



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

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

ISO 21001 : 2018 CERTIFIED

B. A. (MULTIMEDIA & MASS COMMUNICATION) PROGRAM

Syllabus for Class Test, (CIA), August 2025

This notice is in continuation to the timetable of internal examination posted on 17th July, 2025.

SYBAMMC SEMESTER - III- NEP

Exam Date - 04/08/2024

Sr. No.	Name of the Course	Name of the Faculty	Marks	Duration	Syllabus
1	Green Marketing	Ms. Ruhi Main	10	30 minutes	Module 1: Fundamentals of Green Marketing 1. Meaning & Concept of Green Marketing, Evolution of Green Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, 2. Benefits of Green Marketing, Adoption of Green Marketing, Green Marketing Mix, Green Product - Green Marketing 3. Green Spinning, Green Selling, Green Harvesting, Enviropreneur Marketing, Green Washing, Strategic Green Marketing 4. Climate Performance Leadership Index-Promotional Channels of Green Marketing, Green Marketing Stakeholders, Ethics and Responsibility for Green Marketing,

Ms. Akanksha Mangavkar
BAMMC Coordinator

DI/N-STD/GEN/00

Date: 28/07/2025

CA Durgesh Y. Kenkre
Exam Convenor

Ms. Subhashini Naikar
Vice Principal, SFC

PROF. (DR.) DIGAMBAR N. GANJEVAR
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