

University of Mumbai

**4000624**

Winter 2024

EXAMINATION TIME TABLE

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

Days and Dates	Time	Paper Code	Paper
Wednesday, 30 October, 2024	10.30 a.m. to 12.30 p.m.	22101	Film & Television : Media Research Analytical Skills
Wednesday, 30 October, 2024	10.30 a.m. to 12.30 p.m.	22105	Film & Television : Media Research Analytical Skills (R-2021)
Tuesday, 12 November, 2024	10.30 a.m. to 12.30 p.m.	22102	Advertising & Marketing Communications: Media Research Analytical Skills
Tuesday, 12 November, 2024	10.30 a.m. to 12.30 p.m.	22106	Advertising & Marketing Communications: Media Research Analytical Skills (R-2021)
Thursday, 14 November, 2024	10.30 a.m. to 12.30 p.m.	22103	Film & Television : Business Plan and Negotiation
Thursday, 14 November, 2024	10.30 a.m. to 12.30 p.m.	22107	Film & Television : Business Plan & Negotiation (R-2021)
Tuesday, 19 November, 2024	10.30 a.m. to 12.30 p.m.	22104	Advertising & Marketing Communications: Digital & Social Media Advertising.
Tuesday, 19 November, 2024	10.30 a.m. to 12.30 p.m.	22108	Advertising & Marketing Communications: Digital & Social Media Advertising & Marketing (R-2021)

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.

Pooja Raundale

Dr. Pooja Raundale
Director

Board of Examinations & Evaluation

Mumbai - 400 098

24th August, 2024.

I-12

University of Mumbai

**4000622**

Winter 2024

EXAMINATION TIMETABLE

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


Days and Dates	Time	Paper Code	Paper
Tuesday, 29 October, 2024	10.30 a.m. to 12.30 p.m.	19401	Marketing Management.
Tuesday, 29 October, 2024	10.30 a.m. to 12.30 p.m.	19405	Introduction to Media Research (R-2020)
Monday, 11 November, 2024	10.30 a.m. to 12.30 p.m.	19402	Basics of Finance & Accounting.
Monday, 11 November, 2024	10.30 a.m. to 12.30 p.m.	19406	Media Marketing (IMC)(R-2020)
Wednesday, 13 November, 2024	10.30 a.m. to 12.30 p.m.	19403	Entrepreneurship & Innovation.
Wednesday, 13 November, 2024	10.30 a.m. to 12.30 p.m.	19407	Media Finance & Accounting (R-2020)
Monday, 18 November, 2024	10.30 a.m. to 12.30 p.m.	19404	Integrated Marketing Communications.
Monday, 18 November, 2024	10.30 a.m. to 12.30 p.m.	19408	Entrepreneurship, Innovation & Media Laws (R-2020)

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24th August, 2024.

I-03


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