

(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; @: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.; 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 MAY 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

