

MAEMA Semester 2 ATKT Exam (Choice-Based)

MAEMA Semester 4 ATKT Exam (Choice-Based)

Note: Click on the course above to view the time table

University of Mumbai

**4000622**

Winter 2023

EXAMINATION TIME TABLE
PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING)
(SEMESTER - II) (CHOICE BASED)

Days and Dates	Time	Paper Code	Paper
Tuesday, 28 November, 2023	10.30 a.m. to 12.30 p.m.	19401	Marketing Management.
Tuesday, 28 November, 2023	10.30 a.m. to 12.30 p.m.	19405	Introduction to Media Research (R-2020)
Thursday, 30 November, 2023	10.30 a.m. to 12.30 p.m.	19402	Basics of Finance & Accounting.
Thursday, 30 November, 2023	10.30 a.m. to 12.30 p.m.	19406	Media Marketing (IMC)(R-2020)
Saturday, 2 December, 2023	10.30 a.m. to 12.30 p.m.	19403	Entrepreneurship & Innovation.
Saturday, 2 December, 2023	10.30 a.m. to 12.30 p.m.	19407	Media Finance & Accounting (R-2020)
Tuesday, 5 December, 2023	10.30 a.m. to 12.30 p.m.	19404	Integrated Marketing Communications.
Tuesday, 5 December, 2023	10.30 a.m. to 12.30 p.m.	19408	Entrepreneurship, Innovation & Media Laws (R-2020)

- Important Note:
- The candidates appearing for the examination should report 20 minutes before the start of examination.
 - Mobile phones and other electronic gadgets are prohibited in the examination hall.
 - Change if any, in the time table shall be communicated on the university web site.

Mumbai - 400 098
15th Sept., 2023


Dr. Prasad Karande
I/c. Director
Board of Examinations & Evaluation

University of Mumbai



4000624

Winter 2023

EXAMINATION TIME TABLE
PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING)
(SEMESTER IV) (CHOICE BASED)

Days and Dates	Time	Paper Code	Paper
Wednesday, 29 November, 2023	10.30 a.m. to 12.30 p.m.	22101	Film & Television : Media Research Analytical Skills
Wednesday, 29 November, 2023	10.30 a.m. to 12.30 p.m.	22105	Film & Television : Media Research Analytical Skills (R-2021)
Friday, 1 December, 2023	10.30 a.m. to 12.30 p.m.	22102	Advertising & Marketing Communications: Media Research Analytical Skills
Friday, 1 December, 2023	10.30 a.m. to 12.30 p.m.	22106	Advertising & Marketing Communications: Media Research Analytical Skills (R-2021)
Monday, 4 December, 2023	10.30 a.m. to 12.30 p.m.	22103	Film & Television : Business Plan and Negotiation
Monday, 4 December, 2023	10.30 a.m. to 12.30 p.m.	22107	Film & Television : Business Plan & Negotiation (R-2021)
Thursday, 7 December, 2023	10.30 a.m. to 12.30 p.m.	22104	Advertising & Marketing Communications: Digital & Social Media Advertising.
Thursday, 7 December, 2023	10.30 a.m. to 12.30 p.m.	22108	Advertising & Marketing Communications: Digital & Social Media Advertising & Marketing (R-2021)

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Mumbai - 400 098
22nd September, 2023.

I-24


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