



**SMT. MITHIBAI MOTIRAM KUNDNANI COLLEGE
OF COMMERCE AND ECONOMICS**

Vidyasagar Principal K.M. Kundnani Bandra Campus

Adv. NariGursahani Road, TPS-III, Off. Linking Road, Bandra (West), Mumbai -050

Re-Accredited "A" Grade by NAAC – 3rd Cycle (May 2017)

Permanently Affiliated to University of Mumbai

Recognized under Section 2(f) and 12(b) of UGC Act

Date: 30th August 2021

DEPARTMENT: BAMMC

NOTICE-SEM III & SEM V (ADV & JORNO)

INTERNAL EXAMINATION SECOND HALF 2021

All students are informed that Internal Assessment shall be conducted by the respective faculties as per the schedule given. It is necessary for all the students to appear for and complete the Internal Assessment for all the subjects of Sem III and Sem V (ADVERTISING & JOURNALISM) of Second Half 2021 before the due dates specified in the schedule given.

Sana Dhanani

BAMMC Coordinator



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INTERNAL EXAMINATION SECOND HALF 2021

CLASS & SEM: -SYBAMMC SEM 3

MARKS:20

REGULAR INTERNAL EXAM TIME TABLE SEPTEMBER 2021

| SR. NO. | DATE OF PRESENTATION GIVEN | DATE OF PRESENTATION SUBMISSION | SUBJECT | NAME OF FACULTY |
|----------------|-----------------------------------|--|------------------------------|------------------------|
| 1 | 25th Aug 2021 | 3rd & 6th Sept 2021 | Corporate Communication & PR | Kavita Makhija |
| 2 | 25th Aug 2021 | 15,16,17 Sept 2021 | Media Studies | Kavita Makhija |
| 3 | 26th Aug 2021 | 31st & 1st Sept 2021 | Computers | Gaurang Rajvadkar |
| 4 | 26th Aug 2021 | 8th Sept & 15 Sept 2021 | Film Communication -I | Chetan Mathur |
| 5 | 27th Aug 2021 | 15th Sept 2021 | Introduction To Photography | Arvind Parulekar |
| 6 | 27th Aug 2021 | 1st Sept 2021 | Electronic Media -I | Aparijita Deshpande |

ENCLOSURE: GUIDELINES & MODULE WISE TOPIC OF ALL PRESENTATIONS GIVEN ON MS TEAM CLASSROOMS.

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BAMMC Coordinator**



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INTERNAL EXAMINATION SECOND HALF 2021

CLASS & SEM: -TYBAMMC ADVERTISING SEM 5

MARKS:20

REGULAR INTERNAL EXAM TIME TABLE SEPTEMBER 2021

| SR. NO. | DATE OF PRESENTATION GIVEN | DATE OF PRESENTATION SUBMISSION | SUBJECT | NAME OF FACULTY |
|---------|----------------------------|---------------------------------|---|------------------|
| 1 | 26th Aug 2021 | 06/09/21 & 09/09/21 | Advertising & Marketing Research | Sharon Menezes |
| 2 | 26th Aug 2021 | 07/09/21 & 08/09/21 | Copywriting | Saloni Khanderia |
| 3 | 27th Aug 2021 | 07/09/21 & 08/09/21 | Globalisation & International Advertising | Kavita Makhija |
| 4 | 27th Aug 2021 | 07/09/21 & 16/09/21 | Consumer Behaviour | Sana Dhanani |
| 5 | 28th Aug 2021 | 16/09/21 & 17/09/21 | Agency Management | Lubna Lakdawala |
| 6 | 28th Aug 2021 | 17/09/21 & 18/09/21 | Direct Marketing | Tanay Iyer |

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INTERNAL EXAMINATION SECOND HALF 2021

CLASS & SEM: -TYBAMMC JOURNO SEM V

MARKS:20

REGULAR INTERNAL EXAM TIME TABLE SEPTEMBER 2021

| SR. NO. | DATE OF PRESENTATION GIVEN | DATE OF PRESENTATION SUBMISSION | SUBJECT | NAME OF FACULTY |
|----------------|-----------------------------------|--|------------------------------------|------------------------|
| 1 | 25nd Aug 2021 | 6 th Sept 2021 | Business & Finance Journalism | Amriteshwar Mathur |
| 2 | 25rd Aug 2021 | 6th Sept 2021 | Global Media & Conflict Management | Renu Nauriyal |
| 3 | 26th Aug 2021 | 8th Sept 2021 | Reporting | Dipta Joshi |
| 4 | 26th Aug 2021 | 9th Sept 2021 | Mobile Journalism | Tejasvi Khatri |
| 5 | 27th Aug 2021 | 6th Sept 2021 | Investigative Journo | Aparijita Deshpande |
| 6 | 27th Aug 2021 | 8th Sept 2021 | Journalism & Public Opinion | Urvi Parekh |

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BAMMC Coordinator**

