



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, 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

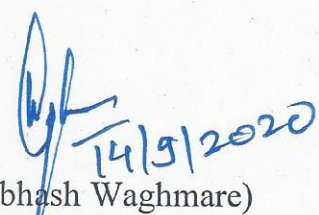
**PROGRAMME FOR
BACHELOR OF ARTS (MASS MEDIA)
SEMESTER – III (REPEATER) ONLINE (OLD COURSE) EXAMINATION
OCTOBER – 2020.**

THEORY

75 Marks

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Thursday 01-10-2020	3005	Principles of Management	02.00 p.m. to 03.00 p.m.
Saturday 03-10-2020	3002	Basics of Advertising	02.00 p.m. to 03.00 p.m.
Monday 05-10-2020	3003	Fundamentals of Public Relation	02.00 p.m. to 03.00 p.m.

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.


(Dr. Subhash Waghmare)
Director
Board of Examinations and Evaluation

NOTE: University has the right to make changes in the Examination schedule.