



SHREEMATI NATHIBAI DAMODAR THACKERSEY  
**WOMEN'S UNIVERSITY**

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Asst. Registrar : 2661 5138  
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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./2020-2021/34

Date: 14/09/2020


PROGRAMME FOR  
BACHELOR OF ARTS (MASS MEDIA)  
SEMESTER – IV (REPEATER) ON LINE (NEW COURSE) EXAMINATION  
OCTOBER – 2020.

**THEORY**

**50 Marks**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Wednesday 07.10.2020	4001	Introduction to Broad Casting	02.00 p.m. to 03.00 p.m.
Thursday 08.10.2020	4002	Integrated Marketing Communication	02.00 p.m. to 03.00 p.m.
Friday 09.10.2020	4003	Introduction to New Media	02.00 p.m. to 03.00 p.m.
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**Note:** The examination will be of objective, comprising 30 Multiple Choice Questions (M.C.Q.), out of which any 25 questions can be attempted by the students.

  
14/9/2020  
(Dr. Subhash Waghmare)  
Director

Board of Examinations and Evaluation

**NOTE:** University has the right to make changes in the Examination schedule.  
\*College Level Subjects