

# University of Mumbai



**4000166**

Summer 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, 16 April, 2024			-----
Tuesday, 23 April, 2024	02.30 p.m. to 05.00 p.m.	55321	Journalism: Discipline Related Generic: Digital Media
Tuesday, 23 April, 2024	02.30 p.m. to 05.00 p.m.	55331	Advertising: Discipline Related Generic: Digital Media
Wednesday, 24 April, 2024	02.30 p.m. to 05.00 p.m.	55322	Journalism: Discipline Specific Electives : 1) Contemporary Issues
Wednesday, 24 April, 2024	02.30 p.m. to 05.00 p.m.	55332	Advertising: Discipline Specific Electives : 1) Advertising in Contemporary Society
Thursday, 25 April, 2024	02.30 p.m. to 05.00 p.m.	55323	Journalism: 2) Lifestyle Journalism
Thursday, 25 April, 2024	02.30 p.m. to 05.00 p.m.	55333	Advertising: 2) Brand Management
Friday, 26 April, 2024	02.30 p.m. to 05.00 p.m.	55324	Journalism: 3) Photo and Travel Journalism
Friday, 26 April, 2024	02.30 p.m. to 05.00 p.m.	55334	Advertising: 3) Media Planning & Buying
Monday, 29 April, 2024	02.30 p.m. to 05.00 p.m.	55325	Journalism: 4) Magazine Journalism
Monday, 29 April, 2024	02.30 p.m. to 05.00 p.m.	55335	Advertising: 4) Advertising & Sales Promotion
Tuesday, 30 April, 2024	02.30 p.m. to 05.00 p.m.	55326	Journalism: 5) Sports Journalism
Tuesday, 30 April, 2024	02.30 p.m. to 05.00 p.m.	55336	Advertising: 5) Rural Marketing & Advertising
Thursday, 2 May, 2024	02.30 p.m. to 05.00 p.m.	55327	Journalism: 6) Crime Reporting
Thursday, 2 May, 2024	02.30 p.m. to 05.00 p.m.	55337	Advertising: 6) Retailing & Merchandising
Friday, 3 May, 2024	02.30 p.m. to 05.00 p.m.	55328	Journalism: 7) Fake News and Fact Checking
Friday, 3 May, 2024	02.30 p.m. to 05.00 p.m.	55338	Advertising: 7) Entertainment & Media Marketing
Wednesday, 8 May, 2024	02.30 p.m. to 05.00 p.m.	55329	Journalism: 8) Television Journalism
Wednesday, 8 May, 2024	02.30 p.m. to 05.00 p.m.	55339	Advertising: 8) Television Program Production

*Pooja Raundale*

Dr. Pooja Raundale

Director

Board of Examinations & Evaluation

Mumbai - 400 098

27<sup>th</sup> March, 2024.

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