



NEW 40:60

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**M.A (MASS COMMUNICATION) (257)**  
**MAMC (ADVERTISING & PR) (364)**

**EXAMINATION: MAY - 2024**

**TIME TABLE**  
**(Batch 2023-2024) Theory Examination**

SEMESTER – II Time: 10:00 am to 12:00 pm			SEMESTER – I Time: 2:00 pm to 4:00 pm	
Day/Date	Subject	Code	Subject	Code
Wednesday 8/5/2024	TV/Radio Production (Content & Presentation for Media)	MAMC 22-202	Communication Theory & Practices	MADPR 22-101/ MAMC 22-101
	Digital PR and Marketing	MADPR 22-201		
Thursday 9/5/2024	Editing for Multimedia	MAMC 22-203	Video Production	MADPR 22-103/ MAMC 22-103
	Creative Communication-Design Concepts & Process	MADPR 22-202		
Friday 10/5/2024	Broadcast Journalism	MAMC 22-204	Media Laws & ethics	MADPR 22-104/ MAMC 22-104
	Media Selection & Planning	MADPR 22-203		
Saturday 11/5/2024	Writing for Media	MAMC 22-205	Integrated Marketing Communication	MADPR 22-105
	Marketing Research for Advertising & PR	MADPR 22-204		
Tuesday 14/5/2024	Film Appreciation (Time: 10:00 am to 11:00 am)	MAMC 22-206	-----	-----
	Business of Advertising	MADPR 22-205	-----	-----
Wednesday 15/5/2024	Communication & Plastic Arts (Time: 10:00 am to 11:00 am)	MAMC 22-207	-----	-----
	Ad Production (Print/Audio)	MADPR 22-206	-----	-----

**Examination Center: Tilak Maharashtra Vidyapeeth, Mukundnagar, Gultekdi, Pune -37.**

**P.T.O**

## **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: 411 037.**

**Date: 15/04/2024**



**Acting Registrar**



**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**M.A (MASS COMMUNICATION) 257**  
**MAMC (ADVERTISING & PR) 364**  
**MAMC (PHOTOGRAPHY) 363**  
**THEORY EXAMINATION: MAY- 2024**

**TIME TABLE**  
**(Batch –2022-2023) Theory Examination)**

Semester - IV (Time: - 10.00 am to 12.00 pm)			Semester - III (Time: - 2.00 pm to 4.00 pm)	
Day & Date	Subject	Code	Subject	Code
Wednesday 8/5/2024	Lokmanya Tilak & his Editorials (Time: 10 am to 11am)	MAMC/MAPH 22-403	Brand Management	MADPR 22-304
	Lokmanya Tilak- A Visionary (Time: 10 am to 11am)	MADPR 22-403		
Thursday 9/5/2024	Soft Skills (Time: 10 am to 11am)	MAMC/MAPH/MADPR 22-406	PR Campaign	MADPR 22-305
Friday 10/5/2024	Entrepreneurship Development (Time: 10 am to 11am)	MAMC/MAPH/MADPR 22-405	Event Management	MAMC 22-307/MADPR 22-306/MAPH 22-306

Semester - I (Time: - 10.00 am to 12.00 pm)			Semester - II (Time: - 2.00 pm to 4.00 pm)	
Day & Date	Subject	Code	Subject	Code
Saturday 11/5/2024	Communication Theory & Practices	MAPH 22-101	Creative Communication-Design Concepts & Process	MADPR 22-202
	Video Production	MADPR 22-103		
Tuesday 14/5/2024	Public Relations: Principles & Practices	MAPH 22-102	Marketing Research for Advertising & PR	MADPR 22-204
Wednesday 15/5/2024	Media Laws & Ethics	MAPH 22-104	-----	-----
Thursday 16/5/2024	Fundamentals of Photography	MAPH 22-105	-----	-----
Friday 17/5/2024	Advertising: Principles concept & Management	MAPH 22-106	-----	-----

**Examination Center: Tilak Maharashtra Vidyapeeth, Mukundnagar, Gultekdi, Pune-37**

P.T.O.

## 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: 411 037.**

**Date: 15/04/2024**



**Acting Registrar**



# TILAK MAHARASHTRA VIDYAPEETH, PUNE

M.A (MASS COMMUNICATION) 257

**THEORY EXAMINATION: MAY - 2024**

## TIME TABLE

(Batch – 2020-21) Theory Examination)

Day & Date	Semester – IV (Time: - 10.00 am to 12.00 pm)	
	Subject	Code
Wednesday 8/5/2024	Research Techniques	MAMC18-401
Thursday 9/5/2024	Lokmanya Tilak & his Editorials (10 am to 11 am)	MAMC18-405

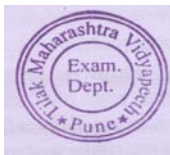
**Examination Center: Tilak Maharashtra Vidyapeeth, Mukundnagar, Gultekdi, Pune-37**

### 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: 411 037.

Date: 15/04/2024



Acting Registrar