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LAXMI CHARITABLE TRUST'S
SHETH L.U.J. & SIR M.V. COLLEGE OF ARTS, SCIENCE & COMMERCE
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai – 400 069.

No. MVLU/Exam/67/23-24
Date: 18th September 2023

NOTICE

Time Table for F.Y.B.A.M.M.C. SEM-II ATKT Internal Exam September-2023

SR.NO.	SUBJECT	INTERNAL ASSESSMENT
1.	MEDIA, GENDER & CULTURE	Open Book Test (Individual students must carry their own textbooks, no sharing of textbooks is allowed.) Submission Format – Written answer sheets & PDF Submission Date- 25-09-2023 Monday (After the External Exam)
2.	EFFECTIVE COMMUNICATION- II	INDIVIDUAL PROJECT Make a 2-minute clipping video on any current topic news where you are a reporter. Write your script of the news which should be submitted during internal submissions. Reporting must be in the English language only. Students must compulsorily wear Formals while reporting. Video & Script both must be original. Submission Format - 1080p. MP4 (Video) & Script (Handwritten scanned & converted into PDF) Submission Date- 26-09-2023 Tuesday (After the External Exam)
3.	CONTENT WRITING	INDIVIDUAL PROJECT Make a three-minute powerpoint presentation on any one topic given below. Topics- <ol style="list-style-type: none">1. Information Technology- blessing or curse for society?2. Cybersecurity is important in every organization.3. Why is drug abuse one of the most important concerns among youngsters?4. Why must you vote?5. Why is breakfast the most important meal of the day?6. OTT platforms: A Boon or a Bane7. Why are good communication skills very important?8. Why can't we imagine our lives without technology?9. Is Social Media lowering the Youth's Self-Esteem10. Offline vs. Online mode of Education. Submission Format - Powerpoint Presentation Submission Date- 29-09-2023 Friday (After the External Exam)



4.	INTRODUCTION TO JOURNALISM	<p>Open Book Test (Individual students must carry their own textbooks, no sharing of textbooks is allowed.)</p> <p>Submission Format – Written answer sheets & PDF Submission Date- 03-10-2023 Tuesday (After the External Exam)</p>
5.	FOUNDATION COURSE- II	<p>INDIVIDUAL PROJECT- Make a PowerPoint Presentation on any one topic mentioned below:-(MINIMUM 40 SLIDES-SHOULD INCLUDE AT LEAST TWO REAL LIFE CASE STUDIES)</p> <p>a. Increasing Urbanization, problems of Housing, Health & Sanitation b. Changing lifestyles and impact on culture in a globalized world. c. Farmer's suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth.</p> <p>Submission Format - Powerpoint Presentation</p> <p>Submission Date- 27-09-2023 Wednesday (After the External Exam)</p>
6.	INTRODUCTION TO ADVERTISING	<p>INDIVIDUAL PROJECT Make three Storyboards for Advertisement in a Drawing Book Create a storyboard with the graphic presentation of how your story will unfold shot-by-shot for :-</p> <ol style="list-style-type: none"> 1. For any FMCG (Fast Moving Consumer Goods) product. 2. Motorbike/Car <p>Submission Format - Drawing Book Submission Date- 30-09-2023 Saturday (After the External Exam)</p>

Dayani

H.O.D BMM/BAMMC

P. Bhabal

EXAM IN-CHARGE

Munshi

I/C PRINCIPAL

CC: I/C Principal Copy
Office Copy
Examination Committee
B.A.M.M.C. Dept.

