



4000623

SECOND HALF of (Winter) 2018

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

Days and Dates	Time	Paper Code	Paper
Tuesday, 13 November, 2018	10:30 a.m. to 12:30 p.m.	27601	Film and Television Broadcast Business Management
Tuesday, 13 November, 2018	10:30 a.m. to 12:30 p.m.	27602	Advertising and Marketing Communication Account Planning and Management.
Wednesday, 14 November, 2018	10:30 a.m. to 12:30 p.m.	27603	Film and Television Film Production and Content Pipeline
Wednesday, 14 November, 2018	10:30 a.m. to 12:30 p.m.	27604	Advertising and Marketing Communication Consumer Behaviour
Thursday, 15 November, 2018	10:30 a.m. to 12:30 p.m.	27605	Film and Television An Orientation to New Media Technologies
Thursday, 15 November, 2018	10:30 a.m. to 12:30 p.m.	27606	Advertising and Marketing Communication Management Event and Live Media
Friday, 16 November, 2018	10:30 a.m. to 12:30 p.m.	27607	Film and Television Television & Radio Production & Programming
Friday, 16 November, 2018	10:30 a.m. to 12:30 p.m.	27608	Advertising and Marketing Communication Advertising Agency Structure & Management
Monday, 19 November, 2018	10:30 a.m. to 12:30 p.m.	27609	Film and Television Film Distribution and Marketing
Monday, 19 November, 2018	10:30 a.m. to 12:30 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 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  
7<sup>th</sup> September, 2018.

(Prof. (Dr.) Arjun Ghatule)  
Director

Board of Examinations & Evaluation

I-69