

RSET's



Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

## Criterion 1 – Curricular Aspects

### Key Indicator - 1.1 Curricular Planning and Implementations

Metric No.	Particulars	
1.1.3.	<p><b>Institution Participation in Affiliating University in Curriculum Development and Assessment</b></p> <ul style="list-style-type: none"><li>• <b>Write-Up</b></li><li>• <b>Number of Teachers Participated</b></li><li>• <b>Participation in the Assessment/Evaluation Process</b></li><li>• <b>Total Number of Teachers</b></li><li>• <b>Name of the Body in Which Full-Time Teachers Participated</b></li></ul>	



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**1.1.3 Overview:** During the academic year 2022-23 (June 2022 to May 2023), seventeen faculty members from DGMC demonstrated significant involvement in the examination processes of Mumbai University, the affiliating university. These experienced teachers served in multiple crucial capacities including paper setters, moderators, examiners, and translators across 75 different courses and subjects. Their roles encompassed designing question papers, ensuring standardization through moderation, evaluating answer scripts, and facilitating language translation where required.

This substantial participation in the university examination system reflects not only the expertise and recognition of DGMC's faculty members but also strengthens the institution's academic relationship with Mumbai University. The diverse involvement across various subjects and roles demonstrates the versatile capabilities of DGMC's teaching staff. Their contribution to these crucial academic responsibilities ensures the maintenance of quality standards in the university examination system while simultaneously enriching the institution's assessment practices.

The experience gained through these responsibilities enhances the faculty members' understanding of evaluation methodologies and examination patterns, which ultimately benefits DGMC's internal assessment processes and overall teaching-learning quality. This collaborative engagement also provides valuable insights into curriculum development and assessment strategies at the university level.

### 1.1.3

*Teachers of the Institution participate in following activities related to curriculum development and assessment of the affiliating University and/are represented on the following academic bodies during the year*

<b>Year</b>	2022-2023
<b>Number</b>	8

1. Setting of question papers for UG/PG programs
2. Assessment /evaluation process of the affiliating University
3. Design and Development of Curriculum for Add On/Certificate/Diploma Courses



RSET's



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

**Deviprasad Goenka Management College of Media Studies (DGMC)**  
**RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India**

Year	Name of teacher participated	Name of the body in which full time teacher participated
2022-23	Kanchan Luthra	University of Mumbai Examination
2022-23	Srinivasrao Challapali	University of Mumbai Examination
2022-23	Kinjal Sheth Tandon	University of Mumbai Examination
2022-23	S. Ponselvi	University of Mumbai Examination
2022-23	Shalu Balan	University of Mumbai Examination
2022-23	Chandroday Ghosh	University of Mumbai Examination
2022-23	Sudeep Mehta	University of Mumbai Examination
2022-23	Nilanksha R. Sachdev	University of Mumbai Examination



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RSET's



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INDIA'S PREMIER MEDIA SCHOOL

Deviprasad Goenka Management College of Media Studies (DGMC)  
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Name of the Full-time teacher	Designation	Year of appointment	Name of the Department
Dr. Ameer Vora	Principal	2019	Head of Institute
Ms. Kanchan Luthra	Asst. Professor	2017	BAFTNPMP
Mr. Viraj Bandekar	Asst. Professor	2022	BAMMC
Ms. Nilanksha Sachdev	Asst. Professor	2022	BAMMC
Dr. Kiran Valia	Asst. Professor	2022	BAMMC
Mr. Srinivasrao Challapalli	Asst. Professor	2022	BAMMC
Ms. Kinjal Tandon	Asst. Professor	2022	BAMMC
Ms. Bhavisha Shah	Asst. Professor	2022	BAMMC
Ms. S Ponselvi	Asst. Professor	2019	BAMMC
Mr. Shalu Balan	Asst. Professor	2020	BAMMC
Mr. Chandrodoy Ghosh	Asst. Professor	2022	BAFTNPMP
Dr. Anirbaan Ghosh	Asst. Professor	2022	BAMMC
Ms. Shruti Joshi	Asst. Professor	2022	BAMMC
Mr. Sudeep Mehta	Asst. Professor	2022	BAFTNPMP

Total Number of Full-Time Teachers (AY 2022-2023) - 14



*Amera*

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Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3166

Date: 28<sup>th</sup> March 2023

To,  
Ms. Kanchan Luthra  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Kanchan Luthra,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

*Amee Vora 28/3/23*

Dr. Amee Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 64776 (Subject Code – 55336 / Advertising: 5) Rural Marketing & Advertising)

*Kanchan*

# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**

(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))

Letter No.: T2022-23/64776

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
LAKDAWALA HANIF MOHD	598 Usha Pravin Gandhi College of Management BHAKTI VEDANTA SWAMI MARG JVPD SCHEME 400056	Chairperson	9892381742 haniflakdawala@gmail.com
SAVAKARE VIJAY BABURAO	454 RITAMBARA VISHWA VIDYAPEETH S MALINI KISHOR SANGHAVI COLLEGE OF COMMERCE AND ECONOMICS	Translator	9324549094 vijaysavkare@gmail.com
MOGER AMRIN MOHAMMED SHARIF	75 Guru Nanak College of Arts, Science and Commerce GURU TEGH BAHADUR NAGAR SION KOLIWADA 400037	Paper Setter	9892627786 amrin@gncasc.org
LUTHRA KANCHAN ANIL	488 Deviprasad Goenka Management of Media Studies	Paper Setter	9820704481 kanchan.luthra@sarafcollege.org
SWATI SAIGAL	861 Vidya Vikas Education Trusts Vidya Vikas College of Arts, Science and Commerce	Paper Setter	8108511112 swati.saigal@universal.edu.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4000166 // B.A. in MULTIMEDIA & MASS COMMUNICATION (BAMMC) (CBCS)(R-2019-20) Semester-VI
Subject (Paper Code)	55336 // Advertising: 5) Rural Marketing & Advertising
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

**\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .**

**^ No question paper sets will be accepted without Answer Key.**

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
E-mail ID :	manuscripts@exam.mu.ac.in
Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636

- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. **The Chairpersons are requested to submit THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai – 400098 within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.**
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. **Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.**
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.

6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination.
9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



**Dr. Prasad M. Karande,**  
**I/c. Director,**  
**Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.



OFFICE COPY

RSET's



Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3167

Date: 28<sup>th</sup> Mar 2023

To,  
Ms. Ponselvi S  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Ponselvi S.,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

**Dr. Ameer Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET

CC: Mr. Yashwant Baing - Registrar DGMC

CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 64800 (Subject Code – 64003 / Sound Design and SFX (REV))
2. Appointment Letter 64801 (Subject Code – 64001 / Writing for Media - REV)
3. Appointment Letter 64799 (Subject Code – 64004 / Film & Television Theory and Appreciation - REV)
4. Appointment Letter 64802 (Subject Code – 64002 / Photography and Cinematography - REV)

**UNIVERSITY OF MUMBAI**

Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/04800

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
3167 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Chairperson Moderator	7678031660 selvi.s@dgmcoms.org.in
3169 GHOSH CHANDRODAY .	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	8879136753 chandrodav.ghosh@dgmcoms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001021 // MA (Film, Television and New Media Production) (Sem1) (Choice Based)
Subject (Paper Code)	64003 // Sound Design and SFX (Rev.)
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
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# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/64801

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
3167 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Chairperson Moderator	7678031660 selvi.s@dgmcmms.org.in
0170 VYAS PARTH JITENDRA	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	9920851413 parth.vyas@dgmcmms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001021 // MA (Film, Television and New Media Production) (SemI) (Choice Based)
Subject (Paper Code)	64001 // Writing For Media (Rev)
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide Item no. 5.2 dated 26<sup>th</sup> July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No. question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
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**UNIVERSITY OF MUMBAI**

Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/64799

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmoms.org.in
JHA KSHITIZ DHIRENDRA	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	9819377928 kshitiz.jha@dgmoms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001021 // MA (Film, Television and New Media Production) (SemI) (Choice Based)
Subject (Paper Code)	64004 // Film & Television Theory and Appreciation (Rev.)
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
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**UNIVERSITY OF MUMBAI**

Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/64802

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmcms.org.in
MEHTA SUDEEP KISHOR	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	9920292240 sudeep.mehta@dgmcms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001021 // MA (Film, Television and New Media Production) (SemI) (Choice Based)
Subject (Paper Code)	64002 // Photography and Cinematography (Rev.)
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

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Office Contact No :	26534263
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E-mail ID :	manuscripts@exam.mu.ac.in
Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636

- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. **The Chairpersons are requested to submit THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai – 400098 within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.**
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. **Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.**
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question

paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination.

9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



**Dr. Prasad M. Karande,**  
**I/c. Director,**  
**Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

OFFICE COPY

RSET's



Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3169

Date: 28<sup>th</sup> Mar 2023

To,  
Mr. Chandroday Ghosh  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Chandroday Ghosh,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

*Amee Vora 28/3/23*

**Dr. Amee Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

*Yashwant Baing*

*Amee Vora*  
28/03/23

**Encl.:**

1. Appointment Letter 64800 (Subject Code – 64003 / Sound Design and SFX (REV))



UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/64800

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
3167 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmcms.org.in
3169 GHOSH CHANDRODAY .	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	8879136753 chandrodav.ghosh@dgmcms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001021 // MA (Film, Television and New Media Production) (SemI) (Choice Based)
Subject (Paper Code)	64003 // Sound Design and SFX (Rev.)
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
---------------------	----------

E-mail ID :	manuscripts@exam.mu.ac.in
Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636

- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. **The Chairpersons are requested to submit THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai – 400098 within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.**
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. **Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.**
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question

paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination.

9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



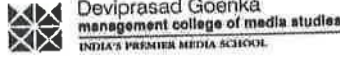
**Dr. Prasad M. Karande,**  
**I/c. Director,**  
**Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

OFFICE COPY

RSET's



Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3182

Date: 5<sup>th</sup> April 2023

To,  
Ms. Ponselvi S  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Ponselvi S.,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

Dr. Ameer Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 65154 (Subject Code – 22601 / Perspective in Media Business)
2. Appointment Letter 65155 (Subject Code – 22602 / Marketing & Publicity Design)
3. Appointment Letter 65022 (Subject Code – 28405 / Laws related to Film, TV & Internet)
4. Appointment Letter 65021 (Subject Code – 28403 / Electronic Media Criticism)
5. Appointment Letter 64965 (Subject Code – 27413/ Journalism: Discipline Specific Electives:  
1) Features & Writing for Social Justice)
6. Appointment Letter 65152 (Subject Code – 20202/ New Media Theory & Practice)
7. Appointment Letter 65151 (Subject Code – 20201 / Post Production & Computer Graphics)
8. Appointment Letter 65023 (Subject Code – 28404 / Media Economics)
9. Appointment Letter 65153 (Subject Code – 20203 / Direction)

# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR)  
Letter No.: T2022-23/65022

To.

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
3182 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonPaper SetterModerator	7678031660 selvi.s@dgmcms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001023 // MA(Film, Tele and New Media Production)(SemIII)(Choice Base)
Subject (Paper Code)	28405 // Laws related to Film, TV and Internet
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santa Cruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR)  
Letter No.: T2022-23/65022

To.

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
3182 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Chairperson Paper Setter Moderator	7678031660 selvi.s@edgmcms.org.in

Dear Sir/Madam,

- I. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001023 // MA(Film, Tele and New Media Production)(SemII)(Choice Base)
Subject (Paper Code)	28405 // Laws related to Film, TV and Internet
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only.

^ No question paper sets will be accepted without Answer Key.

2

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636
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- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. **The Chairpersons are requested to submit THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS** (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santaacruz (East), Mumbai - 400098 within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santaacruz (East), Mumbai - 400 098. For smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s-48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 5 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santaacruz (East), Mumbai - 400 098. You are requested to collect the same before setting the question paper.
  4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
  5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
  6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College
  7. You are requested to communicate to the University if your relative is appearing at the examination (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
  8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the

examination.

9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



**Dr. Prasad M. Karande.**  
**I/c. Director,**  
**Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.



# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santa Cruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/65154

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
3182 SPONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Chairperson Moderator	7678031660 selvis@dgmcms.org.in
3188 CHALLAPALLI SRINIVASRAO RAMBABU	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	9820357598 srinivasrao.challapalli@dgmcms.org.in

Dear Sir/Madam,

I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001024 // M A (FTNMP)(Sem-IV)(CBCS)
Subject (Paper Code)	22601 // Perspective in Media Business
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only.

☞ No question paper sets will be accepted without Answer Key.

A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No : 26534263

# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
**(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR)**  
Letter No.: T2022-23/65155

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
3182 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Chairperson/Moderator	7678031660 selvi.st@dgmms.org.in
3189 LUTHRA KANCHAN ANIL	488 Deviprasad Goenka Management of Media Studies	Paper Setter	9820704481 kanchan.luthra@saraicollege.org

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course subject examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001024 // M A (FTNMP)(Sem-IV)(CBCS)
Subject (Paper Code)	22602 // Marketing & Publicity Design
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only.

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
E-mail ID :	manuscripts@exam.mu.ac.in

OFFICE COPY

RSET's



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3184

Date: 5th April 2023

To,  
Ms. Kinjal Tandon  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Kinjal Tandon,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

Dr. Ameer Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 64955 (Subject Code – 27423 / Advertising: Discipline Specific Electives: 1) Globalisation & International Advertising)

# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))

Letter No.: T2022-23/64955

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
DHOLEY SAVITRI VIJAYANAND	723 Jnan Vikas Mandals College of Arts, Science and Commerce PLOT NO.09 SECTOR-19 400708	Chairperson	9819162618 savitribora19@gmail.com
BHALERAO SAGAR RAGHUNATH	75 Guru Nanak College of Arts, Science and Commerce GURU TEGH BAHADUR NAGAR SION KOLIWADA 400037	Translator	9967055630 sagobhal@gmail.com
KUDAL YAMINI	163 R. D. National College and W. A. Science College SMT. JOTU KUNDNANI CHOWK, OFF LINKING ROAD, BANDRA WEST, MUMBAI-50 400050	Paper Setter	9987318428 kudalyamini@gmail.com
TANDON KINJAL	488 Deviprasad Goenka Management of Media Studies	Paper Setter	9867667040 kinjal.tandon@dgmcmms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4000165 // B.A. in MULTIMEDIA & MASS COMMUNICATION (BAMMC) (CBCS)(R-2019-20) Semester-V
Subject (Paper Code)	27423 // Advertising: Discipline Specific Electives : 1) Globalisation & International Advertising
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:


Office Contact No :	26534263
E-mail ID :	manuscripts@exam.mu.ac.in
Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636

- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. **The Chairpersons are requested to submit THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS** (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai – 400098 within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University

through your present College.

7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination.
9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,

  
**Dr. Prasad M. Karande,**  
**I/c. Director,**  
**Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

RSET's



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3186

Date: 5th April 2023

To,  
Mr. Shalu Balan  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Shalu Balan,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

Dr. Ameet Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 65151 (Subject Code – 20201 / Post Production & Computer Graphics)

UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/65151

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
✓ 3182 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmcmms.org.in
3186 BALAN SHALU S	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	9061141301 shalusbalana@gmail.com

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course subject examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001022 // MA (Film, Tele and New Media Production) (SemII)(Choice Base)
Subject (Paper Code)	20201 // Post Production & Computer Graphics.
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No : 26534263



E-mail ID :	manuscripts@exam.mu.ac.in
Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636

- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. The Chairpersons are requested to submit **THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS** (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the **MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai – 400098** within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P./Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman Chairperson of the current/present panel has to ensure that at least one Paper-setter from the present current panel is present in the Control Room on the day and time of examination.
- E. Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
  4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
  5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
  6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
  7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
  8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question

paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination

9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



**Dr. Prasad M. Karande,**  
**I/c. Director,**  
**Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.



Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3186

Date: 5th April 2023

To,  
Mr. Shalu Balan  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Shalu Balan,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



Dr. Ameet Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET

CC: Mr. Yashwant Baing - Registrar DGMC

✓ CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 65151 (Subject Code – 20201 / Post Production & Computer Graphics)

# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/65151

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
✓ 3182 SPONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@@dgmems.org.in
3186 BALAN SHALU S	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	9061141301 shalusbalant@gmail.com

Dear Sir/Madam,

- I. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course subject examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001022 // MA (Film, Tele and New Media Production) (SemII)(Choice Base)
Subject (Paper Code)	20201 // Post Production & Computer Graphics.
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only.

^ No question paper sets will be accepted without Answer Key.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit.

Office Contact No : 26534263

E-mail ID :	manuscripts@exam.mu.ac.in
Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636

- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. The Chairpersons are requested to submit **THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS** (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the **MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanageri, Santacruz (East), Mumbai – 400098** within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room Examination House, M. J. Phule Bhavan, Vidyanageri, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present current panel is present in the Control Room on the day and time of examination.
- E. Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanageri, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
  4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
  5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
  6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
  7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
  8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question

paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination

9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



**Dr. Prasad M. Karande,**  
I/c. Director,

**Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

OFFICE COPY



Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3188

Date: 5th April 2023

To,  
Srinivasrao Challapalli  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Sir,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

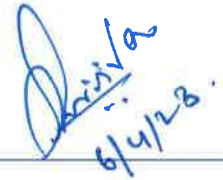


**Dr. Ameer Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 65163 (Subject Code – 90309 / Introduction to Production Management)
2. Appointment Letter 65153 (Subject Code – 20203 / Direction)
3. Appointment Letter 65154 (Subject Code – 22601 / Perspective in Media Business)



# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/65153

To.

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
3182 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmems.org.in
788 CHALLAPALLI SRINIVASRAO RAMBABU	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	9820357598 srinivasrao.challapalli@dgmems.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001022 // MA (Film, Tele and New Media Production) (SemII) (Choice Base)
Subject (Paper Code)	20203 // Direction.
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only

^ No question paper sets will be accepted without Answer Key.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:



\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only

^ No question paper sets will be accepted without Answer Key.

2.

A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
E-mail ID :	manuscripts@exam.mu.ac.in
Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636

B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.

C. The Chairpersons are requested to submit **THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS** (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the **MANUSCRIPTS UNIT**, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai - 400098 within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.

D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai - 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-setter from the present/ current panel is present in the Control Room on the day and time of examination.

E. Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.

F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.

3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai - 400 098. You are requested to collect the same before setting the question paper.

4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.

5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination.
9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelin examination if he/she is also paper setter for their college prelin examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



**Dr. Prasad M. Karande,**  
**I/c. Director,**  
**Board of Examinations & Evaluation**

C. C<sup>o</sup> to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

RSET's



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3189

Date: 5th April 2023

To,  
Ms. Kanchan Luthra  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Kanchan Luthra,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

**Dr. Ameer Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 65155 (Subject Code – 22602 / Marketing & Publicity Design
2. Appointment Letter 65162 (Subject Code – 90308 / Basics of Marketing & Publicity Design for Films & TV

Kanchan  
11/04/23

# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/65155

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
3182 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmcms.org.in
3189 LUTHRA KANCHAN ANIL	488 Deviprasad Goenka Management of Media Studies	Paper Setter	9820704481 kanchan.luthra@saracollege.org

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course subject examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001024 // M A (FTNMP)(Sem-IV)(CBCS)
Subject (Paper Code)	22602 // Marketing & Publicity Design
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only.

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
E-mail ID :	manuscripts@exam.mu.ac.in

UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/65162

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
MEHTA ASHISH MULJIBHAI	598 Usha Pravin Gandhi College of Management BHAKTI VEDANTA SWAMI MARG JVPD SCHEME 400056	Chairperson Paper Setter Translator	9819093323 ashishmehta.mehta9@gmail.com
SITALAKSHMI RAMAKRISHNAN	43 Satish Pradhan Dnyansadhana Mahavidyalaya Arts. Science and Commerce Dnyanasadhana Marg , near eternity mall Thane West Same 400603	Paper Setter	9819090327 sita.ramak@gmail.com
NEHA RAJNARAIN KUREKJA	851 Atharya College of Hotel Management and Catering Technology AET CAMPUS.MALAD MARVE ROAD CHARKOP NAKA ASMITA JYOTI BUS STOP 400095	Paper Setter	9892942961 devika.talreja@atharvains.edu.in
LUTHRA KANCHAN ANIL	488 Deviprasad Goenka Management of Media Studies	Paper Setter	9820704481 kanchan.luthra@sarafacollege.org

Dear Sir/Madam,

- 1 I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course subject examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001535 // B.A. (Film, Television & New Media Production (C'BSGS)(60 -10) (R-2019) Semester-V
Subject (Paper Code)	90308 // Basics of Marketing & Publicity Design. for Films and T.V
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019


\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only

Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636
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- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. **The Chairpersons are requested to submit THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS** (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai -- 400098 within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
  4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
  5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
  6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
  7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
  8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination

9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,

  
Dr. Prasad M. Karande,  
I/c. Director,  
Board of Examinations & Evaluation

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

RSET's

OFFICE COPY



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3257

Date: 26<sup>th</sup> April 2023

To,  
Ms. Nilanksha R. Sachdev  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Nilanksha Sachdev,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

Dr. Ameet Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET



Encl.:

1. Appointment Letter 68796 (Subject Code – 22602 / Marketing & Publicity Design)



# UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/68796

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmcms.org.in
SACHDEV NILANKSHA RAJEEV	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	8377087803 nilanksha@dgmcms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001024 // M A (FTNMP)(Sem-IV)(CBCS)
Subject (Paper Code)	22602 // Marketing & Publicity Design
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide Item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
---------------------	----------

E-mail ID :	manuscripts@exam.mu.ac.in
Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636

- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. **The Chairpersons are requested to submit THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai – 400098 within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.**
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. **Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.**
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question

paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination.

9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



**Dr. Prasad M. Karande,  
I/c. Director,  
Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3179

Date: 1<sup>st</sup> April 2023

To,  
Ms. Kanchan Luthra  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Kanchan Luthra,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



**Dr. Amee Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 64866 (Subject Code – 55336 / Advertising: 5) Rural Marketing & Advertising)



**UNIVERSITY OF MUMBAI**

Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))

Letter No.: T2022-23/64866

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
LAKDAWALA HANIF MOHD	598 Usha Pravin Gandhi College of Management BHAKTI VEDANTA SWAMI MARG JVPD SCHEME 400056	Chairperson	9892381742 haniflakdawala@gmail.com
HATKAR PRASHANT DATTATRAY	983 Vijayalakshmi Vishwanath Dalvie College ,Talere	Translator	7020504438 prashant.hatkar@dc.mu.ac.in
KARKHANIS SAGAR MURLIDHAR	723 Jnan Vikas Mandals College of Arts, Science and Commerce PLOT NO.09 SECTOR-19 400708	Paper Setter	9221612820 karkhanissagar@yahoo.in
CHHEDA RINKESH	863 Bunts Sanghas S. M. Shetty College of Science, Commerce and Management Studies Opposite Jalvayu Vihar, Hiranandani Gardens Powai 400076	Paper Setter	9870271188 chheda.rinkesh@gmail.com
LUTHRA KANCHAN ANIL	488 Deviprasad Goenka Management of Media Studies	Paper Setter	9820704481 kanchan.luthra@sarafcollege.org

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4000166 // B.A. in MULTIMEDIA & MASS COMMUNICATION (BAMMC) (CBCS)(R-2019-20) Semester-VI
Subject (Paper Code)	55336 // Advertising: 5) Rural Marketing & Advertising
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
E-mail ID :	manuscripts@exam.mu.ac.in
Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636

- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. The Chairpersons are requested to submit **THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS** (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the **MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai – 400098** within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with **D.T.P/Proof Correction** and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized Institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.

6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination.
9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



**Dr. Prasad M. Karande,**  
**I/c. Director,**  
**Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

OFFICE COPY

RSET's



Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2023/3259

Date: 26<sup>th</sup> April 2023

To,  
Ms. Ponselvi S  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Ponselvi S.,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2023) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For **Deviprasad Goenka Management College of Media Studies**

**Dr. Amee Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET



**Encl.:**

1. Appointment Letter 68796 (Subject Code – 22602 / Marketing & Publicity Design)
2. Appointment Letter 68794 (Subject Code – 20201 / Post Production & Computer Graphics)
3. Appointment Letter 68795 (Subject Code – 22601 / Perspective in Media Business)



UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/68796

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus; S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmcms.org.in
SACHDEV NILANKSHA RAJEEV	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	8377087803 nilanksha@dgmcms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001024 // M A (FTNMP)(Sem-IV)(CBCS)
Subject (Paper Code)	22602 // Marketing & Publicity Design
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide Item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
---------------------	----------

UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanagari, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/68794

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmcoms.org.in
P MAHESHWARAN PALANVOLU	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	8838271896 maheshwaran@dgmcoms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001022 // MA (Film, Tele and New Media Production) (SemII)(Choice Base)
Subject (Paper Code)	20201 // Post Production & Computer Graphics.
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide Item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
---------------------	----------

UNIVERSITY OF MUMBAI



Appointment Unit, Examination House M. J. Phule Bhavan, Extension Building,  
Vidyanaigari, Kalina, Santacruz (East), Mumbai - 400098.

CONFIDENTIAL

(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))

Letter No.: T2022-23/68795

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmcms.org.in
LAKHE MANISHA	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	9821422814 manishalakhe@gmail.com

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject, examinations to be held in First Half (Summer) 2023.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001024 // M A (FTNMP)(Sem-IV)(CBCS)
Subject (Paper Code)	22601 // Perspective in Media Business
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	-
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 7208233175 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper/answer key should be submitted in Unicode format only .

^ No question paper sets will be accepted without Answer Key.

2.

- A. The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter or as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
E-mail ID :	manuscripts@exam.mu.ac.in

Faculty-wise Mobile Nos.:	Science - 8850702881 Commerce & Management/ Law- 8850523437 Humanities-8779166927 Interdisciplinary /MCA- 8779163788 Engineering /Architecture/Pharmacy- 8850735636
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- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. **The Chairpersons are requested to submit THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai – 400098 within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with D.T.P/Proof Correction and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.**
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. **Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.**
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
  4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
  5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
  6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
  7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
  8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question paper and must be set within the prescribed syllabus and the examination scheme of the said subject at the examination.

9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,



**Dr. Prasad M. Karande,**  
**I/c. Director,**  
**Board of Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

RSET's



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2836

Date: 30<sup>th</sup> Sept 2022

To,  
Ms. Kanchan Luthra  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Kanchan Luthra,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that due to pandemic situation of Covid-19, the University has decided to conduct the online / offline examination for the Second half of 2022 (Winter 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



**Dr. Amee Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Bain - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 55632 (Subject Code – 55336 / Advertising: 5) Rural Marketing & Advertising)

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Date: 28<sup>th</sup> Oct 2022

Ref.: DGMC/2022/2904

To,  
Ms. Kanchan Luthra  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Kanchan Luthra,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies

*Ame Vora*



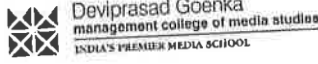
Dr. Ame Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 57365 (Subject Code – 22602 / Marketing and Publicity Design)

RSET's



Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2948

Date: 23<sup>rd</sup> Nov 2022

To,  
Ms. Kanchan Luthra  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Kanchan Luthra,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the Second Half (Winter 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



**Dr. Ameer Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 59075 (Subject Code – 90308 / Basics of Marketing and Publicity Design for Films & TV)



Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2929

Date: 10<sup>th</sup> Nov 2022

To,  
Mr. Chandroday Ghosh  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Chandroday Ghosh,

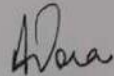
**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the Second Half (Winter 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



**Dr. Ameet Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl .

1. Appointment Letter 58310 (Subject Code – 64003 / Sound Design & SFX - rev)

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2902

Date: 28<sup>th</sup> Oct 2022

To,  
Mr. Srinivasrao Challapalli  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Srinivasrao Challapalli,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



Dr. Amee Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 57364 (Subject Code – 22601 / Perspective in Media Business)
2. Appointment Letter 57358 (Subject Code – 20203 / Direction)

Deviprasad Goenka Management College of Media Studies (DGMG) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMG/2022/2907

Date: 28<sup>th</sup> Oct 2022

To,  
Mr. Srinivasrao Challapalli  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Srinivasrao Challapalli,

Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (D) to jointly act as Paper Setter, Moderator & Examiner and/or Translator

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



Dr. Amee Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMG  
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 57357 (Subject Code – 20202 / New Media Theory & Practice)

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2899

Date: 28<sup>th</sup> Oct 2022

To,  
Mr. Shalu Balan  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Shalu Balan,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For **Deviprasad Goenka Management College of Media Studies**



**Dr. Ameer Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 57356 (Subject Code – 20201 / Post Production & Computer Graphics)

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2855

Date: 14<sup>th</sup> Oct 2022

To,  
Ms. Kinjal Sheth Tandon  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Kinjal Sheth Tandon,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that due to pandemic situation of Covid-19, the University has decided to conduct the online / offline examination for the Second half of 2022 (Winter 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



**Dr. Ameer Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Bain - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 56667 (Subject Code – 27423 / Advertising: Discipline Specific Electives: Globalization & International Advertising)

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2906

Date: 28<sup>th</sup> Oct 2022

To,  
Ms. Ponselvi S  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Ponselvi S.,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



**Dr. Ameet Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 57363 (Subject Code – 28403 / Electronic Media Criticism)

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2854

Date: 14<sup>th</sup> Oct 2022

To,  
Ms. S Ponselvi  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. S. Ponselvi,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that due to pandemic situation of Covid-19, the University has decided to conduct the online / offline examination for the Second half of 2022 (Winter 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

Thanking you,

For **Deviprasad Goenka Management College of Media Studies**



**Dr. Ameer Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Bain - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 56677 (Subject Code – 27413 / Journalism: Discipline Specific Electives: Features & Writing for Social Justice)

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2900

Date: 28<sup>th</sup> Oct 2022

To,  
Ms. Ponselvi S  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Ponselvi S.,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



**Dr. Ameet Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 57359 (Subject Code – 28405 / Laws related to Film, TV & Internet)



Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2910

Date: 28<sup>th</sup> Oct 2022

To,  
Ms. Ponselvi S  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Ponselvi S.,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



Dr. Ameer Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 57354 (Subject Code – 64002 / Photography & Cinematography (REV))
2. Appointment Letter 57361 (Subject Code – 28402 / Visual Communication)

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2855

Date: 14<sup>th</sup> Oct 2022

To,  
Ms. Kinjal Sheth Tandon  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Kinjal Sheth Tandon,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that due to pandemic situation of Covid-19, the University has decided to conduct the online / offline examination for the Second half of 2022 (Winter 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



**Dr. Amee Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Bain - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 56667 (Subject Code – 27423 / Advertising: Discipline Specific Electives: Globalization & International Advertising)

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2931

Date: 10<sup>th</sup> Nov 2022

To,  
Mr. Sudeep Mehta  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Mr. Sudeep Mehta,


**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**


We are pleased to inform you that the University has decided to conduct the examination for the Second Half (Winter 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies


  
Dr. Amee Vora  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC   
CC: Dr. Ajay Agarwal – HR Manager, RSET

Encl.:

1. Appointment Letter 58312 (Subject Code – 64002 / Photography & Cinematography - rev)



  
RECEIVED  
10/11/22



Appointment Unit, Examination House M. J. Phule Bhavan,  
Vidyanagar, Kalina, Santacruz (East), Mumbai - 400098.

**CONFIDENTIAL**  
(LETTER OF APPOINTMENT FOR PAPER SETTER /TRANSLATOR))  
Letter No.: T2022-23/58312

To,

NAME	ADDRESS	ROLE	CONTACT & E-MAIL ID
2922 S PONSILVI SHANMUGAVEL	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	ChairpersonModerator	7678031660 selvi.s@dgmms.org.in
931 MEHTA SUDEEP KISHOR	488 Deviprasad Goenka Management of Media Studies RSET Campus, S V Road, 400064	Paper Setter	9920292240 sudeep.mehta@dgmms.org.in

Dear Sir/Madam,

1. I am pleased to inform you that as per the Maharashtra Public Universities Act, 2016 u/s 41 (f) you are appointed to jointly act as Paper Setter and/or Translator as mentioned against your name for the following course/subject examinations to be held in Second Half (Winter) 2022.

Faculty	Interdisciplinary
Program No. & Name of the Examination	4001021 // MA (Film, Television and New Media Production) (Sem1) (Choice Based)
Subject (Paper Code)	64002 // Photography and Cinematography (Rev.)
Date of Examination	As per actual time-table published by the university.
Number of sets required *	3 Sets OR AS PER REQUIREMENTS OF MANUSCRIPTS UNIT
Remark	
Communication details for Appointment purpose only	appunit@exam.mu.ac.in Science & Technology-9136289071 Commerce & Management-9867748215 Humanities- 8779166927 Interdisciplinary - 7208233265

\* Please refer academic council resolution vide item no. 5.2 dated 26 th July 2019

\*\* Marathi/ Gujarati/ Hindi version of the question paper answer key should be submitted in Unicode format only

^ No question paper sets will be accepted without Answer Key.

2.

A The Chairperson is requested to co-ordinate and submit the Question Paper within One week after receipt of this Appointment letter of as per requirement of Manuscript Unit. Below are the communication details of the Manuscript Unit:

Office Contact No :	26534263
---------------------	----------

Faculty-wise Mobile Nos:

Science - 8850702881

Commerce & Management/ Law- 8850523437

Humanities-877916627

Interdisciplinary (MCA)- 8779163788

Engineering /Architecture/Pharmacy- 8850735636

- B. As per directives received from the University authorities, the University is preparing Question Paper bank hence, it is necessary to set the Question papers as marked in Column No. 1.
- C. The Chairpersons are requested to submit **THREE SETS OR DIFFERENT SETS AS PER REQUIREMENTS OF MANUSCRIPTS UNIT OF QUESTION PAPERS** (as the case may be quoted in serial no. 1) along with answer key in separate sealed envelope to the **MANUSCRIPTS UNIT, Room No. 60, 3 rd Floor, M. J. Phule Bhavan, Examination House, Vidyanagari, Santacruz (East), Mumbai – 400098** within the stipulated time intimated to you by Manuscript Unit on receipt of this letter with **D.T.P/Proof Correction** and if necessary they should also submit Marathi/ Gujarati/ Hindi version of the question paper in sealed envelope wherever required.
- D. Your presence is mandatory on the day of examination of your paper in the Examination Control Room, Examination House, M. J. Phule Bhavan, Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098, for smooth conduct of the examination. The Question paper will be delivered by the University to the respective centres. The Chairman/Chairperson of the current/present panel has to ensure that at least one Paper-Setter from the present/ current panel is present in the Control Room on the day and time of examination.
- E. Please note that as per the provision made in The Maharashtra Public Universities Act, 2016 u/s 48 (4) it shall be obligatory on every teacher and on the non-teaching employee of the University, affiliated, conducted colleges, community colleges or recognized institution to render necessary assistance and service in respect of examination of the University and evaluation of students as prescribed by statutes. If any teacher or non-teaching employee fails to comply with the order of the University or College or Institution, in this respect, it shall be treated as misconduct and the employee shall be liable for disciplinary action. In case of failure on the part of the teacher or non-teaching employee of any affiliated college, conducted college, community college or recognized institution, to comply with the order of the University in this respect, the Vice-Chancellor shall have power to take an appropriate action against them, which may include imposing penalties including suspension of approval to the appointment of a teacher as may be prescribed by the Statutes.
- F. If any one wants to reject their appointment on Medical ground or any Blood relation relative appearing for the University Examination, then they should submit their request with documentary evidence through proper channel to the Director, Board of Examination and Evaluation, University of Mumbai, within 3 days from receipt of this order.
3. A copy of each of the pamphlet entitled 'General instructions to Paper-Setters and examiners' and 'Special Instructions to Paper-Setters and Examiners' will be available in Appointment Unit, Examination House, M. J. Phule Bhavan, Extension Building Vidyanagari, Kalina, Santacruz (East), Mumbai – 400 098. You are requested to collect the same before setting the question paper.
4. I am further to request you to complete the assessment/ moderation work in all respect under the supervision of Chairperson, as early as possible, so as to enable this office to declare the result of the said examination within 30 days as stipulated in Section 89 of The Maharashtra Public Universities Act, 2016 which is mandatory.
5. You are requested to communicate amongst yourself immediately on receipt of this letter to conduct the meeting for setting of question papers in the said subject consultation with Manuscript Unit.
6. You are requested to communicate any change in your service (College & Residence), as well as, Contact No. & E-mail address, for faster communication immediately to the Appointment Unit of Examinations Section of University through your present College.
7. You are requested to communicate to the University if your relative is appearing at the examination. (The term relative includes: - Wife, Husband, Son, Daughter, Grand-Son, Grand- Daughter, Father, Mother, Brother, Sister, Nephew, Niece, Uncle, Aunt, First Cousin, Son-in-law, Daughter-in-law, Father-in-law, Mother-in-law and Sister-in-law)
8. Utmost care should be taken while setting the question paper and to ascertain that there is no erratum in question

9. The Copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of your college, for Examination work, as per the provision made in The Maharashtra Public Universities Act, 2016 w/s 48 (4).
10. The paper-setters should avoid to set the questions verbatim similar of the question paper set at college prelim examination if he/she is also paper setter for their college prelim examination in the said subject.
11. The copy of the letter is forwarded to the Principal of the concerned College for information with a request to relieve the concerned teachers of the College for Examination work as per the provision made in The Maharashtra Public Universities Act, 2016 w/s 48 (4).
12. For any queries/difficulties about your appointment, you can communicate to the Director, Board of Examinations and Evaluation on [appunit@exam.mu.ac.in](mailto:appunit@exam.mu.ac.in)

Yours faithfully,

**Dr. Prasad M. Karande,  
Offg. Director, Board of  
Examinations & Evaluation**

C. C. to :-

- 1) The Principal for information, with a request to relieve the concerned teachers of their college for Examination work.
- 2) The Deputy Registrar, Manuscript Unit.

Deviprasad Goenka Management College of Media Studies (DGMC) RSET  
Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Ref.: DGMC/2022/2926

Date: 10<sup>th</sup> Nov 2022

To,  
Ms. Ponselvi S  
Deviprasad Goenka Management College of Media Studies  
RSET Campus  
Malad – West  
Mumbai 400064

Dear Ms. Ponselvi S.,

**Sub: The University of Mumbai has appointed you as per the Maharashtra University Act, 2016 u/s 41 (f) to jointly act as Paper Setter, Moderator & Examiner and/or Translator**

We are pleased to inform you that the University has decided to conduct the examination for the First Half (Summer 2022) as per the Maharashtra Public Universities Act, 2016 u/s 41 to jointly act as Paper Setter, Moderator & Examiner and/or Translator mentioned against your name in the attached appointment letter.

We would greatly appreciate if you could acknowledge the appointment letter sent to you.

Thanking you,

For Deviprasad Goenka Management College of Media Studies



**Dr. Amee Vora**  
Principal

CC: Shri. Ashok M. Saraf – President – RSET  
CC: Mr. Yashwant Baing - Registrar DGMC  
CC: Dr. Ajay Agarwal – HR Manager, RSET

**Encl.:**

1. Appointment Letter 58318 (Subject Code – 28404 / Media Economics)
2. Appointment Letter 58319 (Subject Code – 28402 / Visual Communication)

3. Appointment Letter 58309 (Subject Code – 64004 / Film & Television Theory & Appreciation – REV))
4. Appointment Letter 58320 (Subject Code – 28401 / Web Production & Programming)
5. Appointment Letter 58314 (Subject Code – 20202 / New Media Theory & Practice)
6. Appointment Letter 58312 (Subject Code – 64002 / Photography & Cinematography - rev)
7. Appointment Letter 58316 (Subject Code – 28403 / Electronic Media Criticism)
8. Appointment Letter 58313 (Subject Code – 20201 / Post Production & Computer Graphics)
9. Appointment Letter 58310 (Subject Code – 64003 / Sound Design & SFX - rev)
10. Appointment Letter 58315 (Subject Code – 20203 / Direction)
11. Appointment Letter 58321 (Subject Code – 22601 / Perspective in Media Business)
12. Appointment Letter 58311 (Subject Code – 64001 / Writing for Media – rev)
13. Appointment Letter 58317 (Subject Code – 28405 / Laws related to Film, TV & Internet)
14. Appointment Letter 58322 (Subject Code – 22602 / Marketing & Publicity Design)



Marker Evaluation Summary Report

Report generation date and time: 10/01/2023 10:33:08 AM

Drive : SH2022

Client : uomportal

SI No	Marker Name	Mobile Number	Email	Bank	A/C Number	IFSC Code	College Name	Primary Evaluation Center	Course	QP Code	Time Spent(HH:MM:SS)	Level	Evaluation
1	Manisha Lakhe	9821422814	manishalakhe@gmail.com	ICICI Bank	121101000674	ICIC0006978	488_DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES	N/A	MA (Communications and Journalism) (Choice Base) Sem-III	27806-16169	00:17:37.000	L1	1
2	Manisha Lakhe	9821422814	manishalakhe@gmail.com	ICICI Bank	121101000674	ICIC0006978	488_DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES	N/A	B.A. in MULTIMEDIA and MASS COMMUNICATION (BAMMC)(CBCS)(R-2019-20) Semester-V	27421-12652	05:49:22.000	L1	19
3	Manisha Lakhe	9821422814	manishalakhe@gmail.com	ICICI Bank	121101000674	ICIC0006978	488_DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES	N/A	Master of Arts (Communication Journalism) SEM-I (Choice Base)	63501-13500	00:53:43.000	L1	5
4	Srinivasrao Rambabu Challapalli	9820357598	srinivasrao.challapalli@dgmcms.org.in	Bank of Baroda	35020100013718	BARB0SUNGOR	488_DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES	N/A	MA (Film, Tele and New Media Production) (Semil) (Choice Base)	20203-15285	00:05:40.000	L1	1
5	Srinivasrao Rambabu Challapalli	9820357598	srinivasrao.challapalli@dgmcms.org.in	Bank of Baroda	35020100013718	BARB0SUNGOR	488_DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES	N/A	B.A. (Film, Television and New Media Production (CBCGS)(60:40)(R-2019) Semester-V	90309-15458	01:33:59.000	L1	21
6	SURESH KUMAR KURAPATY	9833444567	skkurapaty@gmail.com	STANDARD CHARTED BANK	24310347079	SCBL0036053	488_DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES	N/A	B.A. in MULTIMEDIA and MASS COMMUNICATION (BAMMC)(CBCS)(R-2019-20) Semester-V	27426-84683	01:12:08.000	L1	6

Deviprasad Geonka Management College of Media Studies

MUMBAI

BAMMC / BAFTNMP / MA

Faculty	Course/ Prog No.	Subject Code	Subject Name	Mobile No.	E-mail ID	Total Papers	No. of Assess papers	Remarks
Interdisciplinary	4000165	27421	Copy Writing (TYBAMMC)	9821422814	manisha.lakhe@gmail.com	208	19	
	4000721	63501	Communication Theory (MACJ)			18	5	
		27806	Culture Studies & Media (MACJ)			11	1	
Interdisciplinary	40001022	20203	Direction (MAFTNMP)	9820357598	srinivasrao.challapalli@dgmcms.org.in		1	} ✓
	4001535	90309	Introduction to Production Management (TYBAFTNMP)			90	21	
Interdisciplinary	4000165	27426	Account Planning & Advertising (TYBAMMC)	9833444567	skkurapaty@gmail.com	208	10	
Interdisciplinary		27424	Brand Building (TYBAMMC)	9867667040	ksheth2910@gmail.com	62	1	} ✓
		27423	Globalization & International Advertising (TYBAMMC)			208	11	
Interdisciplinary		90308	Basics of Marketing & Publicity (TYBAFTNMP)	9820704481	kanchan.luthra@sarafcollege.org	90	42	} ✓
		27422	Advertising & Marketing Research (TYBAMMC)			208	5	
Interdisciplinary		64002	Photography & Cinematography (MAFTNMP)	9920292240	sudeep.mehta@dgmcms.org.in	53	5	✓
Interdisciplinary		28405	Law Related to TV Film (MAFTNMP)	7678031660	selvi.s@dgmcms.org.in	47	6	✓
Interdisciplinary		28403	Electronic Media Criticism (MAFTNMP)	9833814638	shahnawaz.islam@dgmcms.org.in	47	30	
		28404	Media Economics (MAFTNMP)			18	12	
		27801	Digital Media Marketing (MACJ)			11	11	
Interdisciplinary		20201	Post Production & Computer Graphics (MAFTNMP)	9061141301	shalu.balan@dgmcms.org.in		1	} ✓
		90307	New Media Theory & Practice (TYBAFTNMP)			90	55	
Interdisciplinary		27429	Consumer Behaviour (TYBAMMC)	9082879848	viraj.bandekar@dgmcms.org.in	208	105	✓
Interdisciplinary		64003	Sound Design & SFX (MAFTNMP)	8879136753	chandoday.phosh@dgmcms.org.in	53	10	✓
Interdisciplinary		64004	Film & Television Studies (MAFTNMP)	9819377928	kshitiz.jha@dgmcms.org.in	53	9	

RSET's



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

**Deviprasad Goenka Management College of Media Studies (DGMC)**  
**RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India**

Year	Name of teacher participated	Design & Development of Curriculum for Add-on Courses
2022-23	Shalu Balan	Graphic Designing
2022-23	Chandroday Ghosh	Audio Engineering
2022-23	Chandroday Ghosh	Electronic Music Production



*Shalu*



RSET'S  
Deviprasad Goenka  
management college of media studies  

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INDIA'S PREMIER MEDIA SCHOOL

CERTIFICATE COURSES IN

# AUDIO ENGINEERING & ELECTRONIC MUSIC **PRODUCTION**

# CERTIFICATE IN AUDIO ENGINEERING

Total Sessions : 70

Course duration : 6 Months

**Audio Engineering**, a field that can be applied to Recording, Editing, Mixing & Mastering music, Designing sound for films & television, Producing audio for radio or reinforcing sound for a show.

This course at RSET's DGMC, the most prime media college of MUMBAI, designed for the emerging music and audio enthusiasts who wish to enhance their knowledge and audio production skills.

The course delivers extended practical real world examples and theoretical concepts to develop advanced skill required in the industry for audio production works



# CERTIFICATE IN ELECTRONIC MUSIC PRODUCTION

Total Session : 70

Course duration : 6 Months

This course is designed for you to get knowledge of Music recording, Producing, Arranging, Mixing & mastering and variety of music. Most common Industry standard digital audio workstations such as Pro Tools, Ableton Live, Logic Pro X are taught.

It covers all the aspects of music creation using software, and allows you to experiment with your own musical styles, even to do live performances with it. It's all about hands-on examples and studio orient practical times.

The objective of the course to teach Music technology, Music theory, MIDI, Sampling, Synthesis, Producing vocal, creating those catchy hooks, producing vocal chops, vocal tuning, Being creative with multiple musical genres, such as EDM, Hip Hop etc and Finalize your track for different release medium....

- Record, Produce and finalize your own track.
- Write melodies of your own.
- Create catchy drops like the pros
- Let there be your music everywhere.





Deviprasad Goenka  
**management college of media studies**  
INDIA'S PREMIER MEDIA SCHOOL

## COURSE HIGHLIGHTS

---

Collaborate with musicians, film makers, content creators from within and even outside the college.

Put your first step to enter the world of sound and music. Work with the most common industry standard softwares.

Know the tricks behind those sound effects in Movies. Get hands on radio operation and production.

Create your own portfolio at our campus itself. Use the sound studio for assignments.



Avid Pro Tools



Logic Pro X



Ableton Live

For further details contact : Prof Chandroday Ghosh - 8879136753 ,