

SHREEMATI NATHIBAI DAMODAR THACKERSEY  
**WOMEN'S UNIVERSITY**  
Pariksha Bhavan, Sir Vithaldas Vidyavihar,  
Juhu Road, Santacruz (West), Mumbai-400 049.  
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DOEE (D) : 2661 5159  
Dy. Registrar : 2661 1524  
Asst. Registrar : 2661 5138  
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./2019-2020/174

Date: 07<sup>th</sup> August, 2019

**PROGRAMME FOR**  
**BACHELOR OF ARTS (MASS MEDIA)**  
**SEMESTER – III (FRESH) (NEW COURSE) EXAMINATION**  
**OCTOBER – 2019.**

**THEORY:-**

**75 Marks**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Friday 04-10-2019	3001	Introduction to Print Media	11.00 a.m. to 01.30 p.m.
Saturday 05-10-2019	3002	Basics of Advertising	11.00 a.m. to 01.30 p.m.
Monday 07-10-2019	3003	Fundamentals of Public Relations	11.00 a.m. to 01.30 p.m.
Wednesday 09-10-2019	3004	Visual Communication and Photography (College Level)	11.00 a.m. to 01.30 p.m.
Thursday 10-10-2019	3005	Introduction to Cinema	11.00 a.m. to 01.30 p.m.

07<sup>th</sup> August, 2019  
Mumbai 400 049.

*DC*

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





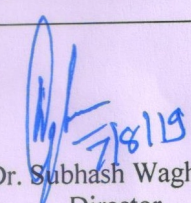
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**Centers and name of the Superintendent of Examinations for the  
Bachelor of Arts (Mass Media)  
Sem. I  
Examination to be held in October - 2019**

<b>1. MATUNGA</b> <b>CENTRE CODE :- 007</b> <b>COLLEGE CODE :- 021</b>  <b>Dr. Leena Rajee</b> <b>Superintendent of Examination</b> Smt. Maniben M.P.Shah Women's College of Arts & Commerce, 338, R.A. Kidwai Road, Matunga (C.Rly.), Mumbai - 400 019. Mob. No. : 9920385557 Tel. No. : 022- 2409 5869 / 2401 3964 E-mail: mmpshah@rediff.com/rajeleena@gmail.com	<b>2. GHATKOPAR</b> <b>CENTRE CODE :- 005</b> <b>COLLEGE CODE:- 022</b>  <b>Dr. Asha Menon</b> <b>Superintendent of Examination</b> 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. Mob. No. : 9892474794 Tel.No.: 022 - 2513 5439 / 2512 3484 E-mail: principalspndoshi@gmail.com
<b>3. MALAD</b> <b>CENTRE CODE :- 006</b> <b>COLLEGE CODE :- 024</b>  <b>Dr. Deepa Sharma</b> <b>Superintendent of Examination</b> Shri. M.D. Shah Mahila College of Arts & Commerce, Bhailabhai Patel Road, Malad (West), Mumbai - 400 064. Mob. No. : 9820495951 Tel.No.: 022 - 2882 4860 / 2883 1622 E-mail: shrimdshahmahilacollege@gmail.com	<b>4. GAMDEVI</b> <b>CENTRE CODE :- 263</b> <b>COLLEGE CODE :- 023</b>  <b>Dr. Santosh Kaul Kak</b> <b>Superintendent of Examination</b> B.M. Ruia Girl's College Krisha kunj, Vachha Gandhi Road Gamdevi Mumbai: 400 007. Mob. No. : 8422930956 Tel No : 022 - 2380 8130 / 2381 1881 E-mail : coordinator@sdims.in
<b>5. NOIDA</b> <b>CENTER CODE:202</b> <b>COLLEGE CODE:302</b>  Dr.Mitali C. Goswami Principi, Satyam Fashion Institute, C -56 A/14&15, Sector- 62, Noida - 201309 Phone- 01204242805, 4540130, Mobile: 09810498807, email ID: office@satyamfashion.ac.in	<b>6. KOLHAPUR</b> <b>CENTER CODE:324</b> <b>COLLEGE CODE:452</b>  Mr. Santosh Chougale Incharge Principal Shahid Virpatni Laxmi Mahavidhyalaya, Titave, Tal Radhanagari Dist: Kolhapur Ph.: 02321-253471 Mob: 9970817881 email ID : <a href="mailto:svlm.titave@gmail.com">svlm.titave@gmail.com</a>

07<sup>th</sup> August, 2019  
Mumbai 400 049.

  
(Dr. Subhash Waghmare)  
Director  
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NOTE: University has the right to make changes in the Examination schedule.