

University of Mumbai



4000146

Summer 2024

EXAMINATION TIME TABLE

PROGRAMME - BACHELOR OF MASS MEDIA (B.M.M.) [CBSGS]

(75:25) (R-2017) (SEMESTER - VI)

Days and Dates	Time	Paper Code	Paper
Tuesday, 16 April, 2024			-----
Tuesday, 23 April, 2024	02:30 p.m. to 05.00 p.m.	55601	Advertising: Advertising and Marketing Research.
Tuesday, 23 April, 2024	02:30 p.m. to 05.00 p.m.	55602	Journalism: Press Laws and Ethics.
Wednesday, 24 April, 2024	02:30 p.m. to 05.00 p.m.	55603	Advertising: Legal Environment and Advertising Ethics.
Wednesday, 24 April, 2024	02:30 p.m. to 05.00 p.m.	55604	Journalism: Broadcast Journalism.
Thursday, 25 April, 2024	02:30 p.m. to 05.00 p.m.	55605	Advertising: Financial Management for Marketing and Advertising.
Thursday, 25 April, 2024	02:30 p.m. to 05.00 p.m.	55606	Journalism: Business & Magazine Journalism (Combination of Niche-I& II)
Friday, 26 April, 2024	02:30 p.m. to 05.00 p.m.	55613	Advertising: Digital Media
Friday, 26 April, 2024	02:30 p.m. to 05.00 p.m.	55614	Journalism: Digital Media
Monday, 29 April, 2024	02:30 p.m. to 05.00 p.m.	55607	Advertising: Agency Management.
Monday, 29 April, 2024	02:30 p.m. to 05.00 p.m.	55608	Journalism: Issues of Global Media
Tuesday, 30 April, 2024	02:30 p.m. to 05.00 p.m.	55609	Advertising: The Principles and Practice of Direct Marketing.
Tuesday, 30 April, 2024	02:30 p.m. to 05.00 p.m.	55610	Journalism: News Media Management.
Thursday, 2 May, 2024	02:30 p.m. to 05.00 p.m.	55611	Advertising: Contemporary Issues.
Thursday, 2 May, 2024	02:30 p.m. to 05.00 p.m.	55612	Journalism: Contemporary Issues.

- 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.

Pooja Raundale

Mumbai - 400 098
27th March, 2024.

Dr. Pooja Raundale
Director
Board of Examinations & Evaluation