



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

Date: 27<sup>th</sup> March, 2023.

## NOTICE

Self – Financed Section (BAMMC)



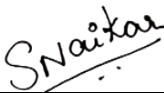

April ATKT Internal Examination Semester I, 2022-2023

### 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
Effective Communication I	8 <sup>th</sup> April 2023	9:00 am to 10:00 am
Foundation Course I	8 <sup>th</sup> April 2023	9:00 am to 10:00 am
Visual Communication	8 <sup>th</sup> April 2023	9:00 am to 10:00 am
Fundamentals of Mass Communication	8 <sup>th</sup> April 2023	9:00 am to 10:00 am

3. Venue – T1
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 T1.
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. Minu Paul	Prof. Durgesh Kenkre	Prof. Subhashini Naikar	Dr. Kiran Mane
BAMMC Incharge	Exam Convenor	Vice Principal (SFC)	I/C Principal

DI/R-IPS/EXAM/00

## Internal examination questions

### Semester I

#### **Subject – Effective Communication Skills I**

##### **EX-1090- SONAWANE VISHAL SHYAM**

1. Explain Plagiarism.
2. Write a detailed note on yellow journalism.
3. What is creative thinking?
4. Importance of body language.
5. Explain editorial in detail.

##### **EX-1091- SINGH NIHARIKA RAJESH**

6. How is general communication different from technical communication?
7. What distinguishes primary stress from secondary stress?
8. Mention briefly the various types of listeners.
9. What is a 'logic bubble'?
10. Discuss the challenges translators face.

#### **Subject – Foundation Course I**

##### **EX-1055- NIJAI DEEP NIMISH**

1. What is social disparity?
2. What is rural area?
3. What is urban area?
4. Social stratification?
5. What is social equality?

##### **1097 - YADAV KHUSHI AKHILESH**

1. Define AIDS?
2. Problems faced by elder people?
3. Problems faced by disable people?
4. Portrayal of women?
5. Portrayal of Men?

##### **1104 - SINGH KARAN RAKESH**

1. What is social inequality?
2. Drawbacks of socialization?
3. Advantages of socialization?
4. Advantages of urban areas?
5. Advantages of rural areas?

##### **1111- VISHWAKARMA PRATHAMESH**

1. Define AIDS?
2. Problems faced by elder people?
3. Problems faced by disable people?
4. Portrayal of women?
5. Portrayal of Men?

##### **1120 SHAIKH UMAID IMTIYAZ**

1. What is media?
2. Four levels of deafness?
3. What is personal conflict?
4. What is racist conflict?
5. What is social equality?

#### **Subject – Fundamentals of mass communication**

**1097- YADAV KHUSHI AKHILESH**

1. Explain Mass Communication
2. Explain Interpersonal Communication
3. Explain Group Communication
4. Explain Digital Communication
5. What is encoding process explain with example

**Subject –Visual communication**

**EX-1091- SINGH NIHARIKA RAJESH**

1. History and development of Visuals
2. Need and importance of visual communication
3. Visual Communication as a process and as an expression
4. Language and visual communication
- 5 What are visible concepts?

**1097- YADAV KHUSHI AKHILESH**

11. Colors and visual pleasure
12. Elements of Design
13. Film & Television, Documentaries, Script writing & visualization
14. Comics & Cartoons, Digital Images, Animation & VFX
15. News Papers, Advertisements, Photojournalism

**1116- SINGH ARPITA SUSHIL**

6. What are Invisible Concepts?
7. Explain Sensual Theories
8. Explain Perceptual Theories
9. Explain Colour theory
10. Psychological implications of color

**1120 - SHAIKH UMAID IMTIYAZ**

11. Colors and visual pleasure
12. Elements of Design
13. Film & Television, Documentaries, Script writing & visualization
14. Comics & Cartoons, Digital Images, Animation & VFX
15. News Papers, Advertisements, Photojournalism

**1112- BODKE PIYUSH BALASAHEB**

6. What are Invisible Concepts?
7. Explain Sensual Theories
8. Explain Perceptual Theories
9. Explain Color theory
10. Psychological implications of color