

COLLEGE RESULT SHEET FOR BACHELOR OF ARTS (MASS MEDIA) EXAMINATION August 2021

Institution: 408 SITARAM DEORA INSTITUTE OF MANAGEMENT STUDIES, MUMBAI

13/09/2021

Name	Seat No	College	Centre	Per. Reg. No	Medium	Specialization
AGGARWAL AAIRA PRAVEEN SUMAN	65001	408	263	2016-0161-00-119674	1	2015

Code	Sub Name	Credit	Int	Ext	Total	Grc	Total(100)	Grade
Semester V								
5101	Research in Mass Media	4	012/025	042/075	054/100	054		B
5102	Advertising & Marketing	4	015/025	061/075	076/100	076		A+
5103	Consumer Behaviour	4	019/025	059/075	078/100	078		A+
5104	Branding	4	010/025	071/075	081/100	081		O
5105	Media Planning & Scheduling	4	073/100	---	073/100	073		A+

Total Credits: 20 G.P.A.: 8.14 Semester Grade: A+ Total: 362/500 Percentage: 72.40

Semester VI

*6101	Internship	8	023/050	075/150	098/200	049		C
*6102	Advertising & Society	4	010/025	065/075	075/100	075		A+
*6103	Laws and Ethics in advertising	4	012/025	075/075	087/100	087		O
*6104	Advertising Agencies	4	010/025	071/075	081/100	081		O

Total Credits: 20 G.P.A.: 7.62 Semester Grade: A Total: 341/500 Percentage: 68.20

Semester V and VI: Final GPA: 7.88 Final grade: A Grand Total: 703/1000 Percentage: 70.30 Result: Pass

Minimum 40% is required in both Internal and External separately for passing in each Subject

Notes: * indicates current appearance, + indicates grace, - indicates adjustment, # indicates adjustment & grace

