

University of Mumbai



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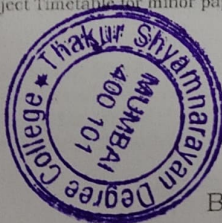
Winter 2026

EXAMINATION TIME TABLE

**PROGRAMME - B.A. (Multimedia and Mass Communication) (SEMESTER V)
(NEP-2020)**

Days and Dates	Time	Paper Code	Paper
Major Subject			
Monday, 19 October, 2026	10:30 a.m. to 12:30 p.m.	1465111	Media Planning & Buying (4CR)
Wednesday, 21 October, 2026	10:30 a.m. to 12:30 p.m.	1465113	Brand Management (4CR)
Thursday, 22 October, 2026	10:30 a.m. to 11:30 a.m.	1465112	Strategic Copywriting (2CR)
Elective Subject			
Friday, 23 October, 2026	10:30 a.m. to 12:30 p.m.	1465114	Consumer Behaviour (4CR)
Friday, 23 October, 2026	10:30 a.m. to 12:30 p.m.	1465115	Direct Marketing & E-Commerce (4CR)
Minor Subject			
Monday, 26 October, 2026	10:30 a.m. to 12:30 p.m. (for 4CR) 10:30 a.m. to 11:30 a.m. (for 2CR)		Minor (Corporate Communication & Public Relations)

Important Note: • The candidates appearing for the examination should report 30 minutes before the start of examination.
• Mobile phones and other electronic gadgets are prohibited in the examination hall.
• Changes, if any, in the timetable shall be communicated on the University website.
• Kindly refer Minor Subject Timetable for minor paper.



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Dr. Pooja Raundale
Director

Board of Examinations & Evaluation

Mumbai - 400 098.
21st September, 2026.

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Principal

Thakur Shyammarayan Degree College
90ft Road, Thakur Complex,
Kandivali (E), Mumbai - 400 101.

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