



HSNC UNIVERSITY, MUMBAI KISHINCHAND CHELLARAM COLLEGE

REACCREDITED 'A' GRADE BY NAAC (3RD CYCLE)
BEST COLLEGE AWARD BY UNIVERSITY OF MUMBAI
AWARDED 'STAR STATUS' & 'STAR SCHEME' BY DBT, GOVT. OF INDIA & 'FIST PROGRAMME'
BY DST, GOVT. OF INDIA



The Department of Mass Media, K.C. College, HSNC University, Mumbai, is pleased to announce the details of the entrance test for admission into the following postgraduate program for the academic year 2021-2023.

No.	Name of the Course	Date & Time of test
	1. Master of Arts in Communication & Journalism (MACJ) 2. Master of Arts in Entertainment, Media & Advertising (MAEMA) Eligibility: Graduate from any discipline	
1	Pre admission forms will be available till	24th of June 2021 1pm
2	Mock Written test	27th & 28th of June 2021 11am - 1pm
3	Final Written Test	29th & 30th June 2021 11am - 1pm
4	Personal Interview	29th & 30th June 2021 2pm - 5pm

Details of the entrance test is as follows:

1. The Entrance Test is mandatory.
2. Owing to the Pandemic the Mode of test is Online.
3. It is a Comprehensive test comprising:
 - a. Written Test
 - b. Personal Interview

Media is an interdisciplinary course, the kind of skill sets & knowledge required is different.

The above test is for the college to gauge the student on the bases of:

1. Knowledge of Current affairs
2. Comprehension of the current Media space.
3. Internship/ Work Experience
4. The overall personality

Following is the weightage of marks distribution for admission:

No	Selection Criteria	Weightage
1	UG Degree marks	20%
2	Written test	50%
3	Personal Interview	30%
	Total	100%

Please note:

1. Students appearing from the 2021 batch kindly note it is mandatory to upload:
 - a. A scanned photocopy of your Std XII marksheet
 - b. A scanned photocopy of your Sem VI marksheet
 - c. In case you have not received your Sem VI marksheet, please upload a scanned photocopy of your Sem V marksheet.
2. Whosoever has passed in the previous years, please upload a photocopy of your Std XII marksheet and a photocopy of your Degree certificate.

Contact us on: kccbmm@gmail.com or massmedia@kccollege.edu.in or Department of Mass Media
Colaba - 022-22826122

**K.C COLLEGE, Vidyasagar Principal K.M. Kundnani Chowk, 124,
Dinshaw Wachha Road, Churchgate, Mumbai 400020.**
WEBSITE: <http://www.kccollege.edu.in/>
PHONE: +91-22-2285 5726, +91-22-6698 1000