



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, 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 – V (FRESH/REPEATER/SUPPLEMENTARY*)
(NEW COURSE) EXAMINATION FEBRUARY – 2021**

Mode: - Online Examination

Type: Objective Type – MCQ

THEORY

75 Marks

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Tuesday 23/02/2021	5101	Introduction to Research (Advertising)	02.00 p.m. to 03.30 p.m.
	5201	Introduction to Research (Journalism)	
	5301	Introduction to Research (Animation)	
Wednesday 24/02/2021	5102	Advertising and Marketing ✓	02.00 p.m. to 03.30 p.m.
	5202	Political and Economic Reporting ✓	
	5302	Introduction to Animation	
Thursday 25/02/2021	5103	Branding ✓	02.00 p.m. to 03.30 p.m.
	5205	Magazines and Journals ✓	
	5305	Animation and Scripiting ✓	


(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.