

|                                                                                                                                                          |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------|--|------------------------------------|--|--------------------|--|--------------------------------------------------------|--|--------------------|--|--------------------|---------------------------|-------------------|--|-----------------------|--|------------------------|--|--------|--|-----------------------|--|-----|--|----------------------|--|--|--|----------------------|--|
| UNIVERSITY OF MUMBAI                                                                                                                                     |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    | DECEMBER 24, 2025         |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| OFFICE REGISTER FOR THREE YEAR PART TIME MMS (MARKETING MANAGEMENT) (THIRD YEAR) (SEM.-II) (CHOICE BASE)                                                 |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    | EXAMINATION DECEMBER 2025 |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| CENTRE : 1 MUMBAI                                                                                                                                        |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    | PAGE : 1                  |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| -----                                                                                                                                                    |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| SEAT NO                                                                                                                                                  |  | NAME                      |  |                                    |  |                    |  |                                                        |  |                    |  | COLLEGE            |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| <----Course-I----->                                                                                                                                      |  | <---Course-II--->         |  |                                    |  | <--Course-III-->   |  |                                                        |  | <---Course-IV--->  |  |                    |                           | <---Course-V----> |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| Th (60/30)                                                                                                                                               |  | Th (60/30)                |  |                                    |  | Th (60/30)         |  |                                                        |  | Th (60/30)         |  |                    |                           | Th (60/30)        |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| In (40/20)                                                                                                                                               |  | In (40/20)                |  |                                    |  | In (40/20)         |  |                                                        |  | In (40/20)         |  |                    |                           | In (40/20)        |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| 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                  |  | RESULT |  | REMARK                |  |     |  |                      |  |  |  |                      |  |
|                                                                                                                                                          |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  | aC     |  | aCG                   |  | GPA |  | OUT OF 500           |  |  |  |                      |  |
| -----                                                                                                                                                    |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| 1 : STRATEGIC MANAGEMENT                                                                                                                                 |  |                           |  | 2 : STRATEGIC MARKETING MANAGEMENT |  |                    |  | 3 : INTEGRATED MARKETING COMMUNICATIONS & DIGITAL MRKT |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| 4 : MEDIA PLANNING & STRATEGY                                                                                                                            |  |                           |  |                                    |  |                    |  | 5 : EVENT MANAGEMENT                                   |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| -----                                                                                                                                                    |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| 201                                                                                                                                                      |  | VISHWAKARMA BRIJESH       |  |                                    |  | SUBHASH PREMSHILA  |  |                                                        |  | 660 ATHARVA        |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| 41                                                                                                                                                       |  | B+                        |  | 49+                                |  | O \$               |  | 39                                                     |  | B+                 |  | 31+                |                           | P \$              |  | 36+                   |  | B \$                   |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| 20+                                                                                                                                                      |  | P \$                      |  | 22+                                |  | C \$               |  | 25+                                                    |  | B \$               |  | 20+                |                           | P \$              |  | 20+                   |  | P \$                   |  | P      |  | RRA                   |  |     |  |                      |  |  |  |                      |  |
| 61                                                                                                                                                       |  | 6 B                       |  | 2.5 15.0071                        |  | 8 A \$ 2.5 20.0064 |  | 6 B                                                    |  | 2.5 15.0051        |  | 4 P \$ 2.5 10.0056 |                           | 5 C \$ 2.5 12.5   |  | 12.5                  |  | 72.50                  |  | 5.80   |  |                       |  | 303 |  |                      |  |  |  |                      |  |
| SEM-I-CR.15,GPA- 72.45,GP 4.83; II-CR.15,GPA- 82.50,GP 5.50; III-CR.12.5,GPA- 60.00,GP 4.80; IV-CR.12.5,GPA- 57.50,GP 4.60; V-CR.12.5,GPA- 67.50,GP 5.40 |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  | CGPA : --             |  | (57.03%)               |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| SEM-I MARKS -338/600                                                                                                                                     |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  | SEM-II MARKS -355/600 |  | SEM-III MARKS -266/500 |  |        |  | SEM-IV MARKS -275/500 |  |     |  | SEM-V MARKS -288/500 |  |  |  | GR.TOTAL: 1825 /3200 |  |
| -----                                                                                                                                                    |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| 202                                                                                                                                                      |  | YADAV SANTOSH DINKAR ASHA |  |                                    |  | 446 METIM          |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| 32+                                                                                                                                                      |  | P \$                      |  | 21F                                |  | F                  |  | 35+                                                    |  | C \$               |  | 30+                |                           | P \$              |  | 30+                   |  | P \$                   |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| 29+                                                                                                                                                      |  | A \$                      |  | 34+                                |  | O \$               |  | 31+                                                    |  | A+\$               |  | 22+                |                           | C \$              |  | 22+                   |  | C \$                   |  | F      |  |                       |  |     |  |                      |  |  |  |                      |  |
| 61                                                                                                                                                       |  | 6 B \$ 2.5 15.00F         |  | - -                                |  | -- --              |  | 66                                                     |  | 7 B+\$ 2.5 17.5052 |  | 4 P \$ 2.5 10.0052 |                           | 4 P \$ 2.5 10.0   |  | 10.0                  |  | ---                    |  | --     |  |                       |  |     |  |                      |  |  |  |                      |  |
| SEM-I-CR.15,GPA-127.50,GP 8.50; II-CR.15,GPA-124.95,GP 8.33; III-CR.12.5,GPA-100.00,GP 8.00; IV-CR.12.5,GPA- 80.00,GP 6.40; V-CR.12.5,GPA- 65.00,GP 5.20 |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  | CGPA : --             |  | ( 0.00%)               |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| SEM-I MARKS -442/600                                                                                                                                     |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  | SEM-II MARKS -441/600 |  | SEM-III MARKS -362/500 |  |        |  | SEM-IV MARKS -319/500 |  |     |  | SEM-V MARKS -293/500 |  |  |  | GR.TOTAL: 2143 /3200 |  |
| -----                                                                                                                                                    |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| #:0.229; @:0.5042A/O.5043A/O.5044A; *:0.5045A; /:FEMALE; AA/ABS: ABSENT; P: PASSES; F: FAIL; E: EXMP CAN BE CLAIMED;                                     |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| ~: Dyslexia; +: MARKS CARRIED FORWARD; \$: GRADE CARRIED FORWARD; RCC: 0.5050; RPV: PROVISIONAL; NULL: NULL & VOID.;                                     |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| E:EXMP CAN BE CLAIMED;RCC:0.5050;RR:RESERVED;~:Dyslexia ;GPA:GRADE POINT AVERAGE=SUM OF CxG / SUM OF C; ADC:ADMISSION CANCELLED; RR:RESERVED;            |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| C:CREDIT POINTS; G:GRADE POINTS; Internal Marks are provisional and subject to change as and when the learner                                            |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| passes the external (Theory) Examination as per Ordinance R.8668; + : MARKS CARRIED FORWARD; \$ : GRADE CARRIED FORWARD.                                 |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| MARKS                                                                                                                                                    |  | : >=80                    |  | >=75 and <80                       |  | >=70 and <75       |  | >=65 and <70                                           |  | >=60 and <65       |  | >=55 and <60       |                           | >=50 and <55      |  | <50                   |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| GRADE                                                                                                                                                    |  | : O                       |  | A+                                 |  | A                  |  | B+                                                     |  | B                  |  | C                  |                           | P                 |  | F                     |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| GRADE POINT                                                                                                                                              |  | : 10                      |  | 9                                  |  | 8                  |  | 7                                                      |  | 6                  |  | 5                  |                           | 4                 |  | 0                     |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| CGPA                                                                                                                                                     |  | : 9.51 - 10               |  | 8.51 - 9.50                        |  | 7.51 - 8.50        |  | 6.51 - 7.50                                            |  | 5.51 - 6.50        |  | 4.51 - 5.50        |                           | 4.0 - 4.50        |  | <4                    |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |
| -----                                                                                                                                                    |  |                           |  |                                    |  |                    |  |                                                        |  |                    |  |                    |                           |                   |  |                       |  |                        |  |        |  |                       |  |     |  |                      |  |  |  |                      |  |

|                                                                                                                                                                            |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------------|--|--------------------|--|--------------------------------------------------------|--|--------------------|--|-------------------|--|----------|--|-------------------|--|----------|--|
| UNIVERSITY OF MUMBAI                                                                                                                                                       |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  | DECEMBER 24, 2025 |  |          |  |
| OFFICE REGISTER FOR THREE YEAR PART TIME MMS(MARKETING MANAGEMENT) (THIRD YEAR) (SEM.-II) (CHOICE BASE) EXAMINATION                                                        |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  | DECEMBER 2025     |  |          |  |
| CENTRE : 2 N-MUMBAI                                                                                                                                                        |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  | PAGE : 2          |  |          |  |
|                                                                                                                                                                            |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| SEAT NO                                                                                                                                                                    |  | NAME                               |  |                    |  |                                                        |  |                    |  |                   |  |          |  | COLLEGE           |  |          |  |
| <----Course-I---->                                                                                                                                                         |  | <---Course-II--->                  |  |                    |  | <--Course-III-->                                       |  |                    |  | <---Course-IV---> |  |          |  | <---Course-V----> |  |          |  |
| Th(60/30)                                                                                                                                                                  |  | Th(60/30)                          |  |                    |  | Th(60/30)                                              |  |                    |  | Th(60/30)         |  |          |  | Th(60/30)         |  |          |  |
| In(40/20)                                                                                                                                                                  |  | In(40/20)                          |  |                    |  | In(40/20)                                              |  |                    |  | In(40/20)         |  |          |  | In(40/20)         |  |          |  |
| 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 |  |
| 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 |  |
| RESULT                                                                                                                                                                     |  | REMARK                             |  | GPA                |  | OUT OF 500                                             |  | aC                 |  | aCG               |  | GPA      |  | OUT OF 500        |  | GPA      |  |
|                                                                                                                                                                            |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| 1 : STRATEGIC MANAGEMENT                                                                                                                                                   |  | 2 : STRATEGIC MARKETING MANAGEMENT |  |                    |  | 3 : INTEGRATED MARKETING COMMUNICATIONS & DIGITAL MRKT |  |                    |  |                   |  |          |  |                   |  |          |  |
| 4 : MEDIA PLANNING & STRATEGY                                                                                                                                              |  | 5 : EVENT MANAGEMENT               |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
|                                                                                                                                                                            |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| 203                                                                                                                                                                        |  | /GAUTAM POONAM                     |  | RAJBAHADUR         |  | SHILA DEVI                                             |  | 660 ATHARVA        |  |                   |  |          |  |                   |  |          |  |
| 31 P                                                                                                                                                                       |  | 48+ O \$                           |  | 36+ B \$           |  | 30+ P \$                                               |  | 31+ P \$           |  |                   |  |          |  |                   |  |          |  |
| 20+ P \$                                                                                                                                                                   |  | 20+ P \$                           |  | 26+ B+\$           |  | 21+ P \$                                               |  | 20+ P \$           |  |                   |  |          |  |                   |  |          |  |
| 51 4 P                                                                                                                                                                     |  | 2.5 10.0068                        |  | 7 B+\$ 2.5 17.5062 |  | 6 B \$ 2.5 15.0051                                     |  | 4 P \$ 2.5 10.0051 |  | 4 P \$ 2.5 10.0   |  | 12.5     |  | 62.50 5.00        |  | 283      |  |
|                                                                                                                                                                            |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| SEM-I-CR.15,GPA- 70.05,GP 4.67; II-CR.15,GPA- 72.45,GP 4.83; III-CR.12.5,GPA- 0.00,GP 0.00; IV-CR.12.5,GPA- 57.50,GP 4.60; V-CR.12.5,GPA- 62.50,GP 5.00 CGPA : -- ( 0.00%) |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| SEM-I MARKS -327/600 SEM-II MARKS -337/600 SEM-III MARKS - 0/500 SEM-IV MARKS -275/500 SEM-V MARKS -282/500 GR.TOTAL: ----                                                 |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
|                                                                                                                                                                            |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| #:0.229; @:0.5042A/O.5043A/O.5044A; *:0.5045A; /:FEMALE; AA/ABS: ABSENT; P: PASSES; F: FAIL; E: EXMP CAN BE CLAIMED;                                                       |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| ~: Dyslexia; +: MARKS CARRIED FORWARD; \$: GRADE CARRIED FORWARD; RCC: 0.5050; RPV: PROVISIONAL; NULL: NULL & VOID.;                                                       |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| E:EXMP CAN BE CLAIMED;RCC:0.5050;RR:RESERVED;~:Dyslexia ;GPA:GRADE POINT AVERAGE=SUM OF CxG / SUM OF C; ADC:ADMISSION CANCELLED; RR:RESERVED;                              |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| C:CREDIT POINTS; G:GRADE POINTS; Internal Marks are provisional and subject to change as and when the learner                                                              |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| passes the external (Theory) Examination as per Ordinance R.8668; + : MARKS CARRIED FORWARD; \$ : GRADE CARRIED FORWARD.                                                   |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| MARKS : >=80 >=75 and <80 >=70 and <75 >=65 and <70 >=60 and <65 >=55 and <60 >=50 and <55 <50                                                                             |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| GRADE : O A+ A B+ B C P F                                                                                                                                                  |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| GRADE POINT : 10 9 8 7 6 5 4 0                                                                                                                                             |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |
| CGPA : 9.51 - 10 8.51 - 9.50 7.51 - 8.50 6.51 - 7.50 5.51 - 6.50 4.51 - 5.50 4.0 - 4.50 <4                                                                                 |  |                                    |  |                    |  |                                                        |  |                    |  |                   |  |          |  |                   |  |          |  |