

**VIVEKANAND EDUCATION SOCIETY'S COLLEGE OF ARTS,  
SCIENCE & COMMERCE (AUTONOMOUS)  
BA.MMC DEPARTMENT  
MINUTES OF BOS MEMBERS MEETING**

Date of the meeting:-22nd March 2025

Time of the meeting:-11:00 am - 12:30 pm

Online Link: <https://meet.google.com/wti-cbft-ovb>

**ATTENDEES:**

1. Ms. Pritika Khedwal- Chairperson
2. Mrs. Mrignayani Thanawala - Subject Expert
3. Mr. Nimit R. Sachde - Subject Expert
4. Dr. Simran Chawla- University Nominee
5. Mr. Narendra Bandape - External Subject Expert Member
6. Ms. Shilpa Hattiangadi - External Subject Expert Member
7. Mr. Chetan Dubey - Subject Expert (R&D/Industry)
8. Mr. Akash Purswani- Alumnus

**Agenda for the Meeting:**

1. Welcome and Introduction of all the BOS members.
2. To discuss and approve the Entire BAMMC Structure.
3. To discuss and approve the MAPR Part I & Part II Syllabus.
4. To discuss the changes in all semester subjects.
5. Any other matter with the permission of the chair.

**DISCUSSIONS:**

1. All the BOS members were welcomed by Ms. Pritika Khedwal followed by self and introduction of the new faculty Mr. Nimit R. Sachde
2. Complete structure change of Sem I, II, III, IV, V, VI of the BAMMC under NEP 2020 was proposed & presented
3. Changes in the Modality of FY BAMMC External exams i.e. to omit the short notes and keep only brief questions for 30 marks paper (According to University of Mumbai Pattern) was proposed and presented.
4. Subject & Structure changes for MA PR Part I & II in accordance with NEP 2020 were proposed. Complete 3 Practical Subjects in all semesters were introduced.

\* subjects are 100% practical & viva subjects and no theory

5. Initiating compulsory projects with each term in order to help students build students portfolio was discussed.
6. Changes in the case studies were suggested.

**ACTION TAKEN:**

- All the suggestions by the BOS Members were taken into consideration positively.

**ADJOURNMENT:**

Meeting was adjourned by Ms. Pritika Khedwal, Chairperson of VESASC BA.MMC BOS.

**Sd/-**

**Chairperson.**

**DEPARTMENT OF BAMMC - SYLLABUS RESTRUCTURE 2024-25 Term 2**  
**Applicable from the Academic Year 2025-26**

**FY BAMMC - SEM 1**

	<b>Subject Name</b>	<b>Modules</b>	<b>Credits</b>	
1	Fundamentals of Mass Communication	Module 1: Mass Communication & Its Impact Module 2: New Mass Media Trends	2	MJR MAN
2	Computer Multimedia I - Photo Introduction to Advertising	Module 1: Photoshop, CorelDraw & Illustrator Module 2: InDesign & Quarkxpress	2	MJR MAN
3	Media Psychology Introduction to Advertising	Module 1: What is Media Psychology and its uses? Module 2: Psychological Effects of Media:	2	MJR MAN
4	Introduction to New Media Foundation Course	Module 1: Google Workspace Module 2: New Media & Cloud Technologies	2	VSC
5	Influencer Culture Photography	Module 1: Introduction Module 2: Techniques & Skills	2	OE 1
6	Event Management	Module 1: Introduction to Event Management Module 2: Practical Aspects of Event Management	2	OE 2
7	Visual Communication	Module 1: Introduction & Theories of Visual Communication Module 2: Impact Colours and Channels of Visual Communication	2	SEC
8	Effective Communications I	Module 1: Introduction to Communication Module 2: Translation	2	AEC
9	Indian Knowledge System	Module 1: What is IKS? Module 2: Various aspects of IKS	2	IKS
10	Indian Constitution & Current Affairs	Module 1: Indian Constitution Module 2: Current National & International Stories	2	VAC
11	CC	CC	2	CC

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## FY BAMMC - SEM 2

	Subject Name	Modules	Credits	
1	Introduction to Advertising Media Laws & Ethics	Module 1: Introduction to Advertising Module 2: Creativity in Advertising	2	MJR MAN
2	Computer Multimedia II - Video & Audio Media Laws & Ethics	Module 1: Premier Pro & Adobe After Effects Module 2: Sound Forge & Adobe Audition	2	MJR MAN
3	Introduction to Journalism	Module 1: Introduction to Journalism Module 2: Print Production Overview	2	MJR ELC
4	History of Media & Marketing	Module 1: History of Media Module 2: History of Marketing	2	MNR
5	Introduction to Photography	Module 1: Basics of Photography & Composition Module 2: Lights & Camera Dynamics	2	VSC
5	Influencer Culture	Module 1: Introduction Module 2: Techniques & Skills	2	OE 1
6	Event Management	Module 1: Introduction to Event Management Module 2: Practical Aspects of Event Management	2	OE 2
8	Content Writing & Editing	Module 1: Writing & Editing Module 2: Presentation Tools & Techniques	2	SEC
9	Effective Communications II	Module 1: Report Writing Module 2: Communication Techniques	2	AEC
10	Environmental Science	<ul style="list-style-type: none"> <li>From University</li> </ul>	2	VAC
11	CC	CC	2	CC

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### SY BAMMC - SEM 3

	Subject Name	Modules	Credits	
1	Electronic Media	Module 1: Introduction to Electronic Media Module 2: Introduction to Sound & Visuals Module 3: Formats of Radio & Television Module 4: Digital Story-telling and Writing for Broadcast Media	4	MJR MAN
2	Understanding Films & Performing Arts I	Module 1: Introduction to Films Module 2: Film Movements Module 3: Natyashahstra Module 4: Acting & Theatre	4	MJR MAN
3	Public Relations & Media Management	Module 1: Introduction to PR & Theories Module 2: Practical Applications of PR Module 3: News Media Management Module 4: Media Management	4	MNR
4	Content Creation OE	Module 1: Foundations of Content Writing Module 2: Content Production & Distribution	2	OE
5	Media Studies	Module 1: Media Theories Module 2: Media Communications	2	VSC
6	Modern Indian Language	• From University	2	AEC
7	FP	FP	2	FP
8	CC	CC	2	CC

### SY BAMMC - SEM 4

	Subject Name	Modules	Credits	
1	Mass Media Research	Module 1: Research in Media: Module 2: Design & Data Collection: Module 3: Analysis: Module 4: Application of Research:	4	MJR MAN
2	Understanding Films & Performing Arts II	Module 1: Film Making Module 2: Film Culture Module 3: History & Development of Dance Module 4: Foundations of Music Theory	4	MJR MAN

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3	Introduction to Finance in Media & Marketing	Module 1: Introduction to basics of finance Module 2: Types of Budgets & Costs Module 3: Types of Costs in Media Module 4: Media Budgeting & Measurements	4	MNR
4	Content Creation OE	Module 1: Foundations of Content Writing Module 2: Content Production & Distribution	2	OE
5	Media Laws & Ethics	Module 1: Regulatory Bodies of Media Module 2: Important Laws in Media	2	SEC
6	Modern Indian Language	<ul style="list-style-type: none"> <li>From University</li> </ul>	2	AEC
7	FP	FP	2	FP
8	CC	CC	2	CC

### TY BAMMC (Ad & Journo) - SEM 5

	Subject Name	Modules	Credits	
1	Globalization & Cultural Understanding	Module 1: Introduction to Globalization & Culture Module 2: Globalization & Power Identity Module 3: Cultural Nuances & Advertising Module 4: Globalization, The Future & Resistance	4	MJR MAN
2	Brand Building	Module 1: Introduction to Brand Building Module 2: Brand Building Strategies Module 3: Brand Growth Module 4: Brand Content	4	MJR MAN
3	Documentary & Ad Film Making	Module 1: Documentary & its types Module 2: Ad-Film Making Production	2	MJR MAN
4	Social Media Marketing	Module 1: Introduction to Social Media Marketing Module 2: Campaign Planning & Management Module 3: Practical Aspects of Social Media Marketing 1 Module 4: Practical Aspects of Social Media Marketing 2	4	MIN
5	FP/CEP	FP/CEP	2	FP/CEP

### TY BAMMC (Ad) - SEM 5

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	Subject Name	Modules	Credits	
1	Television Production & Marketing	Module 1: Formats & Applicable Theories of TV Programmes Module 2: Presenting reality in TV Module 3: Introduction to Marketing & IMC Module 4: Marketing Trends in TV Industry	4	MJR ELC
2	Artificial Intelligence in New Media	Module 1: Machine Learning & Artificial Intelligence: Applications in Media Module 2: Practical Applications of A.I. tools	2	SEC

### TY BAMMC (Journo) - SEM 5

	Subject Name	Modules	Credits	
1	Journalism and Contemporary Society	Module 1: Reporting Module 2: Investigative Journalism Module 3: Social Movements & Growth Module 4: Polity and Social Welfare	4	MJR ELC
2	Mobile Journalism and Technical Media	Module 1: The State of Mobile: Module 2: Mobile Journalism Module 3: Designing for Mobile Journalism Module 4: Technical Media Note: To teach FIGMA Tool Under New Media Journalism	2	SEC

### TY BAMMC (Ad & Journo) - SEM 6

	Subject Name	Modules	Credits	
1	Elements of Media Design	Module1: Foundational Design Principles Module 2: Newspaper-Specific Design & Magazine-Specific Design Elements: Module 3: Brand-Specific Design Elements: Module 4: Execution: Note: Students have to prepare any two of the following for their 100 marks practical project black book: (1) Advertising Campaign (2) Newspaper (3) Magazine	4	MJR MAN
2	Digital Media	Module 1: Introduction to Digital Media	4	MJR MAN

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		Module 2: SEO & SEM Module 3: Email Marketing & Analytics Module 4: Affiliate Marketing & Cyber Laws		
3	Marketing Research Methodology	Module 1: Format of Research Writing & Data analysis Module 2: Marketing Research	2	MJR MAN
4	OJT	OJT	4	OJT

### TY BAMMC (Ad) - SEM 6

	Subject Name	Modules	Credits	
1	Consumer Behavior	Module 1: Introduction to Consumer Behavior & Marketing Module 2: Psychological Determinants & Relevance of Learning in Consumer Behavior Module 3: Socio - Economic & Cultural Determinants of Consumer Behavior Module 4: i) Consumer Decision Making, Diffusion & Adoption Process ii) Diffusion & Adoption Process	4	MIN
2	Understanding National & Global Scenario	Module 1: Introduction to Market Structures & Economic Environment Module 2: National Market Trends & Government Policies Module 3: Global Trade, Financial Markets & International Institutions Module 4: Market Analysis, Consumer Behavior & Future Trends	4	MJR ELC

### TY BAMMC (Journo) - SEM 6

	Subject Name	Modules	Credits	
1	Lifestyle & Magazine Journalism	Module 1: Introduction to Lifestyle Journalism Module 2: Practical Aspects of Lifestyle Journalism Module 3: Introduction to Magazine Journalism Module 4: Practical Aspects of Magazine Journalism	4	MIN
2	Print Production & Marketing	Module 1: Technologies of Printing & Stages	4	MJR ELC

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		Module 2: Organizational Structure's in Print Production Module 3: Stages & Commercial Aspects of Printing Module 4: Introduction to Marketing & Latest Trends of Marketing		
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Note: 2 Credits = 2 Lectures and 2 Modules only  
4 Credits = 4 Lectures and 4 Modules only

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## Modality of assessment

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first part & by conducting the Semester End Examinations with 60% marks in the second part for 4 & 2 credit subjects.

Practical Examination will consist of End Sem examination.

**Student will have to score 40% of marks in Internal assessment as well as End Sem examination to pass the course.**

The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

Internal Assessment: It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

Semester End Assessment : It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ written/ Practical examination.

### A. For 4 Credit Subjects

**Theory - Internal assessment 40%**

**40 marks**

Sr No	Evaluation type	Marks
1.	<ul style="list-style-type: none"><li>Tests, Assignments,</li><li>Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.),</li><li>Class Test (multiple choice questions / objective)</li><li>TVC, Short films, Documentaries.</li></ul>	35
2.	<ul style="list-style-type: none"><li>Active participation in routine class activity</li><li>Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc.</li></ul>	05

**Theory - External examination - 60%**

**60 marks**

### Semester End Theory Assessment

Duration - Each paper shall be of 2 hours duration.

Theory question paper pattern :-

- There shall be one compulsory questions, one based on Case Study or Practical Application
- Each question shall carry 15 marks.

\* subjects are 100% practical & viva subjects and no theory

- b. Each question should be subdivided into four sub questions a, b and c , d with internal choice in each.

Question no.	Details	Marks
<b>Q1.</b>	<b>Based on Case Study &amp; Practical Application Question Only (Compulsory)</b>	<b>15</b>
<b>Q2.</b>	<b>Based on Unit I, II, III</b>	<b>15</b>
	a) Attempt the following	7
	b) Attempt the following	8
	OR	
	c) Attempt the following	7
	d) Attempt the following	8
<b>Q3.</b>	<b>Based on Unit II,III,IV</b>	<b>15</b>
	a) Attempt the following	7
	b) Attempt the following	8
	OR	
	c) Attempt the following	7
	d) Attempt the following	8
<b>Q5</b>	<b>Based on Unit I, III, IV</b>	<b>15</b>
	Attempt Short Notes (Any 3 out of 5)	<b>15</b>

#### **B. For 2 Credit Subjects**

**Theory - Internal assessment 40%**

**20 marks**

Sr No	Evaluation type	Marks
1.	<ul style="list-style-type: none"> <li>Tests, Assignments,</li> <li>Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.),</li> <li>Class Test (multiple choice questions / objective)</li> <li>TVC, Short films, Documentaries.</li> </ul>	15
2.	<ul style="list-style-type: none"> <li>Active participation in routine class activity</li> <li>Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc.</li> </ul>	05

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**Theory - External examination - 60%**

**30 marks**

**Semester End Theory Assessment**

Duration - Each paper shall be of 1.5 hours duration.

Theory question paper pattern :-

- a. There shall be one compulsory questions, one based on Case Study or Practical Application and be of 15 marks.
- b. Question 2 carries 8 marks with internal choice.
- c. Question 3 carries 7 marks with internal choice.

<b>Question no.</b>	<b>Details</b>	<b>Marks</b>
<b>Q1.</b>	<b>Based on Case Study &amp; Practical Application Question Only (Compulsory)</b>	<b>15</b>
<b>Q2.</b>	<b>Based on Unit I, II, III</b>	<b>8</b>
	a) Attempt the following OR b) Attempt the following	8  8
<b>Q3.</b>	<b>Based on Unit II,III,IV</b>	<b>7</b>
	a) Attempt the following OR b) Attempt the following	7  7

**C. For 4 Credit Practical Subject.**

<b>Practical - External Assessment - 100%</b>	<b>100 Marks</b>
<b>Evaluation Type: Viva &amp; Black Book</b>	

\* subjects are 100% practical & viva subjects and no theory

## Overall Examination and Marks Distribution Pattern

### SEMESTER I

Course	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC - CC	Grand Total
Theory	30	30	30	30	30	30	30	30	30	30	50	330
Internals	20	20	20	20	20	20	20	20	20	20		220

### SEMESTER II

Course	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC - CC	Grand Total
Theory	30	30	30	30	30	30	30	30	30	30	50	330
Internals	20	20	20	20	20	20	20	20	20	20		220

### SEMESTER III

Course	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESUA MC - FP	VESUA MC - CC	Grand Total
Theory	60	60	60	30	30	30	50	50	330
Internals	40	40	40	20	20	20			220

### SEMESTER IV

Course	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESU AMC -	VESUA MC - CEP	VESUA MC - CC	Grand Total
Theory	60	60	60	30	30	30	50	50	330
Internals	40	40	40	20	20	20			220

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### SEMESTER V

Course	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC - CEP/FP	VESUA MC -	VESUAM C -	Grand Total
Theory	60	60	30	60	50	60	30	330
Internals	40	40	20	40		40	20	220

### SEMESTER VI

Course	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC - OJT	VESUA MC -	VESUA MC -	Grand Total
Theory	60	60	30	100	60	60	330
Internals	40	40	20		40	40	220

\* subjects are 100% practical & viva subjects and no theory

**DEPARTMENT OF MAPR - SYLLABUS RESTRUCTURE 2024-25 Term 1 & 2**  
**Applicable from the Academic Year 2025-26**

**MAPR 1 SEM 1**

1	Public Relation Practices	Module 1: Foundations of Public Relations Module 2: Models of Communication and usage in PR Module 3: PR Practical Applications Module 4: Future of PR	4	MJR MAN
2	Media Marketing & Management	Module 1: Introduction to Management Module 2: Management Functions Module 3: Introduction to Marketing Module 4: Advanced Marketing Concepts	4	MJR MAN
3	Public Relations Practical Project*	Module 1: Client Brief Analysis and Objective Setting Module 2: Media Outreach and Communication Planning Module 3: Campaign Execution and Crisis Handling Module 4: Impact Assessment and Documentation	4	MJR MAN
4	Digital Marketing Practical Project*	Module 1: Digital Strategy Development Module 2: Campaign Execution & Documentation	2	MJR MAN
5	Event Management	Module 1: Introduction to Event Management Module 2: Practical Aspects of Event Management Note: Major Focus on PR events only.	2	MJR ELC

\* subjects are 100% practical & viva subjects and no theory

6	Event Management Practical Project*	Module 1: Event Conceptualization and Planning Module 2: Execution and Post Event Analysis Note: PR Event Only	2	MJR ELC
7	Capstone Project I*	Module 1: Identifying PR Trends and Problem Statement Development Module 2: Research and Strategic Framework Module 3: Execution and Campaign Design Module 4: Evaluation and Report	4	RM

### MAPR 1 SEM 2

1	Crisis Communication in PR & AD	Module 1: Introduction to Crisis Communication Module 2: Crisis Management & Planning Module 3: Advertising and Crisis Response Module 4: Crisis Communication in Public Relations	4	MJR MAN
2	Political Communication in PR	Module 1: Introduction to Political Communication Module 2: Political Process, Governance & Public Opinion Module 3: Political Campaign & Media Strategies Module 4: Media Advocacy & Social Justice	4	MJR MAN
3	Capstone Project II*	Module 1: Advanced Insights Module 2: Strategy Formation & Stakeholder Engagement	4	MJR MAN

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		Module 3: Implementation and Monitoring  Module 4: Impact Measurement and Reporting		
4	Film Appreciation Practical Project*	Module 1: Film Analysis and Research  Module 2: Critical Review and Presentation	2	MJR MAN
5	Finance in Public Relations	Module 1: Basics of Finance in Public Relations  Module 2: Financial Planning and Budget in PR  Module 3: Legal Compliance & Corporate Governance  Module 4: Case Studies & Practical Application	4	MJR ELC

### MAPR 2 SEM 3

1	Media Negotiation and Communication	Module 1: Introduction to Media Negotiation  Module 2: Theories of Media Negotiation  Module 3: Perspectives of Communication  Module 4: Conflict Communication	4	MJR MAN
2	PR Campaign (Corporate) Practical*	Module 1: Corporate Image Analysis  Module 2: Campaign Strategy and Development  Module 3: Execution and Media Relations  Module 4: Impact Evaluation and Reporting	4	MJR MAN

\* subjects are 100% practical & viva subjects and no theory

3	PR Campaign (Fashion & Lifestyle) Practical*	Module 1: Industry Research and Trend Analysis  Module 2: Campaign Conceptualization  Module 3: Execution and Content Creation  Module 4: Performance Analysis and Reporting	4	MJR MAN
4	International PR	Module 1: Foundations of International PR  Module 2: Practical Aspects of International PR	2	MJR MAN
5	Media Advocacy & Laws	Module 1: Introduction to Media Advocacy  Module 2: Important Laws	2	MJR ELC
6	Case Study Black Book Practical*	Module 1: Case Identification and Research  Module 2: Legal Analysis & Documentation	2	MJR ELC

#### MAPR 2 SEM 4

1	Consumer and Stakeholder Behavior	Module 1: Introduction to Consumer and Stakeholder Behavior  Module 2: Psychological and Sociological Factors of Consumer Behavior  Module 3: Stakeholder Engagement Framework	4	MJR MAN
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		Module 4: Consumerism, Advocacy, Globalization		
2	AD & PR in New Times	Module 1: Evolution of Advertising & PR in the Digital Age  Module 2: Strategic Communication & Brand Storytelling  Module 3: Ethics, Law & Corporate Social Responsibility (CSR) in Advertising & PR  Module 4: Data-Driven Advertising & PR Analytics	4	MJR MAN
3	Social Media Marketing Practical Project*	Module 1: Platform Analysis and Strategy Development  Module 2: Execution and Analysis	2	MJR MAN
4	Research Dissertation I*	Module 1: Refreshing Research I  Module 2: Refreshing Research II  Module 3: Drafting  Module 4: Drafting	4	MJR MAN
5	Language, Writing and Communication	Module 1: Foundations of PR Writing and Communication  Module 2: Writing for Digital Platforms and Persuasive Communication	2	MJR ELC

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6	Research Dissertation II*	<p>Module 1: Selection of Correct Research Design, Understanding &amp; Drafting Research Design Statement of Problem, Aim, Objectives, Research Question and Types, Hypothesis &amp; Types, Selection of Correct Hypothesis based on the study.</p> <p>Module 2: Understanding and Drafting Scope, Utility, Limitation, De-Limitation based on the study.</p> <p>Module 3: Understanding and Drafting Data Gathering, Sampling and Types, Questionnaire and Types, Types of Survey and Findings, Data Analysis, Data Interpretation, Findings and Conclusions. Understanding the types of Hypothesis Testing and Suggest the suitable Hypothesis Testing for future advanced study</p> <p>Module 4: Understanding and Drafting Discussions and Conclusions</p> <p>Module 5: Understanding and Drafting Future Scope of Study, Recommendations and Suggestions</p> <p>Module 6: Understanding the difference between Bibliography, References. Drafting Bibliography and Annexure.</p>	6	RP

\* subjects are 100% practical & viva subjects and no theory

## Modality of assessment

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first part & by conducting the Semester End Examinations with 60% marks in the second part for 4 & 2 credit subjects and for Practical Subjects of 4, 2 & 6 Credits assessed by 100% Black Book Project & Viva.

Practical Examination will consist of End Sem examination.

**Student will have to score 40% of marks in Internal assessment as well as End Sem examination to pass the course.**

The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

**Internal Assessment:** It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

**Semester End Assessment :** It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ written/ Practical examination.

### A. For 4 Credit Subjects (Theory Only)

**Theory - Internal assessment 40%**

**40 marks**

Sr No	Evaluation type	Marks
1.	<ul style="list-style-type: none"><li>Tests, Assignments,</li><li>Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.),</li><li>Class Test (multiple choice questions / objective)</li><li>TVC, Short films, Documentaries.</li></ul>	35
2.	<ul style="list-style-type: none"><li>Active participation in routine class activity</li><li>Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc.</li></ul>	05

**Theory - External examination - 60%**

**60 marks**

### Semester End Theory Assessment

Duration - Each paper shall be of 2.5 hours duration.

- Theory question paper pattern :-
- There shall be one compulsory questions, one based on each unit
- Each question shall carry 15 marks

\* subjects are 100% practical & viva subjects and no theory

- d. Each question shall be subdivided into four sub questions a, b and c , d with internal choice in each.

Question no.	Details	Marks
Q1.	Based on Case Study & Practical Application Question Only (Compulsory)	15
Q2. to Q11.	Any 5 to be Attempted from 9 (9 Marks Each)	45

### B. For 2 Credit Subjects (Theory Only)

Theory - Internal assessment 40%

20 marks

Sr No	Evaluation type	Marks
1.	<ul style="list-style-type: none"> <li>Tests, Assignments,</li> <li>Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.),</li> <li>Class Test (multiple choice questions / objective)</li> <li>TVC, Short films, Documentaries.</li> </ul>	35
2.	<ul style="list-style-type: none"> <li>Active participation in routine class activity</li> <li>Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc.</li> </ul>	05

Theory - External examination - 60%

30 marks

### Semester End Theory Assessment

Duration - Each paper shall be of 2.5 hours duration.

- Theory question paper pattern :-
- There shall be one compulsory questions, one based on each unit
- Each question shall carry 15 marks
- Each question shall be subdivided into four sub questions a, b and c , d with internal choice in each.

Question no.	Details	Marks
Q1.	Based on Case Study & Practical Application Question Only (Compulsory)	10
Q2. to Q6.	Any 2 to be Attempted from 5 (10 Marks Each)	20

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**D. For 6 Credit Practical Subject.**

<b>Practical - External Assessment - 100%</b>	<b>150 Marks</b>
<b>Evaluation Type: Viva &amp; Black Book</b>	

**D. For 4 Credit Practical Subject.**

<b>Practical - External Assessment - 100%</b>	<b>100 Marks</b>
<b>Evaluation Type: Viva &amp; Black Book</b>	

**E. For 2 Credit Practical Subject.**

<b>Practical - External Assessment - 100%</b>	<b>50 Marks</b>
<b>Evaluation Type: Viva &amp; Black Book</b>	

**Overall Examination and Marks Distribution Pattern**

\* subjects are 100% practical & viva subjects and no theory

### SEMESTER I

Course	PMJMM P -	PMJMM P -	PMJMM P - PR PP	PMJMM P -DM PP	PMJMM P -	PMJMM P - Event PP	PMJMMP - Capstone	Grand Total
Theory	60	60	100	50	30	50	100	330
Internals	40	40			20			220

### SEMESTER II

Course	PMJMM P -	PMJMM P -	PMJMM P - Capsto ne II	PMJMM P - FA PP	PMJMMP -	PMJMM P - OJT	Grand Total
Theory	60	60	100	50	60	100	330
Internals	40	40			40		220

### SEMESTER III

Course	PMJMM P -	PMJMM P - PC PP	PMJMM P - PFL PP	PMJMM P -	PMJMMP -	PMJMM P - CS PP	PMJMM P - OJT	Grand Total
Theory	60	100	100	30	30	50	100	330
Internals	40			20	20			220

### SEMESTER IV

Course	PMJMM P -	PMJMM P -	PMJMM P - SM PP	PMJMM P - RD I	PMJMM P -	PMJMM P - RD II	Grand Total
Theory	60	60	50	100	30	150	330
Internals	40	40			20		220

\* subjects are 100% practical & viva subjects and no theory