



R. J. COLLEGE of Arts, Science & Commerce (Empowered Autonomous)

(Hindi Vidya Prachar Samiti's **RAMNIRANJAN JHUNJHUNWALA COLLEGE** of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai - 400086, Maharashtra, INDIA.

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College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to **UNIVERSITY OF MUMBAI** || **NAAC Re-Accredited 'A' Grade (CGPA: 3.10)**

Date: 18 July 2026

BAMMC Department					
Academic Year: 2026-2027					
INTERNAL ASSESSMENT 1					
Semester I III and V					
FYBAMMC - SEMESTER I					
Date & Day	Time	Subject Code	Subject	Marks	Mode
30th July, 2026 Thursday	08:00 AM- 08:30 AM	RJMAJBAMMC111	Fundamentals of Mass Communication	15	Written
	08:30 AM - 09:00 AM	RJMAJBAMMC112	Introduction to History of Media	15	Written
31st July, 2026 Friday	08:00 AM- 08:40 AM	RJAEGBAMMC111	Effective Communication Skills -I	20	Written
	08:40 AM - 09:20 AM	RJOECBAMMC111	Principles Of Management	20	Written
1st August, 2026 Saturday	08:00 AM- 08:40 AM	RJVSCBAMMC111	Elements of Visual Communication	20	Written
	08:40 AM - 09:20 AM	RJVECBAMMC111	Environmental Studies	20	Written
3rd August, 2026 Monday	08:00 AM- 08:40 AM	RJIKSBAMMC111	Ancient Indian Communication and Culture	20	Written
SYBAMMC - SEMESTER III					
Date & Day	Time	Subject Code	Subject	Marks	Mode
30th July, 2026 Thursday	08:00 AM- 08:30 AM	RJMAJBAMMC231	Electronic Media I	15	Written
	08:30 AM - 09:00 AM	RJMAJBAMMC232	Coporate Communication and Public Relations	15	Written
31st July, 2026 Friday	08:00 AM- 08:40 AM	RJMAJBAMMC231	Media Studies	20	Written
	08:40 AM - 09:20 AM	RJMINBAMMC231	Film Communication - I	20	Written
1st August, 2026 Saturday	08:00 AM- 08:40 AM	RJOECBMS231	Organisational Behaviour	20	Written
	08:40 AM - 09:20 AM	RJVSCBAMMC231	Computers And Multimedia - I	20	Written
TYBAMMC (ADVERTISING) - SEMESTER V					
Date & Day	Time	Subject Code	Subject	Marks	Mode
30th July, 2026 Thursday	08:00 AM- 08:30 AM	RJDSCBAMMCAD351	Brand Building	15	Written
	08:30 AM - 09:00 AM	RJDSCBAMMCAD352	Consumer Behaviour	15	Written
31st July, 2026 Friday	08:00 AM- 08:30 AM	RJDSEBAMMCAD351	Copywriting	15	Written
	08:30 AM - 09:00 AM	RJMINBAMMCAD351	Direct Marketing & E-Commerce	15	Written
1st August, 2026 Saturday	08:00 AM - 10:00 AM	RJVSCBAMMCAD351	Advertising Design	20	Project Approvals

- 1) I- card is must for every candidate appearing for the examination.
- 2) The exams will be conducted via Written format in offline mode.
- 3) Students have to be present in class to attempt the exam.
- 4) Seating arrangement shall be given on the WhatsApp group prior to the exam.

Dr. Pooja Bhardwaj
BAMMC In- Charge

Major Pravin Nayak
COE



Dr. Himanshu Dawda
Principal

2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.05.2018)