



DEPARTMENT OF STRATEGIC COMMUNICATION AND JOURNALISM
SOPHIA COLLEGE (AUTONOMOUS)

FYBMM / FYBA(SCJ) ENTRANCE EXAMINATION

ACADEMIC YEAR: 2022 – 23

THIS EXAMINATION IS A **MANDATORY COMPONENT** OF THE ADMISSION PROCESS TO THE BMM / BA(SCJ) PROGRAMME.

ALL UNDERGRADUATE COURSES AT SOPHIA COLLEGE ARE OPEN TO WOMEN ONLY.

BASIC DETAILS OF THE ENTRANCE EXAMINATION:

- The Entrance Examination for the BMM / BA(SCJ) Programme is scheduled to be held on the following date and time:
 - **DATE OF ENTRANCE EXAM:** Tuesday, June 8, 2022
 - **TIME:** 10:00 am – 12:00 pm
- This examination will be conducted online, so candidates can appear for the exam remotely.
- The duration of the exam will be 120 minutes (2 hours).
- The examination will be in an MCQ (Multiple Choice Questions) format. Each question will be for one mark and will contain four options, out of which the candidate must choose one.
- The examination will be out of 100 marks.
- There will be no negative marking in the examination.
- The examination will be conducted in English.
- There will be NO personal interview as part of the admission process to the BMM / BA(SCJ) programme.
- **Candidates who do not appear for the Entrance Examination will not be eligible for admission to the BA(SCJ) programme, even if they complete the formal application process which will follow.**

COMPONENTS OF THE ENTRANCE EXAMINATION:

The entrance examination will have four key components:

A. Reading Comprehension and Language Skills:

(40 marks)

- This will require the candidate to read given passages and answer questions on the basis of those passages. This exercise is meant to test the candidate's reading and interpretive abilities, and basic communication skills in English.
- The questions will also test the candidate's understanding of grammar, punctuation and idiomatic phrases in English.

B. Current Affairs and Media Awareness: (50 marks)

- This section will assess the candidate's familiarity with general knowledge and current affairs, and her ability to keep track of the news, both domestic and international.
- It will also test the candidate's basic awareness of media-related communication and information in the realm of advertising, branding, cinema, music and popular culture.

C. Logical Reasoning: (10 marks)

- As the name suggests, this component will comprise questions that test the candidate's problem-solving skills, and to assess her logical aptitude.

Candidates will be given a specific time window within which to complete each of the components.

WEIGHTAGE OF MARKS FROM THE ENTRANCE EXAMINATION IN ADMISSION TO THE PROGRAMME:

Admission to the programme will be based on a weighted average of the marks obtained in the entrance examination, and the marks obtained by the candidate in the Std. XII examination (HSC, ISC, CBSE, IB, Cambridge Board or any other State Board that is recognised by the University of Mumbai as eligible for application and admission to its undergraduate programmes).

The weightage of marks will be as follows:

- The student's Std. XII examination marks: **60%**
- The student's score in the entrance examination: **40%**

REGISTRATION PROCESS FOR THE ENTRANCE EXAMINATION:

Before filling out the registration form, the candidate must make a registration fee payment to the following bank details:

Name of the Account: SHEWI CO CURRICULAR FACILITIES ACCOUNT

Bank Account Number: 417613426

Account Type: SAVINGS

Name of the Bank: INDIAN BANK

Branch: CUMBALA HILL

IFSC CODE: IDIB000C036

ENTRANCE EXAM REGISTRATION FEE AMOUNT: Rs. 1,500/-

Payments can be made by NEFT transfer or using any UPI platform.

The candidate must click on the following link and fill out and submit the registration form in order to be eligible to appear for the Entrance Examination:

<https://forms.gle/2Z3ArySNVGuHQGM58>

If the candidate completes only one part of the process (i.e., fee payment) and does not fill up and submit the registration form, she is NOT eligible to appear for the entrance examination.

The candidate must ensure that the following documents are uploaded on the form:

1. A clearly scanned passport-sized photograph of the candidate in colour (maximum file size: 400 KB)
2. A screenshot of the payment transaction that contains the date of the transaction, the mode of money transfer, and the Transaction Reference ID

LAST DATE FOR REGISTRATION FOR THE ENTRANCE EXAMINATION: June 4, 2022

PROCESS AFTER REGISTRATION FOR THE ENTRANCE EXAMINATION:

- Once the candidate has completed the fee payment and filled out the Registration Form with all the requisite details, she will receive an email confirming her registration for the Entrance Examination within 48 hours.
- The process of the conduct and delivery of the entrance examination will be explained via email to the candidate towards the end of May, 2022.

MODALITIES OF APPEARING FOR THE ENTRANCE EXAMINATION:

- The candidate must appear for the examination on a laptop or PC. The candidate cannot appear for the examination on a mobile phone.
- The examination will be strictly proctored. The candidate must have her device camera on at all times during the course of the examination. The candidate cannot look away from the device screen, or make contact with any other person for the duration of the examination.
- The candidate will be disqualified from completing the entrance examination if she is caught employing unfair means to write the examination.
- The candidate will participate in a mock examination held a few days prior to the main examination in order to better understand the platform on which the examination is to be held.
- In case of any difficulties, the candidate will be able to mail technical support.
- Since the examination is entirely MCQ in orientation, it will be not be open to re-evaluation.

FURTHER DETAILS REGARDING THE APPLICATION PROCESS TO THE BMM / BA(SCJ) PROGRAMME AT SOPHIA COLLEGE (AUTONOMOUS)

The formal application process to the Bachelor of Arts (Strategic Communication and Journalism) programme (formerly known as the BMM programme) will start after the declaration of the Std. XII results (June-July, 2022).

Applicants will need to complete a **pre-registration process** (applicable to any undergraduate programme), on the University of Mumbai online portal, after which they have to fill out the **Admission Application Form**, on the Sophia College website. Applicants who fail to complete these two forms will not be eligible for admission.

The admission forms will be made available on the Sophia College website, soon after the results of the Std. XII examination of the Maharashtra State Board (HSC) are declared.

Final admission to the BA(SCJ) programme will be based on a weighted average of the following:

- The candidate's marks in the Entrance Examination
- The candidate's marks in the Std. XII Examination (the Std. XII marks can be in HSC, ISC, CBSE, IB, Cambridge Board, or any other State Board recognised by the University of Mumbai as eligible for application / admission to its undergraduate programmes)

We accept students from Science, Arts and Commerce. **Students from Vocational Arts programmes are not eligible for admission to the programme.**

There is NO IN-HOUSE QUOTA for Sophia College students.

Students from ISC, CBSE and IB, and Cambridge boards need to note that owing to the rigorous nature of the BA(SCJ) programme, subjects that are considered non-academic (music, fine arts, dance, martial arts, physical education, etc.) will not be considered when tallying their Std. XII score. Only core Arts, Science, and Commerce subjects will be taken into account, and this may lead to a difference between the marks on the candidate's Std. XII marksheet, and our final calculations. (This calculation will be done internally by our BA(SCJ) administrative office, and cannot be determined by the candidate.)

Detailed instructions will be put up on the College website at the time of the admissions. PLEASE READ ALL ADMISSION-RELATED INSTRUCTIONS CAREFULLY before you complete and submit your application.

CONTACT DETAILS:

For any further information regarding registering for the Entrance Examination, please reach out to us at fybascj.admission@sophiacollege.edu.in.



Dr. Anagha Tendulkar Patil
In-charge Principal

The Bachelor of Arts (Strategic Communication and Journalism) programme was formerly known as the Bachelor of Mass Media (BMM) programme.
