

NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE
(AUTONOMOUS)

NMFC/DEP-⁵³³/MAY 2026

30th May, 2026

NOTICE

**BAMMC Semester V and VI (NON NEP / NON AUTONOMOUS/
AUTONOMOUS)**

Internal Assessment ATKT / Ex-Students Examination June 2026

Students of BAMMC who have remained absent / failed in the Internal Assessment at Semesters V and VI and have filled the ATKT examination form should submit the Project Report in the respective subject.

The submission should be done on **Saturday, 20th June 2026, at 09:00 am in Block No- 506A**

Note: The project should be handwritten and have a minimum of 10 and a maximum of 12 pages.

In case of default, the candidate will be declared as "Fail" as there is a **separate head of passing at the Theory Exam and Internal Assessment.**

No Project Report will be accepted after the last date mentioned above.

The list of topics is attached below.



(Ms. Bhavna Singh)
(BAMMC Co-ordinator)



(Dr. Poonam Kakkad)
(Vice Principal)



(Mr. Vinay Dukale)
(Controller of Examination)



(Dr. Swiddle D'Cunha)
(I/C Principal)

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE
(AUTONOMOUS)**

**ASSIGNMENT TOPICS FOR INTERNAL ASSESSMENT ATKT
EXAMINATION, June 2026
(NON NEP / NON AUTONOMOUS/ AUTONOMOUS)**

TYBAMMC

SEMESTER - V

SUBJECT	TOPIC
Copywriting	Explain Basics of copy writing
Consumer Behaviour	Explain the need to study Consumer Behaviour.
Brand Building	What is the Meaning of Product v/s Brand. Why does brand matter?
Agency Management	Agencies role, Functions explain in detail.
Advertising And Marketing Research	Explain the scope of research design
Social Media Marketing	What is E-marketing? The changing marketing landscape. The internet and business.

SEMESTER - VI

SUBJECT	TOPIC
Digital Media	What are the key concepts of Digital Media
Advertising Design	Submit drawing and scrap book
Brand Management	Meaning of Brand, Branding and Brand Management
Advertising and Sales Promotion	Explain the Nature and importance of sales promotion.
Retailing and Merchandising	Factors affecting retail strategies, Consumer Demographic and lifestyles.
Rural Marketing and Advertising	Explain Agricultural Marketing: Marketing of Agricultural Produce.