

**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, 30<sup>th</sup> 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.



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Mr. Vinay  
Dukale  
Controller of  
Examination



Ms. Bhavana Singh  
Co-ordinator of  
BAMMC



Dr. Poonam Kakkad  
Vice- Principal



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Dr. Swiddle D'Cunha  
I/C Principal

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

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

**FYBAMMC**

**SEMESTER - I**

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

**SEMESTER - II**

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

**SYBAMMC**  
**SEMESTER - III**

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

**SEMESTER IV**

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