

GRAM : UNIWOMEN

PHONE : 26608462/26608493 EXTN.:396

SHREEMATI NATHIBAI DAMODAR THACKERSEY

# WOMEN'S UNIVERSITY

Pariksha Bhavan, Sir Vithaldas Vidyavihar, Juhu Road, Santacruz (West), Mumbai - 400 049.

**PROGRAMME FOR**  
**BACHELOR OF MASS MEDIA (B.M.M.) EXAMINATION : MARCH /APRIL - 2014**  
**SEMESTER – III (REPEATER)**

Day & Date	Subject	Code	Time
22-03-2014	Marketing Communication / Advertising	3001	2.00 a.m. to 4.30 p.m.
25-03-2014	Literary Appreciation	3002	2.00 a.m. to 4.30 p.m.
27-03-2014	Public Relation	3003	2.00 a.m. to 4.30 p.m.
29-03-2014	Media & Event Management (College Level)	3004	2.00 a.m. to 4.30 p.m.
02-04-2014	Journalism	3005	2.00 a.m. to 4.30 p.m.
04-04-2014	Media & Women	3006	2.00 a.m. to 4.30 p.m.

## SUPERINTENDENT OF EXAMINATION

<u>MATUNGA</u>	<u>GHATKOPAR</u>
<b>COLL. :021</b> The Superintendent of Examinations, Smt. Maniben M.P.Shah Women's College of Arts & Commerce, 338, R.A. Kidwai Road, Matunga (C.Rly.), Mumbai – 400 019. Tel. : 2409 5869 / 2401 3964 Fax. No. : 24026511	<b>COLL. : 022</b> The Superintendent of Examinations, Smt. P.N.Doshi Women's College of Arts and Kum. U.R. Shah Women's College of Commerce, Ratan Baug, Cama Lane, Ghatkopar (W), Mumbai – 400 086. Tel.No.: 2513 5439 / 2512 3484 Fax : 2516 3434
<b><u>MALAD</u></b>	
<b>COLL. : 024</b> The Superintendent of Examinations, Shri. M.D. Shah Mahila College of Arts & Commerce, Bhailabhai Patel Road, Malad(West), Mumbai – 400 064. Tel.No.: 2882 4860 / 2883 1622 Fax. : 2883 1622	

(Dr. P.N. Mandhare)  
Controller of Examinations

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## PROGRAMME FOR

### **BACHELOR OF MASS MEDIA (B.M.M.) EXAMINATION : MARCH /APRIL - 2014** **SEMESTER – IV (FRESH)**

Day & Date	Subject	Code	Time
21-03-2014	Dynamics of Mass Communication	4001	11.00 a.m. to 1.30 p.m.
24-03-2014	Broadcast Media-Radio & TV	4002	11.00 a.m. to 1.30 p.m.
26-03-2014	Course of Basic Photography (College Level)	4003	11.00 a.m. to 1.30 p.m.
28-03-2014	Cinema	4004	11.00 a.m. to 1.30 p.m.
01-04-2014	Applied Art (College Level)	4005	11.00 a.m. to 1.30 p.m.
03-04-2014	Advanced Computers (College Level)	4006	11.00 a.m. to 1.30 p.m.

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#### **MATUNGA**

**COLL. :021**

**CENTRE :007**

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Matunga (C.Rly.), Mumbai – 400 019.  
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#### **GHATKOPAR**

**COLL. : 022**

**CENTRE :005**

The Superintendent of Examinations,  
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Kum. U.R. Shah Women's College of  
Commerce, Ratan Baug, Cama Lane,  
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#### **MALAD**

**COLL. : 024**

**CENTRE : 006**

The Superintendent of Examinations,  
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( DR. P. N. MANDHARE )  
CONTROLLER OF EXAMINATIONS

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**PROGRAMME FOR**  
**BACHELOR OF MASS MEDIA (B.M.M.) EXAMINATION : MARCH /APRIL - 2014**  
**SEMESTER – V (REPEATER)**

Day & Date	Subject	Code	Time
22-03-2014	Research Methodology	5001	2.00 a.m. to 4.30 p.m.
25-03-2014	Advertising & Marketing	5101	2.00 a.m. to 4.30 p.m.
	Basic of Reporting (College Level)	5201	
	Introduction to Animation	5301	
27-03-2014	Consumer Behaviour	5102	2.00 a.m. to 4.30 p.m.
	Editing, Layout & Design (College Level)	5202	
	Visual Communication	5302	
29-03-2014	Advertising & Society (College Level)	5103	2.00 a.m. to 4.30 p.m.
	News Paper Writing Styles	5203	
	Animation Application in Media	5303	
02-04-2014	Media Planning & Scheduling (College Level)	5104	2.00 a.m. to 4.30 p.m.
	Introduction to Regional Journalism	5204	
	2D & 3D Animation (College Level)	5304	
04-04-2014	Branding	5105	2.00 a.m. to 4.30 p.m.
	Magazines & Journals	5205	
	Basic of Art & Drawing (College Level)	5305	

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**PROGRAMME FOR**  
**BACHELOR OF MASS MEDIA (B.M.M.) EXAMINATION : APRIL - 2014**  
**SEMESTER – VI (FRESH)**

Day & Date	Subject	Code	Time
21-03-2014	Marketing Communication Process and Divisions	6101	11.00 a.m. to 1.30 p.m.
	Media, Law and Society	6201	
	Research in Animation	6301	
24-03-2014	Marketing and Advertising Research (College Level)	6102	11.00 a.m. to 1.30 p.m.
	News Media Organisation and Management	6202	
	Flash Scripting	6302	
26-03-2014	Ethics in Advertising	6103	11.00 a.m. to 1.30 p.m.
	Ideas, Contemporary Issues and Challenges	6203	
	Advanced Web Designing	6303	
28-03-2014	Advertising Department & Agencies (College Level)	6104	11.00 a.m. to 1.30 p.m.
	Electronic Journalism / Web Journalism (Practical / Project) (College Level)	6204	
	3D Animation(College Level)	6304	
01-04-2014	Customer Relationship Management	6105	11.00 a.m. to 1.30 p.m.
	Women of the Fourth Estate (College Level)	6205	
	Audio – Video Editing(College Level)	6305	
03-04-2014	Copy Writing	6106	11.00 a.m. to 1.30 p.m.
	Crusading	6206	
	Video Editing and SFX(College Level)	6306	

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