

## (SCHEME OF EXAMINATIONS)

Scheme of Programme Code: 024      Programme Name: BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)      SchemeID: 120242016001      Sem./Year: 04 SEMESTER  
 Institution Code: 170      Institution: TECNIA INSTITUTE OF ADVANCED STUDIES

S.No.	Paper ID	Code	Subject	Credit	Type	Exam	Mode	Kind	Minor	Major	Max. Marks	Pass Marks
01	24202	BA(JMC)202	BASICS OF ADVERTISING	4	THEORY	UES	COMPULSORY	DROPPABLE	25	75	100	40
02	24204	BA(JMC)204	BASICS OF PUBLIC RELATIONS	4	THEORY	UES	COMPULSORY	DROPPABLE	25	75	100	40
03	24206	BA(JMC)206	TELEVISION PROGRAMMING AND PRODUCTION	4	THEORY	UES	COMPULSORY	DROPPABLE	25	75	100	40
04	24208	BA(JMC)208	TELEVISION NEWS : REPORTING AND ANCHORING	4	THEORY	UES	ELECTIVE	DROPPABLE	25	75	100	40
05	24210	BA(JMC)210	CORPORATE COMMUNICATION	4	THEORY	UES	ELECTIVE	DROPPABLE	25	75	100	40
06	24252	BA(JMC)252	ADVERTISING LAB	2	PRACTICAL	UES	COMPULSORY	DROPPABLE	40	60	100	40
07	24254	BA(JMC)254	PUBLIC RELATIONS LAB	2	PRACTICAL	UES	COMPULSORY	DROPPABLE	40	60	100	40
08	24256	BA(JMC)256	TV PRODUCTION LAB	2	PRACTICAL	UES	COMPULSORY	DROPPABLE	40	60	100	40
09	24258	BA(JMC)258	TELEVISION NEWS : REPORTING AND ANCHORING LAB	2	PRACTICAL	UES	ELECTIVE	DROPPABLE	40	60	100	40
10	24260	BA(JMC)260	CORPORATE COMMUNICATION LAB	2	PRACTICAL	UES	ELECTIVE	DROPPABLE	40	60	100	40

