



SHREEMATI NATHIBAI DAMODAR THACKERSEY  
**WOMEN'S UNIVERSITY**  
Pariksha Bhavan, Sir Vithaldas Vidyavihar,  
Juhu Road, Santacruz (West), Mumbai-400 049.  
www.sndt.ac.in • E-mail : doee@sndt.ac.in; drexam@sndt.ac.in  
E-mail : arexam@sndt.ac.in; ar2exam@sndt.ac.in

DOEE (D) : 2661 5159  
Dy. Registrar : 2661 1524  
Asst. Registrar : 2661 5138  
Asst. Registrar 2 : 2660 3259  
M.A., B.Ed., H. Sc., Neg. : 2660 3322  
B.A., B. Com., M. Com., Law : 2661 1595  
Accounts : 2660 8374  
Degree, Mgm., Certi. : 2661 2877  
M.Phil., Ph.D : 2660 3259  
Confidential : 2661 2265  
Tech., Pham., BCA, BMS : 2661 5985

Ref.: Exam /BAMM /2021-22/65

Date: - 20/07/ 2021

**TIME TABLE**

Name of the Faculty: Faculty of Science and Technology/ Faculty Communication and Media  
Name of Program/Exam : Bachelor of Arts (Mass Media)

Semester /Yearly : V (Repeater)  
Pattern : 2014  
Exam Month / Year : August 2021

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 10/08/2021	5101	Research in Mass Media Advertising & PR	75	11.00 p.m. to 12.30 p.m.
	5201	Research in Mass Media Journalism		
	5301	Research in Mass Media Animation		
Wednesday 11/08/2021	5102	Advertising and marketing	75	11.00 p.m. to 12.30 p.m.
	5204	Magazine and journals		
	5302	Introduction to Animation		
Thursday 12/08/2021	5103	Consumer Behaviour	75	11.00 p.m. to 12.30 p.m.
	5205	Press Laws and ethics		
	5303	Animation Scripting		
Friday 13/08/2021	5104	Branding	75	11.00 p.m. to 12.30 p.m.

Note: The Examination will be objective type comprising Multiple Choice Question (M.C.Q.).

Prepared by: [Signature] 20/07/2021

Verified by: [Signature]

Assistant Registrar: [Signature] 20/7/21

Deputy Registrar: \_\_\_\_\_

(Dr. Sanjay Shedmake)

Director (Addl Ch.)

Board of Examinations and Evaluation

Note: Time Table upload on website on dated :- \_\_\_\_\_