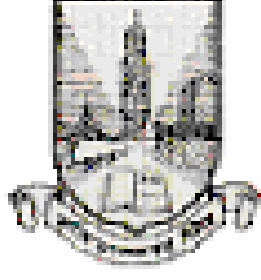


# University of Mumbai



# 72

FIRST HALF 2015

**EXAMINATION TIME TABLE**  
**PROGRAMME - BACHELOR OF MASS MEDIA (B.M.M.) [CBSGS](60:40&75:25)**  
**SEMESTER - VI**

Days and Dates	Time	Paper
Thursday, April 16, 2015	03:00 p.m. to 05:30 p.m.	Advertising: Advertising and Marketing Research.
		Journalism: Press Laws and Ethics.
Friday, April 17, 2015	03:00 p.m. to 05:30 p.m.	Advertising: Legal Environment and Advertising Ethics.
		Journalism: Broadcast Journalism.
Monday, April 20, 2015	03:00 p.m. to 05:30 p.m.	Advertising: Financial Management for Marketing and Advertising.
		Journalism: Business & Magazine Journalism (Combination of Niche I&II).
Tuesday, April 21, 2015	03:00 p.m. to 05:30 p.m.	Advertising: Agency Management.
		Journalism: Internet and Issues in the Global Media.
Wednesday, April 22, 2015	03:00 p.m. to 05:30 p.m.	Advertising: The Principles and Practice of Direct Marketing.
		Journalism: News Media Management.
Thursday, April 23, 2015	03:00 p.m. to 05:30 p.m.	Advertising: Contemporary Issues.
		Journalism: Contemporary Issues.

**NOTE:** The candidates appearing for the examination should report 15 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  
24<sup>th</sup> February, 2015.

(DINESH BHONDE)  
Controller of Examinations

Ref.No:- MU/Exam/Result/FH/TT/ARTS/72/220.