

University of Mumbai



4000622

Summer 2022

REVISED EXAMINATION TIME TABLE
PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING)(Choice Based)
SEMESTER - II

Days and Dates	Time	Paper Code	Paper
Monday, 13 June, 2022	11.00 a.m. to 01.00 p.m.	19401	Marketing Management.
Monday, 13 June, 2022	11.00 a.m. to 01.00 p.m.	19405	Introduction to Media Research (R-2020)
Thursday, 16 June, 2022	11.00 a.m. to 01.00 p.m.	19402	Basics of Finance & Accounting.
Thursday, 16 June, 2022	11.00 a.m. to 01.00 p.m.	19406	Media Marketing (IMC)(R-2020)
Monday, 20 June, 2022	11.00 a.m. to 01.00 p.m.	19403	Entrepreneurship & Innovation.
Monday, 20 June, 2022	11.00 a.m. to 01.00 p.m.	19407	Media Finance & Accounting (R-2020)
Thursday, 23 June, 2022	11.00 a.m. to 01.00 p.m.	19404	Integrated Marketing Communications.
Thursday, 23 June, 2022	11.00 a.m. to 01.00 p.m.	19408	Entrepreneurship, Innovation & Media Laws (R-2020)

Note: As this examination will be conducted offline, students will be granted an additional 30 minutes per paper .

Dr. Vinod P. Patil
Director

Board of Examinations & Evaluation

Mumbai - 400 098
27th May, 2022.