

# University of Mumbai



4000165

Winter 2021

REVISED EXAMINATION TIME TABLE  
B.A. in MULTIMEDIA & MASS COMMUNICATION (BAMMG) (CBCS) (R-2019-20)  
SEMESTER - V

Days and Dates	Time	Paper Code	Paper
Thursday, 25 November, 2021	03:00 p.m. to 04:00 p.m.	27411	Journalism: Discipline Related Generic: Reporting
Thursday, 25 November, 2021	03:00 p.m. to 04:00 p.m.	27421	Advertising: Discipline Related Generic: Copy Writing
Friday, 26 November, 2021	03:00 p.m. to 04:00 p.m.	27412	Journalism: Discipline Related Generic: Investigative Journalism
Friday, 26 November, 2021	03:00 p.m. to 04:00 p.m.	27422	Advertising: Discipline Related Generic: Advertising & Marketing Research
Monday, 29 November, 2021	03:00 p.m. to 04:00 p.m.	27413	Journalism: Discipline Specific Electives : 1) Features & Writing for Social Justice
Monday, 29 November, 2021	03:00 p.m. to 04:00 p.m.	27423	Advertising: Discipline Specific Electives : 1) Globalisation & International Advertising
Tuesday, 30 November, 2021	03:00 p.m. to 04:00 p.m.	27414	Journalism: 2) Writing & Editing Skills
Tuesday, 30 November, 2021	03:00 p.m. to 04:00 p.m.	27424	Advertising: 2) Brand Building
Wednesday, 01 December, 2021	03:00 p.m. to 04:00 p.m.	27415	Journalism: 3) Global Media & Conflict Resolution
Wednesday, 01 December, 2021	03:00 p.m. to 04:00 p.m.	27425	Advertising: 3) Agency Management
Thursday, 02 December, 2021	03:00 p.m. to 04:00 p.m.	27416	Journalism: 4) Business & Financial Journalism
Thursday, 02 December, 2021	03:00 p.m. to 04:00 p.m.	27426	Advertising: 4) Account Planning & Advertising
Friday, 03 December, 2021	03:00 p.m. to 04:00 p.m.	27417	Journalism: 5) Mobile Journalism & New Media
Friday, 03 December, 2021	03:00 p.m. to 04:00 p.m.	27427	Advertising: 5) Social Media Marketing
Saturday, 04 December, 2021	03:00 p.m. to 04:00 p.m.	27418	Journalism: 6) News Media Management
Saturday, 04 December, 2021	03:00 p.m. to 04:00 p.m.	27428	Advertising: 6) Direct Marketing & E-Commerce
Tuesday, 07 December, 2021	03:00 p.m. to 04:00 p.m.	27419	Journalism: 7) Journalism & Public Opinion
Tuesday, 07 December, 2021	03:00 p.m. to 04:00 p.m.	27429	Advertising: 7) Consumer Behaviour
Wednesday, 08 December, 2021	03:00 p.m. to 04:00 p.m.	27420	Journalism: 8) Media Laws & Ethics
Wednesday, 08 December, 2021	03:00 p.m. to 04:00 p.m.	27430	Advertising: 8) Documentary & Ad Film Making

Mumbai - 400 098  
18<sup>th</sup> October, 2021.



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