

University of Mumbai



3233661

Winter 2024

EXAMINATION TIME TABLE (NEP -2020)

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

(SEMESTER - III)

Days and Dates	Time	Sem	Course Code	Course
Tuesday, 28 January, 2025	02:30 p.m. to 04:30 p.m.	III	53613	Account Planning & Media Business
Wednesday, 29 January, 2025	02:30 p.m. to 04:30 p.m.	III	53623	Media Planning and Buying
Thursday, 30 January, 2025	02:30 p.m. to 04:30 p.m.	III	53633	Strategic Brand Management
Friday, 31 January, 2025	02:30 p.m. to 03:30 p.m.	III	53643	Business Plan and Negotiation Skills
Monday, 3 February, 2025	02:30 p.m. to 04:30 p.m.	III	53661	Media & Consumer Behaviour
Monday, 3 February, 2025	02:30 p.m. to 04:30 p.m.	III	53662	Digital and Socials Media Advertising & Marketing

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
15th January, 2025

Pooja Raundale

Dr. Pooja Raundale
Director
Board of Examinations & Evaluation