



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business Economics
A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education

NOTICE

DATE: 24/08/2026

Bachelor of Management Studies (Non-Nep)
ATKT Internal Examination Semester V August, 2026

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Submission of the **Projects, Date & Time of Viva Voce-03rd September 2026 at 10:00 am T2 classroom.**
2. Students have to be present in person for the submission.
3. Internal project topics are also uploaded on the college website.
4. Submission of projects or assignments to be done on proper A4 size paper, handwritten by the candidate himself only. The Front page should contain details of Roll no, Name of the student, Semester, Subject.
5. Print out of the questions uploaded should be attached along with the project.
6. Student should also enclose a photocopy of the ATKT fee paid receipt along with each of his projects.
7. On the date of submission there will be a viva voce on the given questions/topics.
8. If the student fails to present himself on the given date and time he will be marked **ABSENT** for the said subject.
9. Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.

Dr. Sailee Shringarpure
BMS Co-ordinator

Ms. Subhashini Naikar
Vice- Principal (SFC)

Prof. (Dr.) Digambar N Ganjewar
Principal

Internal Assignment Questions for ATKT
Semester V August, 2026

TYBMS SEMESTER V

GAMRE AYUSH SURESH

ROLL NO 3107

SUBJECT : CCPR

- 1) Discuss the Importance of Ethics in Corporate Communication.**
- 2) Explain the Essentials of Public Relations.**
- 3) Discuss the Tracing the Growth of Financial Communication in India.**
- 4) Discuss the Functions of Communication Technology in Corporate Communication.**
- 5) Explain the concept of E-media Relations, E-internal Communication, E-brand Identity.**
- 6) Explain the Characteristics of a Blog.**