

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

University Summer Session 2020

T.Y.B.M.M. SEMESTER V ATKT EXAMINATION, 2020

ONLINE EXAM TIME TABLE

Day	Date	Start Time	End Time	Paper Code	Paper Name	Marks
Monday	28 th Sep 2020	11.00 am	12.00 noon	27301	Advertising: Advertising in Contemporary Society	50
				27302	Journalism: Reporting	50
Tuesday	29 th Sep 2020	11.00 am	12.00 noon	27303	Advertising: Copy Writing	50
				27304	Journalism: Editing	50
Wednesday	30 th Sep 2020	11.00 am	12.00 noon	27306	Advertising: Brand Building	50
				27305	Journalism: Feature & Opinion	50
Thursday	1 st Oct 2020	11.00 am	12.00 noon	27307	Advertising: Consumer Behaviour	50
				27308	Journalism: Journalism and Public Opinion	50
Saturday	3 rd Oct 2020	11.00 am	12.00 noon	27309	Advertising: Media Planning and Buying	50
				27310	Journalism: Indian Regional Journalism	50

Note:

1. The above online Examination will be conducted only for Third Year Semester V 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 : 19th September, 2020

Dr. Pooja Ramchandani
I/c. Principal