

UNIVERSITY OF MUMBAI - SECOND HALF DEC 2020
LORDS UNIVERSAL COLLEGE
DEPARTMENT OF BMM & BAMMC

SY BAMMC ONLINE THEORY EXAMINATION SEM-III REGULAR

DATE	DAY	TIME	SUBJECTS
19-Dec - 2020	Saturday	09.00 am to 10.00 am	Radio Program Production - I
21-Dec - 2020	Monday	09.00 am to 10.00 am	Corporate Communication and Public Relation
22-Dec - 2020	Tuesday	09.00 am to 10.00 am	Media Studies
23-Dec - 2020	Wednesday	09.00 am to 10.00 am	Introduction to Photography
24-Dec - 2020	Thursday	09.00 am to 10.00 am	Film Communication- I
26-Dec - 2020	Saturday	09.00 am to 10.00 am	Computer and Multimedia-I

TY BMM ADVERTISING ONLINE THEORY EXAMINATION SEM-V (REGULAR/ATKT)

DATE	DAY	TIME	SUBJECTS
19-Dec - 2020	Saturday	02.00 pm to 03.00 pm	Advertising in Contemporary Society
21-Dec - 2020	Monday	02.00 pm to 03.00 pm	Copywriting
22-Dec - 2020	Tuesday	02.00 pm to 03.00 pm	Brand Building
23-Dec - 2020	Wednesday	02.00 pm to 03.00 pm	Consumer behavior
24-Dec - 2020	Thursday	02.00 pm to 03.00 pm	Media Planning and buying
26-Dec - 2020	Saturday	02.00 pm to 03.00 pm	Ad Design***

*** This Subject have VIVA Voce - This will be Conducted as per university norms apart from exam
 - Attendance to both session is Compulsory

The date and time of VIVA voce will be communicated to you as soon as we receive it from university

TY BMM JOURNALISM ONLINE THEORY EXAMINATION SEM-V (REGULAR/ATKT)

DATE	DAY	TIME	SUBJECTS
19-Dec - 2020	Saturday	02.00 pm to 03.00 pm	Reporting
21-Dec - 2020	Monday	02.00 pm to 03.00 pm	Indian Regional Journalism
22-Dec - 2020	Tuesday	02.00 pm to 03.00 pm	Features and Opinion
23-Dec - 2020	Wednesday	02.00 pm to 03.00 pm	Journalism and public opinion
24-Dec - 2020	Thursday	02.00 pm to 03.00 pm	Editing
26-Dec - 2020	Saturday	02.00 pm to 03.00 pm	Newspaper & Magazine making***

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TY BMM ADVERTISING ONLINE THEORY EXAMINATION SEM-VI (REGULAR/ATKT)

DATE	DAY	TIME	SUBJECTS
19-Dec - 2020	Saturday	11.00 am to 12.00 noon	Digital Media
21-Dec - 2020	Monday	11.00 am to 12.00 noon	Contemporary Issues
22-Dec - 2020	Tuesday	11.00 am to 12.00 noon	Principles and Practice of Direct Marketing
23-Dec - 2020	Wednesday	11.00 am to 12.00 noon	Financial Management for marketing and Advertising
24-Dec - 2020	Thursday	11.00 am to 12.00 noon	Agency Management
26-Dec - 2020	Saturday	11.00 am to 12.00 noon	Legal environment and Advertising Ethics
28-Dec - 2020	Monday	11.00 am to 12.00 noon	Advertising and Marketing Research

TY BMM JOURNALISM ONLINE THEORY EXAMINATION SEM-VI (REGULAR/ATKT)

DATE	DAY	TIME	SUBJECTS
19-Dec - 2020	Saturday	02.00 pm to 03.00 pm	Digital Media
21-Dec - 2020	Monday	02.00 pm to 03.00 pm	Contemporary Issues
22-Dec - 2020	Tuesday	02.00 pm to 03.00 pm	Broadcast Journalism
23-Dec - 2020	Wednesday	02.00 pm to 03.00 pm	News Media Management
24-Dec - 2020	Thursday	02.00 pm to 03.00 pm	Business and Magazine Journalism
26-Dec - 2020	Saturday	02.00 pm to 03.00 pm	Internet issues and global media
28-Dec - 2020	Monday	02.00 pm to 03.00 pm	Press Laws and ethics

FY BAMMC ONLINE THEORY EXAMINATION SEM-I REGULAR

DATE	DAY	TIME	SUBJECTS
2-Jan - 2021	Saturday	02.00 pm to 03.00 pm	History of Media
4-Jan - 2021	Monday	02.00 pm to 03.00 pm	Current Affairs
5-Jan - 2021	Tuesday	02.00 pm to 03.00 pm	Visual Communications
6-Jan - 2021	Wednesday	02.00 pm to 03.00 pm	Fundamental Of Mass Communications
7-Jan - 2021	Thursday	02.00 pm to 03.00 pm	Effective Communication -I
8-Jan - 2021	Friday	02.00 pm to 03.00 pm	Foundation Course-I

