



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

Date: 14<sup>th</sup> September, 2022.

## NOTICE

Self – Financed Section (BAMMC)


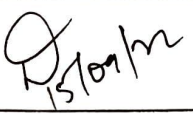
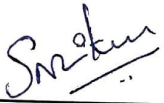

September ATKT Internal Examination Semester II, 2022-2023

**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 skills II	28th September 2022	11:00 am to 12:00pm
Introduction to Advertising	28th September 2022	11:00 am to 12:00pm
Media Gender and Culture	28th September 2022	11:00 am to 12:00pm
Introduction to Journalism	29th September 2022	11:00 am to 12:00pm
Foundation Course II	29th September 2022	11:00 am to 12:00pm
Content Writing	29th September 2022	11:00 am to 12:00pm

3. Venue – F2
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 F2.
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. Bhavana Singh	Prof. Durgesh Kenkre	Prof. Subhashini Naikar	Dr. Kiran Mane
BAMMC Co-ordinator	Exam Convenor	Vice Principal (SFC)	I/C Principal

14/09/2022

**BAMMC Internal questions for Semester II ATKT students**

**Effective Communication II**

**Roll No: 1019**

1. Explain Coherence and Cohesion with examples.
2. Draft a sales letter to promote the sales of Dabur Shampoo.
3. Write a letter to the editor of a newspaper drawing attention to a civic problem?
4. Write a detailed note on RTI.
5. Describe News in detail.

**Roll No: 1091**

1. Describe different types of News.
2. What is an inverted Pyramid?
3. What is body copy? How can one write an effective body copy?
4. Summarizing means capturing the essence and not just pruning the number of words. Elaborate.
5. Your company has appointed a well – known Bollywood celebrity as a Brand Ambassador for its new line of summer clothing. Write a Press Release for the same.

**Introduction to Advertising**

**Roll No: 1031**

1. 5M's of advertising
2. Features & benefits of Advertising
3. CSR
4. Puffery
5. Weasel claim

**Roll No: 1035**

6. Advertising code of ethics
7. Forms of untruthful advertising
8. Women and advertising
9. Children and advertising
10. Pop Culture and advertising

**Roll No: 1113**

11. Tools of IMC
12. Newspapers advertising advantages and disadvantages
13. Factors to consider for magazine advertising
14. Radio advertising Advantages and Disadvantages
15. Meaning of Public Relations and Types of public relations

**Roll No: 1119**

16. Growth of Direct marketing and its tools
17. Importance of creative process
18. Full service Ad agency
19. Rural advertising
20. Ambush advertising

**INTRO TO JOURNALISM**

**Roll No: 1019**

1. What is hard and soft news?
2. What are the qualities of a good journalist?
3. What is beat reporting? Give some examples
4. What do you mean by newsworthiness?
5. What is news? What are the different types of news?

**Roll No: 1072**

6. What are the steps of news writing?

7. What is the difference between editorial and feature?
8. What is the inside structure of a media organization?
9. What are the various parts of a newspaper?
10. What do you know about the history of journalism?

### **Media, gender and culture**

#### **Roll No: 1019**

1. What is acculturation? Explain with relevant examples.
2. Explain Social Media and its impact on society.
3. Explain the impact of popular culture on society.
4. Explain media imperialism with relevant examples.
5. Explain culture and features of culture.

#### **Roll No: 1029**

6. Explain Media and technology.
7. Explain Advertising: the ultimate cultural commodity.
8. Explain the role of media in social construction of gender.
9. Explain changing attitude and behaviour for empowerment of women.
10. Explain globalization and local culture.

#### **Roll No: 1031**

11. Explain impact of internet, cyberspace and democracy.
12. Explain the economic system in the construction of culture.
13. Explain enculturation with relevant examples.
14. Explain hegemonic masculinity in media.
15. Explain techno culture and risk theory by Ulrich Beck.

#### **Roll No: 1050**

16. Explain globalization with relevant examples.
17. Explain cultural impact of global trade and market.
18. Explain commodification of culture.
19. Explain technology systems in construction of culture.
20. Explain media and its impact on the cultural aspect of the society.

#### **Roll No: 1113**

21. What is ethnocentrism? Explain it with relevant examples.
22. Explain the relation of culture with mass media.
23. Explain Web 2.0 participation and memes wars with examples.
24. Explain digital media culture , recent trends and challenges.
25. Explain global economic flows and global cultural flows.

### **Foundation Course II**

#### **Roll No: 1008**

1. Explain farmer's suicide in India?
2. Explain urban development?
3. What are types of socialization?
4. Positive effects of IT in everyday life?
5. Characteristics of human rights?

#### **Roll No: 1019**

6. Explain the concept of liberalization?
7. Explain the concept of globalization?
8. Explain the concept of privatization?
9. Explain growth of IT and communication?

10. Explain migration and its causes?

**Roll No: 1033**

11. Explain farmer's suicide in India?
12. Characteristics of human rights?
13. Evolution of human rights?
14. Explain fundamental rights?
15. Explain the importance of equality?

**Roll No: 1046**

16. Explain fundamental rights?
17. French declaration of rights?
18. What is the ecosystem and give examples?
19. What is environmental degradation?
20. Explain the food chain with examples?

**Roll No: 1050**

21. Explain urban development?
22. Explain sustainable development?
23. Explain poverty and environment?
24. What are stress examples?
25. What is conflict and give examples?

**Roll No: 1053**

26. What are types of socialization?
27. What peer group gives examples?
28. Explain human values and give examples?
29. What is prejudice? Give examples?
30. What is violence? Give examples?

**Roll No: 1055**

31. What is inter group conflict?
32. Why are human rights important?
33. What are physiological needs and why?
34. Why are social needs necessary?
35. Why is there a need for peace and harmony?

**Roll No: 1091**

36. Explain the social environment?
37. Explain the economic environment?
38. Explain the spread of diseases due to the environment?
39. Why are human rights important?
40. Explain about online education?

**Roll No: 1119**

41. Negative impacts of IT in everyday life?
42. Positive effects of IT in everyday life?
43. Disadvantages of privatization?
44. Disadvantages of liberalization?
45. Disadvantages of globalization?

**Content Writing**

**Roll No: 1019**

1. Explain the parts of speech with examples.
2. Explain in detail the rules for writing features

3. Explain the essentials of good writing
4. Discuss any five steps to edit a photo caption.
5. Write the caption for the below 5 news:
  - *Alia Bhatt's pregnancy news*
  - *Jalak Dikhla jaa season 10*
  - *Sushmita Sen and Lalit Modi Affair*
  - *75th Independence Day- Azadi ka Amrit Mohostav*
  - *Ganpanti Ustav without rules and regulations*

**Roll No: 1024**

6. Explain the importance of punctuation in content writing.
7. Explain in detail the idioms.
8. Explain the rules for making your paragraph more interesting.
9. Write the Tips for editing headlines.
10. What is a content brief?

**Roll No: 1029**

11. Explain the dos and don'ts of content writing
12. Differentiate between content for websites and content for print.
13. Discuss the importance of content writing in the digital marketing sector.
14. Explain the use of PowerPoint smart tools.
15. What are keywords?

**Roll No: 1031**

16. Explain in detail the common errors while writing content.
17. Explain the importance of infographics in PowerPoint presentations.
18. Explain in detail the homophones.
19. How to write content for Twitter?
20. How will you set the auto timing of the PowerPoint presentation?

**Roll No: 1033**

21. Explain the types and grammar rules for writing newspaper headlines.
22. How to write content for Instagram?
23. How to write content for Facebook?
24. Suggest feature headlines for the following stories:
  - *Ranbir Kapoor and Alia Bhatt's Brahmashtra's box office collection*
  - *Deepika Padukone's cameo appearance in Brahmashtra.*
  - *Ranveer Singh's nude photoshoot controversy.*
  - *the release of the teaser- 'Vikram Vedha'.*
  - *the Bollywood Boycott trend.*
25. Write five Instagram captions for Tanishq's new wedding collection named Rivaah.

**Roll No: 1050**

26. What is the news brief? Elaborate on pointers to write a good news brief.
27. Bring out the importance of writing social media posts using examples of two social media.
28. Write 300 to 350 words of news on the Ukraine and Russia wars.
29. Explain the current use of new tickers.
30. Explain in detail the rules and elements for writing news.

**Roll No: 1075**

31. Explain the steps of researching keywords for your SEO strategy.
32. Explain the steps for vocabulary building.
33. What is Plagiarism? How will you avoid Plagiarism?
34. Explain the Do and Don'ts of Content Writing.
35. Explain the difference in writing for print vs digital.