

(53613) : 53613 : Account Planning & Media Business

(53623) : 53623 : Media Planning and Buying

(53633) : 53633 : Strategic Brand Management

(53643) : 53643 : Business Plan and Negotiation Skills

(53661) : 53661 : Media & Consumer Behaviour

(53693) : 53693 : On-field research project involving OJT/FP

Course Code	Course Title	Course Credits	E1 (EXTERNAL EXAMINATION)		I1 (INTERNAL EXAMINATION)		TOTALF (TOTAL MARKS)	
			Min Marks	Max Marks	Min Marks	Max Marks	Min Marks	Max Marks
53613	Account Planning & Media Business	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53623	Media Planning and Buying	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53633	Strategic Brand Management	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53643	Business Plan and Negotiation Skills	2.00	10.00	25.00	10.00	25.00	20.00	50.00
53661	Media & Consumer Behaviour	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53693	On-field research project involving OJT/FP	4.00	20.00	50.00	20.00	50.00	40.00	100.00

@:O.5042A/O.5043A/O.5044A; *:O.5045A; AA/ABS: ABSENT; P: SUCCESSFUL; F: UNSUCCESSFUL; E: EXMP CAN BE CLAIMED; ~: Dyslexia; +: MARKS CARRIED FORWARD; \$: GRADE CARRIED FORWARD; RCC: O.5050; RPV: PROVISIONAL; NULL: NULL & VOID.; ADC: ADMISSION CANCELLED; RR: RESERVED; C: CREDIT POINTS EARNED; G: GRADE POINTS; äC: SUM OF C; äCG: SUM OF CxG; SGPI: SEMESTER GRADE PERFORMANCE INDEX = äCG / äC; RR: RESERVED

(NEP 2020) EXAMINATION HELD IN MAY 2025

%Marks	>=90	>=80 and <90	>=70 and <80	>=60 and <70	>=55 and <60	>=50 and <55	>=40 and <50	< 40
Grade	O	A+	A	B+	B	C	D	F
GRADE POINT	10	9	8	7	6	5	4	0

MU-0163: R D NATIONAL COLLEGE AND W A SCIENCE COLLEGE

SEAT NO					NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550) äC	RESULT äCG	REMARK äCG	
53613 : Account Planning & Media Business (THEORY)					53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJCT)								
External (50/20)					External (50/20)					External (50/20)					External (25/10)					External (50/20)					External (50/20)								
Internal(50/20)					Internal(50/20)					Internal(50/20)					Internal(25/10)					Internal(50/20)					Internal(50/20)								
TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C				
3363002					JASMAN KAUR					Repeater					FEMALE					(2023034110005587)					MU-0163: R D National College and W A Science College								
E1	23+		P		ABS					34+		P			ABS			35+		P			29+		P			MARKS					
I1	39+		P		29+					P		45+			P			22+		P			27+		P			(314)		ABSENT			
TOT	62+	7	B+	4	28.0	29	0	F	4	0.0	79+	8	A	4	32.0	22	0	F	2	0.0	62+	7	B+	4	28.0	60+	7	B+	4	28.0	22	116.0	0

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(NEP 2020) EXAMINATION HELD IN MAY 2025

%Marks	>=90		>=80 and <90		>=70 and <80		>=60 and <70		>=55 and <60		>=50 and <55		>=40 and <50		< 40	
Grade	O		A+		A		B+		B		C		D		F	
GRADE POINT	10		9		8		7		6		5		4		0	

MU-0640: VIDYALANKAR SCHOOL OF INFORMATION TECHNOLOGY

SEAT NO					NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550) äC	RESULT äCG	REMARK äCG	
53613 : Account Planning & Media Business (THEORY)					53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)								
External (50/20)					External (50/20)					External (50/20)					External (25/10)					External (50/20)					External (50/20)								
Internal(50/20)					Internal(50/20)					Internal(50/20)					Internal(25/10)					Internal(50/20)					Internal(50/20)								
TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C				
3363001					PRADNYA DHOLE					Repeater					FEMALE					(2023034110005847)					MU-0640: Vidyalankar School of Information Technology								
E1	35		P		26		P			30		P			15+		P			38+		P			46+		P			MARKS			
l1	43+		P		43+		P			40+		P			22+		P			41+		P			40+		P			(419)		PASS	
TOT	78	8	A	4	32.0	69	7	B+	4	28.0	70	8	A	4	32.0	37+	8	A	2	16.0	79+	8	A	4	32.0	86+	9	A+	4	36.0	22	176.0	8

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(NEP 2020) EXAMINATION HELD IN MAY 2025

%Marks	>=90		>=80 and <90		>=70 and <80		>=60 and <70		>=55 and <60		>=50 and <55		>=40 and <50		< 40	
Grade	O		A+		A		B+		B		C		D		F	
GRADE POINT	10		9		8		7		6		5		4		0	