

GRAM : UNIWOMEN

PHONE : 26608462/26608493 EXTN.:396

SHREEMATI NATHIBAI DAMODAR THACKERSEY  
**WOMEN'S UNIVERSITY**

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

**BACHELOR OF MASS MEDIA (B.M.M.) SEMESTER - V**  
**EXAMINATION : OCTOBER - 2015(FRESH)**

| Day & Date              | Subject                                     | Code | Time                     |
|-------------------------|---|------|--------------------------|
| Wednesday<br>14-10-2015 | Research Methodology                        | 5001 | 11.00 a.m. to 01.30 p.m. |
| Friday<br>16-10-2015    | Advertising & Marketing                     | 5101 | 11.00 a.m. to 01.30 p.m. |
|                         | Basic of Reporting (College Level)          | 5201 |                          |
|                         | Introduction to Animation                   | 5301 |                          |
| Monday<br>19-10-2015    | Consumer Behaviour                          | 5102 | 11.00 a.m. to 01.30 p.m. |
|                         | Editing, Layout & Design (College Level)    | 5202 |                          |
|                         | Visual Communication                        | 5302 |                          |
| Wednesday<br>21-10-2015 | Advertising & Society (College Level)       | 5103 | 11.00 a.m. to 01.30 p.m. |
|                         | News Paper Writing Styles                   | 5203 |                          |
|                         | Animation Application in Media              | 5303 |                          |
| Monday<br>26-10-2015    | Media Planning & Scheduling (College Level) | 5104 | 11.00 a.m. to 01.30 p.m. |
|                         | Introduction to Regional Journalism         | 5204 |                          |
|                         | 2D & 3D Animation (College Level)           | 5304 |                          |
| Wednesday<br>28-10-2015 | Branding                                    | 5105 | 11.00 a.m. to 01.30 p.m. |
|                         | Magazines & Journals                        | 5205 |                          |
|                         | Basic of Art & Drawing (College Level)      | 5305 |                          |

**SUPERINTENDENT OF EXAMINATION**

| <b><u>MATUNGA</u></b>   | <b><u>GHATKOPAR</u></b>  |
|---|--|
| <b>COLL. :021</b> <b>CENTRE :007</b><br>The Superintendent of Examinations,<br>Smt. Maniben M.P.Shah Women's College of<br>Arts & Commerce, 338, R.A. Kidwai Road,<br>Matunga (C.Rly.), Mumbai - 400 019.<br>Tel. : 2409 5869 / 2401 3964 | <b>COLL. : 022</b> <b>CENTRE :005</b><br>The Superintendent of Examinations,<br>Smt. P.N.Doshi Women's College of Arts and Kum.<br>U.R. Shah Women's College of Commerce, Ratan<br>Baug, Cama Lane, Ghatkopar (W), Mumbai - 400<br>086. Tel.No.: 2513 5439 / 2512 3484 |
| <b><u>MALAD</u></b>   | <b><u>GAMDEVI</u></b>  |
| <b>COLL. : 024</b> <b>CENTRE : 006</b><br>The Superintendent of Examinations,<br>Shri. M.D. Shah Mahila College of Arts &<br>Commerce, Bhailabhai Patel Road,<br>Malad(West), Mumbai - 400 064.<br>Tel.No.: 2882 4860 / 2883 1622         | <b>COLL. : 023</b> <b>CENTRE :263</b><br>B.M. Ruia Girl's College<br>Krisha kunj, Vachha Gandhi road<br>Gamdevi<br>Mumbai : 400 007.<br>Tel No : 2380 8130 / 2381 1881 Fax No :- 2380 137  |

**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