



# LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MUMBAI  
NAAC ACCREDITED - 'A' GRADE (CGPA-3.20)

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Ref. No. B.Com-21/


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**F.Y.B.Com**  
**(C & D Divisions)**  
**Advertising – II**

**Internal ATKT Assignment**

All students of F.Y.B. Com (C & D Divisions) opted for the subject Advertising – II (VSC) (SEM – II) Internal ATKT are hereby informed to complete the following assignment:

- ❖ Prepare Poster Ads for the following:
  - Digital Literacy
  - College Cleanliness Drive
- ❖ Prepare an AI generated advertisement by giving creative feeds. The Ad should be unique and must account for maximum feeds depicted through creative slogan, creative logo and unique branding. The Ad should also feature AI element in promotion.

  
Dr. Rahul Shetty  
Prof. In-Charge

  
Principal  
HOD Commerce