

(SCHEME OF EXAMINATIONS)

Scheme of Programme Code: 140 Programme Name: MASTER IN MASS COMMUNICATION SchemeID: 120402010001 Sem./Year: 02 SEMESTER
 Institution Code: 203 Institution: UNIVERSITY SCHOOL OF MASS COMMUNICATION

S.No.	Paper ID	Code	Subject	Credit	Type	Exam	Mode	Kind	Minor	Major	Max. Marks	Pass Marks
01	40102	MMM102	JOURNALISM:CONCEPTS & PRINCIPLES	5	THEORY	UES	COMPULSORY	DROPPABLE	40	60	100	50
02	40104	MMM104	ADVERTISING & PUBLIC RELATIONS:CONCEPTS & PRINCIPLES	5	THEORY	UES	COMPULSORY	DROPPABLE	40	60	100	50
03	40106	MMM106	MEDIA LAWS & ETHICS	4	THEORY	UES	COMPULSORY	DROPPABLE	40	60	100	50
04	40108	MMM108	MEDIA ECONOMICS & MANAGEMENT	4	THEORY	UES	COMPULSORY	DROPPABLE	40	60	100	50
05	40110	MMM110	COMMUNICATION RESEARCH	4	THEORY	UES	COMPULSORY	DROPPABLE	40	60	100	50
06	40152	MMM152	PRINT MEDIA LAB	3	PRACTICAL	UES	COMPULSORY	MANDATORY	40	60	100	50
07	40154	MMM154	PROJECT	3	PRACTICAL	UES	COMPULSORY	MANDATORY	40	60	100	50

(SCHEME OF EXAMINATIONS)

Scheme of Programme Code: 140 Programme Name: MASTER IN MASS COMMUNICATION SchemeID: 120402010001 Sem./Year: 04 SEMESTER
Institution Code: 203 Institution: UNIVERSITY SCHOOL OF MASS COMMUNICATION

S.No.	Paper ID	Code	Subject	Credit	Type	Exam	Mode	Kind	Minor	Major	Max. Marks	Pass Marks
01	40202	MMJN202	SPECIALISED AREAS IN CONTEMPORARY JOURNALISM	4	THEORY	UES	ELECTIVE	DROPPABLE	40	60	100	50
02	40204	MMJN204	NEWS PRODUCTION, PRESENTATION & ANCHORING	4	THEORY	UES	ELECTIVE	DROPPABLE	40	60	100	50
03	40206	MMCC202	CORPORATE COMMUNICATION PRACTICES & STRATEGIES	4	THEORY	UES	ELECTIVE	DROPPABLE	40	60	100	50
04	40208	MMCC204	INTEGRATED MARKETING COMMUNICATION & EVENTS	4	THEORY	UES	ELECTIVE	DROPPABLE	40	60	100	50
05	40210	MMTV202	PRODUCTION STYLES, MARKETING & COMMISSIONING	4	THEORY	UES	ELECTIVE	DROPPABLE	40	60	100	50
06	40212	MMTV204	SCRIPT & SCREENPLAY WRITING	4	THEORY	UES	ELECTIVE	DROPPABLE	40	60	100	50
07	40214	MMNM202	E-BUSINESS JOURNALISM	4	THEORY	UES	ELECTIVE	DROPPABLE	40	60	100	50
08	40216	MMNM204	INTERNET ADVERTISING & PR	4	THEORY	UES	ELECTIVE	DROPPABLE	40	60	100	50
09	40252	MMJN252	NEWS PRODUCTION, PRESENTATION & ANCHORING LAB	4	PRACTICAL	UES	ELECTIVE	MANDATORY	40	60	100	50
10	40254	MMJN254	MAJOR PROJECT	10	PRACTICAL	UES	ELECTIVE	MANDATORY	40	60	100	50
11	40256	MMJN256	COMPREHENSIVE VIVA VOCE	4	PRACTICAL	NUES	ELECTIVE	MANDATORY	--	100	100	50
12	40258	MMCC252	INTEGRATED MARKETING COMMUNICATION & EVENTS LAB	4	PRACTICAL	UES	ELECTIVE	MANDATORY	40	60	100	50
13	40260	MMCC254	MAJOR PROJECT	10	PRACTICAL	UES	ELECTIVE	MANDATORY	40	60	100	50
14	40262	MMCC256	COMPREHENSIVE VIVA VOCE	4	PRACTICAL	NUES	ELECTIVE	MANDATORY	--	100	100	50
15	40264	MMTV252	SCRIPT & SCREENPLAY LAB	4	PRACTICAL	UES	ELECTIVE	MANDATORY	40	60	100	50
16	40266	MMTV254	MAJOR PROJECT	10	PRACTICAL	UES	ELECTIVE	MANDATORY	40	60	100	50
17	40268	MMTV256	COMPREHENSIVE VIVA VOCE	4	PRACTICAL	NUES	ELECTIVE	MANDATORY	--	100	100	50
18	40270	MMNM252	INTERNET ADVERTISING & PR LAB	4	PRACTICAL	UES	ELECTIVE	MANDATORY	40	60	100	50
19	40272	MMNM254	MAJOR PROJECT	10	PRACTICAL	UES	ELECTIVE	MANDATORY	40	60	100	50
20	40274	MMNM256	COMPREHENSIVE VIVA VOCE	4	PRACTICAL	NUES	ELECTIVE	MANDATORY	--	100	100	50

