

Regular

University of Mumbai



4000165

Winter 2023


EXAMINATION TIME TABLE

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

Days and Dates	Time	Paper Code	Paper
Wednesday, 29 November, 2023	10:30 a.m. to 01:00 p.m.	27411	Journalism: Discipline Related Generic: Reporting
Wednesday, 29 November, 2023	10:30 a.m. to 01:00 p.m.	27421	Advertising: Discipline Related Generic: Copy Writing
Friday, 1 December, 2023	10:30 a.m. to 01:00 p.m.	27412	Journalism: Discipline Related Generic: Investigative Journalism
Friday, 1 December, 2023	10:30 a.m. to 01:00 p.m.	27422	Advertising: Discipline Related Generic: Advertising & Marketing
Monday, 4 December, 2023	10:30 a.m. to 01:00 p.m.	27413	Journalism: Discipline Specific Electives : 1) Features & Writing for Social Justice
Monday, 4 December, 2023	10:30 a.m. to 01:00 p.m.	27423	Advertising: Discipline Specific Electives : 1) Globalisation & International Advertising
Thursday, 7 December, 2023	10:30 a.m. to 01:00 p.m.	27414	Journalism: 2) Writing & Editing Skills
Thursday, 7 December, 2023	10:30 a.m. to 01:00 p.m.	27424	Advertising: 2) Brand Building
Monday, 11 December, 2023	10:30 a.m. to 01:00 p.m.	27415	Journalism: 3) Global Media & Conflict Resolution
Monday, 11 December, 2023	10:30 a.m. to 01:00 p.m.	27425	Advertising: 3) Agency Management
Wednesday, 13 December, 2023	10:30 a.m. to 01:00 p.m.	27416	Journalism: 4) Business & Financial Journalism
Wednesday, 13 December, 2023	10:30 a.m. to 01:00 p.m.	27426	Advertising: 4) Account Planning & Advertising
Friday, 15 December, 2023	10:30 a.m. to 01:00 p.m.	27417	Journalism: 5) Mobile Journalism & New Media
Friday, 15 December, 2023	10:30 a.m. to 01:00 p.m.	27427	Advertising: 5) Social Media Marketing
Monday, 18 December, 2023	10:30 a.m. to 01:00 p.m.	27418	Journalism: 6) News Media Management
Monday, 18 December, 2023	10:30 a.m. to 01:00 p.m.	27428	Advertising: 6) Direct Marketing & E- Commerce
Wednesday, 20 December, 2023	10:30 a.m. to 01:00 p.m.	27419	Journalism: 7) Journalism & Public Opinion
Wednesday, 20 December, 2023	10:30 a.m. to 01:00 p.m.	27429	Advertising: 7) Consumer Behaviour
Monday, 1 January, 2024	10:30 a.m. to 01:00 p.m.	27420	Journalism: 8) Media Laws & Ethics
Monday, 1 January, 2024	10:30 a.m. to 01:00 p.m.	27430	Advertising: 8) Documentary & Ad Film Making

**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  
22<sup>nd</sup> September, 2023.

  
Dr. Prasad Karande  
I/c. Director  
Board of Examinations & Evaluation

Rd  
4/10/23