

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

NMFC/DEP-353/JAN 2026

19th January, 2026

NOTICE

BAMMC (NEP Pattern) AUTONOMOUS Semester I, III, V

Internal Assessment ATKT Examination February 2026

Students of BAMMC (NEP Pattern) Autonomous who have remained absent / failed in the Internal Assessment at Semesters I / III / V and have filled the ATKT examination form should submit the Project Report in the respective subject.

The submission should be done on **Friday, 06th February 2026, at 12.30 pm 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
Fundamentals Of Mass Communication	Major Challenges to New Media Acquisition - Personal, Social and National Explain the current national stories.
Contemporary Affairs	Explain the history and development of visual communication Explain color theory in detail
Visual Communication	Explain the importance of Corel Draw software Role and importance of Microsoft Excel
Introduction To Computers	Why IKS? Scope of IKS
Indian Knowledge System	Explain various forms of literary arts and fine arts.
Introduction To Cultural Activities	Explain natural resources and the need for their conservation.
Environmental Systems and Management I	Explain the characteristics of effective speech
Communication Skills in English I	Describe in detail the Overview of Google Workspace.
It Google Workspace	

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**ASSIGNMENT TOPICS FOR INTERNAL ASSESSMENT ATKT
EXAMINATION, FEBRUARY 2026**
SYBAMMC
SEMESTER - III

SUBJECT	TOPIC
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
Hindi Bhasha: Vyavaharik Prayog	Write an essay in Hindi on the importance of digital literacy.
Computers & Multimedia I	Describe the use of various editing techniques in Photoshop
Field Project	Explain the importance of a Field Project in media studies.
Journalism and Public Opinion	Explain the relationship between Journalism and Public Opinion.
Environmental Systems and Management I	Role of Environmental Management in Sustainable Development
Foundations of Literary arts and creative writing	Narrative Techniques in Creative Writing

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

TYBAMMC

SEMESTER - V

SUBJECT	TOPIC
Advertising and Marketing Research	Explain the role of advertising research in developing effective advertising campaigns
Agency Management	Explain the structure and functions of an advertising agency.
Social Media Marketing	Explain the concept of social media marketing and its advantages.
Copywriting	Explain the role of a copywriter in advertising.
Brand Building	What is brand building? Explain its importance in today's competitive market.
Consumer Behaviour	Discuss the factors influencing consumer buying behaviour.