

ATKT  
University of Mumbai



**4000166**

Winter 2023

EXAMINATION TIME TABLE

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

(SEMESTER - VI)

Days and Dates	Time	Paper Code	Paper
Thursday, 26 October, 2023			---
Monday, 30 October, 2023	02.30 p.m. to 05.00 p.m.	55321	Journalism: Discipline Related Generic: Digital Media
Monday, 30 October, 2023	02.30 p.m. to 05.00 p.m.	55331	Advertising: Discipline Related Generic: Digital Media
Tuesday, 31 October, 2023	02.30 p.m. to 05.00 p.m.	55322	Journalism: Discipline Specific Electives : 1) Contemporary Issues
Tuesday, 31 October, 2023	02.30 p.m. to 05.00 p.m.	55332	Advertising: Discipline Specific Electives : 1) Advertising in Contemporary Society
Wednesday, 1 November, 2023	02.30 p.m. to 05.00 p.m.	55323	Journalism: 2) Lifestyle Journalism
Wednesday, 1 November, 2023	02.30 p.m. to 05.00 p.m.	55333	Advertising: 2) Brand Management
Thursday, 2 November, 2023	02.30 p.m. to 05.00 p.m.	55324	Journalism: 3) Photo and Travel Journalism
Thursday, 2 November, 2023	02.30 p.m. to 05.00 p.m.	55334	Advertising: 3) Media Planning & Buying
Friday, 3 November, 2023	02.30 p.m. to 05.00 p.m.	55325	Journalism: 4) Magazine Journalism
Friday, 3 November, 2023	02.30 p.m. to 05.00 p.m.	55335	Advertising: 4) Advertising & Sales Promotion
Monday, 6 November, 2023	02.30 p.m. to 05.00 p.m.	55326	Journalism: 5) Sports Journalism
Monday, 6 November, 2023	02.30 p.m. to 05.00 p.m.	55336	Advertising: 5) Rural Marketing & Advertising
Tuesday, 7 November, 2023	02.30 p.m. to 05.00 p.m.	55327	Journalism: 6) Crime Reporting
Tuesday, 7 November, 2023	02.30 p.m. to 05.00 p.m.	55337	Advertising: 6) Retailing & Merchandising
Wednesday, 8 November, 2023	02.30 p.m. to 05.00 p.m.	55328	Journalism: 7) Fake News and Fact Checking
Wednesday, 8 November, 2023	02.30 p.m. to 05.00 p.m.	55338	Advertising: 7) Entertainment & Media Marketing
Thursday, 9 November, 2023	02.30 p.m. to 05.00 p.m.	55329	Journalism: 8) Television Journalism
Thursday, 9 November, 2023	02.30 p.m. to 05.00 p.m.	55339	Advertising: 8) Television Program Production

Mumbai - 400 098  
15<sup>th</sup> Sept., 2023.

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

*Red*  
*21/10/23*