



Smt. Kamalaben Gambhirchand Shah Department of Mass Media / Management Studies

Smt. Parmeshwari Devi Gordhandas Garodia Educational Complex, 338. R. A. Kidwai Road, Matunga, 400019

TY.BAMM SEMESTER-VI ATKT EXAMINATION SEPTEMBER-2023 (2022 | 2022 - 2023)

NAME : JAIN VIDHI DINESH MAMTA			SPECIALIZATION : ADVERTISING												
Unique Id.		PRN/Reg.No.		Roll No.			Seat No.			Medium					
53		2020021001051005		5			65101			ENGLISH					
Course Code	Course Name	AM	Internal		Theory		Total		Grace	Total	Cr	Gr	GP	EGP	APP
			Min/Max	Obt	Min/Max	Obt	Min/Max	Obt							
SEMESTER-V															
50122N	Research in Mass Media	IA/Th	10/25	13	30/75	30	100	43	-	43/100	4	P	4.6	18.4	x
50222N	Advertising and Marketing	IA/Th	10/25	21	30/75	30	100	51	-	51/100	4	B	5.6	22.4	x
50322N	Branding	IA/Th	10/25	14	30/75	32	100	46	-	46/100	4	C	5.1	20.4	x
50422N	Consumer Behaviour	IA/Th	10/25	20	30/75	31	100	51	-	51/100	4	B	5.6	22.4	x
50522N	Media Planning and Scheduling	IA/Th	10/25	21	30/75	30	100	51	-	51/100	4	B	5.6	22.4	x
TOTAL CREDITS : 20		TOTAL EGP :106		GPA: 5.30		GRADE: C		TOTAL: 242/500		PERCENTAGE: 48.40 %		RESULT: PASSED			
SEMESTER-VI															
60222	Direct Marketing and E-Commerce	IA/Th	10/25	21	30/75	30	100	51	-	51/100	4	B	5.6	22.4	c
60322	Advertising Agencies	IA/Th	10/25	18	30/75	37	100	55	-	55/100	4	B+	6	24	c
60422	Customer Relationship Management	IA/Th	10/25	10	30/75	25 +5	100	40	5	40/100	4	P	4	16	c
60522	Laws and Ethics in Advertising	IA/Th	10/25	21	30/75	30	100	51	-	51/100	4	B	5.6	22.4	c
60122	Internship	IA/Th	10/25	24	30/75	50	100	74	-	74/100	4	A+	8.4	33.6	c
TOTAL CREDITS : 20		TOTAL EGP :118.4		GPA: 5.92		GRADE: B		TOTAL: 271/500		PERCENTAGE: 54.20 %		RESULT: PASSED			
TOTAL CREDITS : 40		GPA: 5.61		GRADE: B		GRAND TOTAL: 513 / 1000		OVERALL PERCENTAGE: 51.30 %		RESULT : PASSED					

Controller Of Examinations

Principal



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TY.BAMM SEMESTER-VI ATKT EXAMINATION SEPTEMBER-2023 (2022 | 2022 - 2023)

NAME : SHAKA SUPRIYA RABINDRA HEMALATA			SPECIALIZATION : JOURNALISM													
Unique Id.		PRN/Reg.No.		Roll No.			Seat No.			Medium						
89		2020021001051021		19			65102			ENGLISH						
Course Code	Course Name	AM	Internal		Theory		Total		Grace	Total	Cr	Gr	GP	EGP	APP	
			Min/Max	Obt	Min/Max	Obt	Min/Max	Obt								
SEMESTER-V																
50122N	Research in Mass Media	IA/Th	10/25	18	30/75	38	100	56	-	56/100	4	B+	6.2	24.8	x	
51122N	Political and Economic Reporting	IA/Th	10/25	11	30/75	33	100	44	-	44/100	4	P	4.8	19.2	x	
51222N	Newspaper Editing, Layout and Design	IA/Th	10/25	18	30/75	46	100	64	-	64/100	4	A	7.4	29.6	x	
51322N	Journalism for Social Change	IA/Th	10/25	11	30/75	36	100	47	-	47/100	4	C	5.2	20.8	x	
51422N	Magazines and Journals	IA/Th	10/25	21	30/75	46	100	67	-	67/100	4	A	7.7	30.8	x	
TOTAL CREDITS : 20		TOTAL EGP :125.2		GPA: 6.26		GRADE: B+		TOTAL: 278/500		PERCENTAGE: 55.60 %			RESULT: PASSED			
SEMESTER-VI																
61122	New Media Organisation & Management	IA/Th	10/25	20	30/75	40	100	60	-	60/100	4	A	7	28	c	
61222	Electronic & Web Journalism	IA/Th	10/25	19	30/75	45	100	64	-	64/100	4	A	7.4	29.6	c	
61322	Press Laws & Ethics	IA/Th	10/25	13	30/75	36	100	49	-	49/100	4	C	5.4	21.6	c	
61422	Indian Regional Journalism	IA/Th	10/25	12	30/75	43	100	55	-	55/100	4	B+	6	24	c	
60122	Internship	IA/Th	10/25	20	30/75	58	100	78	-	78/100	4	A+	8.8	35.2	c	
TOTAL CREDITS : 20		TOTAL EGP :138.4		GPA: 6.92		GRADE: B+		TOTAL: 306/500		PERCENTAGE: 61.20 %			RESULT: PASSED			
TOTAL CREDITS : 40		GPA: 6.59		GRADE: B+		GRAND TOTAL: 584 / 1000		OVERALL PERCENTAGE: 58.40 %			RESULT : PASSED					

Place : Mumbai

Date : 15/10/2023

Controller Of Examinations

Principal

