

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

357
NMFC/DEP- /JAN 2026

06th January, 2026

NOTICE

BAMMC (Choice Based) Semester I, II, III and IV

Internal Assessment ATKT / Ex-Students Examination February 2026

Students of BAMMC Choice based pattern 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 Friday, 30th January 2026, at 08.30 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.



Mr. Vinay
Dukale
Controller of
Examination



Ms. Bhavana Singh
Co-ordinator of
BAMMC



Dr. Poonam Kakkad
Vice- Principal



Dr. Swiddle D'Cunha
I/C Principal

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

FYBAMMC

SEMESTER - I

SUBJECT	TOPIC
Effective Communication-I	Concept of communication, Effective Communication, 7 C's, Process of communication
Foundation Course-I	A study on challenges faced by migrants during Covid-19
Fundamentals of Mass Communication	Explain the influence of mass media in the field of education
Visual Communication	A study on the theory of colours with reference to the fashion wears for youths
Current Affairs	A Study on Major challenges for the Modi government 2.0
History of media	A study on Origin of Short films to what it is today, role of you tube and WhatsApp

SEMESTER - II

SUBJECT	TOPIC
Effective Communication-II	Creative Slogans and Concepts in Advertisement that made Products Famous
Foundation Course-II	Human Rights Constituents with Special Reference to Fundamental Rights Stated in the Constitution
Content Writing	Writing Impressive Beginning, Middle and End in Piece of Writing
Introduction to Advertising	The role of social media advertising in rural marketing
Introduction to Journalism	Explain the various types of beats present in Journalism
Media, Gender and Culture	A study on homogenization and fragmentation

SYBAMMC
SEMESTER - III

SUBJECT	TOPIC
Electronic Media-I	Write a Radio Show Script on the Vaccination campaign for Covid-19
Film Communication-I	Evolution of special effects in horror movies
Computers and Multimedia-I	Describe the use of various editing techniques in Photoshop
Introduction to Photography	Explain the careers available in Photography
Media Studies	A study on Participatory Culture
Corporate Communication and Public Relations	A STUDY ON CORPORATE REPUTATION WITH REFERENCE TO PHILIPS

SEMESTER IV

SUBJECT	TOPIC
Electronic Media-II	Difference between Cable TV and Satellite TV
Film Communication-II	The Impact of Film Critics and Reviews on Box Office Performances
Computers and Multimedia-II	Describe the various tools used in Photoshop
Writing and Editing for Media	Editing and Proofreading as Foils to each other
Media Laws and Ethics	Social networks as the main way of communication in modern world
Mass Media Research	A study on types and uses of research designs