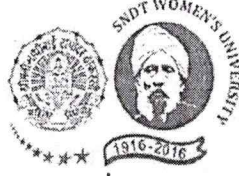


**SNDT WOMEN'S UNIVERSITY****PARIKSHA BHAVAN**

Sir Vithaldas Thackersey Vidyavihar  
Juhu Road, Santaacruz (West), Mumbai - 400 049.

**श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ****परीक्षा भवन**

सर विठ्ठलदास ठाकरसी विद्याविहार  
जुहू रोड, सांताक्रुझ (पश्चिम), मुंबई - ४०० ०४९.

Ref.: Exam /BAMM /2023-24/249

Date: - 18/03/2024

**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 - 2024 (Summer)

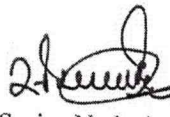
**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Monday 22/04/2024	3011	Introduction to Print Media	75	02.00 p.m. to 04.30 p.m.
Wednesday 24/04/2024	3012	Basics of Advertising	75	02.00 p.m. to 04.30 p.m.
Monday 29/04/2024	3013	Fundamentals of Public Relations	75	02.00 p.m. to 04.30 p.m.

Note: Practical & College Level Examination Should be conducted before University Theory Examinations. (Between 06/04/2024 TO 15/04/2024)

Prepared by : 21/03/2024Verified by : 21/03/2024

Assistant Registrar : \_\_\_\_\_

  
(Dr. Sanjay Nerkar) 21/03/24

Director

Board of Examinations and Evaluation

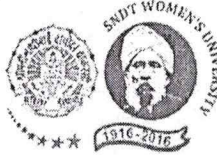
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परीक्षा भवन

सर विठ्ठलदास ठाकरसी विद्याविहार

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

Ref.: Exam /BAMM /2023-24/249

Date: - 18/03/2024

**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 - 2024 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Monday 22/04/2024	4011	Introduction to Broadcast Media	75	11.00 a.m. to 01.30 p.m.
Wednesday 24/04/2024	4012	Integrated Marketing Communication	75	11.00 a.m. to 01.30 p.m.
Monday 29/04/2024	4013	Introduction to New Media	75	11.00 a.m. to 01.30 p.m.

Note: Practical & College Level Examination Should be conducted before University Theory Examinations. (Between 06/04/2024 TO 15/04/2024)

Friday 26/04/2024	4014	Women and Media	100	11:00 am to 2:00pm
Thursday 02/05/2024	4021	Writing for Media	100	11:00 am to 2:00pm

Prepared by : YMS  
18/03/2024Verified by : [Signature]  
18/03/2024

Assistant Registrar : \_\_\_\_\_

[Signature]  
(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

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

Web-Site [www.sndt.ac.in](http://www.sndt.ac.in) ; E-mail: [doee@sndt.ac.in](mailto:doee@sndt.ac.in) ; [arexam@sndt.ac.in](mailto:arexam@sndt.ac.in) ; [ar2@exam.sndt.ac.in](mailto:ar2@exam.sndt.ac.in) , [accountsexam@sndt.ac.in](mailto:accountsexam@sndt.ac.in)

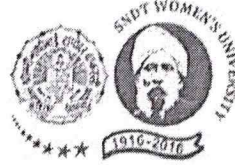
DOEE: 2661 1524 / Asst.Registrar: 2661 5138 / Asst.Registrar: 2661 5168 / Senior Steno: 2661 5159 / Accounts: 2660 8374 / Degree, Migra., Certifi: 26612877

Confidential Unit: 26612265 / Faculty of Interdisci. / Humanities: 2660 3322 / Faculty of Com. &amp;Mangt: 2661 1595 / Faculty of Scie. &amp; Tech: 2661 5985 / CFC / MKCL Centre: 2660 8304



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सर विठ्ठलदास ठाकरसी विद्याविहार  
जुहू रोड, मांताकृझ (पश्चिम), मुंबई - ४०० ०४९.

Ref.: Exam /BAMM /2023-24/249

Date: - 18/03/2024

**TIME TABLE**

Name of the Faculty : Faculty of Interdisciplinary  
Name of Program/Exam : Bachelor of Arts (Mass Media)  
Semester /Yearly : V (Repeater)  
Pattern : Revised-2018  
Exam Month / Year : April - 2024 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 23/04/2024	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)		
Thursday 25/04/2024	5112	Advertising and Marketing	75	02.00 p.m. to 04.30 p.m.
	5212	Political and Economic Reporting		
	5312	Introduction to Animation		
Tuesday 30/04/2024	5113	Branding	75	02.00 p.m. to 04.30 p.m.
	5214	Magazines and Journals		
	5314	Animation and Scripting		

Note: Practical & College Level Examination Should be conducted before University Theory Examinations. (Between 06/04/2024 TO 15/04/2024)

Prepared by : JSB  
18/03/2024Verified by : DR  
18/03/24

Assistant Registrar : \_\_\_\_\_

Sanjay Nerkar  
21/03/24  
(Dr. Sanjay Nerkar)

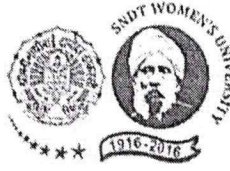
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Board of Examinations and Evaluation

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

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Ref.: Exam /BAMM /2023-24/249

Date: - 18/03/2024

**TIME TABLE**

Name of the Faculty : Faculty of Interdisciplinary  
Name of Program/Exam : Bachelor of Arts (Mass Media)  
Semester /Yearly : VI (Fresh/Repeater)  
Pattern : Revised - 2018  
Exam Month / Year : April -'2024 (Summer)

**THEORY**

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 23/04/2024	6111	Advertising & Society	75	11.00 a.m. to 01.30 p.m.
	6211	News Media Organization and Management		
	6311	Advanced Web Designing		
Thursday 25/04/2024	6113	Laws & Ethics In Advertising	75	11.00 a.m. to 01.30 p.m.
	6213	Press Laws and Ethics		
	6312	3D Animation		
Saturday 27/04/2024	6121	Customer Relationship Management	100	11:00 am to 2:00 pm
Tuesday 30/04/2024	6313	SFX in Animation	75	11.00 a.m. to 01.30 p.m.

Note: Practical & College Level Examination Should be conducted before University Theory Examinations. (Between 06/04/2024 TO 15/04/2024)

30/4/2024	6112	Advertising Agencies	100	11:00 am to 2:00 pm
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Prepared by: 4/19/03/2024

Verified by: [Signature]

Assistant Registrar: \_\_\_\_\_

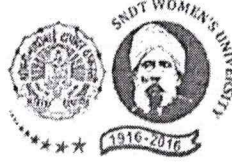
(Dr. Sanjay Nerkar)

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Board of Examinations and Evaluation

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**SNDT WOMEN'S UNIVERSITY****PARIKSHA BHAVAN**Sir Vithaldas Thackersey Vidyavihar  
Juhu Road, Santaacruz (West), Mumbai - 400 049.**श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ****परीक्षा भवन**सर विठ्ठलदास ठाकरसी विद्याविहार  
जुहू रोड, सांताक्रुझ (पश्चिम), मुंबई - ४०० ०४९.**Centers and name of the Superintendent of Examinations for the Bachelor of Arts (Mass Media)  
April/May -2024 (Summer)**

<b>1. GHATKOPAR</b> <b>CENTRE CODE :- 005COLLEGE CODE:- 022</b>  Dr. Asha Menon Principial, 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: principalspndoshi@gmail.com	<b>2. MALAD</b> <b>CENTRE CODE :- 006COLLEGE CODE :- 024</b>  Dr. Deepa Sharma Principial, Shri. M.D. Shah Mahila College of Arts & Commerce, Bhailabhai Patel Road, Malad (West), Mumbai - 400 064. Mob. No. : 9820495951 Tel.No.: 022 - 2882 4860 / 2883 1622 E-mail: shrimdshahmahilacollege@gmail.com
<b>3. GAMDEVI</b> <b>CENTRE CODE :- 263COLLEGE CODE :- 408</b>  Dr. Santosh KaulKak Principial, SitaramDeora Institute of Management Studies 11/Krishakunj, Vachha Gandhi Road Gamdevi Mumbai: 400 007. Mob. No. : 9819762337 Tel No : 022 - 2380 8130 / 2381 1881 E-mail :skkbmr@gmail.com 408.sdeorainstmgmt@gmail.com	<b>4.NOIDA</b> <b>CENTER CODE:202COLLEGE CODE:302</b>  Ms. Priyanka Sarkar HOD Satyam Fashion Institute, C -56 A/14&15, Sector- 62, Noida - 201309 Phone- 01204242805, 4540130, Mobile: 9716662558 email ID: office@satyamfashion.ac.in programhead.bmm@satyamfashion.ac.in
<b>5. KOLHAPUR</b> <b>CENTER CODE:324COLLEGE CODE:452</b>  Mr. Prashant M Palkar Incharge Principal ShahidVirpatniLaxmiMahavidhyalaya, Titave, Tal Radhanagari Dist: Kolhapur- Ph.: 02321-253471 Mob: -7218180066 email ID : svim.titave@gmail.com	<b>6. JALANA</b> <b>CENTER CODE:311COLLEGE CODE:451</b>  Mr. Mangesh Mudiraj  ShivamMahilaShikshanPrasarak Mandal, College of Home Science KabadiMohella, Opp,Udasi Math, Dist: Jalana Pin-460 203 Mob: -7558512599/7755999954 email ID : -451clg@gmail.com / shiv58jaiswal@gmail.com

Prepared by : 19/03/2024Verified by : 19/03/24

Assistant Registrar : \_\_\_\_\_

  
(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

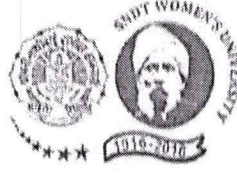
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**PARIKSHA BHAVAN**

Sir Vithaldas Thackersey Vidyavihar

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श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ


परीक्षा भवन

सर विठ्ठलदास ठाकरसी विद्याविहार

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

**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) 21/12/14

Director

Board of Examinations and Evaluation