



**BUNTS SANGHA'S  
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND  
MANAGEMENT STUDIES, POWAI (AUTONOMOUS)**



**EXAMINATION TIME TABLE  
PROGRAMME – B.A. IN MULTIMEDIA & MASS COMMUNICATION (BAMMC) (Choice Based)  
SEMESTER - V**

			<b>4000165</b>
			<b>Winter - 2024</b>
Days and Dates	Time	Paper Code	Paper
Thursday, 10 October, 2024	08.00 AM to 10.30 AM	27411	Journalism: Reporting
Thursday, 10 October, 2024	08.00 AM to 10.30 AM	27421	Advertising: Copywriting
Monday, 14 October, 2024	08.00 AM to 10.30 AM	27412	Journalism: Investigative Journalism
Monday, 14 October, 2024	08.00 AM to 10.30 AM	27422	Advertising: Advertising And Marketing Research
Tuesday, 15 October, 2024	08.00 AM to 10.30 AM	27415	Journalism: Global Media & Conflict Resolution
Tuesday, 15 October, 2024	08.00 AM to 10.30 AM	27424	Advertising: Brand Building
Wednesday, 16 October, 2024	08.00 AM to 10.30 AM	27416	Journalism: Business & Financial Journalism
Wednesday, 16 October, 2024	08.00 AM to 10.30 AM	27425	Advertising: Agency Management
Thursday, 17 October, 2024	08.00 AM to 10.30 AM	27417	Journalism: Mobile Journalism and New Media
Thursday, 17 October, 2024	08.00 AM to 10.30 AM	27429	Advertising: Consumer Behavior
Friday, 18 October, 2024	08.00 AM to 10.30 AM	27419	Journalism: Journalism & Public Opinion
Friday, 18 October, 2024	08.00 AM to 10.30 AM	27430	Advertising: Documentary & Ad Film Making

**Important Note:**

- The candidates appearing for the examination should reach examination hall 20 minutes before the start of examination.
- Mobile phones and other electronic gadgets are prohibited in exam hall.

Mumbai – 400 076  
6<sup>th</sup> September, 2024.

*ZSR*

Asst. Prof. Zainab Rangwala  
Deputy Controller of  
Examinations

Asst. Prof. Sahana Raviprasad  
Controller of Examinations

CS Sandesha Shetty  
Vice Principal

Dr. Sridhara Shetty  
Principal

