

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

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**ORDINANCE NO. 25**

**MASTER OF PHILOSOPHY IN ADVERTISING & PUBLIC RELATIONS**

Refer Section [ 35 ]

1. This Course shall be known as Master of Philosophy in Advertising & Public Relations \*[M.Phil.(Advertising & Public Relations)].
2. The duration of this course shall extend over one academic sessions, this academic sessions shall be sub-divided into two semester.
3. The minimum qualification for application to admission in \*M.Phil (Advertising & Public Relations) course shall be as follows:  
(A candidate holding Post Graduate Degree with 55 percent marks of the any University recognized to be equivalent thereto by the University in Advertising & Public Relations, Mass Communication, Journalism, Electronic Media, Media Management, Film Studies, Graphics and Animation, Photography, Videography and such other related fields shall be eligible for admission for the \*M.Phil(Advertising & Public Relations) Course.
4. The admission to the M.Phil. (Advertising & Public Relations) course of study shall be made on merit to be decided on the basis of qualifying examination/ written entrance test and/or selection interview organized by the University/ Institutions.  
(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 \*M.Phil (Advertising & Public Relations) course shall be decided by the University from time to time.
6. The students admitted to \*M.Phil (Advertising & Public Relations) course shall not be permitted to appear at any other course, of this university or any other University.
7. The \*M.Phil (Advertising & Public Relations) 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.

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\* Amended

- 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.
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, Internal Assessment, Assignments, Practical, Projects Dissertation and 55 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.
- If a candidate fails or fails to appear in any paper/internal/assessment/seminar papers of the first semester he/she shall cease to be a student of M.Phil course.
12. A candidate who after passing in the internal assessment of all the papers and Project Report, Dissertation 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 \*M.Phil (Advertising & Public Relations) course of study of the University.
13. 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.
14. There shall be no second full or supplementary examination for any semester examination.
15. There shall not be any revaluation in case of internal assessment, Project Report, Dissertation, viva-voce and Practical.

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\* Amended

16. No person shall be admitted to \*M.Phil (Advertising & Public Relations) course if he/she has already passed the M.Phil (Advertising & Public Relations) examination of the University or any equivalent examination of any other University or statutory body.
17. Each student shall be required to pay such fees of the course as may be prescribed by the University/Institution from time to time.
18. In matters of admission, attendance, examination deficiency Condonation Grace or VC Grace and in all other matters not provided for in this Ordinance, the \*M.Phil. (Advertising & Public Relations) 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.

***PASSING***

40% in each paper and total aggregating 55% in the examination concerned shall be the passing marks. Student has to clear Continuous Evaluation, Assignment Activities, Practical Dissertation, Teaching practice, seminar paper presentation and End Term Exam separately. The results shall be marked by the system of gradation on basis of the schedule shown below

<b>GRADE</b>	<b>MARKS OBTAINED</b>
A	On 80% and above
B	70% and above but below 80%
C	60% and above but below 70%
D	55% and above but below 60%

Dy. Registrar (Acad.)

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