

University of Mumbai

**3233661**

Summer 2025

EXAMINATION TIME TABLE (NEP -2020)

PROGRAMME -M.A. (Mass Communication Entertainment, Media & Advertising) **(SEMESTER - III)**

Days and Dates	Time	Sem	Course Code	Course
Tuesday, 10 June, 2025	02:30 p.m. to 04:30 p.m.	III	53613	Account Planning & Media Business
Thursday, 12 June, 2025	02:30 p.m. to 04:30 p.m.	III	53623	Media Planning and Buying
Monday, 16 June, 2025	02:30 p.m. to 04:30 p.m.	III	53633	Strategic Brand Management
Wednesday, 18 June, 2025	02:30 p.m. to 03:30 p.m.	III	53643	Business Plan and Negotiation Skills
Friday, 20 June, 2025	02:30 p.m. to 04:30 p.m.	III	53661	Media & Consumer Behaviour
Friday, 20 June, 2025	02:30 p.m. to 04:30 p.m.	III	53662	Digital and Socials Media Advertising & Marketing

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.

Mumbai - 400 098
29th May, 2025

Pooja Raundale

Dr. Pooja Raundale
Director

Board of Examinations & Evaluation