

**Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya**  
**Raipur (Chhattisgarh)**

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ORDINANCE No. 1 [B]  
**MASTER OF ARTS (MA(APR))**  
Refer Section [ 35 ]

1. This degree shall be known as Master of Arts in Advertising & Public Relations (MA(APR))
2. The duration of this course shall extend over two full academic sessions and each of these academic sessions shall be sub-divided into two semesters each.
3. The minimum qualification for application to admission in MA(APR) course shall be as follows:  
A candidate holding a graduate degree or post-graduate degree of the University or of any other University recognized to be equivalent thereto by the University \*shall be eligible for admission to MA(APR) Course.
4. The admission to the MA(APR) course of study shall be made on merit to be decided on the basis of written entrance test and/or selection interview organized by the University.  
English / Hindi shall be the medium for the entrance test, instruction and examination for the course of study.  
The admission so granted shall be further governed by the University rules applicable to all the students in the University and the decision of the Kulpati in case of any dispute shall be final.
5. The total intake capacity of the MA(APR) course shall be as per UGC norms and as decided by the University from time to time.
6. The students admitted to MA(APR) course shall not be permitted to appear at any other examination.
7. The MA(APR) course shall consist of-
  - a) Such courses / papers as may be prescribed by the University.
  - b) Such on job training as may be prescribed by the University.
  - c) Such field visits as may be prescribed by the University.
8. There shall be a University Examination conducted by the University at the end of each semester on the basis of course contents and scheme of examination as may be prescribed by the University from time to time.

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\* No. 2503/Acad./07 dt. 01/05/2007

9. A student after having prosecuted a regular course of study shall be eligible to be admitted to the Semester Examination if he/she had attended at least 75 percent of the classes of the Semester concerned.
10. A candidate in order to be declared pass at any of the Semester Examination shall be required to obtain at least 40 percent\* marks in each of the theory papers, CE & AA, Practical, and 45 percent\* marks in the aggregate.
11. A candidate, declared pass at the first semester examination shall be eligible to be promoted to the second semester and shall be eligible to take up the second semester examination if he/she fulfills all other conditions to be eligible to appear at the examination.
- 1) If a candidate who fails in maximum two theory papers\* #which includes practical exam also shall be allowed to keep the term and shall be eligible for promotion to the second semester, if he has cleared/passed all internal assessment exams.
  - 2) Such candidate as mentioned in subsection (1) under proviso shall be eligible to take examination in such subjects of the first semester in which he has failed, simultaneously with the examination of second semester, subject to the other conditions for eligibility of examination being fulfilled.
  - 3) If the student aforesaid under subsection (2) fails to clear his theory papers of first semester along with the second semester exam then in such case he shall appear as an ex-student in the immediately following first semester examination again.
  - 4) If such a student as described under this proviso fails to clear his theory papers of first semester even in the second attempt as described under proviso (3) he shall be cease to be a student of MA(APR) course.
12. A candidate declared pass at the first and second semester examination shall be eligible to be promoted to the third semester examination and shall be eligible to take up the third semester examination, if he/she fulfills all other conditions to appear at the examination.
- 1) If a candidate who fails in maximum two theory papers \* #which includes practical exam also shall be allowed to keep the term and shall be eligible for promotion to the third semester, if he has cleared/passed all internal assessment exams.
  - 2) Such candidate as mentioned in subsection (1) under proviso shall be eligible to take examination in such subjects of the second semester in which he has failed, simultaneously with the examination of third semester, subject to the other conditions for eligibility of examination being fulfilled.

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\* No. 2503/Acad./07 dt. 01/05/2007, #Amended by notification no. 2381 dt. 05/06/2014

- 3) If the student aforesaid under subsection (2) fails to clear his theory papers of second semester along with the third semester exam then in such case he shall appear as an ex-student in the immediately following second semester examination again. Subject to the condition that he has cleared the first semester.
  - 4) If such a student as described under this proviso fails to clear his theory papers of second semester even in the second attempt as described under proviso (3) he shall be cease to be a student of MA(APR) course.
13. A candidate declared pass at the 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> semester examination shall only be eligible to be attempt to the fourth semester.
- 1) If a candidate who fails in maximum two theory papers \* #which includes practical exam also shall be allowed to keep the term and shall be eligible for promotion to the fourth semester, if he has cleared/passed all internal assessment exams.
  - 2) Such candidate as mentioned in subsection (1) under proviso shall be eligible to take examination in such subjects of the third semester in which he has failed, simultaneously with the examination of fourth semester, subject to the other conditions for eligibility of examination being fulfilled.
  - 3) If the student aforesaid under subsection (2) fails to clear his theory papers of third semester along with the fourth semester exam then in such case he shall appear as an ex-student in the immediately following third semester examination again. Subject to the condition that he has cleared the second semester.
  - 4) If such a student as described under this proviso fails to clear his theory papers of third semester even in the second attempt as described under proviso (3) he shall be cease to be a student of MA(APR) course.
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14. A candidate who after passing in the internal assessment of all the papers and Project Report is eligible to be admitted to the semester examination fails to appear at the examination due to illness or any other unavoidable reasons, he/she will be permitted to appear at the next two subsequent examinations of the semester concerned as an ex-student of the semester only and in case he/she fails to pass the examination, he/she shall cease to be a student of MA(APR) course of study of the University.
15. A candidate not permitted to take up the first semester examination due to shortage of attendance shall be required to apply for admission afresh in the next academic session and shall also be required to appear at the admission test.

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16. There shall be no second full or supplementary examination for any semester examination.
17. There shall not be any revaluation in case of internal assessment, Project Report and Practical.
18. No person shall be admitted to MA(APR) course if he/she has already passed the MA(APR) examination of the University or any equivalent examination of any other University or statutory body.
19. Each student shall be required to pay such fees of the course as may be prescribed by the University from time to time.
20. In matters of admission, attendance, examination, \*deficiency condonation of grace marks or VC grace and in all other matters not provided for in this Ordinance the MA(APR) degree course shall be governed by the general provisions of the relevant Ordinance save in so far as they are not inconsistent with the Provisions of this Ordinance.

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\* No. 2503/Acad./07 dt. 01/05/2007

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