



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, Mgmt., 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./2020-2021/121

Date: 25/02/2021

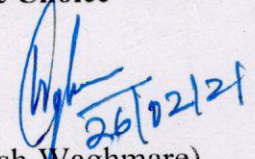
**PROGRAMME FOR
BACHELOR OF ARTS (MASS MEDIA)
SEMESTER – V (FRESH/REPEATER/SUPPLEMENTARY*)
(OLD COURSE) EXAMINATION MARCH /APRIL– 2021
(REVISED TIME TABLE)**

Mode: - Online Examination

Type: Objective Type – MCQ

THEORY			75 Marks
DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Saturday 27/03/2021	5101	Research in Mass Media Advertising & PR	11.00 a.m. to 12.30 p.m
	5201	Research in Mass Media Journalism	
	5301	Research in Mass Media Animation	
Tuesday 30/03/2021	5102	Advertising and marketing	11.00 a.m. to 12.30 p.m
	5204	Magazine and journals	
	5302	Introduction to Animation	
Wednesday 31/03/2021	5103	Consumer Behaviour	11.00 a.m. to 12.30 p.m
	5205	Press Laws and ethics	
	5303	Animation Scripting	
Thursday 01/04/2021	5104	Branding	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.