



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

Date: 03rd October, 2022.

NOTICE

Self – Financed Section (BAMMC)


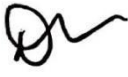


October ATKT Internal Examination Semester III, 2022-2023

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
Corporate Communication and public relations	19th October 2022	11:00 am to 12:00pm
Introduction to Photography	19th October 2022	11:00 am to 12:00pm
Computer and Multimedia I	19th October 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

DI/R-IPS/EXAM/00

03/10/2022

BAMMC Internal questions for Semester III ATKT students

Corporate Communication and Public Relations

Roll No: 2082

1. Need and Scope of Corporate Communication towards Indian Media
2. Meaning and features of Corporate Identity
3. Importance of Ethics in Corporate Communication
4. Role of Public Relations in Fashion and lifestyle
5. Principles of Good media relation

Introduction to Photography

Roll No: 2055

1. Limitations and wonders of camera
2. Types of camera
3. Factors in exposure calculation
4. Types of sensors
5. ISO: Photosensitivity (Sensor/Film Speed)

Roll No: 2082

6. Aperture, Shutter and ISO
7. The factor to consider for Type of Photography and which lens is choosing lens for the purpose?
8. Fixed V/s Variable focal length
9. How much of a scene a lens takes in from a viewpoint
10. Prime Lens v/s Zoom lens

Roll No: 2083

11. Special purpose lenses: Macro, Fish eye, Tilt-shift
12. Exposure triangle (A,S,ISO) The model of exposure
13. Types of lighting
14. Colour of light concept
15. Cropping, Panorama, Flattening

COMPUTER AND MULTIMEDIA I

Roll No: 2007

1. Image editing theory
2. Bitmaps v/s Vectors
3. When to use Photoshop and when to use drawing tools
4. What is the perfect resolution?
5. Resizing v/s resampling

Roll No: 2074

6. Power of Blends
7. Text alignment with embedded images
8. How does Adobe premiere helps in editing?
9. Write a note on: (AVI/MPEG/MOV/H264)
10. Write a note on: Mono, Stereo, Quadrophonic & Surround sound