ATKT

# University of Mumbai

**4000622**

Winter 2023

EXAMINATION TIME TABLE

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

(SEMESTER - II) (CHOICE BASED)

| Days and Dates | Time | Paper Code | Paper |
|---|---|---|---|
| Tuesday, 28 November, 2023 | 10.30 a.m. to 12.30 p.m. | 19401 | Marketing Management |
| Tuesday, 28 November, 2023 | 10.30 a.m. to 12.30 p.m. | 19405 | Introduction to Media Research (R-2020) |
| Thursday, 30 November, 2023 | 10.30 a.m. to 12.30 p.m. | 19402 | Basics of Finance & Accounting. |
| Thursday, 30 November, 2023 | 10.30 a.m. to 12.30 p.m. | 19406 | Media Merketing (IMC)(R-2020) |
| Saturday, 2 December, 2023 | 10.30 a.m. to 12.30 p.m. | 19403 | Entrepreneurship & Innovation. |
| Saturday, 2 December, 2023 | 10.30 a.m. to 12.30 p.m. | 19407 | Media Finance & Accounting (R-2020) |
| Tuesday, 5 December, 2023 | 10.30 a.m. to 12.30 p.m. | 19404 | Integrated Marketing Communications. |
| Tuesday, 5 December, 2023 | 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 elctronic gazets are prohibited in the examination hall.
- Change if any, in the time table shall be communicated on the university web site.

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

Mumbai - 400 098
15th Sept., 2023

4/10/23