

SNDT WOMEN'S UNIVERSITY

PARIKSHA BHAVAN

Sir Vithaldas Thackersey Vidyavihar

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



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)


Director

Board of Examinations and Evaluation



**Centers and name of the Superintendent of Examinations for the Bachelor of Arts
(Mass Communication)
December - 2024 (Winter)**

<p>1. GHATKOPAR Centre Code :- 005 College Code:- 022 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>2. GAMDEVI Centre Code :- 263 College Code :- 408 Dr. Santosh KaulKak Principal, SitaramDeora Institute of Management Studies 11/Krishakunj, Vachha Gandhi Road Gamdevi Mumbai: 400 007. Mob. No. : 9819762337 Tel No : 022 - 2380 8130 / 2381 1411 E-mail :skkbmr@gmail.com 408.sdeorainstmgmt@gmail.com</p>
<p>3.NOIDA Center Code:202 College Code:302 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</p>	<p>4. KOLHAPUR Center Code:324 College Code:452 Mr. Prashant M Palkar Incharge Principal ShahidVirpatniLaxmiMahavidhyalaya, Titave, Tal Radhanagari Dist: Kolhapur- Ph.: 02321-253471 Mob: -7218180066 email ID : svlm.titave@gmail.com</p>
<p>5. JALANA Center Code:311 College Code:451 Mr. Mangesh Mudiraj ShivamMahilaShikshanPrasarak Mandal, College of Home Science KabadiMohella, Opp,Udasi Math, Dist: Jalana Pin-460 203 Mob: -7755999954/7558512599 email ID : -451clg@gmail.com / shiv58jaiswal@gmail.com</p>	

Prepared by : Verified by : Assistant Registrar : 

 (Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

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

Ref.: Exam /BAMM /2024-25/ 141

Date: - 17/10/2024

TIME TABLE

Name of the Faculty : Faculty of Interdisciplinary
Name of Program/Exam : Bachelor of Arts (Mass Media)
Semester /Yearly : I (Repeater)
Pattern : 2018
Exam Month / Year : December - 2024
: College Level

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 10/12/2024	1011	Effective Communication Skills	100	11.00 a.m. to 02.00 p.m.
Wednesday 11/12/2024	1012	Fundamentals of Mass Communication	75	11.00 a.m. to 01.30 p.m.
Thursday 12/12/2024	1013	Contemporary World History	75	11.00 a.m. to 01.30 p.m.
Friday 13/12/2024	1014	Introduction to Sociology	75	11.00 a.m. to 01.30 p.m.
Saturday 14/12/2024	1021	Traditional Media	75	11.00 a.m. to 01.30 p.m.

Prepared by : 17/10

Verified by : Sanjay Nerkar

Assistant Registrar : 17/10/24

(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____



Ref.: Exam /BAMM /2024-25/ 141

Date: - 17/10/2024

TIME TABLE

Name of the Faculty : Faculty of Interdisciplinary
Name of Program/Exam : Bachelor of Arts (Mass Media)
Semester /Yearly : II (Repeater)
Pattern : Revised-2018
Exam Month / Year : December - 2024
: College Level

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 10/12/2024	2011	Environment Studies	75	02.00 p.m. to 04.30 p.m.
Wednesday 11/12/2024	2012	Indian Political and Economical Systems	75	02.00 p.m. to 04.30 p.m.
Thursday 12/12/2024	2013	Introduction to Psychology	75	02.00 p.m. to 04.30 p.m.
Friday 13/12/2024	2021	Events Management	100	02.00 p.m. to 05.00 p.m.
Saturday 14/12/2024	2014	Introduction to Computers	100	02.00 p.m. to 05.00 p.m.

Prepared by : 17/10Verified by : Sanjay NerkarAssistant Registrar : Sanjay Nerkar

Sanjay Nerkar 17/10/24
(Dr. Sanjay Nerkar)
Director

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____



Ref.: Exam /BAMM /2024-25/ 141

Date: - 17/10/2024

TIME TABLE

Name of the Faculty : Faculty of Science and Technology
Name of Program/Exam : Bachelor of Arts (Mass Media)
Semester /Yearly : I (Repeater)
Pattern : Revised-2014
Exam Month / Year : December - 2024
: College Level

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 10/12/2024	1001	Effective Communication Skills	100	11.00 a.m. to 02.00 p.m.
Wednesday 11/12/2024	1002	Fundamentals of Mass Communication	75	11.00 a.m. to 01.30 p.m.
Thursday 12/12/2024	1003	Contemporary World History	75	11.00 a.m. to 01.30 p.m.
Friday 13/12/2024	1004	Traditional Media	75	11.00 a.m. to 01.30 p.m.
Saturday 14/12/2024	1005	Introduction to Sociology	75	11.00 a.m. to 01.30 p.m.

Prepared by : 4/11/24Verified by : Sanjay NerkarAssistant Registrar : Sanjay Nerkar

(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

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Ref.: Exam /BAMC /2024-25/ 165

Date: - 25/10/2024

TIME TABLE

Name of the Faculty : Faculty of Interdisciplinary
Name of Program/Exam : Bachelor of Arts (Mass Communication)
Semester /Yearly : I (Fresh)
Pattern : 2024 (NEP)
Exam Month / Year : December - 2024 (Winter)
: College Level

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 10/12/2024	10143111	Fundamentals of Mass Communication & Journalism	50	11.00 a.m. to 01.00 p.m.
Wednesday 11/12/2024	10143110	Introduction to Advertising	50	11.00 a.m. to 01.00 p.m.
Thursday 12/12/2024	10443111	Introduction to Digital Media	50	11.00 a.m. to 01.00 p.m.

Note: Practical / Viva Exam / Internal Subject (Between 04/12/2024 to 09/12/2024)

Prepared by : Sanjay Nerkar
25/10/24

Verified by : Sanjay Nerkar
25/10/24

Assistant Registrar : Sanjay Nerkar
25/10/24

Sanjay Nerkar
25/10/24
(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____



Ref.: Exam /BAMM /2024-25/ 141

Date: - 17/10/2024

TIME TABLE

Name of the Faculty : Faculty of Science and Technology
 Name of Program/Exam : Bachelor of Arts (Mass Media)
 Semester /Yearly : II (Repeater)
 Pattern : Revised-2014
 Exam Month / Year : December - 2024 (winter)
 : College Level

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 10/12/2024	2001	Environmental Studies	75	02.00 p.m. to 04.30 p.m.
Wednesday 11/12/2024	2002	Indian Political and Economical Systems	75	02.00 p.m. to 04.30 p.m.
Thursday 12/12/2024	2003	Introduction to Psychology	75	02.00 p.m. to 04.30 p.m.
Friday 13/12/2024	2004	Events Management	75	02.00 p.m. to 04.30 p.m.
Saturday 14/12/2024	2005	Introduction to Computers	75	02.00 p.m. to 04.30 p.m.

Prepared by : _____

17/10

Verified by : _____

Assistant Registrar : _____

(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____



Ref.: Exam /BAMM /2024-25/141

Date: - 17/10/2024

TIME TABLE

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

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 26/11/2024	4011	Introduction to Broadcast Media	75	02.00 p.m. to 04.30 p.m.
Thursday 28/11/2024	4012	Integrated Marketing Communication	75	02.00 p.m. to 04.30 p.m.
Saturday 30/11/2024	4013	Introduction to New Media	75	02.00 p.m. to 04.30 p.m.

Note: Note: Practical / Viva Exam (Between 18/11/2024 to 25/11/2024)

Prepared by : Yusuf 157110

Verified by : _____

Assistant Registrar : [Signature]

(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____



Ref.: Exam /BAMM /2024-25/141

Date: - 17/10/2024

TIME TABLE

Name of the Faculty : Faculty of Interdisciplinary
 Name of Program/Exam : Bachelor of Arts (Mass Media)
 Semester /Yearly : VI (Repeater)
 Pattern : Revised - 2018
 Exam Month / Year : November / December - 2024 (Winter)

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Wednesday 27/11/2024	6111	Advertising & Society	75	02.00 p.m. to 04.30 p.m.
	6211	News Media Organization and Management		
	6311	Advanced Web Designing		
Friday 29/11/2024	6113	Laws & Ethics In Advertising	75	02.00 p.m. to 04.30 p.m.
	6213	Press Laws and Ethics		
	6312	3D Animation		
Monday 02/12/2024	6313	SFX in Animation	75	02.00 p.m. to 04.30 p.m.

Note: Note: Practical / Viva Exam (Between 18/11/2024 to 25/11/2024)

Prepared by : _____

Verified by : _____

Assistant Registrar : _____

(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____



Ref.: Exam /BAMM /2024-25/141

Date: - 17/10/2024

TIME TABLE

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

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Wednesday 27/11/2024	5111	Introduction to Research (Advertising)	75	11.00 a.m. to 01.30 p.m.
	5211	Introduction to Research (Journalism)		
	5311	Introduction to Research (Animation)		
Friday 29/11/2024	5112	Advertising and Marketing	75	11.00 a.m. to 01.30 p.m.
	5212	Political and Economic Reporting		
	5312	Introduction to Animation		
Monday 02/12/2024	5113	Branding	75	11.00 a.m. to 01.30 p.m.
	5214	Magazines and Journals		
	5314	Animation and Scripting		

Note: Note: Practical / Viva Exam (Between 18/11/2024 to 25/11/2024)

Prepared by : 4/10/24

Verified by : _____

Assistant Registrar : _____

(Dr. Sanjay Nerkar)

Director

Board of Examinations and Evaluation

Note : Time Table upload on website on dated :- _____



Ref.: Exam /BAMM /2024-25/141

Date: - 17/10/2024

TIME TABLE

Name of the Faculty	:	Faculty of Science and Technology
Name of Program/Exam	:	Bachelor of Arts (Mass Media)
Semester /Yearly	:	VI (Repeater)
Pattern	:	Revised - 2014
Exam Month / Year	:	November / December - 2024 (Winter)

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Wednesday 27/11/2024	6101	Advertising & Society	75	02.00 p.m. to 04.30 p.m.
	6201	News Media Organization and Management		
	6301	Advanced Web Designing		
Friday 29/11/2024	6104	Laws & Ethics In Advertising	75	02.00 p.m. to 04.30 p.m.
	6203	Press Laws and Ethics		
	6302	3D Animation		
Monday 02/12/2024	6303	SFX in Animation	75	02.00 p.m. to 04.30 p.m.

Note: Note: Practical / Viva Exam (Between 18/11/2024 to 25/11/2024)

Prepared by : 17/10

Verified by : [Signature]

Assistant Registrar : [Signature]

[Signature]
(Dr. Sanjay Nerkar)
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Date: - 17/10/2024

TIME TABLE

Name of the Faculty : Faculty of Science and Technology
 Name of Program/Exam : Bachelor of Arts (Mass Media)
 Semester /Yearly : V (Repeater)
 Pattern : Revised - 2014
 Exam Month / Year : November / December - 2024 (Winter)

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Wednesday 27/11/2024	5101	Introduction to Research (Advertising)	75	11.00 a.m. to 01.30 p.m.
	5201	Introduction to Research (Journalism)		
	5301	Introduction to Research (Animation)		
Friday 29/11/2024	5102	Advertising and Marketing	75	11.00 a.m. to 01.30 p.m.
	5202	Political and Economic Reporting		
	5302	Introduction to Animation		
Monday 02/12/2024	5103	Branding	75	11.00 a.m. to 01.30 p.m.
	5205	Magazines and Journals		
	5305	Animation and Scripting		

Note: Note: Practical / Viva Exam (Between 18/11/2024 to 25/11/2024)

Prepared by : _____

Verified by : _____

Assistant Registrar : _____

(Dr. Sanjay Nerkar)

Director**Board of Examinations and Evaluation**

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Ref.: Exam /BAMM /2024-25/141

Date: - 17/10/2024

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 : November - 2024 (Winter)

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 26/11/2024	3001	Introduction to Print Media	75	11.00 a.m. to 01.30 p.m.
Thursday 28/11/2024	3002	Basics of Advertising	75	11.00 a.m. to 01.30 p.m.
Saturday 30/11/2024	3003	Fundamentals of Public Relations	75	11.00 a.m. to 01.30 p.m.

Note: Practical / Viva Exam (Between 18/11/2024 to 25/11/2024)

Prepared by : _____

Verified by : _____

Assistant Registrar : _____

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Date: - 17/10/2024

TIME TABLE

Name of the Faculty : Faculty of Science and Technology
 Name of Program/Exam : Bachelor of Arts (Mass Media)
 Semester /Yearly : IV (Repeater)
 Pattern : Revised - 2014
 Exam Month / Year : November - 2024 (Winter)

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 26/11/2024	4001	Introduction to Broadcasting	75	02.00 p.m. to 04.30 p.m.
Thursday 28/11/2024	4002	Integrated Marketing Communication	75	02.00 p.m. to 04.30 p.m.
Saturday 30/11/2024	4003	Introduction to New Media	75	02.00 p.m. to 04.30 p.m.

Note: Note: Practical / Viva Exam (Between 18/11/2024 to 25/11/2024)

Prepared by : _____

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Ref.: Exam /BAMM /2024-25/141

Date: - 17/10/2024

TIME TABLE

Name of the Faculty : Faculty of Interdisciplinary
Name of Program/Exam : Bachelor of Arts (Mass Media)
Semester /Yearly : III (Fresh / Repeater)
Pattern : Revised - 2018
Exam Month / Year : November - 2024 (Winter)

THEORY

DAY/DATE	SUBJECT CODE	NAME OF THE SUBJECT	MARKS	TIME
Tuesday 26/11/2024	3011	Introduction to Print Media	75	11.00 a.m. to 01.30 p.m.
Thursday 28/11/2024	3012	Basics of Advertising	75	11.00 a.m. to 01.30 p.m.
Saturday 30/11/2024	3013	Fundamentals of Public Relations	75	11.00 a.m. to 01.30 p.m.

Note: Note: Practical / Viva Exam (Between 18/11/2024 to 25/11/2024)

Prepared by : _____

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