

NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE & SCIENCE

24th June 2023

NOTICE
BAMMC SEMESTER I, II, III, IV
INTERNAL ASSESSMENT ATKT / Ex - STUDENTS EXAMINATION JUNE 2023

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

The submission should be done on Tuesday, 11th July 2023, by 11.00 am. In block No - 506 A.

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 put up separately on the website.



(Ms. Swiddle D'cunha)
(1/C Principal)

NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE

23rd January, 2023

ASSIGNMENT TOPICS FOR INTERNAL ASSESSMENT ATKT
EXAMINATION, JUNE, 2023

FYBAMMC
SEMESTER -I

SUBJECT	TOPIC
Effective Communication-I	Concept of communication, Types of Communication; Listening Process; Measures to Improve Listening Process
Foundation Course-I	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism
Fundamentals of Mass Communication	Explain how economic changes which were brought about by mass communication
Visual Communication	History and development of Visuals. Need and importance of visual communication
Current Affairs	Three political stories of national importance. Explain the Mobile apps used by journalists worldwide
History of media	India's Freedom Struggle and Role of Media

FYBAMMC
SEMESTER -II

SUBJECT	TOPIC
Effective Communication-II	Creative Slogans and Concepts in Advertisement that made Brands Famous

Foundation Course-II	Importance of Environment Studies in the current developmental context
Content Writing	Writing Impressive Beginning, Middle and End in Piece of Writing
Introduction to Advertising	Evolution , importance, Features , benefits , limitation , effects and 5M's of advertising
Introduction to Journalism	Changing face of journalism from Guttenberg to new media
Media, Gender and Culture	The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)

SYBAMMC
SEMESTER -III

SUBJECT	TOPIC
Electronic Media-I	Write a Television Script on a social campaign related to girl education
Film Communication- I	Explain Indian New Wave cinema
Computers and Multimedia-I	Describe the various tools used in Corel Draw
Introduction to Photography	Limitations and Wonders of camera. Types of camera.
Media Studies	Explain McLuhan 's concept of Global village in the age of Netflix
Corporate Communication and Public Relations	Explain the role of Public relation in Health care sector

SYBAMMC
SEMESTER -IV

SUBJECT	TOPIC
Electronic Media-II	AIR and Community Radio- Developmental and Educational Role
Film Communication-II	Economic contribution of cinema in India
Computers and Multimedia-II	Describe the text tool in Adobe Illustrator
Writing and Editing for Media	Writing for Advertisements through Email and SMS
Media Laws and Ethics	What is copyright, Intellectual Property Rights Exceptions. Explain with a recent case studies
Mass Media Research	Steps involved in the Research Process