

# University of Mumbai



**4000624**

Summer 2025

## EXAMINATION TIME TABLE

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

Days and Dates	Time	Paper Code	Paper
Friday, 9 May, 2025	10.30 a.m. to 12.30 p.m.	22101	Film & Television : Media Research Analytical Skills
Friday, 9 May, 2025	10.30 a.m. to 12.30 p.m.	22105	Film & Television : Media Research Analytical Skills (R-2021)
Wednesday, 14 May, 2025	10.30 a.m. to 12.30 p.m.	22102	Advertising & Marketing Communications: Media Research Analytical Skills
Wednesday, 14 May, 2025	10.30 a.m. to 12.30 p.m.	22106	Advertising & Marketing Communications: Media Research Analytical Skills (R-2021)
Friday, 16 May, 2025	10.30 a.m. to 12.30 p.m.	22103	Film & Television : Business Plan and Negotiation
Friday, 16 May, 2025	10.30 a.m. to 12.30 p.m.	22107	Film & Television : Business Plan & Negotiation (R-2021)
Tuesday, 20 May, 2025	10.30 a.m. to 12.30 p.m.	22104	Advertising & Marketing Communications: Digital & Social Media Advertising.
Tuesday, 20 May, 2025	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 gazets are prohibited in the examination hall.  
• Change if any, in the time table shall be communicated on the university web site.

*yviraundale,*

Dr.Pooja Raundale  
Director

Board of Examinations & Evaluation

Mumbai - 400 098

01<sup>st</sup> April, 2025.

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