

(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; @: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; SGPA: SEMESTER GRADE POINT AVERAGE= äCG / äC; CGPA: CUMULATIVE GRADE POINT AVERAGE; 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

