

# University of Mumbai - (Cluster 04)



4000146

SUMMER SESSION  
2021

## ONLINE EXAMINATION TIMETABLE B.M.M. (Sem. VI) (CBSGS) (75:25) (R-2017)

Days and Dates	Time	Paper Code	Paper
Thursday, May 6, 2021	11:00 a.m. to 12:00 p.m.	55601	<b>Advertising:</b> Advertising and Marketing Research.
Thursday, May 6, 2021	11:00 a.m. to 12:00 p.m.	55602	<b>Journalism:</b> Press Laws and Ethics.
Friday, May 7, 2021	11:00 a.m. to 12:00 p.m.	55603	<b>Advertising:</b> Legal Environment and Advertising Ethics.
Friday, May 7, 2021	11:00 a.m. to 12:00 p.m.	55604	<b>Journalism:</b> Broadcast Journalism.
Saturday, May 8, 2021	11:00 a.m. to 12:00 p.m.	55605	<b>Advertising:</b> Financial Management for Marketing and Advertising.
Saturday, May 8, 2021	11:00 a.m. to 12:00 p.m.	55606	<b>Journalism:</b> Business & Magazine Journalism (Combination of Niche-I& II).
Monday, May 10, 2021	11:00 a.m. to 12:00 p.m.	55607	<b>Advertising:</b> Agency Management.
Monday, May 10, 2021	11:00 a.m. to 12:00 p.m.	55608	<b>Journalism:</b> Issues of Global Media
Tuesday, May 11, 2021	11:00 a.m. to 12:00 p.m.	55609	<b>Advertising:</b> The Principles and Practice of Direct Marketing.
Tuesday, May 11, 2021	11:00 a.m. to 12:00 p.m.	55610	<b>Journalism:</b> News Media Management.
Wednesday, May 12, 2021	11:00 a.m. to 12:00 p.m.	55611	<b>Advertising:</b> Contemporary Issues.
Wednesday, May 12, 2021	11:00 a.m. to 12:00 p.m.	55612	<b>Journalism:</b> Contemporary Issues.
Friday, May 14, 2021	11:00 a.m. to 12:00 p.m.	55613	<b>Advertising:</b> Digital Media
Friday, May 14, 2021	11:00 a.m. to 12:00 p.m.	55614	<b>Journalism:</b> Digital Media

### NOTE:

1. The candidates appearing for the examination should be ready 20 minutes before the start of examination.
2. Students to log in through their ID and enter the seat number as given in the hall ticket prior to start of examination.
3. Students are advised to take due care prior regarding uninterrupted internet connection.

Mumbai - 400 076  
01<sup>ST</sup> April, 2021.

Sd/-  
Dr. Sridhara Shetty  
Head, Cluster - 04  
University of Mumbai