



Centers and name of the Superintendent of Examinations for the Bachelor of Arts (Mass Media)  
April / May - 2025 (Summer)

<p><b>1. GHATKOPAR</b> <u>CENTRE CODE :- 005</u>      <u>COLLEGE CODE:- 022</u></p> <p>Dr. Asha Menon Principal, Smt. P.N.Doshi Women's College of Arts and Kum. U.R. Shah Women's College of Commerce, RatanBaug, Cama Lane, Ghatkopar (W), Mumbai - 400 086. Mob. No. : 9892474794 Tel.No.: 022 - 2513 5439 / 2512 3484 E-mail: principalspdoshi@gmail.com</p>	<p><b>2. MALAD</b> <u>CENTRE CODE :- 006</u>      <u>COLLEGE CODE :- 024</u></p> <p>Dr. Deepa Sharma Principal, Shri. M.D. Shah Mahila College of Arts &amp; Commerce, Bhailabhai Patel Road, Malad (West), Mumbai - 400 064. Mob. No. : 9820495951 Tel.No.: 022 - 2882 4860 / 2883 1622 E-mail: shrimdshahmahilacollege@gmail.com</p>
<p><b>3. GAMDEVI</b> <u>CENTRE CODE :- 263</u>      <u>COLLEGE CODE :- 408</u></p> <p>Dr. Santosh KaulKak Principal, Sitaram Deora Institute of Management Studies 11/Krishakunj, Vachha Gandhi Road Gamdevi Mumbai: 400 007. Mob. No. : 8422930956 Tel No : 022 - 2380 8130 / 2381 3551 E-mail : skkbmr@gmail.com 408.sdeorainstmgmt@gmail.com</p>	<p><b>4. NOIDA</b> <u>CENTER CODE:202</u>      <u>COLLEGE CODE:302</u></p> <p>Dr. Vandana Jaglan Principal, Satyam Fashion Institute, Gautam Buddha Nagar, C -56 A/14&amp;15, Sector- 62, Noida - 301 309 Phone- 01204242805, 4540130, Mobile: 9891081110 email ID: office@satyamfashion.ac.in programhead.bmm@satyamfashion.ac.in</p>
<p><b>5. KOLHAPUR</b> <u>CENTER CODE:324</u>      <u>COLLEGE CODE:452</u></p> <p>Mr. Prashant M Palkar Incharge Principal Shahid VirpatniLaxmi Mahavidhyalaya, Titave, Tal Radhanagari Dist: Kolhapur- Ph: 02321-253471 Mob: -7218180066 email ID : svfm.titave@gmail.com</p>	<p><b>6. JALANA</b> <u>CENTER CODE:311</u>      <u>COLLEGE CODE:451</u></p> <p>Mr. Mangesh Mudiraj Shivam Mahila Shikshan Prasarak Mandal, College of Home Science Knbadi Mohella, Opp, Udasi Math, Dist: Jalana Pin-460 203 Mob: -7755999954/7558512599 email ID : -451clg@gmail.com / shiv58jaiswal@gmail.com</p>

Prepared by : [Signature]  
Verified by : [Signature]  
Assistant Registrar : [Signature]

[Signature] 13/3/25  
(Dr. Sanjay Nerkar)  
Director

Board of Examinations and Evaluation

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

Display on  
noticeboard  
website  
[Signature]



**INSTRUCTIONS TO THE STUDENTS**

1. The University reserves right to make changes in Examination Schedule and Centers.
2. Student should remain present in Examination Hall before half an hour of the commencement of the examination.
3. Students will not be permitted in Examination Hall without PRN number, valid Admit Card and Identity Proof.
4. Students should follow the instructions given by the Supervisor/ Superintendent of Examination.
5. Examination time will be as per time table all regular/repeater students, as the case may be.
6. Seat numbers will be displayed on the Notice Board of the Examination Centers, two days prior to the date of commencement of the examination.
7. Students will be admitted to Examination Hall only on the production of valid Admit Card issued by the University and valid Identity Card issued by the college.
8. Students are forbidden to take any books, papers and mobile phones into the Examination Hall.
9. Students will be permitted to appear for examination only in the subjects stated in the Admit Card.
10. If at any time, it is detected that the student has failed to satisfy any of the requirements prescribed under the rules OR that the university has not received her Examination Forms and Examination fee within the prescribed time limit, her appearance at the examination shall be invalid and her performance at the examination will not be taken into consideration.
11. Students are advised to retain their Admit Card till they receive their mark sheet and if they have any query regarding the appearance at the examination, they should write to the undersigned along with the photocopy of the Admit Card.
12. Students should write all the details of the examination on the cover page of the answer book with black or blue ink ball pen and avoid overwriting.
13. Students appearing for their practical examination are advised to contact the Examination Centers/Colleges to ascertain the dates of Practical Examination.

(Dr. Sanjay Nerkar)  
Director

Board of Examinations and Evaluation

**SNDT WOMEN'S UNIVERSITY**

PARIKSHA BHAVAN

Sir Vithaldas Thackersey Vidyavihar

Juhu Road, Santacruz (West), Mumbai - 400 049.



श्रीमती ना. वा. ठाकरसी महिला विद्यापीठ

परीक्षा भवन

सर विठ्ठलदास ठाकरसी विद्याविहार

जुहू रोड, सांताक्रुस (पश्चिम), मुंबई - ४०० ०४९.

Ref.: Exam /BAMM /2024-2025/355

Date: - 12/03/2025

**TIME TABLE**

Name of the Faculty : Faculty of Interdisciplinary  
 Name of Program/Exam : Bachelor of Arts (Mass Media)  
 Semester /Yearly : III (Repeater)  
 Pattern : Revised - 2018  
 Exam Month / Year : April / May - 2025 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 08/04/2025	3011	Introduction to Print Media	75	02.00 p.m. to 04.30 p.m.
Friday 11/04/2025	3012	Basics of Advertising	75	02.00 p.m. to 04.30 p.m.
Tuesday 15/04/2025	3013	Fundamentals of Public Relations	75	02.00 p.m. to 04.30 p.m.
Thursday 17/04/2025	3014	Visual Communication & Photography	100	02:00pm to 5:00pm
Saturday 19/04/2025	<del>3015</del> 3021	Introduction to cinema	100	02:00pm to 5:00pm

Prepared by :

  
13/03/2025

Verified by :

  
13/03/2025

Assistant Registrar :

  
13/03/2025

(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

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Web-Site www.sndt.ac.in ; E-mail: doee@sndt.ac.in ; arexam@sndt.ac.in ; ar2@exam.sndt.ac.in , accountsexam@sndt.ac.in

DOEE: 2661 1524 / Asst.Registrar: 2661 5138 / Asst.Registrar: 2661 5188 / Senior Steno: 2661 5199 / Accounts: 2660 6374 / Degree, Migra., Certiff: 26612677

Confidential Unit: 26512265 / Faculty of Interdisci. / Humanities: 2660 2222 / Faculty of Com. &amp; Mangt: 2661 1595 / Faculty of Scie. &amp; Tech: 2661 5985 / CFC / MKCL Centre: 2660 8304



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**TIME TABLE**

Name of the Faculty : Faculty of Interdisciplinary  
 Name of Program/Exam : Bachelor of Arts (Mass Media)  
 Semester /Yearly : IV (Fresh / Repeater)  
 Pattern : Revised- 2018  
 Exam Month / Year : April / May - 2025 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 08/04/2025	4011	Introduction to Broadcast Media	75	11.00 a.m. to 01.30 p.m.
Friday 11/04/2025	4012	Integrated Marketing Communication	75	11.00 a.m. to 01.30 p.m.
Tuesday 15/04/2025	4013	Introduction to New Media	75	11.00 a.m. to 01.30 p.m.
Thursday 17/04/2025	4014	Women and Media Note: Note: Practical / Viva Exam (Between 02/04/2025 to 05/04/2025)	100	11.00 am to 2:00 pm
Saturday 19/04/2025	4021	Writing for Media	100	11.00 am to 2:00 pm

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 Assistant Registrar : [Signature]

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 Name of Program/Exam : Bachelor of Arts (Mass Media)  
 Semester /Yearly : V (Repeater)  
 Pattern : Revised-2018  
 Exam Month / Year : April / May - 2025 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Wednesday 09/04/2025	5111	Introduction to Research (Advertising)	75	02.00 p.m. to 04.30 p.m.
	5211	Introduction to Research (Journalism)		
	5311	Introduction to Research (Animation)		
Saturday 12/04/2025	5112	Advertising and Marketing	75	02.00 p.m. to 04.30 p.m.
	5212	Political and Economic Reporting		
	5312	Introduction to Animation		
Wednesday 16/04/2025	5113	Branding	75	02.00 p.m. to 04.30 p.m.
	5214	Magazines and Journals		
	5314	Animation and Scripting		
Note: Note: Practical / Viva Exam (Between 02/04/2025 to 05/04/2025)				

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 Semester /Yearly : VI (Fresh / Repeater)  
 Pattern : Revised - 2018  
 Exam Month / Year : April / May - 2025 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Wednesday 09/04/2025	6111	Advertising & Society	75	11.00 a.m. to 01.30 p.m.
	6211	News Media Organization and Management		
	6311	Advanced Web Designing		
Saturday 12/04/2025	6113	Laws & Ethics In Advertising	75	11.00 a.m. to 01.30 p.m.
	6213	Press Laws and Ethics		
	6312	3D Animation		
Wednesday 16/04/2025	6313	SFX in Animation	75	11.00 a.m. to 01.30 p.m.
Saturday 19/04/2025	6112	Advertising Agencies	100	11:00 am to 2:00pm
Note: Note: Practical / Viva Exam (Between 02/04/2025 to 05/04/2025)				
Monday 21/04/2025	6121	Customer Relationship Management	100	11.00am to 2:00pm

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Ref.: Exam /BAMM /2024-2025/355

Date: - 12/03/2025

**TIME TABLE**

Name of the Faculty : Faculty of Science and Technology  
Name of Program/Exam : Bachelor of Arts (Mass Media)  
Semester /Yearly : III (Repeater)  
Pattern : Revised - 2014  
Exam Month / Year : April / May - 2025 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 08/04/2025	3001	Introduction to Print Media	75	02.00 p.m. to 04.30 p.m.
Friday 11/04/2025	3002	Basics of Advertising	75	02.00 p.m. to 04.30 p.m.
Tuesday 15/04/2025	3003	Fundamentals of Public Relations	75	02.00 p.m. to 04.30 p.m.

Note: Practical / Viva Exam (Between 02/04/2025 to 05/04/2025)

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Pattern : Revised - 2014  
Exam Month / Year : April / May - 2025 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 08/04/2025	4001	Introduction to Broadcasting	75	11.00 a.m. to 01.30 p.m.
Friday 11/04/2025	4002	Integrated Marketing Communication	75	11.00 a.m. to 01.30 p.m.
Tuesday 15/04/2025	4003	Introduction to New Media	75	11.00 a.m. to 01.30 p.m.

Note: Note: Practical / Viva Exam (Between 02/04/2025 to 05/04/2025)

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**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Wednesday 09/04/2025	5101	Introduction to Research (Advertising)	75 /	02.00 p.m. to 04.30 p.m.
	5201	Introduction to Research (Journalism)		
	5301	Introduction to Research (Animation)		
Saturday 12/04/2025	5102	Advertising and Marketing	75	02.00 p.m. to 04.30 p.m.
	5202	Political and Economic Reporting		
	5302	Introduction to Animation		
Wednesday 16/04/2025	5103	Branding	75	02.00 p.m. to 04.30 p.m.
	5205	Magazines and Journals		
	5305	Animation and Scripting		

Note: Note: Practical / Viva Exam (Between 02/04/2025 to 05/04/2025)

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Semester /Yearly : VI (Repeater)  
Pattern : Revised - 2014  
Exam Month / Year : April / May - 2025 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Wednesday 09/04/2025	6101	Advertising & Society	75	11.00 a.m. to 01.30 p.m.
	6201	News Media Organization and Management		
	6301	Advanced Web Designing		
Saturday 12/04/2025	6104	Laws & Ethics In Advertising	75	11.00 a.m. to 01.30 p.m.
	6203	Press Laws and Ethics		
	6302	3D Animation		
Wednesday 16/04/2025	6303	SFX in Animation	75	11.00 a.m. to 01.30 p.m.

Note: Note: Practical / Viva Exam (Between 02/04/2025 to 05/04/2025)

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