



SHREEMATI NATHIBAI DAMODAR THACKERSEY  
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Degree, Mgrm., Cert. : 2661 2877  
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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\*)  
(REVISED 2014) EXAMINATION MARCH – 2021**

Mode: - Online Examination

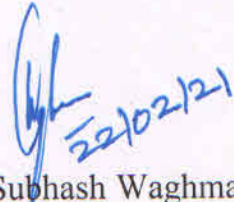
Type: Objective Type – MCQ

**THEORY**

**75 Marks**

| DAY/DATE                | SUBJECT CODE | NAME OF THE SUBJECT                | TIME                      |
|-------------------------|--------------|------------------------------------|---------------------------|
| Monday<br>22/03/2021    | 4001         | Introduction to Broad Casting      | 11.00 a.m. to 12.00 Noon. |
| Tuesday<br>23/03/2021   | 4002         | Integrated Marketing Communication | 11.00 a.m. to 12.00 Noon. |
| Wednesday<br>24/03/2021 | 4003         | Introduction to New Media          | 11.00 a.m. to 12.00 Noon. |
| -----                   | *4004        | Women and Media                    | -----                     |
| -----                   | *4005        | Writing for Media                  | -----                     |

**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.