



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

Date: 25th March, 2023.

NOTICE

Self – Financed Section (BAMMC)
April ATKT Internal Examination Semester III, 2022-2023

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. The Viva-voce will be conducted offline.
2. The following is the date of submission for the respective subject:

SUBJECT	DATE	TIME
Corporate Communication and public relations	8 th April 2023	11:00 am to 12:00 pm
Introduction to Photography	8 th April 2023	11:00 am to 12:00 pm
Computer and Multimedia I	8 th April 2023	11:00 am to 12:00 pm
Motion Graphics & VFX	8 th April 2023	11:00 am to 12:00 pm
Media Studies	8 th April 2023	11:00 am to 12:00 pm
Film Communication I	8 th April 2023	11:00 am to 12:00 pm

3. Venue – T1

4. Reporting time 15 minutes prior to the said time.

5. Students have to attach an ATKT fee payment receipt along with his/her project.

6. Students have to be present in person for the submission.



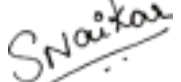

7. The Viva-voce will be conducted offline in Class T1

8. Projects/ assignments have to be handwritten on A4 size paper or Fullscape paper. On top of every page a student should write his Name, Semester, Contact number, Roll No. and Subject.

9. Print out of the questions uploaded should be attached with the project. Students are expected to write the question followed by the answer.

10. On the date of submission there will be a viva voce on the given topics. If the student fails to submit the project and give viva voce on the given date and time he will be marked **ABSENT for the said subject.**

11. Any submission after the above mentioned date and time will not be accepted and entertained under any circumstance.

			
Prof. Minu Paul	Prof. Durgesh Kenkre	Prof. Subhashini Naikar	Dr. Kiran Mane
BAMMC Incharge	Exam Convenor	Vice Principal (SFC)	I/C Principal

Internal examination questions

Semester 3

Subject – Motion graphics

Roll no - 2003 CHOUDHARY AACHAL MANOHAR

1. What is motion graphics?
2. What is animation?
3. What is the drawback of animation?
4. What are the importance of graphics?
5. How graphics are used in games?

Roll no - 2036 PATEL ADIL IDRIS

1. What is the impact of graphics in news channel?
2. Where and which category the graphics are used?
3. What software are used for making graphics?
4. What is required to become graphic designer?
5. How to move an object in software? Its impact on audience?

Roll no - 2041 PAWAR JAGRUTI SIDDHARTH

1. Suggest best cartoon to watch and inspire youth?
2. How to make content attractive?
3. How to create design on canva?
4. How to create designs on illustrator?
5. What is InDesign and its uses?

Roll no - 2052 SINGH NIHARIKA RAJESH

1. What difficulties are faced by professionals?
2. What is the drawback of illustrator?
3. What is the drawback of InDesign?
4. What is drawback of Corel draw?
5. What is the drawback of canva?

Roll no - 2071 MISHRA SATESH ARVIND

1. What are pro and cons of making graphics?
2. Can a content look better without graphics?
3. Can a graphics attract the audience?
4. Suggest best software for creating graphics?
5. What is Photoshop?

Roll no - 2076 DIXIT DHRUV KALPESH

1. What are the uses of motion graphics?
2. What graphics are used for films?
3. What graphics are used for advertisement?
4. What graphics are used for social media?
5. What graphics are used for poster making?

Roll no - 2078 SINHA RINA HARI

1. What graphics are used for pamphlets?
2. Explain how to make poster?

3. Explain how to make wallpapers?
4. Explain how to make best videos?
5. Explain how to make cartoon character?

Roll no - 2079 PANDYA MANAV BHAVESH

1. What is VFX?
2. What is video making?
3. What is audio settings?
4. Difference between audio and video?
5. What are the drawbacks of video making software?

Roll no - 2081 BAGDI KUNDAN AMARJEET

1. What are the tools in canva?
2. What are the tools in InDesign?
3. What are the tools in illustrator?
4. What are the tools in Photoshop?
5. What are the tools in adobe premiere?

Roll no - 2083 JISHNU JAYPRAKASH JISHA

1. Explain the limitation of canva?
2. Explain the limitation of InDesign?
3. Explain the limitation of illustrator?
4. Explain the limitation of Photoshop?
5. Explain the limitation of adobe premiere?

Roll no - 2086 GOND SONIYA SUNIL KUMAR

1. What is the output of canva?
2. What is the output of InDesign?
3. What is the output of illustrator?
4. What is the output of Photoshop?
5. What is the output of adobe premiere?

Subject - Media Studies

2010 - GUPTA VIKAS PRADEEP

1. What is agenda setting theory?
2. What is propaganda?
3. What is two step flow theory?
4. What is mass communication?
5. What is media bias?

2023- MATE VAISHNAVI VIJAY

1. What is agenda setting theory?
2. What is propaganda?
3. What is two step flow theory?
4. What is mass communication?
5. What is media bias?

2025 - MAZI ARVIND NIRMAL

1. What are media studies?
2. Explain the different mediums and its impact?
3. What precaution should a journalist take while covering war issues?
4. What are the tools used by journalists and their uses?
5. Explain gate keeping?

2036 -PATEL ADIL IDRIS

- 1) Explain the era of Mass Society and culture till 1965? 2) Explain about the Paul Lazarsfeld and its two step flow theory? 3) What are the effects of media and its behavior?
- 4) Explain and give examples of Agenda Setting Theory?
- 5) What is Habermas's Public sphere theory?

2071- MISHRA SATESH ARVIND

1. Describe current political issues?
2. Describe the importance of social media?
3. Describe the responsibilities of media professionals?
4. What are the uses of media studies?
5. Explain the importance of video marketing?

2072-M ILAYASARATHI T MALAINAMBI M

1. What is the future of radio?
2. What is the future of newspapers?
3. Which is the most preferred platform for releasing hard news?
4. What is the role of the media?
5. Why is the consumption of news necessary?

2076 DIXIT DHRUV KALPESH

1. Why is media important in today's life?
2. What is the impact of the media on the audience?
3. Does the media change the perception of people?
4. Difference between journalism and advertising?
5. What is text content and video content?

2081 BAGDI KUNDAN AMARJEET

1. What are the importance of media studies?
2. Explain the usage of Facebook?
3. Explain the usage of Instagram?
4. Explain the usage of travel blogging?
5. What is mass media? Examples

2084 MALI AMAN AJAY

1. Explain the role and value of media?
2. Explain the disadvantages of media?
3. Explain gate keeping theory and drawbacks?
4. Explain the misuse of media?
5. Explain the dissemination of news?

2086 GOND SONIYA SUNIL KUMAR

1. Explain the difference between journalism and advertising?
2. Importance of news
3. Importance of soft news
4. Importance of sports news
5. Importance of social media

2087 DHAMANI MOHEET HITESH

1. Explain the importance of audio content
2. Explain the role of reporter?
3. Explain the role of citizen journalist?
4. Explain the drawbacks of social media?
5. Explain about digital media and its importance?

Subject – Film communication I

2027 MISHRA DURGESH AVADHESH

1. What is film communication?
2. What is a thrilling film? Give examples and highlight the suspense?
3. Explain different camera angles used in the films?
4. What is the difference between Bollywood and Hollywood movies?
5. Can Indian films work without songs?

2032 PANDEY DEEPALI HARINARAYAN

1. What is the impact of watching violent content on the audience?
2. Which is the best medium to watch a film and why?
3. Difference between film and advertisement?
4. Difference between comedy films and animated films?
5. What is pre-production?

2071 MISHRA SATESH ARVIND

1. What is post production?
2. What is production?
3. Why are Indian songs so popular?
4. Why is K-drama becoming a new attraction among youth?
5. Give examples of comedy films?

2074 MANDAL PRITAM PAWAN

1. Give examples of ghost films?
2. Criticize a film with an example?
3. What is a short film?
4. Difference between short film and feature films?
5. Write a short note on hotstar?

2076 DIXIT DHRUV KALPESH

1. Give examples of old movies?
2. Difference between old and new films?
3. Difference between old and new songs?
4. Suggest best films for youth?
5. Write a review about tribal films?

2079 PANDYA MANAV BHAVESH

1. Give the review of best romantic films?
2. Give the review of comedy film?
3. Difference between books and films?
4. Difference between films and magazine?
5. Difference between films and news articles

2082 GUPTA ANIKET SANKAY

1. Explain about do's and don'ts of film making?
2. Give explanation about latest films with examples.
3. Explain the role of character?
4. Explain the role of a cameraman?
5. Explain the role of director.

Subject – Computer and multi media

2041-PAWAR JAGRUTI SIDDHARTH

1. What is animation?
2. What is the use of indesign?
3. What are the tools required to edit photos?
4. What are the uses of computers and multi- media?
5. What is hardware?

2062-VISHWAKARMA SANJANA AJAY

1. Describe RAM?
2. What is software?
3. Difference between hardware and software?
4. Describe types of videos?
5. Describe computer technology?

2071 - MISHRA SATESH ARVIND

1. What are the interactive mediums?
2. What social media is used for?
3. What is the use of text in marketing?
4. Write notes on digital media?
5. Benefits of multimedia?

2076 - DIXIT DHRUV KALPESH

1. What is the importance of multimedia?
2. What are the challenges of using multimedia in teaching and learning?
3. What are the components of multimedia?
4. What is graphics used for?
5. What is ppt, pdf, jpg?

2083 - SINGH PRAGYA SUSHIL

1. What is the importance of multimedia?
2. What are the challenges of using multimedia in teaching and learning?
3. What are the components of multimedia?
4. What is graphics used for?
5. What is ppt, pdf, jpg?

2089-GOHIL DRUSHTI URMILA

1. What are the uses of social media?
2. Difference between social media marketing and digital marketing?
3. Pros and cons of computers?
4. What is InDesign and its uses?
5. Uses of multimedia?

Subject - Introduction to Photography

Roll no - 2001 AKASH KUMAR SINGH

1. What is photography?
2. Explain different camera angles any 3?
3. What is aperture and focal lens?
4. Explain shutter and uses ?
5. What is editing in photography?

Roll no 2003 - CHOUDHARY AACHAL MANOHAR

1. How do you achieve sharp focus?
2. What does manual mode mean?
3. What are the 5 principles of photography?
4. Suggest best software for editing?
5. What things to keep in mind while dealing with celebrity photography?

Roll no - 2007 DSOUZA JOYSON JAMESH

1. What are the different parts of the camera?
2. Explain pixels?
3. Describe the four rules of composition with examples.
4. Discuss the various types of lighting.
5. Describe the different functions of photography.

Roll no - 2032 PANDEY DEEPALI HARINARAYAN

1. Explain the origin and development of cameras.
2. Explain the technical and aesthetic sense in camera.
3. Describe the uses of light controllers and reflectors.
4. Wildlife photography?
5. Write notes on: Zip and CMYK

Roll no – 2036 PATEL ADIL IDRIS

1. Rule of Thumb
2. What is white balance?
3. What are the steps in photography?
4. Basic photography?
5. Suggest best software for image development?

Roll no – 2041 PAWAR JAGRUTI SIDDHARTH

1. Explain the origin and development of cameras.
2. Explain the technical and aesthetic sense in camera.
3. Describe the uses of light controllers and reflectors.
4. Wildlife photography?
5. Write notes on: Zip and CMYK

Roll no – 2070 SHARMA RISHIKA MUKESH

1. What are the advantages of photography?
2. What are the disadvantages of photography?
3. What elements should be removed from photos?
4. What is photo editing?
5. Mention best apps for editing?

Roll no – 2071 MISHRA SATESH ARVIND

1. Uses of camera techniques?
2. What skills are required for photographers?
3. Procedure of taking best picture?
4. Which tools are used by cameraman?
5. Suggest best camera for best output?

Roll no – 2076 DIXIT DHRUV KALPESH

1. What is the role of photographer?
2. Explain the responsibilities of a photographer?
3. Explain the drawbacks of photography?
4. Explain the importance of photography?
5. Explain various effects of photography?

Roll no – 2077 PANDEY SHIKHA SUNIL

1. Rule of Thumb
2. What is white balance?
3. What are the steps in photography?
4. Basic photography?
5. Suggest best software for image development?

Roll no – 2078 SINHA RINA HARI

1. Explain the impact of photography?
2. What type of photos are used in newspaper?
3. What type of photos are used in magazine?
4. What type of photos are used in social media?
5. What type of photos are used in books?

Roll no – 2082 SHETTY PRAKYATH SURESH

1. Rule of Thumb
2. What is white balance?
3. What are the steps in photography?
4. Basic photography?
5. Suggest best software for image development?

Roll no – 2083 SHINDE LAV VISHWAS

1. Explain about the challenges faced by photography?
2. What type of photos are used in films?
3. What type of photos are used in advertisement?
4. What type of photos are used in pamphlets?
5. What type of photos are used in billboard?

Roll no – 2083 JISHNU JAYPRAKASH JISHA

1. What is the role of photographer?
2. Explain the responsibilities of a photographer?
3. Explain the drawbacks of photography?
4. Explain the importance of photography?
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Roll no – 2084 MALI AMAN AJAY

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2. What type of photos are used in newspaper?
3. What type of photos are used in magazine?
4. What type of photos are used in social media?
5. What type of photos are used in books?

Roll no – 2086 GOND SONIYA SUNIL KUMAR

1. Explain about the challenges faced by photography?
2. What type of photos are used in films?
3. What type of photos are used in advertisement?
4. What type of photos are used in pamphlets?
5. What type of photos are used in billboard?

Roll no – 2087 DHAMANI MOHEET HITESH

1. What are the advantages of photography?
2. What are the disadvantages of photography?
3. What elements should be removed from photos?
4. What is photo editing?
5. Mention best apps for editing?

Subject -Corporate Communication and Public Relations

Roll no – 2071 MISHRA SATESH ARVIND

1. Need and Scope of Corporate Communication towards Indian Media
2. Meaning and features of Corporate Identity
3. Importance of Ethics in Corporate Communication
4. Role of Public Relations in Fashion and lifestyle
5. Principles of Good media relation

Roll no – 2074 MANDAL PRITAM PAWAN

1. What is Public Relation?
2. Crises Communication
3. Corporate Identity
4. Importance of Ethics in Corporate Communication
5. Copyright Act

Roll no – 2076 DIXIT DHRUV KALPESH

1. Need and Scope of Corporate Communication towards Indian Media
2. Meaning and features of Corporate Identity
3. Importance of Ethics in Corporate Communication
4. Copyright Act
5. Corporate Identity

Roll no – 2079 PANDYA MANAV BHAVESH

1. Role of Public Relations in Fashion and lifestyle
2. Principles of Good media relation
3. Crises Communication
4. Corporate Identity
5. Importance of Ethics in Corporate Communication

Roll no – 2082 SHETTY PRAKYATH SURESH

1. Need and Scope of Corporate Communication towards Indian Media
2. Meaning and features of Corporate Identity
3. Importance of Ethics in Corporate Communication
4. Role of Public Relations in Fashion and lifestyle
5. Principles of Good media relation