

# University of Mumbai



4000614  
Winter 2019

## EXAMINATION TIME TABLE M.A. (Entertainment , Media and Adverting) (Sem. IV)(CBSGS)

Days and Dates	Time	Paper Code	Paper
Monday, November 18, 2019	02:30 p.m. to 04:30 p.m.	22001	Film & TV Broadcast : Film Industry - Broadcast Business Management.
Monday, November 18, 2019	02:30 p.m. to 04:30 p.m.	22002	Advertising & Marketing Communications: Account Planning & Management.
Wednesday, November 20, 2019	02:30 p.m. to 04:30 p.m.	22003	Film & TV Broadcast :Television & Radio Production & Programming: Fiction, Non-fiction, Documentary.
Wednesday, November 20, 2019	02:30 p.m. to 04:30 p.m.	22004	Advertising & Marketing Communications: Digital & Social Media Advertising.
Friday, November 22, 2019	02:30 p.m. to 04:30 p.m.	22005	Film & TV Broadcast : Television & Radio Production and Programming: News & Specialized Events.
Friday, November 22, 2019	02:30 p.m. to 04:30 p.m.	22006	Advertising & Marketing Communications: Consumer Behavior.
Tuesday, November 26, 2019	02:30 p.m. to 04:30 p.m.	22007	Film & TV Broadcast : The Business Plan And Partnership.
Tuesday, November 26, 2019	02:30 p.m. to 04:30 p.m.	22008	Advertising & Marketing Communications: Media Planning and Buying.
Thursday, November 28, 2019	02:30 p.m. to 04:30 p.m.	22009	Film & TV Broadcast : Business Negotiation Skills.
Thursday, November 28, 2019	02:30 p.m. to 04:30 p.m.	22010	Advertising & Marketing Communications: IPTV & Mobile Marketing.

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  
18 Sep, 2019

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