

University of Mumbai



4000165

Winter 2026

EXAMINATION TIME TABLE

B.A. IN MULTIMEDIA & MASS COMMUNICATION (BAMMC) (SEMESTER V) (CBCS) (R-2019-20)

Days and Dates	Time	Paper Code	Paper
Wednesday, 7 October, 2026	02:30 p.m. to 05:00 p.m.	27411	Journalism: Discipline Related Generic: Reporting
Wednesday, 7 October, 2026	02:30 p.m. to 05:00 p.m.	27421	Advertising: Discipline Related Generic: Copy Writing
Thursday, 8 October, 2026	02:30 p.m. to 05:00 p.m.	27412	Journalism: Discipline Related Generic: Investigative Journalism
Thursday, 8 October, 2026	02:30 p.m. to 05:00 p.m.	27422	Advertising: Discipline Related Generic: Advertising & Marketing Research
Friday, 9 October, 2026	02:30 p.m. to 05:00 p.m.	27413	Journalism: Discipline Specific Electives : 1) Features & Writing for Social Justice
Friday, 9 October, 2026	02:30 p.m. to 05:00 p.m.	27423	Advertising: Discipline Specific Electives : 1) Globalisation & International Advertising
Monday, 12 October, 2026	02:30 p.m. to 05:00 p.m.	27414	Journalism: 2) Writing & Editing Skills
Monday, 12 October, 2026	02:30 p.m. to 05:00 p.m.	27424	Advertising: 2) Brand Building
Tuesday, 13 October, 2026	02:30 p.m. to 05:00 p.m.	27415	Journalism: 3) Global Media & Conflict Resolution
Tuesday, 13 October, 2026	02:30 p.m. to 05:00 p.m.	27425	Advertising: 3) Agency Management
Wednesday, 14 October, 2026	02:30 p.m. to 05:00 p.m.	27416	Journalism: 4) Business & Financial Journalism
Wednesday, 14 October, 2026	02:30 p.m. to 05:00 p.m.	27426	Advertising: 4) Account Planning & Advertising
Thursday, 15 October, 2026	02:30 p.m. to 05:00 p.m.	27417	Journalism: 5) Mobile Journalism & New Media
Thursday, 15 October, 2026	02:30 p.m. to 05:00 p.m.	27427	Advertising: 5) Social Media Marketing
Friday, 16 October, 2026	02:30 p.m. to 05:00 p.m.	27418	Journalism: 6) News Media Management
Friday, 16 October, 2026	02:30 p.m. to 05:00 p.m.	27428	Advertising: 6) Direct Marketing & E-Commerce
Saturday, 17 October, 2026	02:30 p.m. to 05:00 p.m.	27419	Journalism: 7) Journalism & Public Opinion
Saturday, 17 October, 2026	02:30 p.m. to 05:00 p.m.	27429	Advertising: 7) Consumer Behaviour
Monday, 19 October, 2026	02:30 p.m. to 05:00 p.m.	27420	Journalism: 8) Media Laws & Ethics
Monday, 19 October, 2026	02:30 p.m. to 05:00 p.m.	27430	Advertising: 8) Documentary & Ad Film Making

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.
 • Changes, if any, in the timetable shall be communicated on the University website.



Mumbai - 400 098.

17th August, 2026

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Dr. Pooja Raundale

Director

Board of Examinations & Evaluation

S. J. M.

Principal

Thakur Shyamnarayan Degree College
 90ft Road, Thakur Complex,
 Kandivali (E), Mumbai - 400 101.

Examination Chairperson

Thakur Shyamnarayan Degree College,
 90 Feet Road, Thakur Complex,
 Kandivali East, Mumbai-400 101

Non NED

University of Mumbai



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Winter 2026

EXAMINATION TIME TABLE

B.A. IN MULTIMEDIA & MASS COMMUNICATION (BAMMC) (CBCS) (R-2019-20)
(SEMESTER - VI)

Days and Dates	Time	Paper Code	Paper
Thursday, 22 October, 2026	02.30 p.m. to 05.00 p.m.	55321	Journalism: Discipline Related Generic: Digital Media
Thursday, 22 October, 2026	02.30 p.m. to 05.00 p.m.	55331	Advertising: Discipline Related Generic: Digital Media
Friday, 23 October, 2026	02.30 p.m. to 05.00 p.m.	55322	Journalism: Discipline Specific Electives : 1) Contemporary Issues
Friday, 23 October, 2026	02.30 p.m. to 05.00 p.m.	55332	Advertising: Discipline Specific Electives : 1) Advertising in Contemporary Society
Monday, 26 October, 2026	02.30 p.m. to 05.00 p.m.	55323	Journalism: 2) Lifestyle Journalism
Monday, 26 October, 2026	02.30 p.m. to 05.00 p.m.	55333	Advertising: 2) Brand Management
Tuesday, 27 October, 2026	02.30 p.m. to 05.00 p.m.	55324	Journalism: 3) Photo and Travel Journalism
Tuesday, 27 October, 2026	02.30 p.m. to 05.00 p.m.	55334	Advertising: 3) Media Planning & Buying
Wednesday, 28 October, 2026	02.30 p.m. to 05.00 p.m.	55325	Journalism: 4) Magazine Journalism
Wednesday, 28 October, 2026	02.30 p.m. to 05.00 p.m.	55335	Advertising: 4) Advertising & Sales Promotion
Thursday, 29 October, 2026	02.30 p.m. to 05.00 p.m.	55326	Journalism: 5) Sports Journalism
Thursday, 29 October, 2026	02.30 p.m. to 05.00 p.m.	55336	Advertising: 5) Rural Marketing & Advertising
Friday, 30 October, 2026	02.30 p.m. to 05.00 p.m.	55327	Journalism: 6) Crime Reporting
Friday, 30 October, 2026	02.30 p.m. to 05.00 p.m.	55337	Advertising: 6) Retailing & Merchandising
Saturday, 31 October, 2026	02.30 p.m. to 05.00 p.m.	55328	Journalism: 7) Fake News and Fact Checking
Saturday, 31 October, 2026	02.30 p.m. to 05.00 p.m.	55338	Advertising: 7) Entertainment & Media Marketing
Monday, 2 November, 2026	02.30 p.m. to 05.00 p.m.	55329	Journalism: 8) Television Journalism
Monday, 2 November, 2026	02.30 p.m. to 05.00 p.m.	55339	Advertising: 8) Television Program Production

Mumbai - 400 098.

17th August, 2026

Bhramy

Examination Chairperson

Thakur Shyamnarayan Degree College,
90 Feet Road, Thakur Complex,
Kandivali East, Mumbai-400 001



Pooja Raundale
Dr. Pooja Raundale

Director

Board of Examinations & Evaluation

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Principal

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Kandivali (E), Mumbai - 400 101.