



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

Date: 12<sup>th</sup> October, 2022

## NOTICE

**Self – Financed Section (BAMMC)**





**October Additional Internal Examination Semester I, 2022-2023**

**INSTRUCTIONS FOR THE STUDENTS FOR ADDITIONAL INTERNALS:**

1. The Viva-voce will be conducted offline.
2. The following are the dates of submission for the respective subject:

SUBJECT	DATE	TIME
Effective Communication I	19th October 2022	11:00 am to 12:00pm
Fundamentals of Mass Communication	19th October 2022	11:00 am to 12:00pm
History of media	19th October 2022	11:00 am to 12:00pm
Visual Communication	20th October 2022	11:00 am to 12:00pm
Foundation Course	20th October 2022	11:00 am to 12:00pm
Current Affairs	20th October 2022	11:00 am to 12:00pm

3. Venue – T5
4. Reporting time 15 minutes prior to the said time.
5. Students have to be present in person for the submission.
6. 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.
7. Print out of the questions uploaded should be attached with the project. Students are expected to write the question followed by the answer.
8. 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**.
9. **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

12/10/2022

**BAMMC Internal questions for Semester I students**  
**Additional exam**

**Effective Communication I**

**Roll No. 1047**

1. **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.

**Roll No. 1076**

1. **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.

**Fundamentals of Mass Communication**

**Roll No. 1047**

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. 1076**

1. What are the various forms of communications? Explain with examples?
2. Explain two linear model of communication?
3. Explain the difference between oral and electronic communication?
4. Discuss the difference between Magazines and newspapers?
5. Explain the political impact of mass media and society with example?

**History of media**

**Roll No. 1047**

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

5. Significance of TV communication

### **Roll No. 1076**

1. Newspaper-the rise of voice of India during the British rule.
2. India's freedom struggle & the role of media.
3. Factors that added boom of the newspapers in India.
4. The Marathi Press
5. Revolutionary Movement & the Press.

### **Visual Communication**

#### **Roll No. 1047**

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. 1076**

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?

### **Foundation Course**

#### **Roll No. 1047**

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. 1076**

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.

### **Current Affairs**

#### **Roll No. 1047**

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. 1076**

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.