

(54002) : 54002 : Television Studies

(54012) : 54012 : Audience Studies

(54032) : 54032 : Strategic Communication

(54072) : 54072 : Preparing an Advertising Campaign

(54003) : 54003 : Digital Media Marketing

(54017) : 54017 : Strategic and Integrated Communication

(54042) : 54042 : Writing for the Media-2

(54092) : 54092 : Digital Media Marketing

(54004) : 54004 : OJT/FP

(54022) : 54022 : Entertainment Studies

(54071) : 54071 : Production for the audio-visual media

Course Code	Course Title	Course Credits	I1 (INTERNAL EXAMINATION)		E1 (EXTERNAL EXAMINATION)		TOTALF (TOTAL MARKS)	
			Min Marks	Max Marks	Min Marks	Max Marks	Min Marks	Max Marks
54002	Television Studies	4.00	20.00	50.00	20.00	50.00	40.00	100.00
54003	Digital Media Marketing	2.00	10.00	25.00	10.00	25.00	20.00	50.00
54004	OJT/FP	4.00	20.00	50.00	20.00	50.00	40.00	100.00
54012	Audience Studies	4.00	20.00	50.00	20.00	50.00	40.00	100.00
54017	Strategic and Integrated Communication	4.00	20.00	50.00	20.00	50.00	40.00	100.00
54022	Entertainment Studies	4.00	20.00	50.00	20.00	50.00	40.00	100.00
54032	Strategic Communication	4.00	20.00	50.00	20.00	50.00	40.00	100.00
54042	Writing for the Media-2	2.00	10.00	25.00	10.00	25.00	20.00	50.00
54071	Production for the audio-visual media	4.00	20.00	50.00	20.00	50.00	40.00	100.00
54072	Preparing an Advertising Campaign	4.00	20.00	50.00	20.00	50.00	40.00	100.00
54092	Digital Media Marketing	4.00	20.00	50.00	20.00	50.00	40.00	100.00

#:0.229; @: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; ãC: SUM OF C; ãCG: SUM OF CxG; SGPI: SEMESTER GRADE PERFORMANCE INDEX = ãCG / ãC; 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-0488: DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES

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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	

