



LSRC/BMM SEM IV ATKT/2020-21/211

16/09/2020

PROGRAMME- BACHELOR OF MASS MEDIA
SEMESTER IV ATKT EXAM

DAY AND DATE	TIME	PAPER/SUBJECT
FRIDAY, 25 TH SEPTEMBER 2020	11:00 AM TO 12:00 PM	PRINT PRODUCTION AND PHOTOGRAPHY
TUESDAY, 29 TH SEPTEMBER 2020	11:00 AM TO 12:00 PM	MASS MEDIA RESEARCH

IMPORTANT NOTES:

1. Examinations will be conducted online.
2. The candidates appearing for the online examination should be ready 15 minutes prior to commencement of examination-
3. Ensure the consistent Internet supply, well before the start of examination. Requirement of minimum of **2 GB** internet data of per examination/day
4. Further instructions, if any will be displayed on website prior to commencement of examinations.
5. In case of any technical difficulty arises while appearing in the examination which may lead discontinuation of online examination, student concern should inform by calling HELPLINE NO **+91 9321528204** and also to send an email stating details at helpline.exam@lsraheja.org Complaint/s reported late or after the examination, may not be accepted.
6. Students should ensure proper working of the device well in time (laptop/desktop/mobile/ I-pad) for appearing online examination.

(Ms KAVITA MAKHIJA)
COORDINATOR

(Dr. DEBAJIT SARKAR)
PRINCIPAL





LSRC/BMM SEM V ATKT/2020-21/211

16/09/2020

**PROGRAMME- BACHELOR OF MASS MEDIA
SEMESTER V ATKT EXAM (ADVERTISING)**

DAY AND DATE	TIME	PAPER/SUBJECT
FRIDAY, 25th SEPTEMBER 2020	11.00AM TO 12.00PM	COPYWRITING
SATURDAY, 26 TH SEPTEMBER 2020	11.00AM TO 12.00PM	ADVERTISING IN CONTEMPORARY SOCIETY
MONDAY, 28 TH SEPTEMBER 2020	11.00AM TO 12.00PM	CONSUMER BEHAVIOUR
TUESDAY, 29 TH SEPTEMBER 2020	11:00 AM TO 12:00 PM	BRAND BUILDING
WEDNESDAY, 30 TH SEPTEMBER 2020	11:00 AM TO 12:00 PM	MEDIA PLANNING

**PROGRAMME- BACHELOR OF MASS MEDIA
SEMESTER V ATKT EXAM (JOURNALISM)**

DAY AND DATE	TIME	PAPER/SUBJECT
FRIDAY, 25th SEPTEMBER 2020	11.00AM TO 12.00PM	INDIAN REGIONAL JOURNALISM
SATURDAY, 26 TH SEPTEMBER 2020	11.00AM TO 12.00PM	Journalism and Public Opinion
MONDAY, 28 TH SEPTEMBER 2020	11.00AM TO 12.00PM	Editing

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