

# University of Mumbai



**4000146**

**WINTER 2022**

## **EXAMINATION TIME TABLE**

**PROGRAMME - BACHELOR OF MASS MEDIA (B.M.M.)[CBSGS]**

**(75:25) (R-2017) (SEMESTER - VI)**

<b>Days and Dates</b>	<b>Time</b>	<b>Paper Code</b>	<b>Paper</b>
Friday, November 04, 2022	02:30 p.m. to 05.00 p.m.	55601	Advertising: Advertising and Marketing Research.
Friday, November 04, 2022	02:30 p.m. to 05.00 p.m.	55602	Journalism: Press Laws and Ethics.
Saturday, November 05, 2022	02:30 p.m. to 05.00 p.m.	55603	Advertising: Legal Environment and Advertising Ethics.
Saturday, November 05, 2022	02:30 p.m. to 05.00 p.m.	55604	Journalism: Broadcast Journalism.
Monday, November 07, 2022	02:30 p.m. to 05.00 p.m.	55605	Advertising: Financial Management for Marketing and Advertising.
Monday, November 07, 2022	02:30 p.m. to 05.00 p.m.	55606	Journalism: Business & Magazine Journalism (Combination of Niche-I& II).
Wednesday, November 09, 2022	02:30 p.m. to 05.00 p.m.	55613	Advertising: Digital Media
Wednesday, November 09, 2022	02:30 p.m. to 05.00 p.m.	55614	Journalism: Digital Media
Thursday, November 10, 2022	02:30 p.m. to 05.00 p.m.	55607	Advertising: Agency Management.
Thursday, November 10, 2022	02:30 p.m. to 05.00 p.m.	55608	Journalism: Issues of Global Media
Friday, November 11, 2022	02:30 p.m. to 05.00 p.m.	55609	Advertising: The Principles and Practice of Direct Marketing.
Friday, November 11, 2022	02:30 p.m. to 05.00 p.m.	55610	Journalism: News Media Management.
Monday, November 14, 2022	02:30 p.m. to 05.00 p.m.	55611	Advertising: Contemporary Issues.
Monday, November 14, 2022	02:30 p.m. to 05.00 p.m.	55612	Journalism: Contemporary Issues.

**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.

**Dr. Prasad Karande**  
**I/c. Director**

**Board of Examinations & Evaluation**

**Mumbai - 400 098**  
**14th October, 2022**