

University Of Mumbai					Jul 17, 2026 Declaration Date:							
OFFICE REGISTER FOR THE Master of Arts(Communication and Journalism) (Semester - II) (NEP 2020) REGULAR EXAMINATION HELD IN MAY 2026												
PAGE : 1												
PAGE : 1												
(54002) : 54002 : Television Studies			(54003) : 54003 : Digital Media Marketing			(54004) : 54004 : OJT/FP						
(54012) : 54012 : Audience Studies			(54017) : 54017 : Strategic and Integrated Communication			(54022) : 54022 : Entertainment Studies						
(54032) : 54032 : Strategic Communication			(54042) : 54042 : Writing for the Media-2			(54071) : 54071 : Production for the audio-visual media						
(54072) : 54072 : Preparing an Advertising Campaign												
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				

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