

(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	E1 (EXTERNAL EXAMINATION)		I1 (INTERNAL 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

@: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

MU-0163: R D NATIONAL COLLEGE AND W A SCIENCE COLLEGE

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 (PROJCT)					(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	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C				
3362001	DSOUZA NIKITA NOEL LEYAN					Repeater					FEMALE					(2023034110005370) PPR					MU-0163: R D National College and W A Science College												
E1	32+		P		28		P		24+		P		16+		P		32+		P		33+		P										
I1	32+		P		36+		P		38+		P		18+		P		30+		P		31+		P									PASS	
TOT	64	7	B+	4	28.0	64	7	B+	4	28.0	62	7	B+	4	28.0	34	7	B+	2	14.0	62	7	B+	4	28.0	64	7	B+	4	28.0	22	154.0	7

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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

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	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C	TOT	GP	G	C	G*C				
3362002	HRUTIKA RAJESH PARAB					Repeater					FEMALE					(2023034110005107)					MU-0163: R D National College and W A Science College												
E1	35+		P		17	0	F		0.0	25+		P			16+		P			32+		P			30+		P			MARKS			
I1	27+		P		39+		P			38+		P			18+		P			28+		P			30+		P			(335)		FAILED	
TOT	62	7	B+	4	28.0	56	0	F	4	0.0	63	7	B+	4	28.0	34	7	B+	2	14.0	60	7	B+	4	28.0	60	7	B+	4	28.0	22	126.0	0

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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				
3362004	JOSHI ANUJ NILESH					Repeater					MALE					(2023034110005109) PPR					MU-0163: R D National College and W A Science College												
E1	36+		P		30		P			31		P			16+		P			42+		P			32+		P			MARKS			
I1	33+		P		39+		P			39+		P			18+		P			30+		P			33+		P			(379)		PASS	
TOT	69	7	B+	4	28.0	69	7	B+	4	28.0	70	8	A	4	32.0	34	7	B+	2	14.0	72	8	A	4	32.0	65	7	B+	4	28.0	22	162.0	7.36

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(NEP 2020) EXAMINATION HELD IN DECEMBER 2024

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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	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 (PROJCT)					(550)										
External (50/20)		External (50/20)					External (50/20)					External (25/10)					External (50/20)					External (50/20)					äC	äCG	äCG								
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			
3362025		VIKAS GIRI										Repeater					MALE					(2023034110005104) PPR					MU-0163: R D National College and W A Science College										
E1	38+			P	28				P	22+				P	11+				P	32+				P	35+				P			MARKS					
I1	33+			P	38+				P	38+				P	18+				P	30+				P	33+				P			(356)	PASS				
TOT	71	8	A	4	32.0	66	7	B+	4	28.0	60	7	B+	4	28.0	29	6	B	2	12.0	62	7	B+	4	28.0	68	7	B+	4	28.0	22	156.0	7.09				

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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

MU-0598: USHA PRAVIN GANDHI COLLEGE OF ARTS SCIENCE AND COMMERCE

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)		
External (50/20)	External (50/20)										External (50/20)					External (25/10)					External (50/20)					External (50/20)					äC	äCG	äCG
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				
3362005	DSOUZA KEVIN RYAN										Repeater					MALE					(2023034110004492) PPR					MU-0598: Usha Pravin Gandhi College of Arts Science and Commerce							
E1	37+		P		28		P			29+		P			13+		P			46+		P			45+		P			MARKS			
I1	48+		P		45+		P			46+		P			21+		P			48+		P			40+		P			(446)		PASS	
TOT	85	9	A+	4	36.0	73	8	A	4	32.0	75	8	A	4	32.0	34	7	B+	2	14.0	94	10	O	4	40.0	85	9	A+	4	36.0	22	190.0	8.64

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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

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 (PROJCT)					(550)					
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			
3362006		TEJAS RAJESH BRID										Repeater					MALE					(2023034110000467) PPR					MU-0598: Usha Pravin Gandhi College of Arts Science and Commerce										
E1	36+			P	26				P	39+				P	19+				P	41+				P	45+				P			MARKS					
I1	44+			P	44+				P	43+				P	20+				P	32+				P	46+				P	(435)		PASS					
TOT	80	9	A+	4	36.0	70	8	A	4	32.0	82	9	A+	4	36.0	39	8	A	2	16.0	73	8	A	4	32.0	91	10	O	4	40.0	22	192.0	8.73				
SEAT NO		NAME										STATUS					GENDER					ERN					COLLEGE					TOTAL	RESULT	REMARK			
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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	TOT	GP	G	C	G*C			
3362007		RONIT PARESH MEHTA										Repeater					MALE					(2023034110004526)					MU-0598: Usha Pravin Gandhi College of Arts Science and Commerce										
E1	24+			P	5	0	F		0.0	26+				P	12+				P					ABS	40+				P			MARKS					
I1	40+			P	45+				P	37+				P	20+				P	35+				P	40+				P	(324)		FAILED					
TOT	64	7	B+	4	28.0	50	0	F	4	0.0	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	106.0	0				

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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	RESULT	REMARK			
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External (50/20)		External (50/20)					External (50/20)					External (25/10)					External (50/20)					External (50/20)					äC	äCG	äCG								
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			
3362008		MEGHNA MAITRA										Repeater					FEMALE					(2023034110000468) PPR					MU-0598: Usha Pravin Gandhi College of Arts Science and Commerce										
E1	35+			P	31+				P	37+				P	19				P	31				P	45+				P			MARKS					
I1	45+			P	44+				P	41+				P	20+				P	44+				P	46+				P			(438)	PASS				
TOT	80	9	A+	4	36.0	75	8	A	4	32.0	78	8	A	4	32.0	39	8	A	2	16.0	75	8	A	4	32.0	91	10	O	4	40.0	22	188.0	8.55				

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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
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GRADE POINT	10	9	8	7	6	5	4	0