



University of Mumbai

CCF:0604:0023

CERTIFICATE SHOWING THE RESULT OF THE CANDIDATE

NAME : SARNOBAT MANDAR LAXMAN SNEHAL

EXAMINATION : BACHELOR OF MASS MEDIA (B.M.M.) (SEM VI) (CBSE) (75:25) (R-2017)

HELD IN : SEPTEMBER 2020

SEAT NUMBER : 3038386

2017016400310946

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	13	73	4	A+	9	36
UABMMA602	PRINCIPLES & PRACTICE OF DIRECT MARKETING	4	75	30	57					
			25	10	19	76	4	A+	9	36
UABMMA603	AGENCY MANAGEMENT	4	75	30	75					
			25	10	18	93	4	O	10	40
UABMMA604	ADVERTISING & MARKETING RESEARCH	4	75	30	72					
			25	10	15	87	4	O	10	40
UABMMA605	LEGAL ENVIRONMENT & ADVERTISING ETHICS (LAW)	4	75	30	66					
			25	10	17	83	4	O	10	40
UABMMA606	CONTEMPORARY ISSUES	4	75	30	75					
			25	10	18	93	4	O	10	40
UABMMA607	DIGITAL MEDIA	4	75	30	72					
			25	10	10	82	4	O	10	40
			100	--						
	Total	28	700	--	587	--	28	--	--	272

SEM-I- GPA : 8.17;

SEM-II- GPA : 7.17 ;

SEM-III- GPA : 7.67 ;

SEM-IV- GPA : 6.67;

SEM-V- GPA : 7.67 ;

SEM-VI- GPA : 9.71 ;

Remark : Successful

CGPI : 7.84

FINAL GRADE : B+

Result Declared on : OCTOBER 29, 2020

DIRECTOR

BOARD OF EXAMINATIONS & EVALUATION