



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001: 2015 Certified

Date: 27th September, 2022

NOTICE

Self – Financed Section (BAMMC)

October Additional Internal Examination Semester III and V, 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
Corporate Communication and Public Relations	3rd October 2022	9:00 am to 10:00am
Introduction to Photography	3rd October 2022	9:00 am to 10:00am
Film Communication - I	3rd October 2022	9:00 am to 10:00am
Computers and Multimedia - I	4th October 2022	9:00 am to 10:00am
Media Studies	4th October 2022	9:00 am to 10:00am
Motion Graphics and Visual Effects - I	4th October 2022	9:00 am to 10:00am
Copywriting	3rd October 2022	9:00 am to 10:00am
Consumer Behaviour	3rd October 2022	9:00 am to 10:00am
Brand Building	3rd October 2022	9:00 am to 10:00am
Advertising & Marketing Research	4th October 2022	9:00 am to 10:00am
Direct Marketing and E-commerce	4th October 2022	9:00 am to 10:00am
Agency Management	4th October 2022	9:00 am to 10:00am

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

DI/R-IPS/EXAM/00

27/09/2022

BAMMC Internal questions for Semester III students
Additional exam

Media Studies

Roll No. 2062

- 1. What is agenda setting theory?**
- 2. What is propaganda?**
- 3. What is two step flow theory?**
- 4. What is mass communication?**
- 5. What is media bias?**

Roll No. 2089

- 1. What is media studies?**
- 2. Explain the different mediums and its impact?**
- 3. What precaution should a journalist take while covering war issues?**
- 4. What are the tools used by journalists and their uses?**

5. Explain gate keeping?

Roll No. 2090

- 1. Describe current political issues?**
- 2. Describe the importance of social media?**
- 3. Describe the responsibilities of media professionals?**
- 4. What are the uses of media studies?**
- 5. Explain the importance of video marketing?**

Roll No. 2091

- 1. What is the future of radio?**
- 2. What is the future of newspapers?**
- 3. Which is the most preferred platform for releasing hard news?**
- 4. What is the role of the media?**
- 5. Why is the consumption of news necessary?**

Roll No. 2092

- 1. Why is media important in today's life?**
- 2. What is the impact of the media on the audience?**
- 3. Does the media change the perception of people?**
- 4. Difference between journalism and advertising?**
- 5. What is text content and video content?**

Film communication I

Roll No. 2062

- 1. What is film communication?**
- 2. What is a thrilling film? Give examples and highlight the suspense?**
- 3. Explain different camera angles used in the films?**
- 4. What is the difference between Bollywood and Hollywood movies?**
- 5. Can Indian films work without songs?**

Roll No. 2089

- 1. What is the impact of watching violent content on the audience?**
- 2. Which is the best medium to watch a film and why?**
- 3. Difference between film and advertisement?**
- 4. Difference between comedy films and animated films?**
- 5. What is pre-production?**

Roll No. 2090

- 1. What is post production?**
- 2. What is production?**
- 3. Why are Indian songs so popular?**
- 4. Why is K-drama becoming a new attraction among youth?**
- 5. Give examples of comedy films?**

Roll No. 2091

- 1. Give examples of ghost films?**
- 2. Criticize a film with an example?**
- 3. What is a short film?**
- 4. Difference between short film and feature films?**
- 5. Write a short note on hotstar?**

Roll No. 2092

- 1. Give examples of old movies?**
- 2. Difference between old and new films?**
- 3. Difference between old and new songs?**
- 4. Suggest best films for youth?**
- 5. Write a review about tribal films?**

Computer and multimedia I

Roll No. 2062

- 1. What is animation?**
- 2. What is the use of indesign?**
- 3. What are the tools required to edit photos?**
- 4. What are the uses of computers and multi- media?**
- 5. What is hardware?**

Roll No. 2089

- 1. Describe RAM?**
- 2. What is software?**
- 3. Difference between hardware and software?**
- 4. Describe types of videos?**
- 5. Describe computer technology?**

Roll No. 2090

- 1. What are the interactive mediums?**
- 2. What social media is used for?**
- 3. What is the use of text in marketing?**
- 4. Write notes on digital media?**
- 5. Benefits of multimedia?**

Roll No. 2091

- 1. What is the importance of multimedia?**
- 2. What are the challenges of using multimedia in teaching and learning?**
- 3. What are the components of multimedia?**
- 4. What is graphics used for?**
- 5. What is ppt, pdf, ppj?**

Roll No. 2092

- 1. What is the difference between hardware and software?**

2. Mention the names of the software to modify the photo?

3. Explain RAM, ROM

4. What is multimedia?

5. How to disseminate the messages on which platform?

Roll No. 2092

1. What are the uses of social media?

2. Difference between social media marketing and digital marketing?

3. Pros and cons of computers?

4. What is indesign and its uses?

5. Uses of multimedia?

Introduction to Photography

Roll No. 2062

- 1. What is photography?**
- 2. Explain different camera angles any 3?**
- 3. What is aperture and focal lens?**
- 4. Explain shutter and uses ?**
- 5. What is editing in photography?**

Roll No. 2089

- 1. How do you achieve sharp focus?**
- 2. What does manual mode mean?**
- 3. What are the 5 principles of photography?**
- 4. Suggest best software for editing?**
- 5. What things to keep in mind while dealing with celebrity photography?**

Roll No. 2090

- 1. What are the different parts of the camera?**
- 2. Explain pixels ?**

3. Describe the four rules of composition with examples.
4. Discuss the various types of lighting.
5. Describe the different functions of photography.

Roll No. 2091

1. Explain the origin and development of cameras.
2. Explain the technical and aesthetic sense in camera.
3. Describe the uses of light controllers and reflectors.
4. Wildlife photography.?
5. Write notes on: Zip and CMYK.

Roll No. 2092

1. Rule of Thumb
2. What is white balance?
3. What are the steps in photography?
4. Basic photography?
5. Suggest best software for image development?

Corporate Communication and Public relation

Roll No. 2062

1. Role of a PR?
2. What is crisis management?
3. Drawbacks of PR?
4. What does a celebrity PR do?
5. Difference between advertising and PR?

Roll No. 2089

- 1. What is the responsibility of PR?**
- 2. How does a PR handle a crisis situation?**
- 3. Ethics of PR?**
- 4. What is the job of PR?**
- 5. Give examples of companies and PR success?**

Roll No. 2090

- 1. What skills are required for PR?**
- 2. How to become a PR?**
- 3. What is communication?**
- 4. What is verbal communication?**
- 5. What is non verbal communication?**

Roll No. 2091

- 1. What is corporate communication?**
 - 2. What are the advantages of communication to resolve issues?**
 - 3. What are the drawbacks of communication?**
 - 4. What is miscommunication among clients?**
 - 5. How to resolve issues as a PR?**

Roll No. 2092

- 1. What is advertising?**
- 2. What is marketing?**
- 3. What is management?**
- 4. What is conflict?**
- 5. What does a celebrity PR do?**

Motion graphics and visual effect

Roll No. 2062

- 1. What is motion graphics?**
- 2. What is animation?**
- 3. What is the drawback of animation?**
- 4. What is the importance of graphics?**
- 5. How are graphics used in games?**

Roll No. 2089

- 1. What is the impact of graphics in news channels?**
- 2. Where and which category the graphics are used?**
- 3. What software is used for making graphics?**
- 4. What is required to become a graphic designer?**
- 5. How to move an object in software? Its impact on the audience?**

Roll No. 2090

- 1. Suggest the best cartoon to watch and inspire youth?**
- 2. How to make content attractive?**
- 3. How to create designs on canva?**
- 4. How to create designs on illustrator?**
- 5. What is indesign and its uses?**

Roll No. 2091

- 1. What difficulties are faced by professionals?**
 - 2. What is the drawback of illustrators?**
 - 3. What is the drawback of indesign?**
 - 4. What is the drawback of corel draw?**
 - 5. What is the drawback of canva?**

Roll No. 2092

- 1. What are the pros and cons of making graphics?**
- 2. Can a content look better without graphics?**

3. Can graphics attract the audience?
4. Suggest best software for creating graphics?
5. What is photoshop?

BAMMC Internal questions for Semester V students
Additional exam

Copywriting

Roll no - 3031

1. What is copywriting?
2. What are the advantages of copywriting
3. Suggest some best tips to write an advertisement?
4. Suggest best software for copywriting?
5. Write a review of a latest film?

Roll no -3034

1. What is story writing?
2. What is a feature story?
3. What is news writing?
4. What are the limitations while writing a news article?
5. What is content writing?

Roll no - 3002

1. What is editing?
2. How to create the best content?
3. What is content writing and copywriting?
4. How to write interesting content on posters?
5. What is advertising?

Direct Marketing and E-Commerce

Roll no - 3034

1. What is ecommerce?
2. What is the impact of ecommerce on the audience?
3. What is direct marketing?
4. What are the drawbacks of ecommerce?
5. What are the drawbacks of direct marketing?

Roll no - 3002

1. What is SEO?
2. What is SEM?
3. What is digital marketing?
4. Advantages of advertising?
5. Advantages of social media apps for marketing?

Advertising & Marketing Research

Roll no - 3031

1. What is advertising?
2. What is marketing?
3. What are the advantages of advertising?
4. What is the importance of logos?
5. What are the advantages of marketing?

Roll no -3073

1. What is a poster and its uses?
2. What is the impact of advertising on the audience?
3. What are the uses of marketing?
4. What is online and offline marketing?
5. Which is the best software to create an ad?

Roll no - 3034

1. What are the tools of advertising?
2. What is design in advertising?
3. What is the disadvantage of online marketing?
4. What is research? Give examples?
5. Why is research necessary in advertising?

Brand Building

Roll no -3031

- 1. What is a brand?**
- 2. What are the advantages of branding?**
- 3. What creates a brand?**
- 4. What is the importance of a brand ambassador?**
- 5. What is negotiation?**

Roll no - 3034

- 1. What is brand building?**
- 2. What is reputation?**
- 3. What is crisis management?**
- 4. What are disadvantages of offline branding?**
- 5. What is the purpose of promoting an ad?**

Roll no -3002

- 1. What is content writing?**
 - 2. Why is content called king?**
 - 3. What is online media?**
 - 4. Impact of advertising on the audience?**
 - 5. Is branding helpful for a company?**

Consumer Behaviour

Roll no -3031

- 1. What is consumer behaviour?**
- 2. What knowledge provides adequate understanding of consumer behaviour?**
- 3. Rights of consumer?**
- 4. Problems of consumer?**
- 5. Solution for consumers?**

Roll no -3073

1. Write an example of consumer issues?
2. Expectations of consumers from the company?
3. What is the advantage of being a consumer?
4. What are the tips for solving consumer's problem?
5. What are the pros and cons of consumers?

Roll no 3034

1. What is the relation between consumer and brand?
2. What are the disadvantages of trying new products as a consumer?
3. What are the advantages of free products?
4. What is the advantage of being a consumer?
5. What limitation does a consumer have?

Agency Management

Roll no - 3034

1. What is agency?
2. What is management at the workplace?
3. What is the drawback of group communication?
4. How to handle a crisis at the workplace?
5. What improvement is required at the workplace for effective communication?

Roll no - 3002

1. Write about famous agencies?
2. Share some tips regarding solving issues with examples?
3. What is necessary to maintain discipline at the workplace?
4. Why is communication necessary to resolve an issue?
5. Why is agency management necessary?