

H.R. COLLEGE OF COMMERCE & ECONOMICS
Churchgate, Mumbai

Bachelor of Mass Media-(CBSGS)(75:25)(R-2017)
T.Y.B.M.M.-Sem VI [4000146]

Examination of Summer Session 2020

ONLINE EXAM TIME TABLE

Day	Date	Start Time	End Time	Paper Code	Paper Name	Marks
Thursday	8th Oct 2020	11.00 am	12.00 noon	55601	<u>Advertising</u> : Advertising and Marketing Research	50
				55602	<u>Journalism</u> : Press Laws and Ethics	50
Friday	9th Oct 2020	11.00 am	12.00 noon	55603	<u>Advertising</u> : Legal Environment and Advertising Ethics	50
				55604	<u>Journalism</u> : Broadcast Journalism	50
Saturday	10th Oct 2020	11.00 am	12.00 noon	55605	<u>Advertising</u> : Financial Management for Marketing and Advertising	50
				55606	<u>Journalism</u> : Business & Magazine Journalism(Combination of Niche-I& II).	50
Monday	12th Oct 2020	11.00 am	12.00 noon	55607	<u>Advertising</u> : Agency Management	50
				55608	<u>Journalism</u> : Issues of Global Media	50
Tuesday	13th Oct 2020	11.00 am	12.00 noon	55609	<u>Advertising</u> : The Principles and Practice of Direct Marketing	50
				55610	<u>Journalism</u> : News Media Management	50
Wednesday	14th Oct 2020	11.00 am	12.00 noon	55611	<u>Advertising</u> : Contemporary Issues	50
				55612	<u>Journalism</u> : Contemporary Issues	50
Thursday	15th Oct 2020	11.00 am	12.00 noon	55613	<u>Advertising</u> : Digital Media	50
				55614	<u>Journalism</u> : Digital Media	50

Note-

1. The above online Examination will be conducted only for Third Year Semester VI students.
2. As per University guidelines the paper will be of 50 marks consisting of MCQs and or subjective questions.
3. All the students are required to login 30 minutes prior to commencement of examination.
4. Students are required to login with Seat Numbers or email id. Seat Numbers provided by the University of Mumbai.
5. Demo for online examinations will be conducted by the College through mock / practice test prior to the examination and will be put on the College website.
6. Please ensure that while attempting the exam you are in an area with good network coverage to avoid technical issues.

Date : 21st September, 2020

Dr. Pooja Ramchandani
I/c. Principal