

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Choice Based Credit System (CBCS) Scheme

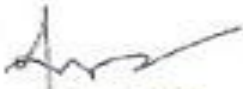
**M.A. (Journalism and Mass Communication) Session 2018-20**

## II- SEMESTER

S. No.	Subject Code	Name of Subject	Teaching			Examination Scheme					Total Marks	CREDITS
			L	T	P	Theory			Practical			
						End Sem University Exam	Two Term Exam	Teachers Assessment*	End Sem University Exam	Teachers Assessment *		
1	JMCPG 201	Advertising	4	1	0	60	20	20	0	0	100	5
2	JMCPG 202	Development Communication	4	1	0	60	20	20	0	0	100	5
3	JMCPG203	Media Planning & Management	4	1	0	60	20	20	0	0	100	5
4	JMCPG 204	Radio Production	4	0	2	60	20	20	0	50	150	5
5	JMCPG205	Art of Photography	3	0	2	60	20	20	0	50	150	4
6	JMCPG206	Field study and seminar	0	0	0	0	0	0	30	20	50	2
7	JMCPG207	Comprehensive Viva Voce	0	0	0	0	0	0	30	20	50	2
<b>TOTAL</b>			<b>19</b>	<b>3</b>	<b>4</b>	<b>300</b>	<b>80</b>	<b>100</b>	<b>60</b>	<b>140</b>	<b>700</b>	<b>28</b>

\*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

  
**Chairperson**  
**Board of Studies**  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore

  
**Joint Registrar**  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore