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TILAK MAHARASHTRA VIDYAPEETH, PUNE
M.A in Mass Communication/ Advertising and PR/ Photography
EXAMINATION: JANUARY - 2022

TIME TABLE

Theory Examination

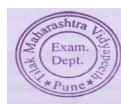
Day & Date	Semester - III (Time: - 10.00 am to 12.00 noon)		Semester - I (Time: - 2.00 pm to 4.00 pm)	
	Subject	Code	Subject	Code
Monday 17/1/2022	Photo Journalism	MAMC18-301/MAPH18-301	Film Appreciation	MAMC18-104/MADPR18-104/MAPH18-104
	Copy Writing & Advertisement for Print	MADPR8-301		
Tuesday 18/1/2022	Media Planning & Web Marketing	MAMC18-302	-----	-----
	Writing & Advertising Production TV, Radio Internet	MADPR18-302		
	Genres of Photography	MAPH18-302		
Wednesday 19/1/2022	Advertising & Public Relation	MAMC18-303	-----	-----
	Advertising Appeals	MADPR8-303		
	E-Commerce Photography	MAPH 20-303		
Thursday 20/1/2022	National & International News	MAMC18-304	-----	-----
	Glamour of Advertising	MADPR8-304		
	Fashion & Advertising Photography	MAPH18-304		
	Advertising Photography	MAPH18-305		
Friday 21/1/2022	Broadcast Journalism	MAMC18-305	-----	-----
	Role of PR & PR Tools	MADPR8-305		
Saturday 22/1/2022	Entrepreneurship Development (Time 10:00 am to 11:00 pm)	MAMC18-306/MADPR18-306/MAPH18-307	-----	-----
	Indological Studies (Time 10:00 am to 11:00 pm)	MAMC18-307/MADPR18-307/MAPH18-306		

	Semester - II (Time: - 10.00 am to 12.00 noon)		Semester - IV (Time: - 2.00 pm to 4.00 pm)	
Day & Date	Subject	Code	Subject	Code
Monday 24/1/2022	Fundamentals of Advertising	MADPR18-201	Research Techniques	MAPH18- 401/MADPR18- 401/MAMC18-401
	New Media	MAMC18- 201/MAPH18-201		
Tuesday 25/1/2022	Print Journalism	MAMC18-202	-----	-----
	Business of Advertising & Types of Ad	MADPR18-202	-----	-----
	Basics of Camera	MAPH18-202	-----	-----
Thursday 27/1/2022	Media Selection & Planning	MADPR18-203	-----	-----
	Feature Writing	MAMC18-203	-----	-----
	Basic Light techniques	MAPH18-203	-----	-----
Friday 28/1/2022	Video Production	MAMC18-204	-----	-----
	Creativity in advertising	MADPR18-204	-----	-----
	Design & Composition	MAPH18-204	-----	-----
Saturday 29/1/2022	Development Communication	MAMC18-205	-----	-----
	PR Concepts & Functions	MADPR18-205	-----	-----
	Camera & Software	MAPH18-205	-----	-----
Monday 31/1/2022	Travel & Tourism (Time: 10:00 am to 11:00 pm)	MAMC18- 206/MADPR18-206/ MAPH18-206	-----	-----

Examination Center: Tilak Maharashtra Vidyapeeth, Mukundnagar, Gultekdi, Pune 411037.

INSTRUCTIONS:

- Examination centre once selected cannot be changed in any circumstances.
- For Repeaters - Repeaters should appear for their backlogs as per the time - table of that particular paper/s. For backlog papers seat no. will be the same.
- A candidate should be present at the examination center on the first day 30 minutes before and on the remaining days 15 minutes before the examination starts.
- N/o candidate will be allowed to enter the examination hall 30 minutes after the examination starts.
- All the details on the cover page of the answer book should be filled up carefully.
- Examination Seat Number, Subject Code mentioned on the Hall Ticket attached herewith should be written carefully on the Answer book.
- Documents such as Hall Ticket, Identity Card, and Receipt of Fees etc. are to be carried along and presented at the time of the examination.
- Seating arrangement will be displayed at the Examination Centre.
- Separate passing is essential for both Internal Assessment and Annual Examination (External Assessment.)
- Warning against Mal - practices: Vidyapeeth authorities are empowered to take strict action against any kind of mal-practices at the time of examination. Police action may also be taken under the Maharashtra Prevention of Mal - practices at Vidyapeeth, Board and other Specified Examinations Act 1982.
- Cell phones are not allowed in the examination hall.
- Wearing a Mask and carrying own Sanitizer in the examination hall is compulsory.



Pune : 411037.

Date : 20.12.2021

Acting Registrar