



मुंबई विद्यापीठ

University of Mumbai

Re-Accredited A++ Grade (CGPA 3.65) by NAAC  
Category I University by UGC

दूरस्थ व ऑनलाईन शिक्षण केंद्र (सीडीओई)

(पूर्वीची दूर व मुक्त अध्ययन संस्था)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

(FORMERLY INSTITUTE OF DISTANCE AND OPEN LEARNING (IDOL))

Dr. Shankar Dayal Sharma Bhavan, Vidyanagari, Santacruz (E.), Mumbai - 400 098.

Website : [mu.ac.in/distance-open-learning](http://mu.ac.in/distance-open-learning)

Email : [info@idol.mu.ac.in](mailto:info@idol.mu.ac.in)

First half 2024 (Summer Sessions)  
4000853

Online Internal Examination Time – Table  
PROGRAMME OF THE M.A SEMESTER-III (CBCS) (75:25) Pattern  
Only for IDOL students (Repeater Students)

### Public Relations


**Student have to follow the below instruction & guidelines: -**

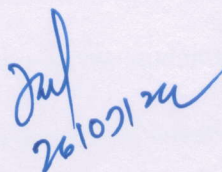
1. The students must ensure that they make themselves properly aware about the syllabus, paper pattern, time table schedule prescribed by the IDOL and should make requisite arrangements (Smartphones, /Laptop/Tab/Desktop/any other gadget, Internet Connectivity) to appear for the online examination.
2. Since this is an online examination, there will not be any revaluation.
3. Do not believe in message spread on any social media platform.
4. **Students should not resort to use of unfair means while attempting the examination. University/IDOL will initiate action for use of unfair means as per University rules**
5. Online Examination slots have been given from 9.00 a.m. to 9.00 p.m.  
All students are hereby informed that they have to CHOOSE HALF HOUR SLOT between the scheduled time to appear for the online examinations in their respective subject the duration for internal examination is 30 minutes
6. If suppose he/she has logged at 8.45 p.m. in such case the students will get only fifteen minutes time to appear for the online examination, students will be fully responsible for the same.
7. Internal examination for each subject is compulsory for all the students.
8. Internal examination will be conducted for 25 marks.
9. The Internal examination will be based on MCQ and number of questions will be 25 for each paper.
10. The syllabus for internal examination will be based on all Modules Units in the prescribed syllables of each subject. (Please refer the syllabus in the materials uploaded on website for the same).

**Internal Examination Timetable**  
**M.A. Sem - III - Public Relations**

DATE	TIME	PAPER CODE	TITLE
Monday, 07 October, 2024	9.00 a.m. to 9.00 p.m.	27921	Digital Media Marketing
Tuesday, 08 October, 2024	9.00 a.m. to 9.00 p.m.	27922	Political Communication
Wednesday, 09 October, 2024	9.00 a.m. to 9.00 p.m.	27923	Media Management
Thursday, 10 October, 2024	9.00 a.m. to 9.00 p.m.	27924	Public Relations in the Private and Public Sector
Friday, 11 October, 2024	9.00 a.m. to 9.00 p.m.	27925	Media Advocacy

Mumbai – 400 098.  
Date: 24<sup>th</sup> September, 2024

  
Dr. Shivaji Sargar  
Director

  
26/09/24