

UNIVERSITY OF PUNE



Examination Circular No. 59 of 2012

Programme of the Master of Arts (Mass Communication & Journalism) (Annual Pattern) Examination, May, 2012

1. Candidates are required to be present at the respective place of examination fifteen minutes before the time of the first paper and ten minutes before the time of each subsequent paper.
2. Candidates are forbidden from taking any material into the examination hall that can be used for malpractice at the time of examination.
3. Candidates are requested to see the Notice-Board at their place of examination regularly for changes if any that may be notified later in the programme.
4. No request for any special concession such as a change in time or any day fixed for the University Examination, on religious or any other ground shall be granted.
5. The Centres and Places of the examination will be as follows :

Centres

PLACE

PUNE :

Modern College of Arts, Science & Com., Shivajinagar, Pune-411 005.
(The students of – **1)** Institute of Science Poona's College of Computer Sciences, Wakad, Pune, **2)** St. Mira's College of Girls, Koregaon Park, Pune, **3)** Marathwada Mitra Mandal's College of Commerce, Pune, **4)** MAEER's M.I.T. College of Arts Sci. & Com. College Pune , and **5)** Abasaheb Garware College of Arts & Sci. Pune also)

NASIK:

1) H.P.T. Arts & R.Y.K. Science College, Nasik.(The students of Bhonsala Military College, Nasik also)
2) K.T.H.M.College of Arts, Science & Commerce, Nasik.

6. The written examination will be conducted in the following order :

DAY AND DATE	First Year Subject TIME: 11.00 A.M. TO 1.00 P.M.	Second Year Subject TIME : 3.00 P.M.TO 5.00 P.M.
Thursday 03.05.2012	Paper-I : Principles of Communication and Mass Communication *TIME : 11.00 A.M. TO 2.00 P.M.	Paper-I : Advance Reporting & Editing *TIME : 3.00 P.M .TO 6.00 P.M.
Friday, 04.05.2012	Paper-II : Development of Media	Paper-II : Radio Journalism & Production
Saturday, 05.05.2012	Paper-III : News Reporting and Writing	Paper-III : Television Journalism & Production
Monday, 07.05.2012	Paper-IV : Editing	Paper-IV: Applied Marketing & Corporate Communication
Tuesday, 08.05.2012	Paper-V :Writing for Print Media	Paper-V : Communication Research *TIME : 3.00 P.M. TO 6.00 P.M.

*** PLEASE NOTE THE TIMING**

[P.T.O.]

DAY AND DATE	First Year Subject TIME: 11.00 A.M. TO 1.00 P.M.	Second Year Subject TIME : 3.00 P.M.TO 5.00 P.M.
Friday, 11.05.2012	Paper-VI : Introduction to Electronic Media *TIME: 11.00 A.M. TO 2.00 P.M.	Paper-VI : Current Affairs
Saturday, 12.05.2012	Paper-VII : Marketing and Corporate Communications (Advertising and Public Relations)	Paper-VII: Development Communication
Monday, 14.05.2012	Paper-VIII : Marathi Journalism <u>OR</u> Magazine Journalism	Paper-VIII : (a) Media & Society (b) Business, Financial & Industrial Journalism (c) Film Appreciation
Tuesday, 15.05.2012	Paper- IX : Current Affairs	-----
Wednesday, 16.05.2012	Paper-X : Media Law and Ethics	-----
Thursday, 17.05.2012	Paper-XI : Media Management and Production	-----

*** PLEASE NOTE THE TIMING**

Ganeshkhind.
Pune- 411007.
Ref. No. XCT/396
Date: 04.04.2012

Dr. (Capt) C.M.Chitale
Controller of Examinations
(Additional Charge)
