

University of Mumbai



4000146

Winter 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
Monday, 9 December, 2024	02:30 p.m. to 05.00 p.m.	55601	Advertising: Advertising and Marketing Research.
Monday, 9 December, 2024	02:30 p.m. to 05.00 p.m.	55602	Journalism: Press Laws and Ethics.
Tuesday, 10 December, 2024	02:30 p.m. to 05.00 p.m.	55603	Advertising: Legal Environment and Advertising Ethics.
Tuesday, 10 December, 2024	02:30 p.m. to 05.00 p.m.	55604	Journalism: Broadcast Journalism.
Wednesday, 11 December, 2024	02:30 p.m. to 05.00 p.m.	55605	Advertising: Financial Management for Marketing and Advertising.
Wednesday, 11 December, 2024	02:30 p.m. to 05.00 p.m.	55606	Journalism: Business & Magazine Journalism (Combination of Niche-I& II)
Thursday, 12 December, 2024	02:30 p.m. to 05.00 p.m.	55613	Advertising: Digital Media
Thursday, 12 December, 2024	02:30 p.m. to 05.00 p.m.	55614	Journalism: Digital Media
Friday, 13 December, 2024	02:30 p.m. to 05.00 p.m.	55607	Advertising: Agency Management.
Friday, 13 December, 2024	02:30 p.m. to 05.00 p.m.	55608	Journalism: Issues of Global Media
Monday, 16 December, 2024	02:30 p.m. to 05.00 p.m.	55609	Advertising: The Principles and Practice of Direct Marketing.
Monday, 16 December, 2024	02:30 p.m. to 05.00 p.m.	55610	Journalism: News Media Management.
Tuesday, 17 December, 2024	02:30 p.m. to 05.00 p.m.	55611	Advertising: Contemporary Issues.
Tuesday, 17 December, 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 devices are prohibited in the examination hall.
- Change if any, in the time table shall be communicated on the university web site.

y. p. Raundale

Dr. Pooja Raundale
Director

Board of Examinations & Evaluation

Mumbai - 400 098
24th October, 2024.