

(53613) : 53613 : Account Planning & Media Business

(53623) : 53623 : Media Planning and Buying

(53633) : 53633 : Strategic Brand Management

(53643) : 53643 : Business Plan and Negotiation Skills

(53661) : 53661 : Media & Consumer Behaviour

(53693) : 53693 : On-field research project involving OJT/FP

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
53613	Account Planning & Media Business	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53623	Media Planning and Buying	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53633	Strategic Brand Management	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53643	Business Plan and Negotiation Skills	2.00	10.00	25.00	10.00	25.00	20.00	50.00
53661	Media & Consumer Behaviour	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53693	On-field research project involving OJT/FP	4.00	20.00	50.00	20.00	50.00	40.00	100.00

#:0.229; @:0.5042A/O.5043A/O.5044A; *:0.5045A; AA/ABS: ABSENT; P: SUCCESSFUL; F: UNSUCCESSFUL; E: EXMP CAN BE CLAIMED; ~: Dyslexia; +: MARKS CARRIED FORWARD; \$: GRADE CARRIED FORWARD; RCC: 0.5050; RPV: PROVISIONAL; NULL: NULL & VOID.;
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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					TOTAL (550)	RESULT	REMARK				
53613 : Account Planning & Media Business (THEORY)	53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)					äC	äCG	äCG				
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			
3363003	BUSHRA MASOOD ANSARI					Regular					FEMALE					(MU0341120241003543)					MU-0163: R D National College and W A Science College											
E1 21		P			20		P			39		P			11		P			21		P			42		P			MARKS		
I1 35		P			20		P			20		P			18		P			20		P			41		P		(308)		PASS	
TOT 56	6	B	4	24.0	40	4	D	4	16.0	59	6	B	4	24.0	29	6	B	2	12.0	41	4	D	4	16.0	83	9	A+	4	36.0	22	128.0	5.81818

SEAT NO	NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550)	RESULT	REMARK				
53613 : Account Planning & Media Business (THEORY)	53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)					äC	äCG	äCG				
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			
3363004	ISHA SHASHIDHAR POOJARY					Regular					FEMALE					(MU0341120241003544)					MU-0163: R D National College and W A Science College											
E1 25		P			30		P			32		P			18		P			32		P			43		P		MARKS			
I1 42		P			42		P			46		P			22		P			30		P			42		P		(404)		PASS	
TOT 67	7	B+	4	28.0	72	8	A	4	32.0	78	8	A	4	32.0	40	9	A+	2	18.0	62	7	B+	4	28.0	85	9	A+	4	36.0	22	174.0	7.90909

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(NEP 2020) EXAMINATION HELD IN DECEMBER 2025

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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			
3363005	IZMA SHAIKH					Regular					FEMALE					(MU0341120241005436)					MU-0163: R D National College and W A Science College											
E1 31		P			28		P			40		P			16		P			35		P			42		P			MARKS		
I1 40		P			42		P			45		P			22		P			32		P			43		P			(416)		PASS
TOT 71	8	A	4	32.0	70	8	A	4	32.0	85	9	A+	4	36.0	38	8	A	2	16.0	67	7	B+	4	28.0	85	9	A+	4	36.0	22	180.0	8.18182

SEAT NO	NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550)	RESULT	REMARK				
53613 : Account Planning & Media Business (THEORY)	53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)					äC	äCG	äCG				
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			
3363006	MISTRY VIJAY SANJAY MANDA					Regular					MALE					(MU0341120241003546)					MU-0163: R D National College and W A Science College											
E1 21		P			28		P			28		P			17		P			26		P			43		P			MARKS		
I1 40		P			42		P			48		P			22		P			28		P			43		P			(386)		PASS
TOT 61	7	B+	4	28.0	70	8	A	4	32.0	76	8	A	4	32.0	39	8	A	2	16.0	54	5	C	4	20.0	86	9	A+	4	36.0	22	164.0	7.45455

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%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

SEAT NO	NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550)	RESULT	REMARK				
53613 : Account Planning & Media Business (THEORY)	53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)					äC	äCG	äCG				
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			
3363009	SAHIL ASHOK BABARIA					Regular					MALE					(MU0341120241003551)					MU-0163: R D National College and W A Science College											
E1 22		P			30		P			27		P			15		P			24		P			45		P			MARKS		
I1 38		P			42		P			38		P			23		P			30		P			45		P			(379)		PASS
TOT 60	7	B+	4	28.0	72	8	A	4	32.0	65	7	B+	4	28.0	38	8	A	2	16.0	54	5	C	4	20.0	90	10	O	4	40.0	22	164.0	7.45455

SEAT NO	NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550)	RESULT	REMARK				
53613 : Account Planning & Media Business (THEORY)	53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)					äC	äCG	äCG				
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			
3363010	SAHIL BARAI					Regular					MALE					(MU0341120241003552)					MU-0163: R D National College and W A Science College											
E1 30		P			32		P			44		P			15		P			31		P			40		P			MARKS		
I1 40		P			38		P			40		P			21		P			30		P			40		P			(401)		PASS
TOT 70	8	A	4	32.0	70	8	A	4	32.0	84	9	A+	4	36.0	36	8	A	2	16.0	61	7	B+	4	28.0	80	9	A+	4	36.0	22	180.0	8.18182

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%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

SEAT NO	NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550)	RESULT	REMARK																														
53613 : Account Planning & Media Business (THEORY)	53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)					äC	äCG	äCG																														
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																													
3363011	SHAIKH MANTASHA ABDUL AZIZ					Regular					FEMALE					(MU0341120241008592)					MU-0163: R D National College and W A Science College																																					
E1 31	P					33					P					15					P					40					P					42					P					MARKS												
I1 42	P					42					P					23					P					28					P					42					P					(424)					PASS							
TOT 73	8	A	4	32.0	75	8	A	4	32.0	86	9	A+	4	36.0	38	8	A	2	16.0	68	7	B+	4	28.0	84	9	A+	4	36.0	22		180.0	8.18182																									

SEAT NO	NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550)	RESULT	REMARK																														
53613 : Account Planning & Media Business (THEORY)	53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)					äC	äCG	äCG																														
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																													
3363012	SHINDE SANIKA SANTOSH					Regular					FEMALE					(MU0341120241003553)					MU-0163: R D National College and W A Science College																																					
E1 32	P					21					P					14					P					30					P					40					P					MARKS												
I1 42	P					42					P					21					P					33					P					40					P					(399)					PASS							
TOT 74	8	A	4	32.0	63	7	B+	4	28.0	84	9	A+	4	36.0	35	8	A	2	16.0	63	7	B+	4	28.0	80	9	A+	4	36.0	22		176.0	8.00000																									

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GRADE POINT	10	9	8	7	6	5	4	0

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53613 : Account Planning & Media Business (THEORY)	53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)					äC	äCG	äCG				
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			
3363013	SRUSHTI LOKHANDE					Regular					FEMALE					(MU0341120241003554)					MU-0163: R D National College and W A Science College											
E1 29	P					40					P					25					37					MARKS						
I1 40	P					42					P					20					42					(355)		PASS				
TOT 69	7	B+	4	28.0	48	4	D	4	16.0	82	9	A+	4	36.0	32	7	B+	2	14.0	45	4	D	4	16.0	79	8	A	4	32.0	22	142.0	6.45455

SEAT NO	NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550)	RESULT	REMARK				
53613 : Account Planning & Media Business (THEORY)	53623 : Media Planning and Buying (THEORY)					53633 : Strategic Brand Management (THEORY)					53643 : Business Plan and Negotiation Skills (THEORY)					53661 : Media & Consumer Behaviour (THEORY)					53693 : On-field research project involving OJT/FP (PROJECT)					äC	äCG	äCG				
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			
3363014	ZAHRA RIZWAN PATKA					Regular					FEMALE					(MU0341120241003555)					MU-0163: R D National College and W A Science College											
E1 30	P					38					P					35					42					MARKS						
I1 40	P					42					P					30					40					(403)		PASS				
TOT 70	8	A	4	32.0	70	8	A	4	32.0	80	9	A+	4	36.0	36	8	A	2	16.0	65	7	B+	4	28.0	82	9	A+	4	36.0	22	180.0	8.18182

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GRADE POINT	10	9	8	7	6	5	4	0