



**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 ATKT EXAMINATION JANUARY-2025 (2024 | 2024 - 2025)

NAME : SINGHVIJAIN KINJAL GOPALKRISHNA SARITA				SPECIALIZATION : ADVERTISING													
Unique Id.		PRN/Reg.No.		Roll No.				Seat No.				Medium					
322		2022021001051035		37				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																	
50122A	Research in Mass Media			Th/IA	20/50	20	20/50	22	100	42	-	42/100	4	P	4.4	17.6	c
50222A	Advertising and Marketing			IA/Th	20/50	22	20/50	21	100	43	-	43/100	4	P	4.6	18.4	c
50322A	Branding			IA/Th	20/50	36	20/50	31	100	67	-	67/100	4	A	7.7	30.8	c
50422A	Consumer Behaviour			Th/IA	20/50	36	20/50	32	100	68	-	68/100	4	A	7.8	31.2	c
50522A	Media Planning and Scheduling			Th/IA	20/50	37	20/50	23	100	60	-	60/100	4	A	7	28	c
TOTAL CREDITS : 20		TOTAL EGP :126		GPA: 6.30		GRADE: B+		TOTAL: 280/500		PERCENTAGE: 56.00 %				RESULT: PASSED			

Place : Mumbai
Date : 07/02/2025

Controller Of Examinations

Principal

Controller Of Examinations

Principal