

KISHINCHAND CHELLARAM COLLEGE

Churchgate, Mumbai

University Summer Session 2020

ATKT THEORY ONLINE EXAM TIME TABLE

Semester I

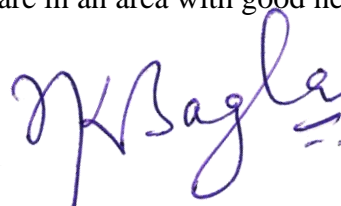
M.A.(Entertainment, Media & Advertising) (CBCS)

Day	Date	Start Time	End Time	Paper Code	Paper Name	Mark
Monday	28 th Sep 2020	11.00 am	12.00 noon	63305	Overview I: Print, Radio, Television and Advertising	50
Tuesday	29 th Sep 2020	11.00 am	12.00 noon	63306	Overview II: Film, Digital, Events, Gaming & Animation	50
Wednesday	30 th Sep 2020	11.00 am	12.00 noon	63307	Media Communication Theories	50
Thursday	1 st Oct 2020	11.00 am	12.00 noon	63308	Media Management	50

Note:

1. The above online Examination will be conducted only for MAEMA Semester I students.
2. The exam will be held online, the link will be sent to students 30 minutes before commencement of examination.
3. As per University guidelines the paper will be of 50 marks consisting of MCQs and or subjective questions.
4. Students are required to use Seat Numbers given by University (already shared on group).
5. College will guide students by conducting mock/practice test prior to the examination and the Demo will be put up on the website.
6. Please ensure that while attempting the exam you are in an area with good network coverage to avoid technical issues.

Date: 19th September 2020



Dr.Hemlata K. Bagla
Principal



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ATKT THEORY ONLINE EXAM TIME TABLE

Semester III

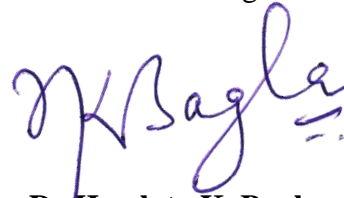
M.A.(Entertainment, Media & Advertising) (CBCS)

Day	Date	Start Time	End Time	Paper Code	Paper Name	Mark
Saturday	3 rd Oct 2020	11.00 am	12.00 noon	27601	Film and Television: Broadcast Business Management	50
Saturday	3 rd Oct 2020	11.00 am	12.00 noon	27602	Advertising and Marketing Communication: Account Planning & Management	50
Monday	5 th Oct 2020	11.00 am	12.00 noon	27603	Film and Television: Film Production & Content pipeline	50
Monday	5 th Oct 2020	11.00 am	12.00 noon	27604	Advertising and Marketing Communication: Consumer Behaviour	50
Tuesday	6 th Oct 2020	11.00 am	12.00 noon	27605	Film and Television: An Orientation to New Media Technologies	50
Tuesday	6 th Oct 2020	11.00 am	12.00 noon	27606	Advertising and Marketing Communication: Management, Events and Live Media	50
Wednesday	7 th Oct 2020	11.00 am	12.00 noon	27607	Film and Television: Television & Radio Production & programming	50
Wednesday	7 th Oct 2020	11.00 am	12.00 noon	27608	Advertising and Marketing Communication: Advertising Agency Structure & Management	50
Thursday	8 th Oct 2020	11.00 am	12.00 noon	27609	Film Distribution and Marketing	50
Thursday	8 th Oct 2020	11.00 am	12.00 noon	27610	Advertising and Marketing Communication: Media Planning And Buying	50

Note:

1. The above online Examination will be conducted only for MAEMA Semester III students.
2. The exam will be held online, the link will be sent to students 30 minutes before commencement of examination.
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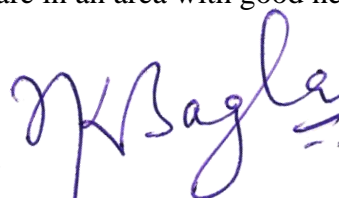
Semester I

M.A.(Communication & Journalism) (CBCS)

Day	Date	Start Time	End Time	Paper Code	Paper Name	Mark
Monday	28 th Sep 2020	11.00 am	12.00 noon	63501	Communication Theory	50
Tuesday	29 th Sep 2020	11.00 am	12.00 noon	63502	Media Economics	50
Wednesday	30 th Sep 2020	11.00 am	12.00 noon	63504	Media Criticism	50

Note:

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Semester III

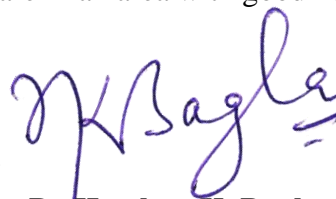
M.A.(Communication & Journalism) (CBCS)

Day	Date	Start Time	End Time	Paper Code	Paper Name	Mark
Saturday	3 rd Oct 2020	11.00 am	12.00 noon	27805	Public Relation in Public & Private Sector	50
Monday	5 th Oct 2020	11.00 am	12.00 noon	27808	Sports Journalism	50
Tuesday	6 th Oct 2020	11.00 am	12.00 noon	27812	Multimedia Production	50

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