



SHREEMATI NATHIBAI DAMODAR THACKERSEY
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DOEE (D) : 2661 5159
Dy. Registrar : 2661 1524
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Asst. Registrar 2 : 2660 3259
M.A., B.Ed., H. Sc., Nsg. : 2660 3322
B.A., B. Com., M. Com., Law : 2661 1595
Accounts : 2660 8374
Degree, Migm., Certi. : 2661 2877
M.Phil., Ph.D : 2660 3259
Confidential : 2661 2265
Tech., Pharm., BCA, BMS : 2661 5985

Ref.No./Exam/B.A.M.M./2017-2018/786

Date: 16th February, 2018

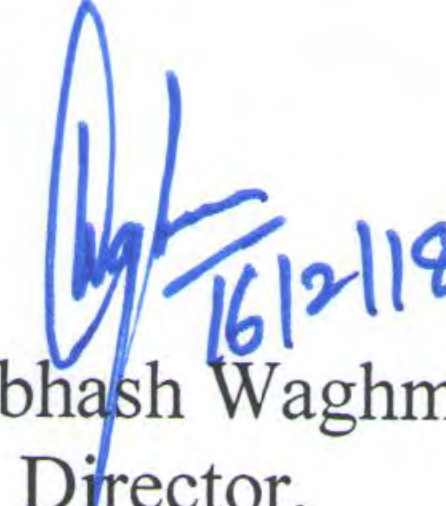
PROGRAMME FOR
BACHELOR OF ARTS (MASS MEDIA)
SEMESTER – IV (FRESH) (NEW COURSE) EXAMINATION
MARCH/APRIL-2018.

THEORY:-

75 Marks

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Wednesday 28-03-2018	4001	Introduction To Broad Casting	11.00 a.m. to 01.30 p.m.
Saturday 31-03-2018	4002	Integrated Marketing Communication	11.00 a.m. to 01.30 p.m.
Tuesday 03-04-2018	4003	Introduction To New Media	11.00 a.m. to 01.30 p.m.

16th February, 2018
Mumbai 400 049.


(Dr. Subhash Waghmare)
Director,
Board of Examinations and Evaluation

NOTE: University has the right to make changes in the Examination schedule.

PPS/-