

University of Mumbai

**4000624**

Winter 2025

REVISED EXAMINATION TIME TABLE

PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING) (SEMESTER IV) (CHOICE BASED)

Days and Dates	Time	Paper Code	Paper
Tuesday, 11 November, 2025	10.30 a.m. to 12.30 p.m.	22101	Film & Television : Media Research Analytical Skills
Tuesday, 11 November, 2025	10.30 a.m. to 12.30 p.m.	22105	Film & Television : Media Research Analytical Skills (R-2021)
Thursday, 13 November, 2025	10.30 a.m. to 12.30 p.m.	22102	Advertising & Marketing Communications: Media Research Analytical Skills
Thursday, 13 November, 2025	10.30 a.m. to 12.30 p.m.	22106	Advertising & Marketing Communications: Media Research Analytical Skills (R-2021)
Monday, 17 November, 2025	10.30 a.m. to 12.30 p.m.	22103	Film & Television : Business Plan and Negotiation
Monday, 17 November, 2025	10.30 a.m. to 12.30 p.m.	22107	Film & Television : Business Plan & Negotiation (R-2021)
Wednesday, 19 November, 2025	10.30 a.m. to 12.30 p.m.	22104	Advertising & Marketing Communications: Digital & Social Media Advertising.
Wednesday, 19 November, 2025	10.30 a.m. to 12.30 p.m.	22108	Advertising & Marketing Communications: Digital & Social Media Advertising & Marketing (R-2021)

Important Note: •The candidates appearing for the examination should report 20 minutes before the start of examination.
• Mobile phones and other electronic gadgets are prohibited in the examination hall.
• Change if any, in the timetable shall be communicated on the University website.

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Dr. Pooja Raundale
Director

Board of Examinations & Evaluation

Mumbai - 400 098
09th October, 2025.