



SHREEMATI NATHIBAI DAMODAR THACKERSEY

WOMEN'S UNIVERSITY

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

www.sndt.ac.in .E-mail : doee@sndt.ac.in; drexam@sndt.ac.in

E-mail : arexam@sndt.ac.in; ar2exam@sndt.ac.in

DOEE (D) : 2661 5159
Dy. Registrar : 2661 1524
Asst. Registrar : 2661 5138
Asst. Registrar 2 : 2660 3259
M.A., B.Ed., H. Sc., Nsg. : 2660 3322
B.A., B. Com., M. Com., Law : 2661 1595
Accounts : 2660 8374
Degree, Migm., Certi. : 2661 2877
M.Phil., Ph.D : 2660 3259
Confidential : 2661 2265
Tech., Pharm., BCA, BMS : 2661 5985

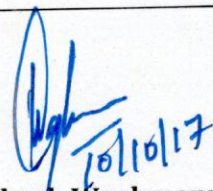
Ref : No./ Exam /B.M.M./2017-2018/

Date: 07th October, 2017

**PROGRAMME FOR
BACHELOR OF MASS MEDIA (B.M.M.)
SEMESTER-V EXAMINATION: NOVEMBER - 2017
OLD COURSE (REPEATER)**

Theory

Day & Date	Subject	Code	Time	Marks
Wednesday 08/11/2017	Research Methodology	5001	11.00 a.m. to 01.30 p.m.	75
Friday 10/11/2017	Advertising & Marketing	5101	11.00 a.m. to 01.30 p.m.	75
	Introduction to Animation	5301		
Monday 13/11/2017	Consumer Behaviour	5102	11.00 a.m. to 01.30 p.m.	75
	Visual Communication	5302		
Wednesday 15/11/2017	News Paper Writing Styles	5203	11.00 a.m. to 01.30 p.m.	75
	Animation Application in Media	5303		
Friday 17/11/2017	Introduction to Regional Journalism	5204	11.00 a.m. to 01.30 p.m.	75
Saturday 18/11/2017	Branding	5105	11.00 a.m. to 01.30 p.m.	75
	Magazines & Journals	5205		


(Dr. Subhash Waghmare)
Director,

Board of Examinations and Evaluation

Note : University reserves the right to make changes in Examination Schedule.