



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; dexam@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, Mign., 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./2020-2021/118

Date: 18/02/2021

**PROGRAMME FOR
BACHELOR OF ARTS (MASS MEDIA)
SEMESTER – IV (REPEATER SUPPLEMENTARY*) (OLD COURSE)
EXAMINATION MARCH – 2021.**

Mode: - Online Examination

Type: Objective Type – MCQ

THEORY

75 Marks

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Monday 22/03/2021	4001	Introduction to Broadcast Media	11.00 a.m. to 12.00 Noon.
Tuesday 23/03/2021	4002	Integrated Marketing Communication	11.00 a.m. to 12.00 Noon.
Wednesday 24/03/2021	4003	Introduction to New Media	11.00 a.m. to 12.00 Noon.

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.