

# University of Mumbai



**3233661**

Winter 2024

EXAMINATION TIME TABLE (NEP -2020)

**PROGRAMME -M.A. ( Mass Communication Entertainment, Media & Advertising)**

(SEMESTER - II)

| Days and Dates             | Time                     | Sem | Course Code | Course                                    |
|----------------------------|--------------------------|-----|-------------|---|
| Thursday, 2 January, 2025  | 02:30 p.m. to 04:30 p.m. | II  | 53612       | Introduction to Media Research            |
| Friday, 3 January, 2025    | 02:30 p.m. to 04:30 p.m. | II  | 53622       | Integrated Marketing Communication (IMC)  |
| Monday, 6 January, 2025    | 02:30 p.m. to 04:30 p.m. | II  | 53632       | Television & Radio Production Programming |
| Tuesday, 7 January, 2025   | 02:30 p.m. to 03:30 p.m. | II  | 53642       | Entrepreneurship, Innovation & Media Laws |
| Wednesday, 8 January, 2025 | 02:30 p.m. to 04:30 p.m. | II  | 53671       | Broadcast Business Management             |
| Wednesday, 8 January, 2025 | 02:30 p.m. to 04:30 p.m. | II  | 53672       | Media Finance & Accounting                |

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  
25<sup>th</sup> November, 2024

Dr. Pooja Raundale  
Director  
Board of Examinations & Evaluation