

**RAMNIRANJAN JHUNJHUNWALA COLLEGE, GHATKOPAR (W),  
MUMBAI - 400 086 (AUTONOMOUS)**

**SEMESTER - III REGULAR EXAMINATIONS JANUARY - 2021**

**TIME TABLE FOR MAEMA & MCOM SEMESTER III REGULAR EXAMINATIONS - JANUARY - 2021**

<b>DAY &amp; DATE</b>	<b>MAEMA (SEM - III) (9:00am to 09:40am)</b>	<b>MCOM (SEM - III) (6:00pm to 07:00pm)</b>	<b>DAY &amp; DATE</b>
12/01/2021 TUESDAY	PAPER - 1 ADV: ACCOUNT PLANNING AND MANAGEMENT  FILM: BROADCAST BUSINESS MANAGEMENT	-	12/01/2021 TUESDAY
14/01/2021 THURSDAY	PAPER - 2 ADV: CONSUMER BEHAVIOUR  FILM: FILM PRODUCTION & CONTENT PIPELINE	PAPER - 1 ACC: ADVANCED FINANCIAL ACCOUNTING  B. MGT : HUMAN RESOURCE MANAGEMENT	14/01/2021 THURSDAY
16/01/2021 SATURDAY	PAPER - 3 ADV: ADVERTISING & STRATEGIC BRAND MANAGEMENT  FILM: AN ORIENTATION TO NEW MEDIA TECHNOLOGIES	PAPER - 2 ACC: ADVANCED COST ACCOUNTING  B. MGT : RURAL MARKETING	16/01/2021 SATURDAY
18/01/2021 MONDAY	PAPER - 4 ADV: ADVERTISING AGENCY STRUCTURE & MANAGEMENT  FILM: TELEVISION & RADIO PRODUCTION & PROGRAMMING	PAPER - 3 ACC: ADVANCED AUDITING  B. MGT : ENTREPRENEURIAL MANAGEMENT	18/01/2021 MONDAY
20/01/2021 WEDNESDAY	PAPER - 5 ADV: MEDIA PLANNING & BUYING  FILM: FILM DISTRIBUTION AND MARKETING	PAPER - 4 ACC: DIRECT TAX	20/01/2021 WEDNESDAY

\* Examination Mode : **ONLINE, MCQ Format**

\* Total Marks **60**

\* Students should contact their respective **Department HOD/ Co-ordinator** for further detailed Instructions

\* **MCOM** : 30 MCQ / 60 Marks / 60 Mins

\* **MAEMA**: 30 MCQ / 60 Marks / 40 Mins.