



# VIVEK EDUCATION SOCIETY'S VIVEK COLLEGE OF COMMERCE

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PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI, ACCREDITED BY NAAC

Date: 21 APRIL 2021

## BACHELOR IN MASS MEDIA

### TYBMM SEM VI REGULAR / ATKT SEMESTER END

#### EXAM TIMETABLE MAY 2021

DATE	DAY	TIME	TYBMM
6 <sup>th</sup> May 2021	Thursday	11 am – 12.00 noon	FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING
7 <sup>th</sup> May 2021	Friday	11 am – 12.00 noon	THE PRINCIPLES & PRACTICE OF DIRECT MARKETING
8 <sup>th</sup> May 2021	Saturday	11 am – 12.00 noon	AGENCY MANAGEMENT
10 <sup>th</sup> May 2021	Monday	11 am – 12.00 noon	ADVERTISING AND MARKETING RESEARCH
11 <sup>th</sup> May 2021	Tuesday	11 am – 12.00 noon	LEGAL ENVIRONMENT & ADVERTISING ETHICS
12 <sup>th</sup> May 2021	Wednesday	11 am – 12.00 noon	CONTEMPORARY ISSUES
13 <sup>th</sup> May 2021	Thursday	11 am – 12.00 noon	DIGITAL MEDIA

**Dr. Vijetha Shetty**  
Principal  
Vivek College of Commerce

