



**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 (2023-2024) (2023 | 2023 - 2024)

NAME : GAWADE POOJA ANIL SHUBHANGI				SPECIALIZATION : ADVERTISING													
Unique Id.		PRN/Reg.No.		Roll No.				Seat No.				Medium					
FY0209		2021021001051007		2				65102				ENGLISH					
Course Code	Course Name	AM	Internal		Theory		Practical		Total		Grace	Total	Cr	Gr	GP	EGP	APP
			Min/Max	Obt	Min/Max	Obt	Min/Max	Obt	Min/Max	Obt							
SEMESTER-V																	
50122A	Research in Mass Media	IA/Th	20/50	20	20/50	5	-	-	100	25	-	25/100	0	F	0	0	c
50222A	Advertising and Marketing	IA/Th	20/50	30	20/50	20	-	-	100	50	-	50/100	4	B	5.5	22.0	c
50322A	Branding	Th/IA	20/50	20	20/50	20	-	-	100	40	-	40/100	4	P	4	16	c
50422A	Consumer Behaviour	IA/Th	20/50	29	20/50	2	-	-	100	31	-	31/100	0	F	0	0	c
50522A	Media Planning and Scheduling	Th/IA	20/50	32	20/50	2	-	-	100	34	-	34/100	0	F	0	0	c
TOTAL CREDITS : 8		TOTAL EGP :38		GPA: -		GRADE: -		TOTAL: -/500		PERCENTAGE: -		RESULT: ATKT					
SEMESTER-VI																	
60222A	Direct Marketing and E-Commerce	Th/IA	20/50	30	20/50	24	-	-	100	54	-	54/100	4	B	5.9	23.6	c
60322A	Advertising Agencies	Th/IA	20/50	20	20/50	12	-	-	100	32	-	32/100	0	F	0	0	c
60422A	Customer Relationship Management	IA/Th	20/50	23	20/50	2	-	-	100	25	-	25/100	0	F	0	0	c
60522A	Laws and Ethics in Advertising	Th/IA	20/50	30	20/50	8	-	-	100	38	-	38/100	0	F	0	0	c
60122A	Internship	Pr	-	-	-	-	40/100	70	100	70	-	70/100	4	A+	8	32	c
TOTAL CREDITS : 8		TOTAL EGP :55.6		GPA: -		GRADE: -		TOTAL: -/500		PERCENTAGE: -		RESULT: FAILED					
TOTAL CREDITS : 16		GPA: -		GRADE: -		GRAND TOTAL: -		OVERALL PERCENTAGE: -		RESULT : -							

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Principal



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TY.BAMM SEMESTER-VI ATKT EXAMINATION OCTOBER-2024 (2023-2024) (2023 | 2023 - 2024)

NAME : SAKHARKAR DISHA DILIP SANGEETA				SPECIALIZATION : JOURNALISM													
Unique Id.		PRN/Reg.No.		Roll No.				Seat No.				Medium					
FY0044		2021021001051023		24				65103				ENGLISH					
Course Code	Course Name	AM	Internal		Theory		Practical		Total		Grace	Total	Cr	Gr	GP	EGP	APP
			Min/Max	Obt	Min/Max	Obt	Min/Max	Obt	Min/Max	Obt							
SEMESTER-V																	
50122A	Research in Mass Media	IA/Th	20/50	20	20/50	21	-	-	100	41	-	41/100	4	P	4.2	16.8	x
51122A	Political and Economic Reporting	IA/Th	20/50	37	20/50	20	-	-	100	57	-	57/100	4	B+	6.4	25.6	x
51222A	Newspaper Editing Layout and Design	IA/Th	20/50	22	20/50	20	-	-	100	42	-	42/100	4	P	4.4	17.6	x
51322A	Journalism for Social Change	Th/IA	20/50	21	20/50	28	-	-	100	49	-	49/100	4	C	5.4	21.6	x
51422A	Magazines and Journals	IA/Th	20/50	34	20/50	20	-	-	100	54	-	54/100	4	B	5.9	23.6	x
TOTAL CREDITS : 20		TOTAL EGP :105.2		GPA: 5.26		GRADE: C		TOTAL: 243/500		PERCENTAGE: 48.60 %		RESULT: PASSED					
SEMESTER-VI																	
61122A	New Media Organisation & Management	IA/Th	20/50	26	20/50	28	-	-	100	54	-	54/100	4	B	5.9	23.6	c
61222A	Electronic & Web Journalism	Th/IA	20/50	20	20/50	24	-	-	100	44	-	44/100	4	P	4.8	19.2	c
61322A	Press Laws & Ethics	Th/IA	20/50	28	20/50	38	-	-	100	66	-	66/100	4	A	7.6	30.4	c
61422A	Indian Regional Journalism	Th/IA	20/50	28	20/50	26	-	-	100	54	-	54/100	4	B	5.9	23.6	c
60122A	Internship	Pr	-	-	-	-	40/100	64	100	64	-	64/100	4	A	7.4	29.6	c
TOTAL CREDITS : 20		TOTAL EGP :126.4		GPA: 6.32		GRADE:		TOTAL: 282/500		PERCENTAGE: 56.40 %		RESULT: PASSED					
TOTAL CREDITS : 40		GPA: 5.79		GRADE: B		GRAND TOTAL: 525 / 1000		OVERALL PERCENTAGE: 52.50 %		RESULT : PASSED							

Place : Mumbai

Date : 03/12/2024

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NAME : BAGUL KAJAL UTTAM SUNITA				SPECIALIZATION : JOURNALISM													
Unique Id.		PRN/Reg.No.		Roll No.				Seat No.				Medium					
FY0078		2021021001051002		25				65104				ENGLISH					
Course Code	Course Name	AM	Internal		Theory		Practical		Total		Grace	Total	Cr	Gr	GP	EGP	APP
			Min/Max	Obt	Min/Max	Obt	Min/Max	Obt	Min/Max	Obt							
SEMESTER-V																	
50122A	Research in Mass Media	IA/Th	20/50	37	20/50	22	-	-	100	59	-	59/100	4	B+	6.8	27.2	x
51122A	Political and Economic Reporting	IA/Th	20/50	40	20/50	25	-	-	100	65	-	65/100	4	A	7.5	30.0	x
51222A	Newspaper Editing Layout and Design	IA/Th	20/50	32	20/50	31	-	-	100	63	-	63/100	4	A	7.3	29.2	x
51322A	Journalism for Social Change	IA/Th	20/50	22	20/50	32	-	-	100	54	-	54/100	4	B	5.9	23.6	x
51422A	Magazines and Journals	Th/IA	20/50	38	20/50	23	-	-	100	61	-	61/100	4	A	7.1	28.4	x
TOTAL CREDITS : 20		TOTAL EGP :138.4		GPA: 6.92		GRADE: B+		TOTAL: 302/500		PERCENTAGE: 60.40 %			RESULT: PASSED				
SEMESTER-VI																	
61122A	New Media Organisation & Management	IA/Th	20/50	38	20/50	22	-	-	100	60	-	60/100	4	A	7	28	c
61222A	Electronic & Web Journalism	IA/Th	20/50	25	20/50	36	-	-	100	61	-	61/100	4	A	7.1	28.4	c
61322A	Press Laws & Ethics	IA/Th	20/50	36	20/50	29	-	-	100	65	-	65/100	4	A	7.5	30.0	c
61422A	Indian Regional Journalism	IA/Th	20/50	35	20/50	37	-	-	100	72	-	72/100	4	A+	8.2	32.8	c
60122A	Internship	Pr	-	-	-	-	40/100	70	100	70	-	70/100	4	A+	8	32	c
TOTAL CREDITS : 20		TOTAL EGP :151.2		GPA: 7.56		GRADE: A		TOTAL: 328/500		PERCENTAGE: 65.60 %			RESULT: PASSED				
TOTAL CREDITS : 40		GPA: 7.24		GRADE: A		GRAND TOTAL: 630 / 1000		OVERALL PERCENTAGE: 63.00 %			RESULT : PASSED						

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