

NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE

NMFC/DEP-16/JAN2024

23<sup>rd</sup> January, 2024

**NOTICE**

**BAMMC Semester I, II, III and IV**

**Internal Assessment ATKT / Ex-Students Examination February 2024**

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.

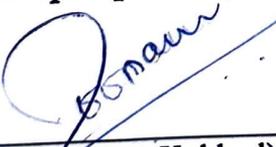
The submission should be done on Tuesday, 20<sup>th</sup> February 2024, by 11.30 am. In block No - 506 A

**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. Bhavana Singh)	 (Dr. Poonam Kakkad)	 (Mr. Vinay Dukale)	 (Ms. Swiddle D'cunha)
Co-ordinator	Vice Principal	Examination Chairperson	I/C Principal

**NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE**

**23<sup>rd</sup> January, 2024**

**ASSIGNMENT TOPICS FOR INTERNAL ASSESSMENT ATKT**  
**EXAMINATION, FEBRUARY, 2024**

**FYBAMMC**  
**SEMESTER - I**

<b>SUBJECT</b>	<b>TOPIC</b>
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 colors with reference to 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 YouTube and WhatsApp

**SEMESTER - II**

<b>SUBJECT</b>	<b>TOPIC</b>
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**

<b>SUBJECT</b>	<b>TOPIC</b>
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 Concerning Philips

**SEMESTER IV**

<b>SUBJECT</b>	<b>TOPIC</b>
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