



# HSNC University, Mumbai

(A State Public University)

47, Dr. R. G. Thadani Marg, Worli, Mumbai - 400 018

Ref. No. HSNCU/Exam/EE/06

Date: 17<sup>th</sup> May 2025

## **CIRCULAR**

### **HSNCU Media Common Entrance Test (H-MCET) for MAEMA and MACJ**

HSNCU Media Common Entrance Test (H-MCET) is the qualifying examination for admission to the Two Years **Master of Arts in Entertainment, Media and Advertising (MAEMA) and Master of Arts in Communication and Journalism (MACJ)** Programmes offered under HSNC University, Mumbai. This entrance exam (H-MCET) will be conducted ONLINE. The schedule for H-MCET is as follows:

<b>H-MCET 2025</b>		
Schedule for Online Entrance Test		
	<b>May</b>	<b>June</b>
MAEMA/MACJ (H-MCET)	30 <sup>th</sup> May 2025	15 <sup>th</sup> June 2025

The aspiring candidates are requested to register on the following portal:

<b>PORTAL FOR APPLICATION FORM</b>	<b>Form Fees</b>
<a href="https://hsncu.admissiondesk.org">https://hsncu.admissiondesk.org</a>	₹ 1,000/-

Please refer to Selection Criteria in general guidelines before applying for H-MCET.

<b>PORTAL FOR H-MCET EXAM REGISTRATION</b>	<b>Exam Fees</b>
<a href="http://hsncu.epravesesh.com/">http://hsncu.epravesesh.com/</a>	₹ 1,000/-

Once the registration is done, the H-MCET online exam will be assigned to the candidates via E-mail. The guidelines for the H-MCET are available on the website i.e. <https://www.hsncu.edu.in> For exams and admission-related queries, please refer guidelines.

### **H-MCET Guidelines**

HSNCU Common Entrance Test (H-MCET) is the qualifying examination for admission to the Two Years **Master of Arts in Entertainment, Media and Advertising (MAEMA) and Master of Arts in Communication and Journalism (MACJ)** Programmes. H-MCET will be conducted ONLINE.

### 1. Eligibility:

- (i) Graduates/postgraduates with Bachelor's / Postgraduate degree with at least 50% (for General Category) and 45% for Reserved and Physically / Differently abled candidates in any discipline (e.g. Engineering-Technology, Science, Commerce, Management, Accounts, etc.) from any university recognized by UGC/ AICTE / AIU or equivalent are eligible to apply.
- (ii) The percentages may be relaxed for the candidates from the Armed Forces or their children.
- (iii) There is no age limit for applying.
- (iv) Fresh Graduates/postgraduates awaiting final result declaration can also apply and appear for **H-MCET**. The qualified and shortlisted candidates will be provisionally admitted.

### 2. Selection Criteria:

- A. CAT, XAT, GMAT, C-MAT, MAT, SNAP, MH-CET or any State CET scores may be considered. The aforesaid scores should be current and valid.
- B. **Candidates who have not appeared for any of the above examinations will be required to appear for H-MCET.** This year, candidates can also appear for H-TCET to improve their Test Scores.

Courses	Graduation	H-MCET
MAEMA/MACJ	50%	50%

### 3. Syllabus & Marking Scheme:

Section	Subject	Weightage
A	Knowledge of English Language	40%
B	National and Global Current Affairs	30%
C	Basic Concepts related to Mass Media	30%

#### Entrance Test Pattern

Duration	60 mins
Mode	Online
Type of Question	Multiple Choice Questions
Number of Questions	50
Total Marks	50
Marking Scheme	+01 mark for correct answer
Negative Marking	No
Language	English

4. **Validity Period:** The results of the Entrance Test will be valid for that one academic year only and the candidate must apply within this period for admission.

5. **Unfair Means:**

- A. Candidates are advised in their own interest that they should not involve in any malpractice during **H-MCET** Examination.
- B. **H-MCET** online examination is AI proctored and hence candidate found using any unfair means will be suspended.
- C. Once the registration is done, the **H-MCET** online exam will be assigned to the candidates via mail.
- D. These guidelines for the **H-MCET** Exam are also available on the website i.e. <https://hsncu.edu.in/> under the **H-MCET** tab.

6. **Instructions for Online Examination:**

- A. Personal Laptop or Desktop computer or Smartphone in working condition with good quality camera. In case your desktop does not have a camera, use USB camera.
- B. Browser: Latest version of Google Chrome.
- C. Internet speed should be preferably minimum 1 MBPs for better results.
- D. Mobile Phone user must disable all notification such as WhatsApp, SMS, email before the commencement of examination.
- E. You may not be able to appear for the exam if web camera attached to your system is not functional.
- F. Use of headphones and phone calls is not permissible during the exam.
- G. Breaks are not allowed during the examination. The examination session is auto/image proctored and every physical movement of students or disruption in examination login is recorded and will be considered for doubtful activity.
- H. You are required to turn Off all your notifications and pop up for successful completion of the paper. In the event you receive TEN notifications your examination will be automatically terminated.
- I. As you are not allowed to deviate from your seat, keep all necessary items like roughsheets, simple calculator and pen with you.
- J. If your computer is not responding or there is a cut of power supply during the exam you need to re-log with your login credentials, all attempted questions will be saved in the

database only if you click “SAVE” button. and you can resume from where you left the exam.

- K. Do not use the alt-tab, mouse or any other device to shift from examination screen to any other screen while attempting the objective examination.
- L. Ensure that your face has been visible throughout the examination otherwise it will be considered as misconduct and will be reported to the university. In the event of non-receipt of a webcam, your examination will be considered as null and void. Your exam activity will be monitored by the proctor and your exam will get terminated if you try any unfair practice.
- M. The non-observance of the said rules will amount to a case of malpractice and will be reported to the grievance committee for decision.

**For exams and admission-related queries, contact us at**

**Mr. Rahul Agawane-+91 8655962492**

**Please mail us at: [massmedia@kccollege.edu.in](mailto:massmedia@kccollege.edu.in)**



**Dr. Jayesh Joglekar**

**Director, BoEE**

**Board of Examinations & Evaluation**