



SHREEMATI NATHIBAI DAMODAR THACKERSEY  
**WOMEN'S UNIVERSITY**  
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B.A., B. Com., M. Com., Law : 2661 1595  
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Degree, Migr., Certi. : 2661 2877  
M.Phil., Ph.D : 2660 3259  
Confidential : 2661 2265  
Tech., Pham., 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 – V (FRESH) (OLD COURSE) EXAMINATION  
OCTOBER – 2019.**

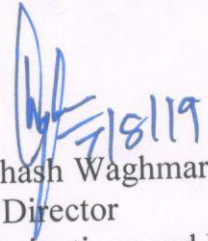
**THEORY:-**

**75 Marks**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Friday 04-10-2019	5101	Research in Mass Media Advertising & PR	02.30 p.m. to 05.00 p.m.
	5201	Research in Mass Media Journalism	
	5301	Research in Mass Media Animation	
Saturday 05-10-2019	5102	Advertising and marketing	02.30 p.m. to 05.00 p.m.
	5204	Magazine and journals	
	5302	Introduction to Animation	
Monday 07-10-2019	5103	Consumer Behaviour	02.30 p.m. to 05.00 p.m.
	5205	Press Laws and ethics	
	5303	Animation Scripting	
Wednesday 09-10-2019	5104	Branding	02.30 p.m. to 05.00 p.m.

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

*Dresh*

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

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