



EXAMINATION TIME TABLE

**PROGRAMME - MASTER OF ARTS (MEDIA, ENTERTAINMENT AND ADVERTISING)(Choice Based)
SEMESTER - III**

Days and Dates	Time	Paper
Thursday, November 02, 2017	11:00 a.m. to 01:00 p.m.	Film and Television Broadcast Business Management
Thursday, November 02, 2017	11:00 a.m. to 01:00 p.m.	Advertising and Marketing Communication Account Planning and Management.
Monday, November 06, 2017	11:00 a.m. to 01:00 p.m.	Film and Television Film Production and Content Pipeline
Monday, November 06, 2017	11:00 a.m. to 01:00 p.m.	Advertising and Marketing Communication Consumer Behaviour
Wednesday, November 08, 2017	11:00 a.m. to 01:00 p.m.	Film and Television An Orientation to New Media Technologies
Wednesday, November 08, 2017	11:00 a.m. to 01:00 p.m.	Advertising and Marketing Communication Management Event and Live Media
Friday, November 10, 2017	11:00 a.m. to 01:00 p.m.	Film and Television Television & Radio Production & Programming
Friday, November 10, 2017	11:00 a.m. to 01:00 p.m.	Advertising and Marketing Communication Advertising Agency Structure & Management
Tuesday, November 14, 2017	11:00 a.m. to 01:00 p.m.	Film and Television Film Distribution and Marketing
Tuesday, November 14, 2017	11:00 a.m. to 01:00 p.m.	Advertising and Marketing Communication Media Planning and Buying

NOTE: The candidates appearing for the examination should report 15 minutes before the start of examination.
Mobile phones and other electronic gazets are prohibited in the examination hall.
Change if any, in the time table shall be communicated on the university web site.

Mumbai - 400 098
11th October, 2017.

(Prof. (Dr.) Arjun Ghatule)
Offg. Director
Board of Examinations & Evaluation