

(54002) : 54002 : Television Studies

(54003) : 54003 : Digital Media Marketing

(54004) : 54004 : OJT/FP

(54012) : 54012 : Audience Studies

(54017) : 54017 : Strategic and Integrated Communication

(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
54072	Preparing an Advertising Campaign	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 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:DE: DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES

SEAT NO					NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550) äC	RESULT äCG	REMARK äCG	
54002 : Television Studies (THEORY)					54003 : Digital Media Marketing (THEORY)					54004 : OJT/FP (PROJECT)					54012 : Audience Studies (THEORY)					54017 : Strategic and Integrated Communication (THEORY)					54072 : Preparing an Advertising Campaign (THEORY)								
External (50/20)					External (25/10)					External (50/20)					External (50/20)					External (50/20)					External (50/20)								
Internal(50/20)					Internal(25/10)					Internal(50/20)					Internal(50/20)					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				
3322001					N SHIBINA					Repeater					FEMALE					(MU0341120241015417)					MU-0488:De: Deviprasad Goenka Management College of Media Studies								
E1	33+		P		11		P			38+		P			33+		P			38+		P			31+		P		MARKS				
I1	26+		P		14+		P			30+		P			22+		P			39+		P			34+		P		(349)	PASS			
TOT	59+	6	B	4	24.0	25	5	C	2	10.0	68+	7	B+	4	28.0	55+	6	B	4	24.0	77+	8	A	4	32.0	65+	7	B+	4	28.0	22	146.0	6.63636

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(NEP 2020) EXAMINATION HELD IN DECEMBER 2025

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Grade	O	A+	A	B+	B	C	D	F
GRADE POINT	10	9	8	7	6	5	4	0

SEAT NO					NAME										STATUS					GENDER					ERN					COLLEGE													
54002 : Television Studies (THEORY)					54003 : Digital Media Marketing (THEORY)					54004 : OJT/FP (PROJECT)					54012 : Audience Studies (THEORY)					54017 : Strategic and Integrated Communication (THEORY)					54072 : Preparing an Advertising Campaign (THEORY)					TOTAL (550)		RESULT		REMARK									
																														äC		äCG		äCG									
External (50/20)					External (25/10)					External (50/20)					External (50/20)					External (50/20)					External (50/20)																		
Internal(50/20)					Internal(25/10)					Internal(50/20)					Internal(50/20)					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														
3322002					KHAN BILAAL HASAN										Repeater					MALE					(MU0341120241015415)					MU-0488:De: Deviprasad Goenka Management College of Media Studies													
E1	30+		P		17+		P			44+		P			33+		P						ABS			28+		P			MARKS												
I1	30+		P		15+		P			38+		P			29+		P			39+		P			34+		P			(337)		ABSENT											
TOT	60+	7	B+	4	28.0	32+	7	B+	2	14.0	82+	9	A+	4	36.0	62+	7	B+	4	28.0	39	0	F	4	0.0	62+	7	B+	4	28.0	22		134.0	0.00000									

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