

# University of Mumbai



**4942161**

Winter 2024

EXAMINATION TIME TABLE (NEP -2020)

**PROGRAMME -M.A. (Journalism & Mass Communication-Strategic & Integrated Communication)**  
(SEMESTER - I)

Days and Dates	Time	Sem	Course Code	Course
Tuesday, 14 January, 2025	02:30 p.m. to 04:30 p.m.	I	55111	Persuasion Studies
Wednesday, 15 January, 2025	02:30 p.m. to 04:30 p.m.	I	55121	Strategic and Integrated Communication
Thursday, 16 January, 2025	02:30 p.m. to 04:30 p.m.	I	55131	Media Management and Economics
Friday, 17 January, 2025	02:30 p.m. to 04:30 p.m.	I	55141	Writing for the Media- 1
Monday, 20 January, 2025	02:30 p.m. to 04:30 p.m.	I	55151	Production for the Print Media
Monday, 20 January, 2025	02:30 p.m. to 04:30 p.m.	I	55152	Preparing a Public Relations Campaign
Tuesday, 21 January, 2025	02:30 p.m. to 04:30 p.m.	I	55191	Social Science Research Design

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.

Mumbai - 400 098  
30<sup>th</sup> November, 2024

*Pooja Raundale*

Dr. Pooja Raundale  
Director  
Board of Examinations & Evaluation