

FAQs

Q. What is the admission process for enrolment into BBA in Branding and Advertising.

Step 1: Visit www.npat.in to Register for the NPAT Entrance test.

Step 2: You must complete the Registration process by filling in the Branding & Advertising School form.

Step 3: Based on the NPAT score, students will be called for a school-level entrance.

School level entrance:

a) Divergent Thinking Test

b) Personal Interaction

Q What is the syllabus of NPAT?

Testing Areas	No.of Questions
Proficiency in English Language	40
Quantitative & Numerical Ability	40
Reasoning & General Intelligence	40
Total	120 (100 mins)

(Refer Mock papers for Divergent Thinking test on this link <https://www.npat.in/mock-test.php>)

Q. Do IB students have a different process?

No, they follow the same admission procedure

Q What exactly is the course structure and curriculum for this kind of program.

Use this link <https://advertising.nmims.edu/program.php#progstruct-sect> to find a detailed structure year wise along with the Curriculum.

Q Are there any specific subjects required at School Level in grade 12 to be eligible for being admitted to the course?

Not really. For this course, a student may apply from any stream of Grade 12. The candidate must have passed 10+2 or equivalent examination with min 50% aggregate marks.

Q What can the student pursue after this course.

Students can pursue a Masters/MBA degree in a field of study of their choice or they may begin their professional career in Branding /Marketing/Media/Ads/Production.

Q Does the course include fees of the activities mentioned under the curriculum.

Only Tuition fees are included in the course fees. Activities other than academic classes and teaching require additional funding. This depends on the kind of study tour the School undertakes for the students.

Q Where can I view the gallery of Student Activities and Workshops?

Log on to the School Website www.advertising.nmims.edu for such coverage