with each of his projects.**
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 they 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.**

FYBAMMC - SEM I	
SUBJECT	FACULTY
1. EVOLUTION OF COMMUNICATION	MS. AKANKSHA MANGAVKAR
2. VISUAL COMMUNICATION	MS. AKANKSHA MANGAVKAR
3. FUNDAMENTALS IN MASS COMMUNICATION	MS. FARZIN DALAL
4. CONTEMPORARY ISSUES	MS. AKANKSHA MANGAVKAR
5. COMMUNICATION SKILLS IN ENGLISH - I	MS. FARZIN DALAL
6. FOUNDATION OF BEHAVIOURAL SKILLS	MS. FARZIN DALAL
7. INTRODUCTION TO COMPUTERS - II	MS. AKANKSHA MANGAVKAR
8. GOOGLE IT WORKSPACE	MS. FARZIN DALAL
9. INDIAN KNOWLEDGE SYSTEM	MS. AKANKSHA MANGAVKAR
10. EMSD	MS. AKANKSHA MANGAVKAR
11. CC	MS. FARZIN DALAL

**Ms. Akanksha
Mangavkar**

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

CA Durgesh Kenkre

Exam Convenor

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Naikar**

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BAMMC SEM 1 NEP INTERNAL ATKT QUESTIONS
STUDENT MUST WRITE ANSWER ALL THE QUESTIONS

EVOLUTION OF COMMUNICATION

1. Illustrate and explain the Linear Model of communication using a labeled diagram.
2. Explain Agenda Setting Theory and analyze its application in media and public perception.
3. Summarize the concepts of cyberbullying and online hate speech, detailing their psychological and social consequences.
4. Explain group communication dynamics and evaluate its key advantages and disadvantages.
5. Compare and contrast the Interactive Model and Transactional Model of communication.

VISUAL COMMUNICATION

1. Define Semiotics, differentiate between a Signifier and a Signified, and illustrate the concept with a simple example.
2. Differentiate between Pictograms, Ideograms, and Logograms using real-world examples, and analyze why photographs carry significant narrative power in news media.
3. Define hieroglyphs and cave paintings, and explain how early humans utilized them to record information prior to written scripts.
4. Define an Advertisement and a Poster, and identify the key visual components required to design an impactful, attention-grabbing promotional poster.
5. List the four primary components of body language, and explain how facial expressions convey non-verbal emotion.

FUNDAMENTALS IN MASS COMMUNICATION

1. Evaluate the role of Prime Minister Narendra Modi as a mass communicator by discussing his use of different forms of communication for creating social awareness.
2. Explain the basic concepts of interpersonal and intrapersonal communication, and distinguish between the two forms based on meaning, participants, process, and purpose with suitable examples.
3. Illustrate the role of film as a tool of mass communication by demonstrating how films convey information and social messages to a large audience using examples from Indian cinema.
4. Explain the major functions of mass communication and discuss its societal role with relevant examples.
5. Analyze the advantages and disadvantages of social media in contemporary society with suitable examples.

CONTEMPORARY ISSUES

1. Review recent episodes of communal tension in India and analyze the underlying factors and media coverage surrounding them.
2. Elaborate on historical and current political developments in Jammu & Kashmir, providing an updated overview of the administrative situation.
3. Review any three flagship Central Government projects and policies, evaluating their implementation and social impact.
4. Discuss the structure, permanent and non-permanent composition, and primary role of the United Nations Security Council (UNSC).
5. Describe in detail the role of the United Nations General Assembly (UNGA) and other principal organs of the United Nations Organization (UNO).

COMMUNICATION SKILLS IN ENGLISH - I

1. Describe the significance of facial expressions in non-verbal communication.
2. Explain the role of gestures in non-verbal communication.
3. Compare and contrast verbal and non-verbal communication with suitable examples.
4. Assess the importance of non-verbal communication in formal and professional situations.
5. Describe the essential characteristics of a well-written piece of communication.

FOUNDATION OF BEHAVIOURAL SKILLS

1. Explain various somatic and mental relaxation techniques that assist in managing stress and emotional stability.
2. Explain intuition as a 21st-century skill and its role in decision-making and cognitive problem-solving.
3. Discuss the importance of collaboration skills in fostering team synergy and collective problem-solving.
4. Explain imagination and experience as fundamental sources of creative thinking.
5. Differentiate between creative thinking and critical thinking in terms of purpose, approach, and outcome.

INTRODUCTION TO COMPUTERS - II

1. Describe the functions and applications of any eight editing tools in Adobe Premiere Pro.
2. Describe the process of motion tracking in video editing software and explain how motion data is extracted and applied for object tracking, text stabilization, and masking.
3. Demonstrate the operational use of Timelines and Sequences in non-linear video editing workflows.
4. Differentiate between Visual Effects (VFX) and Special Effects (SFX), and evaluate scenarios in film production where choosing practical SFX over post-production VFX—or combining both—delivers the best visual result.
5. Explain the industrial applications and post-production workflows of Adobe Audition.

GOOGLE IT WORKSPACE

1. Design a comprehensive personal profile document in Google Docs utilizing headings, formatted typography, tables, embedded images, hyperlinks, voice typing, and language translation.
2. Create an interactive summary presentation in Google Slides using custom themes, layout designs, and slide transitions.
3. Design an event participation form using Google Forms featuring detailed descriptions, dropdown selection menus, and embedded multimedia elements.
4. Develop an automated online evaluation quiz in Google Forms using multimedia questions, point attribution, link sharing, and response summary analysis.
5. Construct a functional monthly budget spreadsheet in Google Sheets using SUM formulas and IF conditional logic to evaluate deficit or surplus.

INDIAN KNOWLEDGE SYSTEM

1. Discuss the major scientific contributions originating from the Indian Knowledge System.
2. State and discuss the key features of Macaulay's Education Policy (MEP).
3. Analyze the positive impacts and modern developments resulting from Macaulay's Education Policy.
4. Identify the major subjects, specialized crafts, and sciences taught at Taxila University.
5. Analyze the influence, intellectual legacy, and historical impact of Taxila University.

EMSD

1. Illustrate and evaluate the role of the Silent Valley Movement in preventing ecological disruption and conserving biodiversity.
2. Analyze how traditional Indian religious beliefs and cultural practices contribute to nature conservation and sustainable living.
3. Classify the major types of environmental pollution and analyze their sources, ecological effects, and mitigation strategies.
4. Explain the concepts of land degradation, deforestation, and desertification, highlighting their causes and interrelationships.
5. Examine the underlying causes of biodiversity loss and evaluate its consequential impacts on ecosystem stability and human well-being.

CC

1. Identify and describe various fine art disciplines used in creative expression.
2. Demonstrate the step-by-step procedural technique and design principles involved in creating traditional Rangoli patterns.
3. Analyze the artistic elements, cultural symbolism, and aesthetic principles of traditional Mehendi designing.
4. Analyze why soft skills and language proficiency are critical elements for effective performance in public speaking and elocution.
5. Apply key narrative structural elements (introduction, plot, characterization, setting) to develop a short story.