



SHREEMATI NATHIBAI DAMODAR THACKERSEY  
**WOMEN'S UNIVERSITY**  
Pariksha Bhavan, Sir Vithaldas Vidyavihar,  
Juhu Road, Santacruz (West), Mumbai-400 049.  
www.sndt.ac.in .E-mail : doee@sndt.ac.in; drexam@sndt.ac.in  
E-mail : arexam@sndt.ac.in; ar2exam@sndt.ac.in

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./2020-2021/10

Date: 07/01/2021

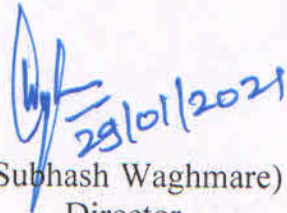
**PROGRAMME FOR  
BACHELOR OF ARTS (MASS MEDIA)  
SEMESTER – III (FRESH/REPEATER/SUPPLEMENTARY\*)  
(NEW COURSE) EXAMINATION FEBRUARY – 2021**

Mode: - Online Examination

Type: Objective Type – MCQ

75 Marks			
DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Tuesday 23/02/2021	3001	Introduction to Print Media	11.00 a.m. to 12.30 p.m.
Wednesday 24/02/2021	3002	Basics of Advertising	11.00 a.m. to 12.30 p.m.
Thursday 25/02/2021	3003	Fundamentals of Public Relations	11.00 a.m. to 12.30 p.m.

**Note: The Examination will be objective type comprising Multiple Choice Question (M.C.Q.).**

  
(Dr. Subhash Waghmare)  
Director

Board of Examinations and Evaluation

\*For those students/examinees who wish to improve their grades obtained in the last University Examination (Fresh/Repeater) held in Oct/Nov – 2020.