



## NOTICE

### **Self – Financed Section (BAMMC)**





**October ATKT Internal Examination Semester V and VI, 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
Consumer Behaviour	11th October 2022	11:00 am to 12:00pm
Mobile Journalism	11th October 2022	11:00 am to 12:00pm
Advertising in Contemporary Society	11th October 2022	11:00 am to 12:00pm
Advertising Design	11th October 2022	11:00 am to 12:00pm
Digital media	11th October 2022	11:00 am to 12:00pm
Newspaper and magazine making	11th October 2022	11:00 am to 12:00pm
Lifestyle Journalism	11th October 2022	11:00 am to 12:00pm
Photo and travel Journalism	11th 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.**

			
<b>Prof. Bhavana Singh</b>	<b>Prof. Durgesh Kenkre</b>	<b>Prof. Subhashini Naikar</b>	<b>Dr. Kiran Mane</b>
<b>BAMMC Co-ordinator</b>	<b>Exam Convenor</b>	<b>Vice Principal (SFC)</b>	<b>I/C Principal</b>

DI/R-IPS/EXAM/00

03/10/2022

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

**Consumer Behaviour**

**Name – Pranay Bansode**

1. What is subculture? Explain the different subcultures in brief.
2. What message structure should be used? Explain in detail.
3. Explain Dogmatism.
4. Explain formation of Attitudes.
5. Describe Acculturation in detail.

**Name – Satish Mandal**

1. Explain Observational learning in detail.
2. Explain Ethnocentrism in detail.
3. Explain Freudian theory in brief.
4. Analyse different ads at different levels of Maslow's Need hierarchy.
5. Explain Subliminal perception.

**Mobile Journalism**

**Name – Siddesh Belkar**

1. Explain Mobile Journalism.
2. Give example of Mobile journalism.
3. How does Photography work in mobile journalism?
4. What is the role of radio in mobile journalism?
5. What is the role of TV in mobile journalism?

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

**Advertising in Contemporary Society**

**Name – Satish Mandal**

1. What is Liberalization?
2. Discuss the various criticisms levied against Advertising.
3. Explain political Advertising.
4. Explain stereotypes Gender Bias in advertising.
5. Write a detailed note on controversial advertising.

## **ADVERTISING DESIGN**

**Name – Saffan Shaikh**

Consider 5 print or OOH advertisements of your choice and

1. Analyse the colour scheme
2. Evaluate the shapes and colours used
3. Give the principles of advertising design used
4. Give the elements of advertising design

**Name – Shubham Sharma**

Create a story board of 15 frames for a 30 second advertisement

**Name – Sanchita Varma**

Adapt a print advertisement for a standee, hoarding, transit, website, pop-up

## **DIGITAL MEDIA**

**Name – Dhruvil Turakhia**

1. Explain new media.
2. Explain SEO.
3. Explain SEM.
4. What is keyword optimization?
5. What is social media marketing?

## **NEWSPAPER AND MAGAZINE MAKING**

**Name – JHA KHUSHBOO**

1. Comment on Modular layout & Brace layout
2. Differentiate between Broadsheet & Tabloid
3. Name few types of Magazine page layout
4. What are colour harmonies?
5. Orphan, Widow or Dogleg errors... how to identify?

**Name – Upadhyay Kunal**

6. What is tombstone layout?
7. Different types of lines in newspaper... What is Overline, Jumpline, Cutline, etc. Or show these lines in newspaper (newspaper kept handy during viva)
8. What do you understand by Section heads/ Slugs/ Skyline /Boostbox
9. Terms... Dropcap (show/explain) Alignments (Identify/explain)
10. How to set Paragraph Styles in palate?

**Name – Siddesh Belkar**

11. What do you understand by wrap around/Wrap-text? Where it is used?
12. How to create a text flow from one text box to other?
13. Typography: What is leading, kerning, tracking?
14. Magazine: What are cover-lines?
15. What is quote, Pull quote, Kicker?

## **LIFESTYLE JOURNALISM**

**Name – Siddesh Belkar**

1. Who is a lifestyle journalist?
2. How do you become a lifestyle editor?
3. What is the job of a fashion journalist?
4. How do you become a lifestyle journalist?
5. What does lifestyle mean in Journalism?

## **PHOTO AND TRAVEL JOURNALISM**

**Name – Siddesh Belkar**

6. What is the importance of travel journalism?
7. What is photo editing?
8. What makes a good travel writer?
9. Who is a photo journalist?
10. What is the golden rule of photography?