



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

Date- 14/09/2022

NOTICE

Self – Financed Section (BAMMC)


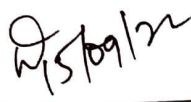
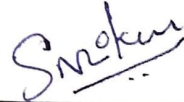
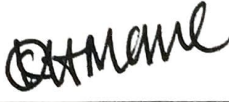
September ATKT Internal Examination Semester IV, 2022-2023

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
Computer and Multimedia II	28th September 2022	11:00 am to 12:00pm
Mass media research	28th September 2022	11:00 am to 12:00pm
Film Communication - II	28th September 2022	11:00 am to 12:00pm
Media Laws and Ethics	29th September 2022	11:00 am to 12:00pm
Writing and Editing for media	29th September 2022	11:00 am to 12:00pm

3. Venue – F2
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 F2.
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. Bhavana Singh	Prof. Durgesh Kenkre	Prof. Subhashini Naikar	Dr. Kiran Mane
BAMMC Coordinator	Exam Convenor	Vice Principal (SFC)	I/C Principal

BAMMC Internal questions for Semester IV ATKT students

Computer and Multimedia II

Roll No: 2005

1. Explain Pen tool and stamp tool in Photoshop
2. Explain Masking layers
3. Different type of blend modes in Photoshop
4. How to edit text in Indesign
5. Give a overview of Adobe Dreamweaver

Roll No: 2022

1. Write a note on Image editing theory
2. Distinguish between Resizing v/s resampling
3. Explain Text layer in Adobe Illustrator
4. Adobe Indesign Interface
5. How to Export a file in Adobe Dreamweaver

Roll No: 2026

1. Image editing theory in Adobe Photoshop
2. Photoshop Workspace
3. Write a note on Image resolution
4. What is the perfect resolution?
5. Text layer in Adobe Photoshop

Roll No: 2055

1. Artistic and paragraph text
2. Types of Effects in Adobe Indesign
3. Introduction of Adobe Dreamweaver
4. Meaning of editing
5. Concept of Dolby Digital

Roll No: 2073

1. Digital Computer software
2. Types of microphones
3. Channel converter
4. Bit depth converter
5. Mono, Stereo, Quadraphonic Surround sound

Roll No: 2076

1. How premiere helps in editing
2. Explain different file formats (AVI/MPEG/MOV/H264)
3. What is color grading
4. How to manage quality while exporting?
5. How to Improve quality and time to render techniques

Roll No:2099

1. CSS layouts: advantages and disadvantages
2. Explain Cell padding, cell spacing, Border
3. Introduction of Adobe Dreamweaver
4. Meaning of editing
5. Concept of Dolby Digital

Mass media research

Roll No: 2026

1. What are the different types of interview method to collect data?
2. What is data processing?
3. Explain Semiotic Approach to construct meanings.
4. Write a short note on Exploratory research design
5. What is a hypothesis?

Roll No: 2030

1. Explain what the central tendency of data.
2. Discuss the various projective techniques used while conducting a research.
3. Write a note on different scales used for attitudes.
4. Describe in detail the different types of research designs that can be adopted for a study.
5. Explain the scope of mass media research.

Roll No: 2059

1. What is research? why its importance and role in the field of mass media
2. Explain the role of research in advertising
3. Discuss different methods of primary data collection
4. Advantages and disadvantages of qualitative research
5. Focus group

Roll No: 2099

1. What is a Primary Data Collection Tool?
2. Define Qualitative and Quantitative Data.
3. Explain TRP.
4. Describe the steps in the research process.
5. Explain probability and non-probability methods of Sampling.

Roll No: 2066

1. Explain what is Standard Deviation, skewness and kurtosis.
2. What do you mean by denotations and connotations?
3. Explain Ethnography.
4. Elaborate the design of a research report.
5. Write a short note on Plagiarism.

Film Communication - II**Roll No: 2022**

1. Discuss the development of Bengali Film Industry.
2. Explain with examples 'cross culture cinema'.
3. Write about commercial Hindi films.
4. Write about the impact of Hollywood on Bollywood.
5. Write about cross genre films.

Roll No: 2024

1. Explain the transition from Celluloid to Digital.
2. Write about media convergence and evolution of movies.
3. Write about different camera shots.
4. Explain the importance of Film Society of India.
5. Explain the statement - "The language of the films is not the language of words".

Roll No: 2029

1. Explain the importance of Film Communication.

2. Explain Film Review.
3. Explain the ROI system of Filmmaking.
4. Write about Tollywood.
5. Write about the pre production stage of filmmaking.

Roll No: 2030

1. Write about careers in the film industry.
2. Write about major film awards in India and abroad.
3. Write about marketing strategies used by filmmakers.
4. Write about Parallel Cinema.
5. Write about Dadasaheb Phalke.

Roll No: 2051

1. Evolution of film production techniques.
2. Business of Bollywood
3. World Cinema and Politics
4. Film appreciation and audience perceptions.
5. Branding techniques for cinemas.

Roll No: 2074

1. Distribution systems in the film industry.
2. Promotion techniques in the film industry.
3. **Film Genres**
4. Censorship
5. Marvel Cinematic Universe

Roll No: 2079

1. DC Universe
2. Write a short review of any movie of your choice.
3. OTT Platforms
4. Film editing
5. Bollywood music

Roll No: 2099

1. Write about adaptation of literature in movies.
2. V. Shantaram
3. Adoor Gopalakrishnan
4. Digital Explosion
5. Raj Kapoor

Roll No:2088

1. Write a short review of any movie of your choice.
2. Distribution systems in the film industry.
3. Write about marketing strategies used by filmmakers
4. Explain the transition from Celluloid to Digital.
5. Write about the impact of Hollywood on Bollywood.

NOTE: Wherever the specific instruction about explanation or writeup isn't given brief notes about the topic should be written.

Media Laws and Ethics

Roll No: 2029

1. Unique features of the Indian Constitution
2. Article 19 (1) (a)
3. Independency of the judiciary
4. Social Responsibility Theory
5. Emerging Issues in Social Responsibility

Roll No: 2041

1. Threat of Fake News and facts verification
2. Social media decorum
3. Role of Telecom Regulatory Authority of India
4. Broadcasting Content Complaints Council
5. Advertising Standard Council of India

Writing and Editing for media

Roll No: 2002

1. Explain the structure of the editorial department in a daily newspaper?
2. What are the responsibilities of a news editor?
3. write a short note on a stylebook.
4. Why are pictures important to tell a news story?
5. Explain what is a good picture for a journalist?

Roll No: 2022

1. Explain the principles of page layout?
2. How is writing news different from writing editorials?
3. Headlines sell a story, do you agree with this statement?
4. Explain Typeface.
5. Difference between tabloid and broadsheet?

Roll No: 2026

1. Editor in chief.
2. What is a Press release?
3. What is a sub editor?
4. What is editing? what are the main aspects of editing?
5. The function of lead in news is to get readers' attention and lure them into the story?

Roll No: 2029

1. Discuss briefly the principles of news editing?
2. Can a story begin without an intro? Does the intro go against literary writing?
3. What are the principles of copy editing?
4. News editor is the number one man in a newsroom. Elucidate.
5. Do you think that the rewriting desk is absolutely essential at any newspaper office?

Roll No: 2076

1. streamer headline
2. news editor
3. news coordinator
4. sub-editor
5. rewriting

Roll No: 2089

1. news desk
2. last city edition
3. typography

4. front page of daily newspaper
5. magazine editing

Roll No:2090

1. proofreading
2. picture editing
3. copy- testing
4. magazine layout
5. editing news agency copy

Roll No:2099

1. Third editorial
2. Graphics
3. Technique of editing? What is news planning?
4. Explain script writing?
5. What are the basics of writing for print media?