



ISO Certified 9001-2015

SADHANA EDUCATION SOCIETY'S
(Registered under society's act of 1860 & Bombay Public Trust Act 1950)
Linguistic (Gujarati) Minority

L. S. RAHEJA COLLEGE OF ARTS & COMMERCE

Estd : 1989

NAAC ACCREDITED B++ (3rd Cycle)

Relief Road, Santacruz (W), Mumbai - 400 054, Email: registrar@lsraheja.org
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"AUTONOMOUS"

LSRC/EXAM/BAMMC/REG/SEM V SH24/2024-25/3048

Date : 04.09.2024

TIME TABLE OF SEMESTER V REGULAR OCTOBER 2024

(APPLICABLE TO THE AUTONOMOUS TY 2024-25 BATCH ONLY)

PROGRAMME- BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

| DAY AND DATE | TIME | PAPER/SUBJECT (ADVERTISING) | PAPER/SUBJECT (JOURNALISM) |
|--|-------------------------|---|---|
| THURSDAY, 03 RD OCTOBER 2024 | 11.00 AM TO 01.30 PM | AGENCY MANAGEMENT | BUSINESS AND FINANCIAL JOURNALISM |
| FRIDAY, 04 TH OCTOBER 2024 | 11.00 AM TO 01.30 PM | GLOBALIZATION AND INTERNATIONAL ADVERTISING | GLOBAL MEDIA AND CONFLICT RESOLUTION |
| SATURDAY, 05 TH OCTOBER 2024 | 11.00 AM TO 01.30 PM | COPYWRITING | MOBILE JOURNALISM & NEWS MEDIA |
| MONDAY, 07 TH OCTOBER 2024 | 11.00 AM TO 01.30 PM | CONSUMER BEHAVIOUR | INVESTIGATIVE JOURNALISM |
| TUESDAY, 08 TH OCTOBER 2024 | 11.00 AM TO 01.30 PM | DIRECT MARKETING & E- COMMERCE | NEWS MEDIA MANAGEMENT |
| WEDNESDAY, 09 TH OCTOBER 2024 | 11.00 AM TO 01.30 PM | ADVERTISING AND MARKETING RESEARCH | REPORTING |

IMPORTANT NOTES:

1. The candidates appearing for the examination should report 30 minutes prior to commencement of examination.
2. ID card and Hall Ticket is compulsory.

Kavita
(MS. KAVITA MAKHIJA)
BAMMC COORDINATOR

Seema
(DR. SEEMA UKIDVE)
CONVENOR

Debjit
(DR. DEBAJIT SARKAR)
PRINCIPAL

BOARD OF EXAMINATION AND EVALUATION

