



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

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NOTICE

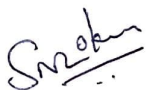
Self – Financed Section (BMM, Bachelors of Mass Media)
ATKT Internal Examination Semester I, II, III, IV OLD and NEW, 2020-2021

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects- 23rd April 2021, upto 11am only.
2. Date of Vive-voce of the Projects- 23rd April 2021, at 12pm. Gmeet link will be shared in the wats app group.
3. Project/ assignment has to be handwritten on A4 size paper or Foolscape paper. On top of every page student should write his Name, Roll No. and Subject.
4. Student is expected to write the question followed by the answer.
5. Student has to scan the project/assignment and mail to bhavanas@dalmialionscollege.ac.in on or before the date and time mentioned above.
6. On the date of submission there will be a viva voce on the given questions. 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.
7. Any submission after the above mentioned date and time will not be accepted and entertained under any circumstance.


Prof. Bhavana Singh
BMM Co-ordinator


Prof. Durgesh Kenkre
Exam Convenor


Prof. Subhashini Naikar
Vice Principal (SFC)


Dr. Kiran Mane
I/C Principal

DI/R-IPS/EXAM/00

BAMMC Internal questions for Semester I NEW ATKT students April 2021

Effective Communication I

Roll No. 1102

1. How is general communication different from technical communication?
2. What distinguishes primary stress from secondary stress?
3. Mention briefly the various types of listeners.
4. What is a 'logic bubble'?
5. Discuss the challenges translators face.

Foundation Course I

Roll No. 1008

- 1) Explain multi-party system.
- 2) Explain the types of Social Stratification in India.
- 3) Explain influence of western culture in Indian society.
- 4) Explain corruption in politics.
- 5) Explain reservation in India.

Roll No. 1012

- 1) Explain the various Socio Economic problems faced by women in India.
- 2) Explain the concept of diversity in India.
- 3) Discuss various causes of violence against women in India.
- 4) Explain portrayal of women in India.
- 5) Explain causes of child labour in India.

Roll No. 1079

- 1) Explain the features of Caste system.
- 2) Explain the characteristics of people living in urban areas.
- 3) Explain gender inequality in India.
- 4) Explain Right to Freedom.
- 5) Explain Communalism in India.

Roll No. 1047

- 1) Explain the characteristics of people living in rural areas.
- 2) Explain the various ill effects of caste system in India.
- 3) Discuss various types of violence against women in India.
- 4) Explain schemes by government to solve the problems of declining sex ratio.
- 5) Explain class system in India.

Roll No. 1048

- 1) Explain the various classifications of India languages.
- 2) Explain Fundamental Duties.
- 3) Explain tolerance
- 4) Explain right against exploitation
- 5) Explain factors leading to female foeticide in India.

Roll No. 1053

- 1) Explain negative role of mass media towards women
- 2) Explain peace and communal harmony.
- 3) Explain basic features of Indian Constitution.
- 4) Explain role women in politics.
- 5) Explain trafficking of women.

Roll No. 1056

1. multi-cultural diversity of Indian society
2. concept of disparity
3. inter-group conflicts arising out of communalism
4. HIV/AIDS- awareness
5. concept of linguistic diversity

Roll No. 1102

1. Understand regional variations according to rural characteristics
2. Explore the disparities arising out of gender with special reference to violence against women
3. portrayal of women in media
4. Appreciate the inequalities faced by people with disabilities
5. The structure of the Constitution-the Preamble, Main Body and Schedules

Fundamentals of Mass Communication

Roll No. 1006

1. Discuss the process of communication with any reference to any mass media?
2. Explain the examples of Gate keeping model?
3. What are the challenges of Mass Media today?
4. What is the difference between public relation and advertising?
5. What is information super high way and information economy?

Roll No. 1012

6. What are the various forms of communications? Explain with examples?
7. Explain two linear model of communication?
8. Explain the difference between oral and electronic communication?
9. Discuss the difference between Magazines and newspapers?
10. Explain the political impact of mass media and society with example?

Roll No. 1102

1. Explain “**Internet**” as medium of communication?
2. Discuss the benefits and drawbacks of how the newspaper serve the function of mass communication?
3. Explain powade and kirtana as a tool of mass communication?
4. Explain what is emotional and rational appeal in advertising with examples?
5. What is the significant of media in social development?

Visual Communication**Roll No. 1012**

1. What are the advantages and disadvantages of visual communication?
2. What are visible and invisible concepts?
3. What are sensual theories?
4. What is Gestalt psychology?
5. What is constructivism theory and ecological theory?

Roll No. 1102

1. What are perceptual theories?
2. Distinguish between sensual theories and perceptual theories.
3. What are colour theories? What is colour temperature?
4. What are the types of colour schemes?
5. What are the types of colour schemes?

Current Affairs**Roll No. 1012**

1. Highlight Political career of Shri Narendra Modi.
2. Describe Protection of Human Rights (Amendment) Bill 2019
3. Does revocation of triple talaq gives equality to muslim women-Explain.
4. Elaborate departments under Ministry of Home Affairs.
5. Explain enforcement agencies in India.

Roll No. 1077

- 1) Explain various central police agencies.
- 2) Give your opinion on Revocation of Article 370 from Jammu & Kashmir.
- 3) Give your view on crisis of Jet Airways.
- 4) Give your views on Politics of Maharashtra with respect to different political parties.
- 5) Highlight Political career of Shri Raj thakrey.

Roll No. 1102

- 1) Highlight Political career of Shri Uddhav Thakrey.

- 2) How mobile applications are useful for Journalist.
- 3) What are tools used as content Automation?
- 4) Write a note on departments of ministry of Home affairs.
- 5) Write a note on Digital India.

History of Media

Roll No. 1102

1. Bengal Gazette
2. The Madras Courier
3. Indian Regional Journalism
4. Importance of Radio communication
5. Significance of TV communication

BMM Internal questions for Semester III OLD ATKT students April 2021

Advanced Computers

Roll No. 2032 – Khushboo Jha

1. What is blog? Explain in detail.
2. What is content marketing?
3. What is Adobe Flash?
4. What is CSS?
5. How will companies built online presence?

Introduction to Media Studies

Roll No. 2099 – Aachaldevi Vishwakarma

1. Language and Media
2. Religion and media
3. Intellectual property & new media
4. Uses and gratification theory
5. Cognitive theory

BAMMC Internal questions for Semester III NEW ATKT students April 2021

Introduction to Media Studies

Roll No. 2120

1. Technology and media
2. Media power and political culture
3. The new man theory
4. Priming and framing theory
5. Agenda setting theory

Roll No. 2041

1. Write a note about OTT Platforms like Hotstar and Netflix.
2. Consumption of Advertising art by youth.
3. Media & Diaspora.
4. Foucault theory of power and authority.
5. Marshall Macluhan theory.

Motion Graphics and Visual Effects

Roll No. 2035

1. Color correction in after effects
2. sound Audio Effects in after effects
3. Kinematics in Typography
4. Color Grading
5. Types of lights and their usages.

Computer and Multimedia

Roll No. 2035

1. Image editing theory
2. Resizing v/s resampling
3. Text layer
4. Corel Draw Interface
5. Exporting

Roll No. 2064

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

Roll No. 2067

1. Artistic and paragraph text
2. Types of Effects in Corel Draw
3. Introduction of Quark Xpress
4. Meaning of editing
5. Concept of Dolby Digital

Roll No. 2041

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

Intro to Photography**Roll No. 2041**

1. Formats of camera
2. Types of camera
3. Depth of field
4. Motion blur
5. Colour of light concept

Corporate Communication and Public relations**Roll No. 2041**

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

BMM Internal Questions for SEMESTER 4 OLD ATKT April 2021

Roll No 2032 – Khushboo Jha

Mass media research

- 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

Organisational Behaviour

- 1) What are the qualities of functions of an effective leader?
- 2) Types of organizational culture
- 3) Maslow's Need hierarchy theory
- 4) Group norms and Group cohesiveness
- 5) Define leadership. Explain the managerial grid of leadership proposed by Blake and Mouton

Introduction to Advertising

- 1) Explain types advertising research
- 2) Explain the role and function of advertisement
- 3) Briefly explain the various function of ad agency
- 4) Discuss the various ethical issues in advertising
- 5) Brief history of advertising?

Print Production and Photography

- 1) Describe parameters of light.
- 2) What is 'White Balance?' Establish its relation to 'Colour Temperature'.
- 3) Discuss on quality of light?
- 4) What are the different types of lenses? Compare any three types.
- 5) Shutter?

Radio and television

- 1) What are the different types of microphones? Explain with examples.

- 2) Discuss in detail different types of camera shots and camera positions with examples.
- 3) Write in detail the production process in television.
- 4) Discuss the history & development of all India radio.
- 5) Describe the evolution of television in India.