

University of Mumbai



4000623

Winter 2025

EXAMINATION TIME TABLE

PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING) (SEMESTER III) (CHOICE BASED)

Days and Dates	Time	Paper Code	Paper
Thursday, 4 December, 2025	—	—	—
Monday, 8 December, 2025	10:30 a.m.to 12:30 p.m.	27601	Film and Television Broadcast Business Management
Monday, 8 December, 2025	10:30 a.m.to 12:30 p.m.	27611	Film and Television Broadcast Business Management (R-2021)
Monday, 8 December, 2025	10:30 a.m.to 12:30 p.m.	27602	Advertising and Marketing Communication Account Planning and Management.
Monday, 8 December, 2025	10:30 a.m.to 12:30 p.m.	27612	Advertising and Marketing Communication Account Planning and Media Business (R-2021)
Wednesday, 10 December, 2025	10:30 a.m.to 12:30 p.m.	27603	Film and Television Film Production and Content Pipeline
Wednesday, 10 December, 2025	10:30 a.m.to 12:30 p.m.	27613	Film and Television Film Production and Content Pipeline (R-2021)
Wednesday, 10 December, 2025	10:30 a.m.to 12:30 p.m.	27604	Advertising and Marketing Communication Consumer Behaviour
Wednesday, 10 December, 2025	10:30 a.m.to 12:30 p.m.	27614	Advertising and Marketing Communication Consumer Behaviour (R-2021)
Friday, 12 December, 2025	10:30 a.m.to 12:30 p.m.	27605	Film and Television An Orientation to New Media Technologies
Friday, 12 December, 2025	10:30 a.m.to 12:30 p.m.	27615	Film and Television An Orientation to New Media Technologies (R-2021)
Friday, 12 December, 2025	10:30 a.m.to 12:30 p.m.	27606	Advertising and Marketing Communication Management Event and Live Media
Friday, 12 December, 2025	10:30 a.m.to 12:30 p.m.	27616	Advertising and Marketing Communication Strategic Brand Management (R-2021)
Tuesday, 16 December, 2025	10:30 a.m.to 12:30 p.m.	27607	Film and Television Television & Radio Production & Programming
Tuesday, 16 December, 2025	10:30 a.m.to 12:30 p.m.	27617	Film and Television Television & Radio Production & Programming (R-2021)
Tuesday, 16 December, 2025	10:30 a.m.to 12:30 p.m.	27608	Advertising and Marketing Communication Advertising Agency Structure & Management
Tuesday, 16 December, 2025	10:30 a.m.to 12:30 p.m.	27618	Advertising and Marketing Communication Advertising Agency Structure & Management (R-2021)
Thursday, 18 December, 2025	10:30 a.m.to 12:30 p.m.	27609	Film and Television Film Distribution and Marketing
Thursday, 18 December, 2025	10:30 a.m.to 12:30 p.m.	27619	Film and Television Film Distribution and Marketing (R-2021)
Thursday, 18 December, 2025	10:30 a.m.to 12:30 p.m.	27610	Advertising and Marketing Communication Media Planning and Buying
Thursday, 18 December, 2025	10:30 a.m.to 12:30 p.m.	27620	Advertising and Marketing Communication Media Planning and Buying (R-2021)

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 timetable shall be communicated on the University website.

Dr. Pooja Raundale

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Director

Board of Examinations & Evaluation

Mumbai - 400 098

18th November, 2025.