



University of Mumbai

CERTIFICATE SHOWING THE RESULT OF THE CANDIDATE

/MISHRA MAHIMA SUDHIR SEEMA

NAME : BACHELOR OF MASS MEDIA (B.M.M.) (SEM VI)(CB565)(R-2017)(75:25)
 EXAMINATION :
 HELD IN : MAY 2021
 SEAT NUMBER: 117403B

2018016401413115

Course Code	Course Title	Course Credits	Maximum Marks	Minimum Marks	Marks Obtained	Sub Total	Credits Earned (C)	Grade	Grade Points (G)	C X G
	SPECIALISATION : ADVERTISING									
UABMMA601	FINANCIAL MANAGEMENT FOR MARKETING & ADVERT	4	75	30	60					
			25	10	20	80	4	0	10	40
			100	--						
UABMMA602	PRINCIPLES & PRACTICE OF DIRECT MARKETING	4	75	30	65					
			25	10	13	78	4	0	10	40
			100	--						
UABMMA603	AGENCY MANAGEMENT	4	75	30	63					
			25	10	19	82	4	0	10	40
			100	--						
UABMMA604	ADVERTISING & MARKETING RESEARCH	4	75	30	69					
			25	10	21	90	4	0	10	40
			100	--						
UABMMA605	LEGAL ENVIRONMENT & ADVERTISING ETHICS (LAW)	4	75	30	66					
			25	10	21	87	4	0	10	40
			100	--						
UABMMA606	CONTEMPORARY ISSUES	4	75	30	63					
			25	10	17	80	4	0	10	40
			100	--						
UABMMA607	DIGITAL MEDIA	4	75	30	71					
			25	10	15	86	4	0	10	40
			100	--						
	TOTAL	28	700	--	583@2	--	28	--	--	280

SEM-I- GPA : 6.33;

SEM-II- GPA : 6.11 ;

SEM-III- GPA : 4.67 ;

SEM-IV-GPA : 6.83;

SEM-V- GPA : 9.67 ;

SEM-VI- GPA : 10.00 ;

Successful

CGPI : 7.27

FINAL GRADE : B+

V. K. Patil
 DIRECTOR
 BOARD OF EXAMINATIONS & EVALUATION

Result Declared on : 19 JUL 2021

Result Amended On : 29 NOV 2021