

Cosmopolitan's
Valia C.L.College of Commerce & Valia L.C. College of Arts
D.N.Nagar, Andheri (West), Mumbai – 400 053.

NOTICE

Internal A.T.K.T Examination
B.Sc.(IT)/B.M.S./B.A.F/BAMMC/B.M.M. October 2024
Sem – V/VI

This is to inform that all the students who have applied for (**Internal component**) **A.T.K.T Examination of October 2024** for Semester V/VI are requested to note the project topics as attached.

Students must select topics as per the subjects in which they are appearing for ATK.T.

You are required to use A4 size assignment paper for the same with cover page that mentions all your details (Name /Subject/A.T.K. T seat number. /Program & ATK.T Semester) and tape bind it, no files will be accepted in any case.

All assignments should be handwritten only.

Students must submit the assignments to the below mentioned faculty in-charge on the said date. No assignments will be collected post the time and date mentioned below.

Date of Submission- 4th October 2024

Time: 11.30 am to 12:30 p.m

Faculty In charge of Collection- Ms. Reema Talekar

Venue: Examination room (101)

B.Bandekar

I/c Principal

PROGRAMME	SUBJECT	TOPIC
TYBMM SEM -VI	Principles & Practice of Direct Marketing	Tools of Direct Marketing
	Agency Management	Conduct a critical analysis of two recent advertising campaigns undertaken by Ogilvy India.
	Advertising & Marketing Research	What is packaging research? Explain it's need, importance and methods of conducting the same.
	Contemporary Issues	Recent issues in the fields of Politics, Entertainment, Sports and Business (2 issue on each topic)
TYBMS SEM -V	Commodity And Derivatives Market	A comparative study of commodity exchanges in India: MCX VS. NCDEX
TYBMS SEM -VI	Operation Research	How can operations research techniques, such as linear programming and transportation models, be applied to optimize transportation and logistics management in order to reduce costs, improve efficiency, and enhance decision-making in supply chain operations?

All above topics must be a minimum of 10 pages excluding diagrams, images, flowcharts, etc.