

Guidelines for PGDMMC Entrance Exam

Type of Questions/Paper Pattern:

The entrance exam for the PGDM program in Digital Media and Marketing Communication consists of questions designed to assess various aspects related to digital media, marketing, and communication.

There are no specific textbooks to refer to for this exam.

Assessment Areas:

1. Digital Media Basic Knowledge:

- Questions will evaluate your understanding of fundamental concepts and principles in digital media.

2. Marketing & Communication Basics Knowledge:

- Your grasp of foundational concepts in marketing and communication will be tested.

3. Digital Marketing and Social Media Platforms Understanding:

- Expect questions that assess your knowledge of digital marketing basics and various social media platforms.

4. Awareness of Social Media:

- This section will gauge your awareness of current trends, issues, and best practices in social media.

Selection Process:

- Your performance in both the written exam and the interview will be considered for the final selection of candidates.
- The interview will further evaluate your aptitude, knowledge, and suitability for the program.

Prepare thoroughly across these areas to increase your chances of success in the entrance exam and subsequent interview

Program Chairperson

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