

University of Mumbai

**4000613**

Winter 2019

EXAMINATION TIME TABLE
PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA & NEW ADVERTISING) (CBSGS)
SEMESTER - III

Days and Dates	Time	Paper Code	Paper
Monday, December 02, 2019	02:30 p.m to 04:30 p.m.	27501	Film & TV Broadcast : Film Industry - Trends and Technology.
Monday, December 02, 2019	02:30 p.m to 04:30 p.m.	27502	Advertising & Marketing Communications: Advertising & Strategic Brand Management.
Wednesday, December 04, 2019	02:30 p.m to 04:30 p.m.	27503	Film & TV Broadcast :Film Production & Content Pipeline.
Wednesday, December 04, 2019	02:30 p.m to 04:30 p.m.	27504	Advertising & Marketing Communications: Market Research Methodologies. (Quantitative & Qualitative).
Monday, December 09, 2019	02:30 p.m to 04:30 p.m.	27505	Film & TV Broadcast : Film Distribution.
Monday, December 09, 2019	02:30 p.m to 04:30 p.m.	27506	Advertising & Marketing Communications: Advertising Agency Structure & Management.
Wednesday, December 11, 2019	02:30 p.m to 04:30 p.m.	27507	Film & TV Broadcast : Film Marketing.
Wednesday, December 11, 2019	02:30 p.m to 04:30 p.m.	27508	Advertising & Marketing Communications: Public Relations & Corporate Communication.
Friday, December 13, 2019	02:30 p.m to 04:30 p.m.	27509	Film & TV Broadcast : Film Appreciation & Criticism.
Friday, December 13, 2019	02:30 p.m to 04:30 p.m.	27510	Advertising & Marketing Communications: An Orientation in New Media Technologies.

Important Note: •The candidates appearing for the examination should report 20 minutes before the start of examination.

- Mobile phones and other electronic gadgets are prohibited in the examination hall.
- Change if any, in the time table shall be communicated on the university web site.

Mumbai - 400 098
27th September, 2019.

Sd/-
Dr. Vinod P. Patil
Director
Board of Examinations & Evaluation