

NMFC/DEP-<sup>535</sup>/MAY 2026

30th May, 2026

**NOTICE**

**First and Second Year BAMMC (NEP AUTONOMOUS) Semester I, II,  
III, IV**

**Internal Assessment ATKT / Ex-Students Examination June 2026**

Students of BAMMC who have remained absent / failed in the Internal Assessment at Semesters I / II, III, and/ or IV have filled the ATKT examination form should submit the Project Report in the respective subject.

The submission should be done on **Saturday, 20<sup>th</sup> 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**

**(NEP AUTONOMOUS)**

**FYBAMMC**

**SEMESTER - I**

<b>SUBJECT</b>	<b>TOPIC</b>
Fundamentals Of Mass Communication	Major Challenges to New Media Acquisition - Personal, Social and National
Contemporary Affairs	Explain the current national stories.
It_Google Workspace	Describe in detail the Overview of Google Workspace.
Visual Communication	Explain the history and development of visual communication Explain color theory in detail
Introduction To Computers I	Explain the importance of Corel Draw software Role and importance of Microsoft Excel
Communication Skills in English I	Explain the characteristics of effective speech
Environmental Systems And Management I	Explain the Meaning and Components of Environment.
Indian Knowledge System	Why IKS? Scope of IKS
Introduction To Cultural Activities	Explain various forms of literary arts and fine arts.

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

**ASSIGNMENT TOPICS FOR INTERNAL ASSESSMENT ATKT  
EXAMINATION, June 2026  
(NEP AUTONOMOUS)  
FYBAMMC  
SEMESTER - II**

<b>SUBJECT</b>	<b>TOPIC</b>
Basics of Radio & TV	Differentiate between radio and television broadcasting formats based on audience engagement.
Introduction to New Media	Discuss the concept of "user-generated content" with two examples.
Introduction to Journalism	Explain the brief history of Journalism
Social Media Marketing	Describe the "AIDA model" and its application in social media campaigns.
Translation Skills	Translate a short business email from Hindi to English, highlighting cultural nuances.
Communication Skills in English II	Explain the Seven C's of Effective Communication
Introduction to Computers - II	Explain the function of an operating system in managing computer hardware.
Environmental Systems and Management II	Explain the Concept and Classification of Disaster
Foundation of Performing and Fine Arts	Briefly describe the key characteristics of the Renaissance art movement.

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

**ASSIGNMENT TOPICS FOR INTERNAL ASSESSMENT ATKT  
EXAMINATION, June 2026**

**(NEP AUTONOMOUS)**

**SYBAMMC**

**SEMESTER - III**

<b>SUBJECT</b>	<b>TOPIC</b>
Electronic Media – I	Write a Radio Show Script on the Vaccination campaign for Covid-19
Corporate Communication and Public Relations	A Study On Corporate Reputation With Reference To Philips
Journalism and Public Opinion	Explain role of Media in influencing Public Opinion.
Environmental Systems and Management I	Explain Degradation of Environment its Meaning, Causes and Effects
Computers & Multimedia I	Explain Adobe Photoshop – Basics
Hindi Bhasha: Vyavaharik Prayog	□□□□□ □□□□
Field Project	Write the introduction and literature review on research topic of your choice
Foundations of Literary arts and creative writing	Importance of literary arts in culture and communication

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

**ASSIGNMENT TOPICS FOR INTERNAL ASSESSMENT ATKT**

**EXAMINATION, June 2026**

**(NEP AUTONOMOUS)**

**SYBAMMC**

**SEMESTER - IV**

<b>SUBJECT</b>	<b>TOPIC</b>
Media Laws and Ethics	Explain Article 19 (1) (a), Article 19(2)
Mass Media Research	A study on types and uses of research designs
Writing and Editing for media	Editing and Proofreading as Foils to each other
Environmental Systems and Management II	General effects of Disaster on Human Life-Physical, Psychological, Economic and Social
Introduction to Photography	Explain the Main player in image formation, Focusing the object (sharpening the image)
Communication Skills in English (Advanced)	Explain Managing digital identity
Community Engagement Program	Write an introduction of cleanliness in railway station.
Cultural expressions through cinema, TV and theatre	Short history of Indian theatre