

# University of Mumbai



## 4000624

Summer 2024

### EXAMINATION TIME TABLE

### PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING) (SEMESTER IV) (CHOICE BASED)

Days and Dates	Time	Paper Code	Paper
Wednesday, 24 April, 2024	10.30 a.m. to 12.30 p.m.	22101	Film & Television : Media Research Analytical Skills
Wednesday, 24 April, 2024	10.30 a.m. to 12.30 p.m.	22105	Film & Television : Media Research Analytical Skills (R-2021)
Friday, 26 April, 2024	10.30 a.m. to 12.30 p.m.	22102	Advertising & Marketing Communications: Media Research Analytical Skills
Friday, 26 April, 2024	10.30 a.m. to 12.30 p.m.	22106	Advertising & Marketing Communications: Media Research Analytical Skills (R-2021)
Tuesday, 30 April, 2024	10.30 a.m. to 12.30 p.m.	22103	Film & Television : Business Plan and Negotiation
Tuesday, 30 April, 2024	10.30 a.m. to 12.30 p.m.	22107	Film & Television : Business Plan & Negotiation (R-2021)
Friday, 3 May, 2024	10.30 a.m. to 12.30 p.m.	22104	Advertising & Marketing Communications: Digital & Social Media Advertising.
Friday, 3 May, 2024	10.30 a.m. to 12.30 p.m.	22108	Advertising & Marketing Communications: Digital & Social Media Advertising & Marketing (R-2021)

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.

*Pooja Raundale*

Dr. Pooja Raundale  
Director

Board of Examinations & Evaluation

Mumbai - 400 098  
30<sup>th</sup> March, 2024.

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