

University of Mumbai

**3180661**

Winter 2026

EXAMINATION TIME TABLE

PROGRAMME - B.A. (Multimedia and Mass Communication) (SEMESTER V) (NEP-2020)

Days and Dates	Time	Paper Code	Paper
Major Subject			
Monday, 19 October, 2026	10:30 a.m. to 12:30 p.m.	1465111	Media Planning & Buying (4CR)
Wednesday, 21 October, 2026	10:30 a.m. to 12:30 p.m.	1465113	Brand Management (4CR)
Thursday, 22 October, 2026	10:30 a.m. to 11:30 a.m.	1465112	Strategic Copywriting (2CR)
Elective Subject			
Friday, 23 October, 2026	10:30 a.m. to 12:30 p.m.	1465114	Consumer Behaviour (4CR)
Friday, 23 October, 2026	10:30 a.m. to 12:30 p.m.	1465115	Direct Marketing & E-Commerce (4CR)
Minor Subject			
Monday, 26 October, 2026	10:30 a.m. to 12:30 p.m. (for 4CR) 10:30 a.m. to 11:30 a.m. (for 2CR)		Minor

Important Note: • The candidates appearing for the examination should report 30 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.
- Kindly refer Minor Subject Timetable for minor paper.

y. raundale

Mumbai - 400 098.
21st September, 2026.

Dr. Pooja Raundale
Director
Board of Examinations & Evaluation

ST-