

University of Mumbai



(21)
Second Half - 2008

PROGRAMME OF THE BACHELOR OF MASS MEDIA (B.M.M.) (SEM.VI) EXAMINATION.

Candidates for the above examination are requested to be in attendance at the place of examination, fifteen minutes before the time appointed for setting of the first paper and ten minutes before the time fixed for setting of each subsequent paper.

THEY ARE FORBIDDEN TO TAKE ANY BOOK OR PAPER INTO THE EXAMINATION HALL.

Seat numbers and places of examination will be announced on the college notice boards four days prior to the date of commencement of the examination.

Smoking is strictly prohibited in the examination hall.

The written examination will be conducted in the following order: -

Days and Dates	Time	Paper
Monday, 6 th October, 2008	10:30 AM to 12:30 PM	Advertising : Advertising and Marketing Research.
		Journalism : Press Laws and Ethics.
Tuesday, 7 th October, 2008	10:30 AM to 12:30 PM	Advertising : Legal Environment and Advertising Ethics.
		Journalism : Broadcast Journalism.
Wednesday, 8 th October, 2008	10:30 AM to 12:30 PM	Advertising : Financial Management for Marketing and Advertising.
		Journalism : Niche Journalism II.
Friday, 10 th October, 2008	10:30 AM to 12:30 PM	Advertising : Agency Management.
		Journalism : Internet and Issues in the Global Media.
Saturday, 11 th October, 2008	10:30 AM to 12:30 PM	Advertising : The Principles and Practice of Direct Marketing.
		Journalism : News Media Management.
Monday, 13 th October, 2008	10:30 AM to 12:30 PM	Advertising : Contemporary Issues.
		Journalism : Contemporary Issues.