

OFFICE REGISTER FOR BACHELOR OF MASS MEDIA (B.M.M.) (SEM-V) (CBSGS) (REV.) (75:25) EXAMINATION HELD IN MARCH 2025

PAGE NO. : 1

SPECIALISATION : ADVERTISING

PAPER I :1: COPY WRITING	PAPER II:2:MEDIA PLANNING & BUYING	PAPER III:3:CONSUMER BEHAVIOUR
PAPER IV:4: BRAND BUILDING	PAPER V : 5:ADVERTISING IN CONTEMPORARY SOCIETY	PAPER VI : 6:ADVERTISING DESIGN (PROJECT PAPER)

:FEMALE;\$.APPEARED FOR CLASS IMPROVEMENT;F:FAILS;AA/ABS:ABSENT; +:MARKS CARRIED; E:EXMP CAN BE CLAIMED; O: 70 & ABOVE- 7;A: 60 TO 69.99- 6;
 B: 55 TO 59.99- 5; C: 50 TO 54.99- 4; D: 45 TO 49.99- 3; E: 40 TO 44.99- 2; F(FAIL): 39.99 & BELOW - 1;--:NOT APPLICABLE;#:0229;@:0.5042/0.5043;*:0.5045;@:0.5044;
 RCC:0.5050; RPV:PROVISIONAL ADMISSION; PPR:PASSED PREVIOUSLY; FOR FAIL CANDIDATES INTERNAL MARKS ARE PROVISIONAL AND SUBJECT TO CHANGE AS AND WHEN
 THE LEARNER PASSES THE EXTERNAL(THEORY) EXAMINATION AS PER R.8668