

University of Mumbai



(05)
SECOND HALF 2009

PROGRAMME OF THE BACHELOR OF MASS MEDIA (B.M.M.) (SEM VI) EXAMINATION

Candidates for the above examination are requested to be in attendance at the place of examination, fifteen minutes before the time appointed for setting of the first paper and ten minutes before the time fixed for setting of each subsequent paper.

THEY ARE FORBIDDEN TO TAKE ANY BOOK OR PAPER INTO THE EXAMINATION HALL.

Seat numbers and places of examination will be announced on the college notice boards four days prior to the date of commencement of the examination.

Smoking is strictly prohibited in the examination hall.

The written examination will be conducted in the following order :-

Days and Dates	Time	Paper
05 ऑक्टोबर 2009	10:30 a.m. to 12:30 p.m.	Advertising: Advertising and Marketing Research
		Journalism: Press Laws and Ethics
06 ऑक्टोबर 2009	10:30 a.m. to 12:30 p.m.	Advertising: Legal Environment and Advertising Ethics
		Journalism: Broadcast Journalism
07 ऑक्टोबर 2009	10:30 a.m. to 12:30 p.m.	Advertising: Financial Management for Marketing and Advertising
		Journalism: Niche Journalism II
08 ऑक्टोबर 2009	10:30 a.m. to 12:30 p.m.	Advertising: Agency Management
		Journalism: Internet and Issues in the Global Media
09 ऑक्टोबर 2009	10:30 a.m. to 12:30 p.m.	Advertising: The Principles and Practice of Direct Marketing
		Journalism: News Media Management
10 ऑक्टोबर 2009	10:30 a.m. to 12:30 p.m.	Advertising: Contemporary Issues
		Journalism: Contemporary Issues

Mumbai- 400 098.

Prof. Vilas B. Shinde
Controller of Examinations