



**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-V EXAMINATION FEBRUARY-2023 (2022 | 2022 - 2023)

NAME : SUNARIWAL HARSHIKA PARVAT SUNITA				SPECIALIZATION : ADVERTISING											
Unique Id.		PRN/Reg.No.		Roll No.			Seat No.			Medium					
60		2020021001051023		21			55101			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	10	30/75	30	100	40	-	40/100	4	P	4	16	c
50222N	Advertising and Marketing	Th/IA	10/25	10	30/75	AB	100	10	-	10/100	0	F	0	0	c
50322N	Branding	Th/IA	10/25	10	30/75	31	100	41	-	41/100	4	P	4.2	16.8	c
50422N	Consumer Behaviour	IA/Th	10/25	AB	30/75	AB	100	AB	-	AB/100	0	F	0	0	c
50522N	Media Planning and Scheduling	Th/IA	10/25	20	30/75	AB	100	20	-	20/100	0	F	0	0	c
TOTAL CREDITS : 8		TOTAL EGP :32.8		GPA: -		GRADE: -		TOTAL: -/500		PERCENTAGE: -		RESULT: ATKT			

Place : Mumbai

Date : 05/04/2023

Controller Of Examinations

Principal

Controller Of Examinations

Principal