

University of Mumbai



(24)
SECOND HALF 2009

REVISED PROGRAMME OF THE MASTER OF COMMUNICATIONS AND JOURNALISM (M.C.J.) (SEM.III) (REV.) 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
Tuesday, December 01, 2009	11:00 a.m. to 01:00 p.m.	Group I – Media Management : Introduction to Media Organisations
		Group II – Electronic Media : History, Scope and Sociology of Electronic Journalism
		Group III – Development Journalism : Sociology of Mass Communication – I
		Group IV – Business Journalism : The Indian Economy
		Group V – Metropolitan Journalism : The Indian Metropolis
		Group VI – Public Relations : The Practice of PR- I
Wednesday, December 02, 2009	11:00 a.m. to 01:00 p.m.	Group I –Media Management: Media Products – Production and Marketing – I
		Group II – Electronic Media : Emerging Technologies an introduction
		Group III – Development Journalism : Sociology of Mass Communication -II
		Group IV – Business Journalism : Key Sectors
		Group V – Metropolitan Journalism : The Languages Press and the English Languages Press.
		Group VI – Public Relations : The Practice of PR -II
Thursday, December 03, 2009	11:00 a.m. to 01:00 p.m.	Group I – Media Management : Media Products – Production and Marketing – II
		Group II – Electronic Media : Production
		Group III – Development Journalism : Issues and Ideas in Indian Society – I
		Group IV – Business Journalism : Trends in the Indian Marketplace
		Group V – Metropolitan Journalism : Media issues, ideas and challenges in the Indian Metropolis
		Group VI – Public Relations : Advanced PR - I

Days and Dates	Time	Paper
Friday, December 04, 2009	11:00 a.m. to 01:00 p.m.	Group I – Media Management : Media and Knowledge Management
		Group II – Electronic Media : Post Production
		Group III – Development Journalism : Issues and Ideas in Indian Society – II
		Group IV – Business Journalism : Technology Writing
		Group V – Metropolitan Journalism : New Media
		Group VI – Public Relations : Advanced PR II

Mumbai - 400 098
9th October, 2009

Prof. Vilas B. Shinde
Controller of Examinations