



**SHREEMATI NATHIBAI DAMODAR THACKERSEY  
WOMEN'S UNIVERSITY**

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Asst. Registrar : 2661 5138  
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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/

Date: 07<sup>th</sup> October, 2017

**PROGRAMME FOR  
BACHELOR IN ARTS (MASS MEDIA)  
SEMESTER-IV EXAMINATION: NOVEMBER - 2017  
NEW COURSE (REPEATER)**

**Theory**

Day & Date	Subject	Code	Time	Marks
Tuesday 07/11/2017	Introduction to Broad Casting	4001	02.30 p.m. to 05.00 p.m.	75
Thursday 09/11/2017	Integrated Marketing Communication	4002	02.30 p.m. to 05.00 p.m.	75
Saturday 11/11/2017	Introduction to New Media	4003	02.30 p.m. to 05.00 p.m.	75

  
(Dr. Subhash Waghmare)  
Director,

Board of Examinations and Evaluation

Note : University reserves the right to make changes in Examination Schedule.