

University of Mumbai



3180661

Winter 2026

FURTHER REVISED 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	02:30 p.m. to 04:30 p.m.	1465111	Media Planning & Buying (4CR)
Monday, 19 October, 2026	02:30 p.m. to 04:30 p.m.	1465117	Reporting & Feature Writing (4CR)
Wednesday, 21 October, 2026	02:30 p.m. to 04:30 p.m.	1465113	Brand Management (4CR)
Wednesday, 21 October, 2026	02:30 p.m. to 04:30 p.m.	1465116	Community Media and Sustainability (4CR)
Thursday, 22 October, 2026	02:30 p.m. to 03:30 p.m.	1465112	Strategic Copywriting (2CR)
Thursday, 22 October, 2026	02:30 p.m. to 03:30 p.m.	1465118	Press Laws & Ethics (2CR)
Elective Subject			
Friday, 23 October, 2026	02:30 p.m. to 04:30 p.m.	1465114	Consumer Behaviour (4CR)
Friday, 23 October, 2026	02:30 p.m. to 04:30 p.m.	1465119	Principles of Investigative and Crime Journalism (4CR)
Friday, 23 October, 2026	02:30 p.m. to 04:30 p.m.	1465115	Direct Marketing & E-Commerce (4CR)
Friday, 23 October, 2026	02:30 p.m. to 04:30 p.m.	1465120	Business and Financial Journalism (4CR)
Minor Subject			
Monday, 26 October, 2026	02:30 p.m. to 04:30 p.m. (for 4CR) 02:30 p.m. to 03:30 p.m. (for 2CR)		Minor

- 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.



Mumbai - 400 098.
08th October, 2026.

ST-

Pranav

Examination Chairperson

Thakur Shyamnarayan Degree College
90 Feet Road, Thakur Complex
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Dr. Pooja Raundale
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