

# University of Mumbai



**4000622**

Winter 2023

## EXAMINATION TIME TABLE

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

Days and Dates	Time	Paper Code	Paper
Tuesday, 28 November, 2023	10.30 a.m. to 12.30 p.m.	19401	Marketing Management.
Tuesday, 28 November, 2023	10.30 a.m. to 12.30 p.m.	19405	Introduction to Media Research (R-2020)
Thursday, 30 November, 2023	10.30 a.m. to 12.30 p.m.	19402	Basics of Finance & Accounting.
Thursday, 30 November, 2023	10.30 a.m. to 12.30 p.m.	19406	Media Marketing (IMC)(R-2020)
Saturday, 2 December, 2023	10.30 a.m. to 12.30 p.m.	19403	Entrepreneurship & Innovation.
Saturday, 2 December, 2023	10.30 a.m. to 12.30 p.m.	19407	Media Finance & Accounting (R-2020)
Tuesday, 5 December, 2023	10.30 a.m. to 12.30 p.m.	19404	Integrated Marketing Communications.
Tuesday, 5 December, 2023	10.30 a.m. to 12.30 p.m.	19408	Entrepreneurship, Innovation & Media Laws (R-2020)

- 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. Prasad Karande  
I/c. Director

Board of Examinations & Evaluation

Mumbai - 400 098  
15<sup>th</sup> Sept., 2023.