

University of Mumbai



4000622

Summer 2025

EXAMINATION TIMETABLE

PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING)

(SEMESTER - II) (CHOICE BASED)

Days and Dates	Time	Paper Code	Paper
Thursday, 8 May, 2025	10.30 a.m. to 12.30 p.m.	19401	Marketing Management.
Thursday, 8 May, 2025	10.30 a.m. to 12.30 p.m.	19405	Introduction to Media Research (R-2020)
Tuesday, 13 May, 2025	10.30 a.m. to 12.30 p.m.	19402	Basics of Finance & Accounting.
Tuesday, 13 May, 2025	10.30 a.m. to 12.30 p.m.	19406	Media Marketing (IMC)(R-2020)
Thursday, 15 May, 2025	10.30 a.m. to 12.30 p.m.	19403	Entrepreneurship & Innovation.
Thursday, 15 May, 2025	10.30 a.m. to 12.30 p.m.	19407	Media Finance & Accounting (R-2020)
Monday, 19 May, 2025	10.30 a.m. to 12.30 p.m.	19404	Integrated Marketing Communications.
Monday, 19 May, 2025	10.30 a.m. to 12.30 p.m.	19408	Entrepreneurship, Innovation & Media Laws (R-2020)

- 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
01st April, 2025.

I-03

Pooja Raundale

Dr. Pooja Raundale
Director
Board of Examinations & Evaluation