

BHAVAN'S COLLEGE (AUTONOMOUS): ANDHERI (W), MUMBAI 400058

Time Table for candidates appearing for OCT – 2023 Examinations:

(AUTONOMOUS CATEGORY CANDIDATES)

(For REGULAR/ ATKT / REPEATERS Candidates)

T.Y. BAMMC (Advertising) Semester-V Examination

Date	Time	Name of Subject
11/10/2023 Wednesday	10:30 AM – 12.30 PM	COPYWRITING (Old and revised)
12/10/2023 Thursday	10:30 AM – 12.30 PM	ADVERTISING AND MARKETING RESEARCH (Old and revised)
13/10/2023 Friday	10:30 AM – 12.30 PM	BRAND BUILDING (Old and revised)
14/10/2023 Saturday	10:30 AM – 12.30 PM	AGENCY MANAGEMENT (Old and revised)
16/10/2023 Monday	10:30 AM – 12.30 PM	SOCIAL MEDIA MARKETING (Old and revised)
17/10/2023 Tuesday	10:30 AM – 12.30 PM	CONSUMER BEHAVIOUR (Old and revised)

Instructions to all the candidates appearing for their Regular / ATKT / Repeaters Examination:

1. All examinations shall be conducted **offline** in the college premises as per the seating arrangement to be displayed on the notice board in due course of time. Regular students must carry their duly signed identity card. ATKT / Repeater candidates who have applied and paid fees for the examinations, are required to collect the hall tickets from the college office as and when notified before the commencement of the examinations. They must carry the hall ticket, duly attested by the college, during examinations.
2. During the exam session in exam hall a student must NOT possess any electronic programmable gadgets like mobile, Bluetooth, calculators etc.
3. All examinations shall be of 60 marks and 2-hour duration.
4. **For regular students the question papers shall be based on the syllabus taught during this academic year 2023 – 24.**
5. **For ATKT / Repeaters candidates: the question papers shall be based on the syllabus taught during this academic year 2022 – 23.**
6. ATKT / Repeaters candidates are required to contact the Department Heads / Coordinators about the paper pattern of the question papers and detailed syllabus in view of examinations being conducted offline. (No MCQ pattern any more)
7. ATKT / Repeaters candidates, who have failed in internal components (CIA)/PRACTICAL, are required to contact the respective teachers/Department Heads/ Coordinators for 40 marks project work/schedule of the practical examinations.

Convener

Controller of Examinations

Principal

Date: 15/09/2023