

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 : OCTOBER - 2014**  
**SEMESTER – III (FRESH)**

**REVISED**

Date	Subject	Code	Time
07-10-2014	Marketing Communication / Advertising	3001	11.00 a.m. to 01.30 p.m.
09-10-2014	Literary Appreciation	3002	11.00 a.m. to 01.30 p.m.
11-10-2014	Public Relation	3003	11.00 a.m. to 01.30 p.m.
18-10-2014	Media & Women	3006	11.00 a.m. to 01.30 p.m.
27-10-2014	Journalism	3005	11.00 a.m. to 01.30 p.m.
28-10-2014	Media & Event Management (College Level)	3004	11.00 a.m. to 01.30 p.m.

**SUPERINTENDENT OF EXAMINATION**

**MATUNGA**

**COLL. :021**

**CENTRE :007**

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

**GHATKOPAR**

**COLL. : 022**

**CENTRE :005**

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

**MALAD**

**COLL. : 024**

**CENTRE : 006**

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

**GAMDEVI**

**COLL. : 023**

**CENTRE :263**

To,  
The Principal,  
B.M. Ruia Girl's College  
Krisha kunj, Vachha Gandhi road  
Gamdevi  
Mumbai : 400 007.  
Tel No : 2380 8130 / 2381 1881  
Fax No :- 2380 8137

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

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**PROGRAMME FOR**  
**BACHELOR OF MASS MEDIA (B.M.M.) EXAMINATION : OCTOBER - 2014**  
**SEMESTER – IV (REPEATER)**

**REVISED**

Date	Subject	Code	Time
08-10-2014	Broadcast Media-Radio & TV	4002	03.00 p.m. to 05.30 p.m.
10-10-2014	Course of Basic Photography (College Level)	4003	03.00 p.m. to 05.30 p.m.
13-10-2014	Cinema	4004	03.00 p.m. to 05.30 p.m.
17-10-2014	Advanced Computers (College Level)	4006	03.00 p.m. to 05.30 p.m.
20-10-2014	Dynamics of Mass Communication	4001	03.00 p.m. to 05.30 p.m.
30-10-2014	Applied Art (College Level)	4005	03.00 p.m. to 05.30 p.m.

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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 : OCTOBER - 2014**  
**SEMESTER - V (FRESH)**

**REVISED**

Date	Subject	Code	Time
08-10-2014	Advertising & Marketing	5101	11.00 a.m. to 01.30 p.m.
	Basic of Reporting (College Level)	5201	
	Introduction to Animation	5301	
10-10-2014	Consumer Behaviour	5102	11.00 a.m. to 01.30 p.m.
	Editing, Layout & Design (College Level)	5202	
	Visual Communication	5302	
13-10-2014	Advertising & Society (College Level)	5103	11.00 a.m. to 01.30 p.m.
	News Paper Writing Styles	5203	
	Animation Application in Media	5303	
17-10-2014	Branding	5105	11.00 a.m. to 01.30 p.m.
	Magazines & Journals	5205	
	Basic of Art & Drawing (College Level)	5305	
19-10-2014	Research Methodology	5001	11.00 a.m. to 01.30 p.m.
30-10-2014	Media Planning & Scheduling (College Level)	5104	11.00 a.m. to 01.30 p.m.
	Introduction to Regional Journalism	5204	
	2D & 3D Animation (College Level)	5304	

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

**REVISED**

Date	Subject	Code	Time
07-10-2014	Marketing Communication Process and Divisions	6101	02.30 p.m. to 05.00 p.m.
	Media, Law and Society	6201	
	Research in Animation	6301	
09-10-2014	Marketing and Advertising Research (College Level)	6102	02.30 p.m. to 05.00 p.m.
	News Media Organisation and Management	6202	
	Flash Scripting	6302	
11-10-2014	Ethics in Advertising	6103	02.30 p.m. to 05.00 p.m.
	Ideas, Contemporary Issues and Challenges	6203	
	Advanced Web Designing	6303	
18-10-2014	Customer Relationship Management	6105	02.30 p.m. to 05.00 p.m.
	Women of the Fourth Estate (College Level)	6205	
	Audio – Video Editing(College Level)	6305	
27-10-2014	Copy Writing	6106	02.30 p.m. to 05.00 p.m.
	Crusading	6206	
	Video Editing and SFX(College Level)	6306	
28-10-2014	Advertising Department & Agencies (College Level)	6104	02.30 p.m. to 05.00 p.m.
	Electronic Journalism / Web Journalism (Practical / Project) (College Level)	6204	
	3D Animation(College Level)	6304	

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<b><u>MATUNGA</u></b>	<b><u>GHATKOPAR</u></b>
<b>COLL. :021</b> <b>CENTRE :007</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> <b>CENTRE :005</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
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