

University of Mumbai

**4000622**

Winter 2025

REVISED EXAMINATION TIMETABLE

PROGRAMME - MASTER OF ARTS (ENTERTAINMENT, MEDIA AND ADVERTISING)

(SEMESTER - II) (CHOICE BASED)

Days and Dates	Time	Paper Code	Paper
Monday, 10 November, 2025	10.30 a.m. to 12.30 p.m.	19401	Marketing Management.
Monday, 10 November, 2025	10.30 a.m. to 12.30 p.m.	19405	Introduction to Media Research (R-2020)
Wednesday, 12 November, 2025	10.30 a.m. to 12.30 p.m.	19402	Basics of Finance & Accounting.
Wednesday, 12 November, 2025	10.30 a.m. to 12.30 p.m.	19406	Media Marketing (IMC)(R-2020)
Friday, 14 November, 2025	10.30 a.m. to 12.30 p.m.	19403	Entrepreneurship & Innovation.
Friday, 14 November, 2025	10.30 a.m. to 12.30 p.m.	19407	Media Finance & Accounting (R-2020)
Tuesday, 18 November, 2025	10.30 a.m. to 12.30 p.m.	19404	Integrated Marketing Communications.
Tuesday, 18 November, 2025	10.30 a.m. to 12.30 p.m.	19408	Entrepreneurship, Innovation & Media Laws (R-2020)

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.

Mumbai - 400 098

09th October, 2025.

I-03

y. raundale

Dr. Pooja Raundale
Director

Board of Examinations & Evaluation