

# University of Mumbai



**4000623**

Winter 2024

## EXAMINATION TIME TABLE

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

Days and Dates	Time	Paper Code	Paper
Tuesday, 10 December, 2024	10:30 a.m. to 12:30 p.m.	27601	Film and Television Broadcast Business Management
Tuesday, 10 December, 2024	10:30 a.m. to 12:30 p.m.	27611	Film and Television Broadcast Business Management (R-2021)
Tuesday, 10 December, 2024	10:30 a.m. to 12:30 p.m.	27602	Advertising and Marketing Communication Account Planning and Management.
Tuesday, 10 December, 2024	10:30 a.m. to 12:30 p.m.	27612	Advertising and Marketing Communication Account Planning and Media Business (R-2021)
Thursday, 12 December, 2024	10:30 a.m. to 12:30 p.m.	27603	Film and Television Film Production and Content Pipeline
Thursday, 12 December, 2024	10:30 a.m. to 12:30 p.m.	27613	Film and Television Film Production and Content Pipeline (R-2021)
Thursday, 12 December, 2024	10:30 a.m. to 12:30 p.m.	27604	Advertising and Marketing Communication Consumer Behaviour
Thursday, 12 December, 2024	10:30 a.m. to 12:30 p.m.	27614	Advertising and Marketing Communication Consumer Behaviour (R-2021)
Monday, 16 December, 2024	10:30 a.m. to 12:30 p.m.	27605	Film and Television An Orientation to New Media Technologies
Monday, 16 December, 2024	10:30 a.m. to 12:30 p.m.	27615	Film and Television An Orientation to New Media Technologies (R-2021)
Monday, 16 December, 2024	10:30 a.m. to 12:30 p.m.	27606	Advertising and Marketing Communication Management Event and Live Media
Monday, 16 December, 2024	10:30 a.m. to 12:30 p.m.	27616	Advertising and Marketing Communication Strategic Brand Management (R-2021)
Wednesday, 18 December, 2024	10:30 a.m. to 12:30 p.m.	27607	Film and Television Television & Radio Production & Programming
Wednesday, 18 December, 2024	10:30 a.m. to 12:30 p.m.	27617	Film and Television Television & Radio Production & Programming (R-2021)
Wednesday, 18 December, 2024	10:30 a.m. to 12:30 p.m.	27608	Advertising and Marketing Communication Advertising Agency Structure & Management
Wednesday, 18 December, 2024	10:30 a.m. to 12:30 p.m.	27618	Advertising and Marketing Communication Advertising Agency Structure & Management (R-2021)
Friday, 20 December, 2024	10:30 a.m. to 12:30 p.m.	27609	Film and Television Film Distribution and Marketing
Friday, 20 December, 2024	10:30 a.m. to 12:30 p.m.	27619	Film and Television Film Distribution and Marketing (R-2021)
Friday, 20 December, 2024	10:30 a.m. to 12:30 p.m.	27610	Advertising and Marketing Communication Media Planning and Buying
Friday, 20 December, 2024	10:30 a.m. to 12:30 p.m.	27620	Advertising and Marketing Communication Media Planning and Buying (R-2021)

Important Note: ● The candidates appearing for the examination should report 20 minutes before the start of examination.  
● Mobile phones and other electronic gazets 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

Mumbai - 400 098  
22<sup>nd</sup> October, 2024.

Board of Examinations & Evaluation