

(54012) : 54012 : Audience Studies

(54022) : 54022 : Entertainment Studies

(54032) : 54032 : Strategic Communication

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

(54072) : 54072 : Preparing an Advertising Campaign

(54092) : 54092 : Digital Media Marketing

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
54012	Audience Studies	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
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; äC: SUM OF C; äCG: SUM OF CxG; SGPI: SEMESTER GRADE PERFORMANCE INDEX = äCG / äC; RR: RESERVED

(NEP 2020) EXAMINATION HELD IN DECEMBER 2024

%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

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SEAT NO					NAME										STATUS					GENDER					ERN					COLLEGE					TOTAL (550) äC	RESULT äCG	REMARK äCG		
54012 : Audience Studies (THEORY)					54022 : Entertainment Studies (THEORY)					54032 : Strategic Communication (THEORY)					54042 : Writing for the Media-2 (THEORY)					54072 : Preparing an Advertising Campaign (THEORY)					54092 : Digital Media Marketing (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										
3322009					PATEL PRATHA PRAKASHKUMAR										Repeater					FEMALE					(2023034110006664)					MU-0488: Deviprasad Goenka Management College of Media Studies									
E1	27		P		22+		P			23+		P			10+		P			23+		P			30		P			MARKS									
I1	23		P		24		P			23		P			24		P			26		P			25		P			(280)		PASS							
TOT	50	5	C	4	20.0	46	4	D	4	16.0	46	4	D	4	16.0	34	7	B+	2	14.0	49	4	D	4	16.0	55	6	B	4	24.0	22	106.0	4.82						

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(NEP 2020) EXAMINATION HELD IN DECEMBER 2024

%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	