

**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, 06<sup>th</sup> 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**

<b>SUBJECT</b>	<b>TOPIC</b>
<b>Fundamentals Of Mass Communication</b>	<b>Major Challenges to New Media Acquisition - Personal, Social and National</b>
<b>Contemporary Affairs</b>	<b>Explain the current national stories.</b>
<b>Visual Communication</b>	<b>Explain the history and development of visual communication Explain color theory in detail</b>
<b>Introduction To Computers</b>	<b>Explain the importance of Corel Draw software Role and importance of Microsoft Excel</b>
<b>Indian Knowledge System</b>	<b>Why IKS? Scope of IKS</b>
<b>Introduction To Cultural Activities</b>	<b>Explain various forms of literary arts and fine arts.</b>
<b>Environmental Systems and Management I</b>	<b>Explain natural resources and the need for their conservation.</b>
<b>Communication Skills in English I</b>	<b>Explain the characteristics of effective speech</b>
<b>It Google Workspace</b>	<b>Describe in detail the Overview of Google Workspace.</b>

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

**SYBAMMC**

**SEMESTER - III**

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

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