



LSRC/BMM SEM VI ATK/2020-21/211

17/09/2020

PROGRAMME- BACHELOR OF MASS MEDIA
SEMESTER VI REGULAR EXAM

DAY AND DATE	TIME	PAPER/SUBJECT
MONDAY, 5 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Advertising: Advertising and Marketing Research
MONDAY, 5 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Journalism: Press Laws and Ethics
TUESDAY, 6 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Advertising: Legal Environment and Advertising Ethics
TUESDAY, 6 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Journalism: Broadcast Journalism
WEDNESDAY, 7 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Advertising: Financial Management for Marketing and Advertising
WEDNESDAY, 7 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Journalism: Business & Magazine Journalism
THURSDAY, 8 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Advertising: Digital Media
THURSDAY, 8 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Journalism: Digital Media
FRIDAY, 9 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Advertising: Agency Management
FRIDAY, 9 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Journalism: Issues of Global Media
SATURDAY, 10 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Advertising: The Principles and Practice of Direct Marketing
SATURDAY, 10 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Journalism: News Media Management
MONDAY, 12 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Advertising: Contemporary Issues
MONDAY, 12 TH OCTOBER 2020	12:00 PM TO 1:00 PM	Journalism: Contemporary Issues

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 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. DEBJIT SARKAR)
PRINCIPAL

