

University of Mumbai

**4000621**

Winter 2024

EXAMINATION TIME TABLE
PROGRAMME-MASTER OF ARTS (ENTERTAINMENT, MEDIA & ADVERTISING)
(SEMESTER I) (CHOICE BASED)

Days and Dates	Time	Paper Code	Paper
Monday, 9 December, 2024	02:30 p.m.to 04:30 p.m.	63301	Entertainment Media & Advertising: An Overview (Old)
Monday, 9 December, 2024	02:30 p.m.to 04:30 p.m.	63305	Overview I: Print Radio, Television & Advertising (R-2019)
Wednesday, 11 December, 2024	02:30 p.m.to 04:30 p.m.	63302	Communication Skills & Personality Development (Old)
Wednesday, 11 December, 2024	02:30 p.m.to 04:30 p.m.	63306	Overview II: Film, Digital, Events, Gaming and Animation (R-2019)
Friday, 13 December, 2024	02:30 p.m.to 04:30 p.m.	63303	Principles of Management (Old)
Friday, 13 December, 2024	02:30 p.m.to 04:30 p.m.	63307	Media Communication Theories (R-2019)
Tuesday, 17 December, 2024	02:30 p.m.to 04:30 p.m.	63304	Film, T.V. Animation Management (Old)
Tuesday, 17 December, 2024	02:30 p.m.to 04:30 p.m.	63308	Media Management (R-2019)

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.

Mumbai - 400 098
22nd October, 2024.

y. p. Raundale

Dr. Pooja Raundale
Director
Board of Examinations & Evaluation

University of Mumbai



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Winter 2024

EXAMINATION TIME TABLE

PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING) (SEMESTER III) (CHOICE BASED)

Days and Dates	Time	Paper Code	Paper
Tuesday, 10 December, 2024	10:30 a.m.to 12:30 p.m.	27601	Film and Television Broadcast Business Management
Tuesday, 10 December, 2024	10:30 a.m.to 12:30 p.m.	27611	Film and Television Broadcast Business Management (R-2021)
Tuesday, 10 December, 2024	10:30 a.m.to 12:30 p.m.	27602	Advertising and Marketing Communication Account Planning and Management.
Tuesday, 10 December, 2024	10:30 a.m.to 12:30 p.m.	27612	Advertising and Marketing Communication Account Planning and Media Business (R-2021)
Thursday, 12 December, 2024	10:30 a.m.to 12:30 p.m.	27603	Film and Television Film Production and Content Pipeline
Thursday, 12 December, 2024	10:30 a.m.to 12:30 p.m.	27613	Film and Television Film Production and Content Pipeline (R-2021)
Thursday, 12 December, 2024	10:30 a.m.to 12:30 p.m.	27604	Advertising and Marketing Communication Consumer Behaviour
Thursday, 12 December, 2024	10:30 a.m.to 12:30 p.m.	27614	Advertising and Marketing Communication Consumer Behaviour (R-2021)
Monday, 16 December, 2024	10:30 a.m.to 12:30 p.m.	27605	Film and Television An Orientation to New Media Technologies
Monday, 16 December, 2024	10:30 a.m.to 12:30 p.m.	27615	Film and Television An Orientation to New Media Technologies (R-2021)
Monday, 16 December, 2024	10:30 a.m.to 12:30 p.m.	27606	Advertising and Marketing Communication Management Event and Live Media
Monday, 16 December, 2024	10:30 a.m.to 12:30 p.m.	27616	Advertising and Marketing Communication Strategic Brand Management (R-2021)
Wednesday, 18 December, 2024	10:30 a.m.to 12:30 p.m.	27607	Film and Television Television & Radio Production & Programming
Wednesday, 18 December, 2024	10:30 a.m.to 12:30 p.m.	27617	Film and Television Television & Radio Production & Programming (R-2021)
Wednesday, 18 December, 2024	10:30 a.m.to 12:30 p.m.	27608	Advertising and Marketing Communication Advertising Agency Structure & Management
Wednesday, 18 December, 2024	10:30 a.m.to 12:30 p.m.	27618	Advertising and Marketing Communication Advertising Agency Structure & Management (R-2021)
Friday, 20 December, 2024	10:30 a.m.to 12:30 p.m.	27609	Film and Television Film Distribution and Marketing
Friday, 20 December, 2024	10:30 a.m.to 12:30 p.m.	27619	Film and Television Film Distribution and Marketing (R-2021)
Friday, 20 December, 2024	10:30 a.m.to 12:30 p.m.	27610	Advertising and Marketing Communication Media Planning and Buying
Friday, 20 December, 2024	10:30 a.m.to 12:30 p.m.	27620	Advertising and Marketing Communication Media Planning and Buying (R-2021)

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