



SHREEMATI NATHIBAI DAMODAR THACKERSEY  
**WOMEN'S UNIVERSITY**  
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B.A., B. Com., M. Com., Law : 2661 1595  
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Degree, Migm., Certi. : 2661 2877  
M.Phil., Ph.D : 2660 3259  
Confidential : 2661 2265  
Tech., Pharm., BCA, BMS : 2661 5985

Ref.No./Exam/B.A.M.M./2019-2020/174

Date: 07<sup>th</sup> August, 2019

**PROGRAMME FOR**  
**BACHELOR OF ARTS (MASS MEDIA)**  
**SEMESTER – IV (REPEATER) (OLD COURSE) EXAMINATION**  
**OCTOBER – 2019.**

**THEORY:-**

**75 Marks**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	TIME
Friday 11-10-2019	4001	Introduction To Broad Casting	11.00 a.m. to 01.30 p.m.
Saturday 12-10-2019	4002	Integrated Marketing Communication	11.00 a.m. to 01.30 p.m.
Monday 14-10-2019	4003	Introduction To New Media	11.00 a.m. to 01.30 p.m.

07<sup>th</sup> August, 2019  
Mumbai 400 049.

(Dr. Subhash Waghmare)  
Director

Board of Examinations and Evaluation

NOTE: University has the right to make changes in the Examination schedule.