



**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 OCTOBER-2024 (2022-2023) (2022 | 2022 - 2023)

NAME : SUNARIWAL HARSHIKA PARVAT SUNITA				SPECIALIZATION : ADVERTISING												
Unique Id.		PRN/Reg.No.		Roll No.			Seat No.			Medium						
60		2020021001051023		21			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	10	30/75	30	100	40	-	40/100	4	P	4	16	x	
50222N	Advertising and Marketing	IA/Th	10/25	22	30/75	48	100	70	-	70/100	4	A+	8	32	c	
50322N	Branding	IA/Th	10/25	10	30/75	31	100	41	-	41/100	4	P	4.2	16.8	x	
50422N	Consumer Behaviour	Th/IA	10/25	25	30/75	47	100	72	-	72/100	4	A+	8.2	32.8	c	
50522N	Media Planning and Scheduling	Th/IA	10/25	20	30/75	44	100	64	-	64/100	4	A	7.4	29.6	c	
TOTAL CREDITS : 20		TOTAL EGP :127.2		GPA: 6.36		GRADE:		TOTAL: 287/500		PERCENTAGE: 57.40 %			RESULT: PASSED			
SEMESTER-VI																
60222	Direct Marketing and E-Commerce	Th/IA	10/25	10	30/75	30	100	40	-	40/100	4	P	4	16	c	
60322	Advertising Agencies	IA/Th	10/25	10	30/75	36	100	46	-	46/100	4	C	5.1	20.4	c	
60422	Customer Relationship Management	IA/Th	10/25	10	30/75	32	100	42	-	42/100	4	P	4.4	17.6	c	
60522	Laws and Ethics in Advertising	IA/Th	10/25	22	30/75	57	100	79	-	79/100	4	A+	8.9	35.6	c	
60122	Internship	Th/IA	10/25	20	30/75	60	100	80	-	80/100	4	O	9	36	c	
TOTAL CREDITS : 20		TOTAL EGP :125.6		GPA: 6.28		GRADE: B+		TOTAL: 287/500		PERCENTAGE: 57.40 %			RESULT: PASSED			
TOTAL CREDITS : 40		GPA: 6.32		GRADE: NA		GRAND TOTAL: 574 / 1000		OVERALL PERCENTAGE: 57.40 %			RESULT : PASSED					

Controller Of Examinations

Principal

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