

SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY

Pariksha Bhavan, Sir Vithaldas Vidyavihar, Juhu Road, Santacruz (West), Mumbai - 400 049.

BACHELOR in Arts (MASS MEDIA) SEMESTER-III

EXAMINATION : OCTOBER - 2015 (FRESH)

| Day & Date | Subject | Code | Time |
|------------------------|---|------|--------------------------|
| Tuesday 13-10-2015 | Introduction to print media (College Level) | 3001 | 11.00 a.m. to 01.30 p.m. |
| Thursday 15-10-2015 | Basics of Advertising | 3002 | 11.00 a.m. to 01.30 p.m. |
| Saturday 17-10-2015 | Fundamentals of Public Relations | 3003 | 11.00 a.m. to 01.30 p.m. |
| Tuesday 20-10-2015 | Visual Communication (College Level) | 3004 | 11.00 a.m. to 01.30 p.m. |
| Friday 23-10-2015 | Principles of Management | 3005 | 11.00 a.m. to 01.30 p.m. |

SUPERINTENDENT OF EXAMINATION

| <u>MATUNGA</u> | <u>GHATKOPAR</u> |
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| COLL. :021 CENTRE :007 | COLL. : 022 CENTRE :005 |
| The Superintendent of Examinations, Smt. Maniben M.P.Shah Women's College of Arts & Commerce, 338, R.A. Kidwai Road, Matunga (C.Rly.), Mumbai - 400 019. Tel. : 2409 5869 / 2401 3964 Fax. No. : 24026511 | The Superintendent of Examinations, Smt. P.N.Doshi Women's College of Arts and Kum. U.R. Shah Women's College of Commerce, Ratan Baug, Cama Lane, Ghatkopar (W), Mumbai - 400 086. Tel.No.: 2513 5439 / 2512 3484 Fax : 2516 3434 |
| <u>MALAD</u> | <u>GAMDEVI</u> |
| COLL. : 024 CENTRE : 006 | COLL. : 023 CENTRE :263 |
| The Superintendent of Examinations, Shri. M.D. Shah Mahila College of Arts & Commerce, Bhailabhai Patel Road, Malad(West), Mumbai - 400 064. Tel.No.: 2882 4860 / 2883 1622 Fax. : 2883 1622 | The Principal, B.M. Ruia Girl's College Krisha kunj, Vachha Gandhi road Gamdevi Mumbai : 400 007. Tel No : 2380 8130 / 2381 1881 Fax No :- 2380 8137 |

Note :-

1. Candidate should remain present in Examination Hall before half an hour of the commencement of Examination.
2. Candidate will not be permitted in Examination Hall without PRN number, Valid admit Card and ID Proof.
3. Candidate should follow the instruction given by Jr. Supervisor / Superintendent of Examination.

(Dr. P.N. Mandhare)
Controller of Examinations

Place :- Mumbai
Date :- September 8, 2015