

# University of Mumbai



## 4000623

Winter 2019

**EXAMINATION TIME TABLE**  
PROGRAMME - MASTER OF ARTS ( ENTERTAINMENT, MEDIA AND ADVERTISING )(Choice Based)  
SEMESTER - III

Days and Dates	Time	Paper Code	Paper
Monday, December 02, 2019	02:30 p.m to 04:30 p.m.	27601	Film and Television Broadcast Business Management
Monday, December 02, 2019	02:30 p.m to 04:30 p.m.	27602	Advertising and Marketing Communication Account Planning and Management.
Wednesday, December 04, 2019	02:30 p.m to 04:30 p.m.	27603	Film and Television Film Production and Content Pipeline
Wednesday, December 04, 2019	02:30 p.m to 04:30 p.m.	27604	Advertising and Marketing Communication Consumer Behaviour
Monday, December 09, 2019	02:30 p.m to 04:30 p.m.	27605	Film and Television An Orientation to New Media Technologies
Monday, December 09, 2019	02:30 p.m to 04:30 p.m.	27606	Advertising and Marketing Communication Management Event and Live Media
Wednesday, December 11, 2019	02:30 p.m to 04:30 p.m.	27607	Film and Television Television & Radio Production & Programming
Wednesday, December 11, 2019	02:30 p.m to 04:30 p.m.	27608	Advertising and Marketing Communication Advertising Agency Structure & Management
Friday, December 13, 2019	02:30 p.m to 04:30 p.m.	27609	Film and Television Film Distribution and Marketing
Friday, December 13, 2019	02:30 p.m to 04:30 p.m.	27610	Advertising and Marketing Communication Media Planning and Buying

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

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

Mumbai - 400 098  
27<sup>th</sup> September, 2019.

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

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