

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

NMFC/DEP-357 /JAN 2026

19th January, 2026

**NOTICE**

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

**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, IV and/ or 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.



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Mr. Vinay Dukale  
Controller of  
Examination



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Ms. Bhavana Singh  
Co-ordinator of  
BAMMC



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Dr. Poonam Kakkad  
Vice- Principal



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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>
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**

<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 WITH REFERENCE TO 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

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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.