SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY
Pariksha Bhavan, Sir Vithaldas Vidvivihar, Juhu Road, Santacruz (West), Mumbai - 400 049.

BACHELOR in Arts (MASS MEDIA) SEMESTER-III
EXAMINATION : NOVEMBER - 2016 (FRESH & REPEATER) (NEW COURSE)

<table>
<thead>
<tr>
<th>Day &amp; Date</th>
<th>Subject</th>
<th>Code</th>
<th>Time</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday 15-11-2016</td>
<td>Introduction to print media (College Level)</td>
<td>3001</td>
<td>11.00 a.m. to 01.30 p.m.</td>
<td>75</td>
</tr>
<tr>
<td>Thursday 17-11-2016</td>
<td>Basics of Advertising</td>
<td>3002</td>
<td>11.00 a.m. to 01.30 p.m.</td>
<td>75</td>
</tr>
<tr>
<td>Saturday 19-11-2016</td>
<td>Fundamentals of Public Relations</td>
<td>3003</td>
<td>11.00 a.m. to 01.30 p.m.</td>
<td>75</td>
</tr>
<tr>
<td>Tuesday 22-11-2016</td>
<td>Visual Communication (College Level)</td>
<td>3004</td>
<td>11.00 a.m. to 01.30 p.m.</td>
<td>75</td>
</tr>
<tr>
<td>Thursday 24-11-2016</td>
<td>Principles of Management</td>
<td>3005</td>
<td>11.00 a.m. to 01.30 p.m.</td>
<td>75</td>
</tr>
</tbody>
</table>

SUPERINTENDENT OF EXAMINATION

COLL. : 021 CENTRE : 007
MATUNGA
The Superintendent of Examinations,
Smt. Maniben M.P. Shah Women's College of Arts & Commerce, 398, R.A.'Kidwai Road,
Matunga (C.Rly.), Mumbai – 400 019.
Tel.: 2409 5869 / 2401 3964
Fax No.: 24026511

COLL. : 022 CENTRE : 005
GHTKOPAR
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

COLL. : 023 CENTRE : 006
MALAD
The Superintendent of Examinations,
Shri. M.D. Shah Mahila College of Arts & Commerce, Bhailabhpatel Road,
Malad (West), Mumbai – 400 064.
Tel.No.: 2882 4860 / 2883 1622
Fax: 2883 1622

COLL. : 023 CENTRE : 263
GAMDEVI
The Principal,
B.M. Ruia Girl's College
Krishna Kunj, Vachha Gandhi road
Gamdevi
Mumbai: 400 007.
Tel No: 2380 8130 / 2381 1881
Fax No: 2380 8137

Note:
1. Candidate should remain present in Examination Hall before half an hour of the commencement of Examination.
2. Candidate will not be permitted in Examination Hall without PRN number, Valid admit Card and ID Proof.
3. Candidate should follow the instruction given by Jr. Supervisor / Superintendent of Examination.

Place :- Mumbai
Date :- 22nd September 2016

(Vinod Dahate)
I/C. Controller of Examinations