



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.

2nd Entrance test MACJ & MAEMA (2021-2022) Department of Mass Media

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	
2	Mock Written test	August 04, 2021
3	Final Written Test	August 05, 2021 10.00 am-11.00 am
4	Personal Interview	August 05, 2021 12.00pm to 2.00pm

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%

First Merit List		06/08/2021 by 05:00 pm
Online Verification of Documents, Confirmation of Admission and Payment of Fees		07/08/2021 to 10/08/2021 (10.00 am to 05.00 pm)
Second Merit List		11/08/2021 by 10.00 am
Online Verification of Documents, Confirmation of Admission and Payment of Fees		12/08/2021 to 13/08/2021 (10.00 am to 05.00 pm)
Third Merit List		14/08/2021 by 10.00 am
Online Verification of Documents, Confirmation of Admission and Payment of Fees		16/08/2021 to 18/08/2021 (10.00 am to 05.00 pm)

Student who have been admitted in MACJ and MAEMA will have to submit their Transfer Certificate and Migration Certificate latest by 15th September 2021.

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



Principal
Kishinchand Chellaram College
Dinshaw Wachha Road,
Churchgate, Mumbai - 400 020