

University of Mumbai



4000166

Winter 2024

EXAMINATION TIME TABLE

B.A. IN MULTIMEDIA & MASS COMMUNICATION (BAMMC) (CBCS) (R-2019-20)

(SEMESTER - VI)

| Days and Dates | Time | Paper Code | Paper |
|----------------------------|--------------------------|------------|---|
| Tuesday, 1 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55321 | Journalism: Discipline Related Generic: Digital Media |
| Tuesday, 1 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55331 | Advertising: Discipline Related Generic: Digital Media |
| Thursday, 3 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55322 | Journalism: Discipline Specific Electives : 1) Contemporary Issues |
| Thursday, 3 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55332 | Advertising: Discipline Specific Electives : 1) Advertising in Contemporary Society |
| Friday, 4 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55323 | Journalism: 2) Lifestyle Journalism |
| Friday, 4 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55333 | Advertising: 2) Brand Management |
| Monday, 7 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55324 | Journalism: 3) Photo and Travel Journalism |
| Monday, 7 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55334 | Advertising: 3) Media Planning & Buying |
| Tuesday, 8 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55325 | Journalism: 4) Magazine Journalism |
| Tuesday, 8 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55335 | Advertising: 4) Advertising & Sales Promotion |
| Wednesday, 9 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55326 | Journalism: 5) Sports Journalism |
| Wednesday, 9 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55336 | Advertising: 5) Rural Marketing & Advertising |
| Thursday, 10 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55327 | Journalism: 6) Crime Reporting |
| Thursday, 10 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55337 | Advertising: 6) Retailing & Merchandising |
| Friday, 11 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55328 | Journalism: 7) Fake News and Fact Checking |
| Friday, 11 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55338 | Advertising: 7) Entertainment & Media Marketing |
| Monday, 14 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55329 | Journalism: 8) Television Journalism |
| Monday, 14 October, 2024 | 02.30 p.m. to 05.00 p.m. | 55339 | Advertising: 8) Television Program Production |

y. n. Raundale

Mumbai - 400 098

21st August, 2024.

I-1

[Signature]

I/C PRINCIPAL

**NIRMALA MEMORIAL FOUNDATION
COLLEGE OF COMMERCE & SCIENCE
KANDIVALI (EAST), MUMBAI - 400 401.**

Dr. Pooja Raundale

Director

Board of Examinations & Evaluation