



SHREEMATI NATHIBAI DAMODAR THACKERSEY
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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

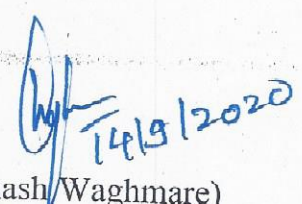
Date: 14/09/2020

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

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	50 Marks TIME
Tuesday 06.10.2020	5101	Research in Mass Media Advertising & PR	11.00 a.m. to 12.00 Noon
	5201	Research in Mass Media Journalism	
	5301	Research in Mass Media Animation	
Wednesday 07.10.2020	5102	Advertising and marketing	11.00 a.m. to 12.00 Noon
	5204	Magazine and journals	
	5302	Introduction to Animation	
Thursday 08.10.2020	5103	Consumer Behaviour	11.00 a.m. to 12.00 Noon
	5205	Press Laws and ethics	
	5303	Animation Scripting	
Friday 09.10.2020	5104	Branding	11.00 a.m. to 12.00 Noon

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.