

(53612) : 53612 : Introduction to Media Research

(53622) : 53622 : Integrated Marketing Communication (IMC)

(53632) : 53632 : Television & Radio Production Programming

(53642) : 53642 : Entrepreneurship, Innovation & Media Laws

(53672) : 53672 : Media Finance & Accounting

(53692) : 53692 : Advertising Agency Structure & Management

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
53612	Introduction to Media Research	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53622	Integrated Marketing Communication (IMC)	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53632	Television & Radio Production Programming	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53642	Entrepreneurship, Innovation & Media Laws	2.00	10.00	25.00	10.00	25.00	20.00	50.00
53672	Media Finance & Accounting	4.00	20.00	50.00	20.00	50.00	40.00	100.00
53692	Advertising Agency Structure & Management	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-0163: R D NATIONAL COLLEGE AND W A SCIENCE COLLEGE

SEAT NO					NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550) äC	RESULT äCG	REMARK äCG	
53612 : Introduction to Media Research (THEORY)					53622 : Integrated Marketing Communication (IMC) (THEORY)					53632 : Television & Radio Production Programming (THEORY)					53642 : Entrepreneurship, Innovation & Media Laws (THEORY)					53672 : Media Finance & Accounting (THEORY)					53692 : Advertising Agency Structure & Management (PROJCT)								
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				
3362003					BUSHRA MASOOD ANSARI					Repeater					FEMALE					(MU0341120241003543)					MU-0163: R D National College and W A Science College								
E1	25+		P		20		P			23+		P			13+		P			26+		P			21+		P		MARKS				
I1	45+		P		34+		P			30+		P			20+		P			25+		P			20+		P		(302)	PASS			
TOT	70+	8	A	4	32.0	54	5	C	4	20.0	53+	5	C	4	20.0	33+	7	B+	2	14.0	51+	5	C	4	20.0	41+	4	D	4	16.0	22	122.0	5.54545

#: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	

SEAT NO										NAME										STATUS					GENDER					ERN					COLLEGE										TOTAL		RESULT		REMARK																																																																																															
53612 : Introduction to Media Research (THEORY)										53622 : Integrated Marketing Communication (IMC) (THEORY)										53632 : Television & Radio Production Programming (THEORY)					53642 : Entrepreneurship, Innovation & Media Laws (THEORY)					53672 : Media Finance & Accounting (THEORY)					53692 : Advertising Agency Structure & Management (PROJECT)										(550)		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																																																																										
3362004										HRUTIKA RAJESH PARAB										Repeater					FEMALE					(2023034110005107)					MU-0163: R D National College and W A Science College																																																																																																													
E1	35+				P					25					P					25+					P					16+					P					32+					P					30+					P					MARKS																																																																																				
I1	27+				P					39+					P					38+					P					18+					P					28+					P					30+					P					(343)							PASS																																																																													
TOT	62+				7					B+					4					28.0					64					7					B+					4					28.0					63+					7					B+					4					28.0					60+					7					B+					4					28.0					60+					7					B+					4					28.0					22										154.0					7.00000				

#: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-0598: USHA PRAVIN GANDHI COLLEGE OF ARTS SCIENCE AND COMMERCE																																										
SEAT NO					NAME										STATUS					GENDER					ERN					COLLEGE												
53612 : Introduction to Media Research (THEORY)					53622 : Integrated Marketing Communication (IMC) (THEORY)					53632 : Television & Radio Production Programming (THEORY)					53642 : Entrepreneurship, Innovation & Media Laws (THEORY)					53672 : Media Finance & Accounting (THEORY)					53692 : Advertising Agency Structure & Management (PROJECT)					TOTAL (550)		RESULT		REMARK								
																														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	TOT	GP	G	C	G*C								
3362001					RONIT PARESH MEHTA										Repeater					MALE					(2023034110004526)					MU-0598: Usha Pravin Gandhi College of Arts Science and Commerce												
E1	24+		P		24		P		26+		P		12+		P		ABS		40+		P		MARKS																			
I1	40+		P		45+		P		37+		P		20+		P		35+		P		40+		P		(343)														FAILED			
TOT	64+	7	B+	4	28.0	69	7	B+	4	28.0	63+	7	B+	4	28.0	32+	7	B+	2	14.0	35	0	F	4	0.0	80+	9	A+	4	36.0	22			134.0	0.00000							

#: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-0640: VIDYALANKAR SCHOOL OF INFORMATION TECHNOLOGY

SEAT NO					NAME					STATUS					GENDER					ERN					COLLEGE					TOTAL (550) äC	RESULT äCG	REMARK äCG	
53612 : Introduction to Media Research (THEORY)					53622 : Integrated Marketing Communication (IMC) (THEORY)					53632 : Television & Radio Production Programming (THEORY)					53642 : Entrepreneurship, Innovation & Media Laws (THEORY)					53672 : Media Finance & Accounting (THEORY)					53692 : Advertising Agency Structure & Management (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				
3362002					ANTO GLADWIN					Repeater					MALE					(MU0341120241002081)					MU-0640: Vidyalankar School of Information Technology								
E1	29+		P		23+		P		22+		P		13+		P		19 @1		P		45+		P		MARKS								
I1	30+		P		31+		P		30+		P		15+		P		30+		P		45+		P		(333)		PASS						
TOT	59+	6	B	4	24.0	54+	5	C	4	20.0	52+	5	C	4	20.0	28+	6	B	2	12.0	50	5	C	4	20.0	90+	10	O	4	40.0	22	136.0	6.18182

#: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