

University of Mumbai



629376

CCF:105:0001
NO: 7273

I Certify that

/ SADHWANI NIDHI BHAGWAN MAYA

PASSED THE B.M.M. (CBSGS) (75:25) EXAMINATION

held by the university of Mumbai in the month of

APRIL 2017
D GRADE

AND WAS PLACED IN THE

25 NOV 2021

/ - FEMALE

DIRECTOR
BOARD OF EXAMINATIONS & EVALUATION

CERTIFICATE SHOWING THE RESULT OF THE CANDIDATE

ECPT10510001

NAME : /SADHANA NIDHI BHAGWAN RAYA
 EXAMINATION : BACHELOR OF MASS MEDIA (B.M.M.) (SEM VI) (CBSSGS) (75:25) (REV.)
 HELD IN : APRIL 2017
 SEAT NUMBER : 7273

A17EM6003535

Course Code	Course Title	Course Credits	Maximum Marks	Minimum Marks	Marks Obtained	Sub Total	Credits Earned (C)	Grade	Grade Points (G)	C X G
UABMTA601	SPECIALISATION : ADVERTISING									
UABMTA602	FINANCIAL MANAGEMENT FOR MARKETING & ADVERT	4	75 25 100	30 10 --	35 10 --	45	4	D	3	12
UABMTA603	PRINCIPLES & PRACTICE OF DIRECT MARKETING	4	75 25 100	30 10 --	37 10 --	47	4	D	3	12
UABMTA604	AGENCY MANAGEMENT	4	75 25 100	30 10 --	40 10 --	50	4	C	4	16
UABMTA605	ADVERTISING & MARKETING RESEARCH	4	75 25 100	30 10 --	32 10 --	42	4	E	2	8
UABMTA606	LEGAL ENVIRONMENT & ADVERTISING ETHICS (LAW)	4	75 25 100	30 10 --	30 10 --	40	4	E	2	8
UABMTA607	CONTEMPORARY ISSUES	4	75 25 100	30 10 --	33 17 --	50	4	C	4	16
	DIGITAL MEDIA	4	75 25 100	30 10 --	35 10 --	45	4	D	3	12
Total		28	700	--	319	--	28	--	--	04

SEM-I- GPA : 4.30 ;

SEM-II- GPA : 2.80 ;

SEM-III- GPA : 3.50 ;

SEM-IV- GPA : 3.70 ;

SEM-V- GPA : 3.33 ;

SEM-VI- GPA : 3.00 ;