

University of Mumbai



4000165

Summer 2024

EXAMINATION TIME TABLE

B.A. IN MULTIMEDIA & MASS COMMUNICATION (BAMMC) (SEMESTER V) (CBCS) (R-2019-20)

Days and Dates	Time	Paper Code	Paper
Wednesday, 3 April, 2024	02:30 p.m. to 05:00 p.m.	27411	Journalism: Discipline Related Generic: Reporting
Wednesday, 3 April, 2024	02:30 p.m. to 05:00 p.m.	27421	Advertising: Discipline Related Generic: Copy Writing
Thursday, 4 April, 2024	02:30 p.m. to 05:00 p.m.	27412	Journalism: Discipline Related Generic: Investigative Journalism
Thursday, 4 April, 2024	02:30 p.m. to 05:00 p.m.	27422	Advertising: Discipline Related Generic: Advertising & Marketing Research
Friday, 5 April, 2024	02:30 p.m. to 05:00 p.m.	27413	Journalism: Discipline Specific Electives : 1) Features & Writing for Social Justice
Friday, 5 April, 2024	02:30 p.m. to 05:00 p.m.	27423	Advertising: Discipline Specific Electives : 1) Globalisation & International Advertising
Monday, 8 April, 2024	02:30 p.m. to 05:00 p.m.	27414	Journalism: 2) Writing & Editing Skills
Monday, 8 April, 2024	02:30 p.m. to 05:00 p.m.	27424	Advertising: 2) Brand Building
Wednesday, 10 April, 2024	02:30 p.m. to 05:00 p.m.	27415	Journalism: 3) Global Media & Conflict Resolution
Wednesday, 10 April, 2024	02:30 p.m. to 05:00 p.m.	27425	Advertising: 3) Agency Management
Friday, 12 April, 2024	02:30 p.m. to 05:00 p.m.	27416	Journalism: 4) Business & Financial Journalism
Friday, 12 April, 2024	02:30 p.m. to 05:00 p.m.	27426	Advertising: 4) Account Planning & Advertising
Monday, 15 April, 2024	02:30 p.m. to 05:00 p.m.	27417	Journalism: 5) Mobile Journalism & New Media
Monday, 15 April, 2024	02:30 p.m. to 05:00 p.m.	27427	Advertising: 5) Social Media Marketing
Tuesday, 16 April, 2024	02:30 p.m. to 05:00 p.m.	27418	Journalism: 6) News Media Management
Tuesday, 16 April, 2024	02:30 p.m. to 05:00 p.m.	27428	Advertising: 6) Direct Marketing & E- Commerce
Thursday, 18 April, 2024	02:30 p.m. to 05:00 p.m.	27419	Journalism: 7) Journalism & Public Opinion
Thursday, 18 April, 2024	02:30 p.m. to 05:00 p.m.	27429	Advertising: 7) Consumer Behaviour
Friday, 19 April, 2024	02:30 p.m. to 05:00 p.m.	27420	Journalism: 8) Media Laws & Ethics
Friday, 19 April, 2024	02:30 p.m. to 05:00 p.m.	27430	Advertising: 8) Documentary & Ad Film Making

Important Note: •The candidates appearing for the examination should report 20 minutes before the start of examination.

- Mobile phones and other electronic gadgets are prohibited in the examination hall.
- Change if any, in the time table shall be communicated on the university web site.

Dr. Pooja Raundale

Dr. Pooja Raundale
Director

Board of Examinations & Evaluation

Mumbai - 400 098
4th March, 2024.