

GRAM : UNIWOMEN

PHONE : 26608462/26608493 EXTN.:396

SHREEMATI NATHIBAI DAMODAR THACKERSEY

WOMEN'S UNIVERSITY

Pariksha Bhavan, Sir Vithaldas Vidyavihar, Juhu Road, Santacruz (West), Mumbai - 400 049.

**PROGRAMME FOR
BACHELOR OF MASS MEDIA (B.M.M.) EXAMINATION : OCTOBER - 2013
SEMESTER – III (FRESH)**

Day & Date	Subject	Code	Time
Tuesday 08 / 10 / 2013	Marketing Communication / Advertising	3001	11.00 a.m. to 1.30 p.m.
Thursday 10 / 10 / 2013	Literary Appreciation	3002	11.00 a.m. to 1.30 p.m.
Saturday 12 / 10 / 2013	Public Relation	3003	11.00 a.m. to 1.30 p.m.
Tuesday 15 / 10 / 2013	Media & Event Management (College Level)	3004	11.00 a.m. to 1.30 p.m.
Friday 18 / 10 / 2013	Journalism	3005	11.00 a.m. to 1.30 p.m.
Monday 21 / 10 / 2013	Media & Women	3006	11.00 a.m. to 1.30 p.m.

SUPERINTENDENT OF EXAMINATION

<u>MATUNGA</u>		<u>GHATKOPAR</u>	
COLL. :021	CENTRE :007	COLL. : 022	CENTRE :005
The Superintendent of Examinations, Smt. Maniben M.P.Shah Women's College of Arts & Commerce, 338, R.A. Kidwai Road, Matunga (C.Rly.), Mumbai – 400 019. Tel. : 2409 5869 / 2401 3964 Fax. No. : 24026511		The Superintendent of Examinations, Smt. P.N.Doshi Women's College of Arts and Kum. U.R. Shah Women's College of Commerce, Ratan Baug, Cama Lane, Ghatkopar (W), Mumbai – 400 086. Tel.No.: 2513 5439 / 2512 3484 Fax : 2516 3434	
<u>MALAD</u>			
COLL. : 024		CENTRE : 006	
The Superintendent of Examinations, Shri. M.D. Shah Mahila College of Arts & Commerce, Bhailabhai Patel Road, Malad(West), Mumbai – 400 064. Tel.No.: 2882 4860 / 2883 1622 Fax. : 2883 162			

(Dr. P.N. Mandhare)
Controller of Examinations

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**PROGRAMME FOR
BACHELOR OF MASS MEDIA (B.M.M.) EXAMINATION : OCTOBER - 2013
SEMESTER - V (FRESH)**

Day & Date	Subject	Code	Time
Wednesday 09 / 10 / 2013	Research Methodology	5001	11.00 a.m. to 1.30 p.m.
Friday 11 / 10 / 2013	Advertising & Marketing	5101	11.00 a.m. to 1.30 p.m.
	Basic of Reporting (College Level)	5201	
	Introduction to Animation	5301	
Monday 14 / 10 / 2013	Consumer Behaviour	5102	11.00 a.m. to 1.30 p.m.
	Editing, Layout & Design (College Level)	5202	
	Visual Communication	5302	
Thursday 17 / 10 / 2013	Advertising & Society (College Level)	5103	11.00 a.m. to 1.30 p.m.
	News Paper Writing Styles	5203	
	Animation Application in Media	5303	
Saturday 19 / 10 / 2013	Media Planning & Scheduling (College Level)	5104	11.00 a.m. to 1.30 p.m.
	Introduction to Regional Journalism	5204	
	2D & 3D Animation (College Level)	5304	
Tuesday 22 / 10 / 2013	Branding	5105	11.00 a.m. to 1.30 p.m.
	Magazines & Journals	5205	
	Basic of Art & Drawing (College Level)	5305	

SUPERINTENDENT OF EXAMINATION**MATUNGA****COLL. : 021****CENTRE : 007**

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Tel. : 2409 5869 / 2401 3964
Fax. No. : 24026511

GHATKOPAR**COLL. : 022****CENTRE : 005**

The Superintendent of Examinations,
Smt. P.N.Doshi Women's College of Arts and
Kum. U.R. Shah Women's College of
Commerce, Ratan Baug, Cama Lane,
Ghatkopar (W), Mumbai – 400 086.
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MALAD**COLL. : 024****CENTRE : 006**

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PROGRAMME FOR
BACHELOR OF MASS MEDIA (B.M.M.) EXAMINATION : OCTOBER - 2013
SEMESTER – VI (REPEATER)

Day & Date	Subject	Code	Time
Tuesday 08 / 10 / 2013	Marketing Communication Process and Divisions	6101	2.00 p.m. to 4.30 p.m.
	Media, Law and Society	6201	
	Research in Animation	6301	
Thursday 10 / 10 / 2013	Marketing and Advertising Research (College Level)	6102	2.00 p.m. to 4.30 p.m.
	News Media Organisation and Management	6202	
	Flash Scripting	6302	
Saturday 12 / 10 / 2013	Ethics in Advertising	6103	2.00 p.m. to 4.30 p.m.
	Ideas, Contemporary Issues and Challenges	6203	
	Advanced Web Designing	6303	
Tuesday 15 / 10 / 2013	Advertising Department & Agencies (College Level)	6104	2.00 p.m. to 4.30 p.m.
	Electronic Journalism / Web Journalism (Practical / Project) (College Level)	6204	
	3D Animation(College Level)	6304	
Friday 18 / 10 / 2013	Customer Relationship Management	6105	2.00 p.m. to 4.30 p.m.
	Women of the Fourth Estate (College Level)	6205	
	Audio – Video Editing(College Level)	6305	
Monday 21 / 10 / 2013	Copy Writing (College Level)	6106	2.00 p.m. to 4.30 p.m.
	Crusading	6206	
	Video Editing and SFX(College Level)	6306	

SUPERINTENDENT OF EXAMINATION

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