

**MASTERS OF ARTS IN MASS COMMUNICATION (MAMC) - SEMESTER-III
EXAMINATION MARCH 2026**

NAME : THEVAR SUMITHRA MUTHURAMALINGAM KANNAMMAL											MEDIUM : ENGLISH				
Unique Id.		PRN/Reg.No.		Roll No.		Seat No.			Marksheet No.						
592		2024021001091014		14		309101			12415971504972680						
Course Code	Course Title	AM	Practical		Continuous Comprehensive Evaluation		Semester End Examination		Total		Cr	Gr	GP	EGP	APP
			Min/Max	Obt	Min/Max	Obt	Min/Max	Obt	Max	Obt					
SEMESTER-III															
MJAMCP06301	Global Marketing Communication	CE/SE	-	-	20/50	40	20/50	20 +	100	60	4	A	7	28	c
MJAMCP06302	Campaign Planning and Visualization	CE/SE	-	-	20/50	24	20/50	20	100	44	4	P	4.8	19.2	x
MJAMCP06303	Entertainment and Media Marketing	CE/SE	-	-	20/50	45	20/50	28	100	73	4	A+	8.3	33.2	x
MJAMCP06304	Social Media Marketing	SE/CE	-	-	10/25	22	10/25	10	50	32	2	A	7.4	14.8	x
MEAMCP06311	Copy Writing and Content Creation	CE/SE	-	-	20/50	33	20/50	20	100	53	4	B	5.8	23.2	x
RMAMCP06331	Dissertation	Pr	40/100	48	-	-	-	-	100	48	4	C	5.3	21.2	x
TOTAL CREDITS : 22		GPA: 6.34		GRADE: B+		TOTAL: 310/550		PERCENTAGE: 56.36 %			RESULT : PASS				
SEMESTER-IV															
MJAMMP06401	Account Planning and Client Servicing	SE/CE	-	-	20/50	39	20/50	23	100	62	4	A	7.2	28.8	x
MJAMMP06403	Environmental Sustainable Growth Marketing	CE/SE	-	-	20/50	38	20/50	31	100	69	4	A	7.9	31.6	x
MJAMMP06405	Strategic Brand Management	CE/SE	-	-	20/50	42	20/50	22	100	64	4	A	7.4	29.6	x
MEAMMP06411	Event Marketing and Management	CE/SE	-	-	20/50	41	20/50	20	100	61	4	A	7.1	28.4	x
MJAMMP06407	Content Marketing	SE/CE	-	-	10/25	16	10/25	13	50	29	2	B+	6.6	13.2	x
MNAMMP06421	Internship	Pr	40/100	81	-	-	-	-	100	81	4	O	9.1	36.4	x
TOTAL CREDITS : 22		GPA: 7.64		GRADE: A		TOTAL: 366/550		PERCENTAGE: 66.55 %			RESULT : PASS				
TOTAL CREDITS : 44		GPA: 6.99		GRADE: B+		GRAND TOTAL: 676 / 1100		OVERALL PERCENTAGE: 61.45 %			RESULT : PASS				

Place : Mumbai

Date : 12/05/2026



Controller Of Examinations

Principal