

University of Mumbai



4000622

Winter 2024

EXAMINATION TIMETABLE

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

| Days and Dates | Time | Paper Code | Paper |
|------------------------------|--------------------------|------------|--|
| Tuesday, 29 October, 2024 | 10.30 a.m. to 12.30 p.m. | 19401 | Marketing Management. |
| Tuesday, 29 October, 2024 | 10.30 a.m. to 12.30 p.m. | 19405 | Introduction to Media Research (R-2020) |
| Monday, 11 November, 2024 | 10.30 a.m. to 12.30 p.m. | 19402 | Basics of Finance & Accounting. |
| Monday, 11 November, 2024 | 10.30 a.m. to 12.30 p.m. | 19406 | Media Marketing (IMC)(R-2020) |
| Wednesday, 13 November, 2024 | 10.30 a.m. to 12.30 p.m. | 19403 | Entrepreneurship & Innovation. |
| Wednesday, 13 November, 2024 | 10.30 a.m. to 12.30 p.m. | 19407 | Media Finance & Accounting (R-2020) |
| Monday, 18 November, 2024 | 10.30 a.m. to 12.30 p.m. | 19404 | Integrated Marketing Communications. |
| Monday, 18 November, 2024 | 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.

Pooja Raundale

Dr. Pooja Raundale
Director

Board of Examinations & Evaluation

Mumbai - 400 098
24th August, 2024.

I-03