

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

22/03/2022

NOTICE

BMM/BAMMC

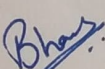
Following is the list of students, who are eligible to appear for the ATKKT Examination of Semester V, April, 2022.

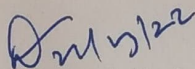
Sl. no.	Name of the course (subject)	External or Internal	Name of the student
	Brand Building	External	GADANI RAVI RAJESH
		Internal	MONDAL ROHIT TAPAS
	Agency Management	External	MONDAL ROHIT TAPAS
		Internal	PANCHAL MITALI ROHIT
	Consumer Behavior	External	MONDAL ROHIT TAPAS
		Internal	PANCHAL MITALI ROHIT
	Advertising in Contemporary Society	Internal	GADANI RAVI RAJESH
	Advertising and Marketing Research	Internal	PANCHAL MITALI ROHIT
	Copywriting	Internal	DIWALE ABHISHEK DEEPAK
			PANCHAL MITALI ROHIT

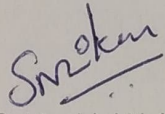
Notes:

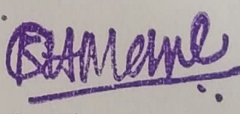
1) Students appearing for the ATKKT Examination are required to confirm the above list. Any change must be brought to the notice of department email ID – bmmdept@dalmialionscollege.ac.in on or before 25th March, 2022 failing which his claim will not be entertained.

2) Student who has paid the requisite ATKKT Examination fees and whose name does not appear in the above list is required to contact department email ID – bmmdept@dalmialionscollege.ac.in on or before 25th March, 2022 failing which his claim will not be entertained.


Prof. Bhavana Singh (BAMMC Coordinator)


Prof. Durgesh Kenkre (Exam Convener)


Prof. Subhashini Naikar (Vice- Principal, SFC)


Dr. Kiran Mane (I/c Principal)

DI N-STD/GEN/00



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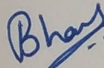
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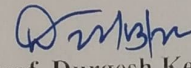
Self – Financed Section (BMM/BAMMC)
ATKT Internal Examination Semester V, 2021-2022

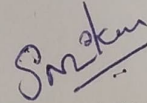
INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN


INTERNALS:

1. Date of Submission of the Projects- 31st March 2022, from 11a.m. to 12p.m.
2. Date of Viva-voce of the Projects- 31st March 2022, from 11a.m. to 12p.m.
3. The Viva-voce will be conducted offline in Class F2.
4. On the date of Viva-voce the dress code will be formal.
5. Projects/ assignments have to be handwritten on A4 size paper or Fullscape paper. On top of every page a student should write his Name, Roll No. and Subject.
6. Students are expected to write the question followed by the answer.
7. 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**.
8. Any submission after the above mentioned date and time will not be accepted and entertained under any circumstance.


Prof. Bhavana Singh
(BAMMC Coordinator)


Prof. Durgesh Kenkre
(Exam Convener)


Prof. Subhashini Naikar
(Vice- Principal, SFC)


Dr. Kiran Mane
(I/c Principal)

DI/R-IPS/EXAM/00

22/03/2022

BAMMC Internal questions for Semester V ATKIT students

Subject: Brand Building

Name: MONDAL ROHIT TAPAS

1. Loyalty pyramid
2. User imagery
3. Moving a brand up
4. The self expressive mode
5. Brand licensing

Subject: Agency Management

Name: PANCHAL MITALI ROHIT

1. Explain Coupon and contest
2. DAGMAR
3. Role of Account executive
4. Various pop techniques
5. 3 stages of buying behavior

Subject: Copywriting

Name: PANCHAL MITALI ROHIT

1. Discuss the pros and cons of using humor in advertising
2. Explain marketing brief
3. Write a note on transcreation principles
4. Various principles of copywriting
5. Essentials for writing a good copy

Subject: Copywriting

Name: DIWALE ABHISHEK DEEPAK

1. Types of appeal
2. B2b Advertising

3. SMS Advertising
4. Various types of body copy
5. Explain the term bid idea

Subject: Consumer Behavior

Name: PANCHAL MITALI ROHIT

1. Freudian theory
2. Subliminal perception
3. ELM Model
4. Opinion leader
5. Indian Core Values

Subject: Advertising in Contemporary Society

Name: GADANI RAVI RAJESH

1. Advertising and children
2. Digital advertising
3. Social benefits of advertising
4. Political Advertising
5. Stereotype gender bias in advertising

Subject: Advertising and Marketing Research

Name: PANCHAL MITALI ROHIT

1. Panel Research
2. Probability Sampling
3. Secondary data
4. Post testing method
5. Observational method