



Prahladrai Dalmia Lions College of Commerce & Economics
Sunder Nagar, S.V. Road, Malad (West), Mumbai-400 064.
ISO 9001:2015 CERTIFIED

NOTICE
B.A. in Multimedia and Mass Communication

**Following is the list of students, who are eligible to appear for the ATKT Examination of Semester V
AND VI November, 2023.**

SEMESTER V

NAME	REPORTING		INVESTIGATIVE JOURNALISM		WRITING & EDITING SKILLS		MOBILE JOURNALISM & NEW MEDIA		NEWS MEDIA MANGEMENT		JOURNALISM & PUBLIC OPINON		COPYWRITING		ADVERTISING & MARKETING RESEARCH		BRAND BUILDING		AGENCY MANGEMENT		DIRECT MARKETING		CONSUMER BEHAVIOR	
	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
KUMAL GAYATRI SHIVBAHADUR	1			1		1		1				1												
AMAN MANGESH MISHRA	1	1	1	1	1	1	1	1	1	1	1	1												
MADATHI PARAMBIL JIFFY														1	1	1	1	1	1		1	1	1	

SEMESTER VI – ADVERTISEMENT & JOURNALISM

SR NO	NAME	DIGITAL MEDIA		AD DESIGN	ADVERTISING IN CONTEMPORARY SOCIETY	BRAND MANAGEMENT		MEDIA PLANNING & BUYING	ENTERTAINMENT & MEDIA MARKETING	CONTEMPORARY ISSUE		LIFESTYLE JOURNALISM		NEWSPAPER & MAGAZINE DESIGN		CRIME REPORTING		PHOTOGRAPHY & TRAVEL JOURNALISM	
		EXT	INT	EXT	EXT	EXT	INT	EXT	EXT	EXT	INT	EXT	INT	EXT	INT	EXT	INT	EXT	INT
1	RAJBAHAR MAYA CHARAN	1																	
2	GUPTA SOURAV SUNIL	1						1											
3	DUBEY DIVYA KAMLESH				1	1													
4	GUJAR AKANKSHA ANANT					1													
5	JAIN KHUSHI HASTEMAL					1													
6	BHOIR SHWETA PRIRAM	1				1	1												
7	SONI AYUSH SURESH							1											
8	NAIK AVANTIKA DILIP	1								1		1				1		1	
9	KHAN AFNAN NOOR											1			1				
10	JHA NEHA SUNIL							1											
11	PARAB NISHANT MILIND											1							1
12	GUPTA SHIKHA GOPAL					1													
13	NANWANI KAMAL INDRU					1			1										
14	MISHRA SHREYA SATISH													1					

34	CHOUHAN SANOWAR BHUPENDRA	1					1											
35	DAFADAR DENZEL JOSEPH	1			1	1	1	1										
36	ROY ANJANAY S												1					
37	AMAN MANGESH MISHRA	1	1							1	1	1	1	1	1	1	1	1

- 1) Students appearing for the ATKT Examination, November 2023 are required to confirm the above list. Any change must be brought to the notice of Ms. Akanksha Mangavkar (Ms. Mohini Nadkarni) by emailing to mohini.n@dalmialionscollege.ac.in on or before 23rd October, 2023 11 am failing which his claim will not be entertained.
- 2) Students have to check the college website for the internal and external timetable of Semester V AND VI ATKT.



Ms. Akanksha Mangavkar
BAMMC Co-ordinator



CA Durgesh Kenkre
Exam Convenor



Ms. Subhashini Naikar
Vice Principal (SFC)



Prof. (Dr.) Digambar N. Ganjewar
PRINCIPAL
PRAHLADRAI DALMIA LIONS COLLEGE OF
COMMERCE & ECONOMICS
SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.

19/10/2023

DI/N-STD/GEN/00





PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE &
ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

ATKT Internal Examination October, 2023,
B. COM (BANKING & INSURANCE) SEMESTER V

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

- 1. Date of Submission of the Projects and viva voce- 28th October, 2023. Venue T1 11.00 am.** Reporting time for students 10 minutes before the above mentioned time.
2. Students have to be present in person for the submission.
3. Submission of projects or assignments to be done on proper A4 size paper, handwritten by the
 - a. Candidate himself only. The Front page should contain details of Roll no, Name of the student,
 - b. Semester, Subject.
4. Print out of the questions uploaded should be attached along with the project.
5. Student should also enclose a photocopy of the ATKT fee paid receipt along with his project.
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 he 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.**
9. **Any student who has paid fees for internal ATKT examination but has not been allotted questions are required to mail to mohini.n@dalmialionscollege.ac.in on or before 23rd October, 2023.**

Kindly follow the following schedule for your project submission and viva:

ADVERTISING		JOURNALISM	
SEMESTER 5	SEMESTER 6	SEMESTER 5	SEMESTER 6
Copywriting (1)	Digital Media (1)	Reporting (1)	Contemporary Issues (1)
Advertising & Marketing Research (1)	Brand Management (2)	Investigative Journalism (2)	Lifestyle Journalism (1)
Brand Building (1)		Writing & Editing Skills (2)	Newspaper & Magazine Design (1)
Agency Management (1)		Mobile Journalism & New Media (2)	Crime Reporting (1)
Direct Marketing (1)		News Media Management (1)	Photo And Travel Journalism (1)
Consumer Behavior (1)		Journalism & Public Opinion (2)	Contemporary Issues (1)

Ms. Akanksha Mangavkar
BAMMC Co-ordinator

CA Durgesh Kenkre
Exam Convenor

Ms. Subhashini Naikar
Vice Principal (SFC)

PROF. (DR.) DIGAMBAR N. GANJEWAR
PRINCIPAL
PRAHLADRAI DALMIA LIONS COLLEGE OF
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SUNDER NAGAR, MALAD (W),
MUMBAI - 400 064.



DATE -19th October, 2023.

DI/N-STD/GEN/00

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Website: www.dalmialionscollege.ac.in

SEMESTER V – INTERNAL ATKT QUESTIONS

TY - JOURNALISM

1. REPORTING:

Name - Aman Mangesh Mishra

- 1) Explain How to write a news story and Basic Principles of Reporting
- 2) Elaborate Citizen journalism
- 3) What is beat system, why it is necessary and how does it help?
- 4) Discuss Imminent Dangers or threats in Reporting.
- 5) Write a note on Pulwama attack

2. INVESTIGATIVE JOURNALISM

Name - Kumal Gayatri Shivbahadur

- 1) Who is an Investigative Reporter and explain the role of an Investigative Reporter?
- 2) Explain Criticism of Investigative Journalism
- 3) Explain Right to Privacy and Official Secrets Act
- 4) Discuss Ethical/unethical use of sting operations
- 5) Elaborate Planning techniques

Name - Aman Mangesh Mishra

- 1) Explain Safety of journalists
- 2) Discuss Writing and rewriting the report
- 3) What are Qualities and essentials for becoming an investigative journalist, career and opportunities?
- 4) Write a note on Safety of journalists
- 5) Explain Asking the right questions and Libel and fact checking

3. WRITING & EDITING SKILLS

Name - Kumal Gayatri Shivbahadur

- 1) Explain Podcast - Writing for the ear
- 2) Discuss Writing headlines, captions, leads and intros
- 3) Elaborate Human Interest Stories
- 4) Write a note on Difference between writing for print and real time writing
- 5) Editorials - Importance, Voice of the publication, Format

Name - Aman Mangesh Mishra

- 1) Explain Preparing for interviews
- 2) Brevity: the soul of communication & Eliminating redundancy in communication
- 3) Punctuations - For media usage
- 4) Write a note on Columns - Analytical, Interactive, Agony Aunt
- 5) Explain Style book Use of numbers, abbreviations, names and terms

4. MOBILE JOURNALISM & NEW MEDIA

Name - Kumal Gayatri Shivbahadur

- 1) Explain how mobile has influenced modern journalism and Mobile centric reporting and editing.
- 2) How to use two simple mobile apps to make an audio or video documentary, or a narrated photo-essay.
- 3) About Mobile Analytics: What is your audience using?
- 4) Elaborate Responsive vs. mobile apps vs. mobile-optimized Sites
- 5) Discuss About Glass Journalism

Name - Aman Mangesh Mishra

- 1) Explain M-learning the future of Newsrooms
- 2) Elaborate Different mobile development approaches and their benefits as well as weaknesses
- 3) Social Newsgathering and Listening : creation of story ideas, News Sources and Content
- 4) Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc.)
- 5) Discuss Branding of News using social media

5. NEWS MEDIA MANAGEMENT

Name - Aman Mangesh Mishra

- 1) Explain Legacy Media, its Broadcast Media Overview and Print Publishing Overview
- 2) Discuss Challenges of Globalization - Foreign Direct Investment and Liberalisation
- 3) Give a detailed note on Sales promotional activities like Role of research and readership surveys
- 4) Explain Disruptive Technology and Media Business Models: From Web 1.0 to 2.0
- 5) Elaborate Types of ownership

6. JOURNALISM & PUBLIC OPINION

Name - Kumal Gayatri Shivbahadur

- 1) Explain Paul Lazarsfeld – Research, Two Step Flow of Information
- 2) Discuss Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India.
- 3) Elaborate Portrayal of Women in Media.
- 4) Use of Whats app, twitter and Face book to promote fake news
- 5) Explain Noam Chomsky – Manufacturing Consent, Propaganda Model

Name - Aman Mangesh Mishra

- 1) Explain Media's coverage of Vietnam War & Gulf Wars.
- 2) Discuss Juergen Habermas- The idea of Public Sphere
- 3) Elaborate media coverage on War on terror-International conflicts in Syria, Israel, Afghanistan and Europe.
- 4) Defining Public Opinion. Its functions in society.
- 5) Representation of Dalits, Tribals and Economically weaker sections of Society.

SEMESTER V – INTERNAL ATKT QUESTIONS

TY - ADVERTISING

1. COPYWRITING

Name - Madathi Parambil Jiffy

- 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

2. ADVERTISING & MARKETING RESEARCH

Name - Madathi Parambil Jiffy

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

3. BRAND BUILDING

Name - Madathi Parambil Jiffy

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

4. AGENCY MANAGEMENT

Name - Madathi Parambil Jiffy

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

5. DIRECT MARKETING

Name - Madathi Parambil Jiffy

- 1) Explain the role of IMC in the marketing process
- 2) Elaborate importance and functions of Database
- 3) What is customer Life time Value (LTV)? Explain factors affecting LTV
- 4) Discuss Payment Gateway Process with its advantages and disadvantages
- 5) Explain Traditional Versus Modern Marketing Techniques,

6. CONSUMER BEHAVIOR

Name - Madathi Parambil Jiffy

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

SEMESTER VI – INTERNAL ATKT QUESTIONS

TY – JOURNALISM

1. CONTEMPORARY ISSUES

Name - Aman Mangesh Mishra

- 1) What is Google Adwords? Why and how Google Adwords are useful?
- 2) How to create a successful social media strategy?
- 3) Explain Principles of Digital Media Marketing.
- 4) Discuss various Customer acquisition strategies.
- 5) Elaborate Evolution and growth of programmatic Marketing

2. LIFESTYLE JOURNALISM

Name - Aman Mangesh Mishra

- 1) Explain Lifestyle Journalist : balance between Elite and Mass
- 2) What is good Lifestyle writing?
- 3) Elaborate Travel : Various types of Travel writings
- 4) Discuss role of Music's Fashion in the society
- 5) Explain The power of marketing in the contemporary fashion world

3. NEWSPAPER & MAGAZINE DESIGN

Name – Khan Afnan Noor

- 1) Explain Elements of design Point, Line, Shape, Size, Tone, Colour, Texture, Space
- 2) Discuss Type of Content Anchor story, Lead, Tomb stoning, Short stories, Feature, Editorial, Reviews, Interviews, Feedback,
- 3) Elaborate Text path Curvelinear, Baseline, Shift, Warp text, Text in shapes
- 4) How to Create Typo Type templates i.e. Style sheets?
- 5) Explain Sequencing for printing, Form, Cut marks, Alley

Name – Roy Anjanay S

- 1) Write a note on Logic of Cover design Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story
- 2) Explain Panels Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text,
- 3) What are Visual indicators? Explain Indentation, Dropcap, Inset, Alignment, and Hyphenation.
- 4) Elaborate Grid and Page set up Page size, Space division, Creating template, Margins.
- 5) Discuss Rewriting / recomposing headlines, Creating decks Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts

Name - Aman Mangesh Mishra

- 1) Explain Rules of Layout Alignment, Proximity, Emphasis, Syntax, Visual path
- 2) Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking
- 3) Discuss Picture in text, Texture in text, Text effects, Shadow, outline.
- 4) Elaborate Rough Layout Rough idea of layout, Conceptualization, Judging weightage of pictures and text
- 5) Explain Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction

4. CRIME REPORTING

Name - Aman Mangesh Mishra

- 1) Explain Interesting versus important as per the ethics of crime and justice coverage.
- 2) Discuss Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc.
- 3) Elaborate Police Investigation techniques from conventional to Modern techniques.
- 4) Explain Structure of judicial system in India.
- 5) Write a note on Indian Express's Human Trafficking Expose.

5. PHOTO and TRAVEL JOURNALISM

Name - Aman Mangesh Mishra

- 1) Explain Compelling beginnings and endings: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be avoided. Factoring in cultural diversity.
- 2) What is good travel writing? Explain Salient examples.
- 3) Write a note on Travel blogging
- 4) Discuss Basic Concepts of photography and photo editing
- 5) Explain networking, niche markets, travel trends, market research

SEMESTER VI – INTERNAL ATKT QUESTIONS **TY – ADVERTISING**

1. DIGITAL MEDIA

Name - Aman Mangesh Mishra

- 1) Explain Key Concepts in Digital media
- 2) Elaborate On Page Optimisation and Off Page optimisation
- 3) Write a note on Facebook Marketing & Instagram Marketing
- 4) Discuss Tools to enhance lead nurturing
- 5) Write a note on Social CRM and analysis

2. BRAND MANAGEMENT

Name - Bhoir Shweta Priram

- 1) Explain Meaning of Brand, Branding, Brand Management and importance of Branding to consumers.
- 2) What is meant by Experiential Marketing, One to One Marketing, and Permission Marketing?
- 3) Elaborate Global Branding, Strategies and Brand Audit.
- 4) Discuss Steps of Brand Building including Brand Building and Blocks.
- 5) Write a note on Green Marketing

Name - Ghoil Drushti Urmila

- 1) Explain Branding Challenges and Opportunities.
- 2) Discuss Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)
- 3) Elaborate Equity Channel Strategy: Direct, Indirect Channels, Web Strategy
- 4) What are Qualitative Research Techniques? Explain Projective Techniques
- 5) Write a note on Global Marketing Program, advantages and disadvantages.