



SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY

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Dy. Registrar : 2661 1524
Asst. Registrar : 2661 5138
Asst. Registrar 2 : 2660 3259
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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) (OLD COURSE) EXAMINATION
OCTOBER – 2020.

THEORY

50 Marks

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Wednesday 07.10.2020	4001	Introduction to Broadcast Media	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.

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.