



**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM &  
COMMUNICATION, BHOPAL  
DATE SHEET**

**REVISED**

**(Examination Programme for Theory Exams of May-June, 2017)**

**Applicable for Media Course :**

**MA(APR)/MA(MC)/MA(BJ)/MJ/MSc(EM)/MBA(EC/AMC/CC/STC/MM)/MA(MMC/AVC)/**

**MSc(MR/FP/NM/CC/BDA/ICS)/ MA(NMCD)**

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
1	Wednesday 24/05/2017	2MA(APR)1 (JULY -13, 14, 15 & 16) 0756 - PRINCIPLES AND PRACTICES OF PUBLIC RELATIONS	4MA(APR)1 (JULY -13, 14 & 15) 0766 - MASS MEDIA ETHICS AND LAWS 4MA(MMC/AVC)1 (JULY -13, 14 & 15) 8779 - MEDIA LAW & ETHICS
		2MA(MC)1 (JULY -13, 14, 15 & 16) 0706 - MASS COMMUNICATION PROCESS	4MA(MC)1 (JULY -13, 14 & 15) 0716 - ADVERTISING - PRINCIPLES AND PRACTICE
		2MSc(EM)1 (JULY -13, 14, 15 & 16) 0806 - TELEVISION JOURNALISM	4MSc(EM)1 (JULY -13, 14 & 15) 0816 - NEW MEDIA CONTENT PRESENTATION 4MSc(MR)1 (JULY -13, 14 & 15) 9786 - NEW MEDIA RESEARCH
		2MJ1 (JULY -13, 14, 15 & 16) 0731 - NEWSPAPER & NEWS MAGAZINES STRUCTURES & FUNCTIONS	4MJ1 (JULY -13, 14 & 15) 0741 - JOURNALISM RESEARCH
		2MA(BJ)1 (JULY -13, 14, 15 & 16) 0781 - INTRODUCTION TO SOCIO- ECONOMIC POLITY	4MA(BJ)1 (JULY -13, 14 & 15) 0791 - MEDIA LAW & ETHICS
		2MSc(FP)1(JULY -15 & 16) 9846-PLANNING AND WRITING FOR CINEMA	4MSc(FP)1 (JULY -15) 9856-FILM REGULATION
		2MSc(NM)1 (JULY -16) 9906-PRODUCTION PIPELINE 2MSc(CC)1(JULY -16) 9926-PROGRAMMING WITH JAVA 2MSc(BDA)1(JULY -16) 9946-PROGRAMMING WITH JAVA 2MSc(ICS)1(JULY -16) 9966-PROGRAMMING WITH JAVA 2MA(NMCD)1(JULY -15 & 16) 9876-EDITING OF MEDIA 2MSc(MR)1(JULY -13,14, 15 & 16) 9776-MEDIA RESEARCH DESIGNS	

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S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
	Wednesday 24/05/2017	<p>2MBA(MM, EC, AMC, CC)1 (JULY -13, 14, 15 &amp; 16) 0676 - FUNDAMENTALS OF MEDIA PRODUCTION</p> <p>2MA(MMC)1(JULY -13, 14, 15 &amp; 16) 8723-CONSUMER BEHAVIOR</p> <p>2MA(AVC)1 (JULY -13, 14, 15 &amp; 16) 8728-TELVISION JOURNALISM</p>	<p>4MBA(MM)1 (JULY -13, 14 &amp; 15) 0906 - MEDIA ENT. &amp; BUSINESS DEVELOPMENT</p> <p>4MBA(EC)1 (JULY -13, 14 &amp; 15) 0926 - ENTREPRENEURSHIP &amp; ENTERTAINMENT BUSINESS DEVELOPMENT</p> <p>4MBA(AMC)1 ((JULY -13, 14 &amp; 15) 0946 - ADVERTISING ENTREPRENEURSHIP &amp; BUSINESS DEVELOPMENT</p> <p>4MBA(CC)1 (JULY -13, 14 &amp; 15) 0966 - ENTERPRENEURSHIP &amp; BUSINESS PLANNING</p>
2	Thursday 25/05/2017	<p>2MA(APR)2 (JULY -13, 14, 15 &amp; 16) 0757 - PRINCIPLES AND PRACTICES OF MANAGEMENT</p> <p>2MA(MC)2 (JULY -13, 14, 15 &amp; 16) 0707 - ART &amp; CRAFT REPORTING (PRINT MEDIA)</p> <p>2MSc(EM)2 (JULY -13, 14, 15 &amp; 16) 0807 - RADIO JOURNALISM</p> <p>2MJ2 (JULY -13, 14, 15 &amp; 16) 0732 - NEWS : CONCEPTS, ELEMENTS &amp; TYPES</p> <p>2MA(BJ)2 (JULY -13, 14, 15 &amp; 16) 0782 - RADIO REPORTING</p> <p>2MSc(FP)2(JULY -15 &amp; 16) 9847-VISUALIZATION AND CINEMATOGRAPHY</p> <p>2MSc(NM)2 (JULY -16). 9907-ANIMATION TECHNOLOGY</p> <p>2MSc(CC)2(JULY -16) 9927-COMPUTER NETWORK</p> <p>2MSc(BDA)2(JULY -16) 9947- COMPUTER NETWORK</p> <p>2MA(NMCD)2 (JULY -15 &amp; 16) 9877-VISUAL CONTENT DESIGN FOR MEDIA</p> <p>2MSc(MR)2 (JULY -13,14, 15 &amp; 16) 9777-MEDIA RESEARCH METHODS</p>	<p>4MA(APR)2 (JULY -13, 14 &amp; 15) 0767 - MEDIA PLANNING</p> <p>4MA(MMC/AVC)2 (JULY -13, 14 &amp; 15) 8780 - CORPORATE SOCIAL RESPONSIBILITY &amp; COMMUNICATION FOR DEVELOPMENT</p> <p>4MA(MC)2 (JULY -13, 14 &amp; 15) 0717 - CORPORATE COMMUNICATION &amp; PUBLIC RELATIONS</p> <p>4MSc(EM)2 (JULY -13, 14 &amp; 15) 0817 - ADVERTISE PRESENTATION TV RADIO INTERNET AND MOBILE</p> <p>4MSc(MR)2 (JULY -13, 14 &amp; 15) 9787 - RESEARCH REPORT WRITING</p> <p>4MJ2 (JULY -13, 14 &amp; 15) 0742 - ADVERTISING &amp; PUBLIC RELATIONS</p> <p>4MA(BJ)2 (JULY -13, 14 &amp; 15) 0792 -ISSUES IDEAS AND CHALLENGES</p> <p>4MSc(FP)2 (JULY -15) 9857-FILM MANAGEMENT MARKETING AND EXHIBITION</p>

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
	Thursday 25/05/2017	2MBA(MM, EC, AMC, CC)2 (JULY -13, 14, 15 & 16) 0677 - MEDIA FINANCIAL MANAGEMENT & ACCOUNTING	4MBA(MM)2 (JULY -13, 14 & 15) 0907 - BRAND MANAGEMENT 4MBA(EC)2 (JULY -13, 14 & 15) 0927 - AUDIENCE SPECIFIC ENTERTAINMENT AND ANALYSIS 4MBA(AMC)2 (JULY -13, 14 & 15) 0947 - INTEGRATED MARKETING COMMUNICATION & CREATIVE ADVERTISING 4MBA(CC)2 (JULY -13, 14 & 15) 0967 - PRODUCTION FOR CORPORATE COMMUNICATION
		2MA(MMC)2 (JULY -13, 14, 15 & 16) 8724-DIGITAL MEDIA 2MA(AVC)2 (JULY -13, 14, 15 & 16) 8729-AUDIO VISUAL COMMUNICATION & PRODUCTION TECHNIQUES	
3	Friday 26/05/2017	2MA(APR)3 (JULY -13, 14, 15 & 16) 0758 - ADVERTISING MANAGEMENT	4MA(APR)3 (JULY -13, 14 & 15) 0768 - SPECIALIZED COPYWRITING 4MA(MMC/AVC)3 (JULY -13, 14 & 15) 8781 - MEDIA RESEARCH & PLANNING
		2MA(MC)3 (JULY -13, 14, 15 & 16) 0708 - RADIO PROGRAMME PRODUCTION	4MA(MC)3 (JULY -13, 14 & 15) 0718 - PROCESS OF MASS COMMUNICATION RESEARCH
		2MSc(EM)3 (JULY -13, 14, 15 & 16) 0808 - TELEVISION PROGRAMME PRODUCTION	4MSc(EM)3 (JULY -13, 14 & 15) 0818 - RESEARCH METHOD FOR ELECTRONIC MEDIA 4MSc(MR)3 (JULY -13, 14 & 15) 9788 - NEW TRENDS IN MEDIA RESEARCH
		2MJ3 (JULY -13, 14, 15 & 16) 0733 - EDITING : PRINCIPLES & PRACTICES	4MJ3 (JULY -13, 14 & 15) 0743 - DIVERSITY & WRITING FOR MEDIA
		2MA(BJ)3 (JULY -13, 14, 15 & 16) 0783 - TELEVISION REPORTING	4MA(BJ)3 (JULY -13, 14 & 15) <b>ELECTIVE (ANY ONE)</b> 0793 -A- BUSINESS JOURNALISM 0794 -B- DEVELOPMENT JOURNALISM 0795 -C- DEFENCE REPORTING 0796 -D- RURAL REPORTING 0797 -E- CRIME REPORTING

S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
	Friday 26/05/2017	<p>2MSc(FP)3(JULY -15 &amp; 16) 9848-PROCESS OF MASS COMMUNICATION</p> <p>2MSc(NM)3 (JULY -16) 9908-VEDIO PRODUCTION</p> <p>2MSc(CC)3 (JULY -16) 9928-DATABASE MANAGEMENT SYSTEM</p> <p>2MSc(BDA)3(JULY -16) 9948- DATABASE MANAGEMENT SYSTEM</p> <p>2MSc(ICS)2(JULY -16) 9967- COMPUTER NETWORK</p> <p>2MA(NMCD)3 (JULY -15 &amp; 16) 9878-ELEMENTS OF DESIGN</p> <p>2MSC(MR)3 (JULY -13,14, 15 &amp; 16) 9778-TOOLS &amp; TECHNIQUES OF RESEARCH</p>	<p>4MSc(FP)3 (JULY -15) 9858-SOCIETY CULTURE AND FILM</p>
		<p>2MBA(MM, EC, AMC, GC)3 (JULY -13, 14, 15 &amp; 16) 0678 - INTRODUCTION TO MARKETING MANAGEMENT</p> <p>2MA(MMC/AVC)3 (JULY -13, 14, 15 &amp; 16) 8725-MORDERN MANAGEMENT APPROACHES</p>	<p>4MBA(MM)3 (JULY -13, 14 &amp; 15) 0908 - MEDIA TECHNO PRODUCTION</p> <p>4MBA(EC)3 (JULY -13, 14 &amp; 15) 0928 - ENTERTAINMENT PROGRAMMING ON TV AND RADIO</p> <p>4MBA(AMC)3 (JULY -13, 14 &amp; 15) 0948 - CONSUMER BEHAVIOUR &amp; CUSTOMER RELATIONSHIP</p> <p>4MBA(CC)3 (JULY -13, 14 &amp; 15) 0968 - CORPORATE CONSUMER BEHAVIOUR &amp; CUSTOMER RELATIONSHIP MANAGEMENT</p>
4	Saturday 27/05/2017	<p>2MA(APR)4 (JULY -13, 14, 15 &amp; 16) 0759 - COMMUNICATION FOR DEVELOPMENT</p>	<p>4MA(APR)4 (JULY -13, 14 &amp; 15) 0769 - CORPORATE &amp; BUSINESS COMMUNICATION</p> <p>4MA(MMC/AVC)4 (JULY -13, 14 &amp; 15) 8782 - MEDIA EVENTS &amp; ENTERTAINMENT MANAGEMENT</p>
		<p>2MA(MC)4 (JULY -13, 14, 15 &amp; 16) 0709 - COMMUNICATION FOR DEVELOPMENT</p>	<p>4MA(MC)4 (JULY -13, 14 &amp; 15) 0719 - ISSUES ORIENTED WRITING</p>
		<p>2MSc(EM)4 (JULY -13, 14, 15 &amp; 16) 0809 - RADIO PROGRAMME PRODUCTION</p>	<p>-----</p>
		<p>2MJ4 (JULY -13, 14, 15 &amp; 16) 0734 - ROLE OF JOURNALISM IN PRE &amp; POST INDEPENDENCE ERA</p>	<p>4MJ4 (JULY -13, 14 &amp; 15) 0744 - BASIC PRINCIPLES OF MEDIA MANAGEMENT &amp; MARKETING</p>

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S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
	Saturday 27/05/2017	<p>2MA(BJ)4 (JULY -13, 14, 15 &amp; 16) 0784 - RADIO PROGRAMME PRODUCTION</p> <p>2MSc(FP)4 (JULY -15 &amp; 16) 9849-DRAMA AND AESTHETICS</p> <p>2MSc(NM)4 (JULY -16) 9909-ART AND CRAFT OF ONLINE WRITING</p> <p>2MSc(CC)4 (JULY -16) 9929-MANAGEMENT THEORY &amp; PRACTICES</p> <p>2MSc(BDA)4(JULY -16) 9949- MANAGEMENT THEORY &amp; PRACTICES</p> <p>2MA(NMCD)4 (JULY -15 &amp; 16) 9879-PSYCHOLOGY AND MEDIA</p> <p>2MSc(MR)4 (JULY -13,14, 15 &amp; 16) 9779-DATA ANALYSIS &amp; INTERPRETATION</p>	
		<p>2MBA(MM, EC, AMC, CC)4 (JULY -13, 14, 15 &amp; 16) 0679 - COMMUNICATION MANAGEMENT</p>	<p>4MBA(MM)4 (JULY -13, 14 &amp; 15) 0909 - EVENT MANAGEMENT</p> <p>4MBA(EC)4 (JULY -13, 14 &amp; 15) 0929 - EVENT MANAGEMENT</p>
		<p>2MA(MMC/AVC)4 (JULY -13, 14, 15 &amp; 16) 8726-RESEARCH METHODOLOGY</p>	<p>4MBA(AMC)4 (JULY -13, 14 &amp; 15) 0949 - EVENT AND RETAILMANAGEMENT</p> <p>4MBA(CC)4 (JULY -13, 14 &amp; 15) 0969 - CORPORATE SOCIAL RESPONSIBILITY</p>
5	Monday 29/05/2017	<p>2MA(APR)5 (JULY -13, 14, 15 &amp; 16) 0760 - MULTIMEDIA AND DESKTOP PUBLISHING</p> <p>2MA(MC)5 (JULY -13, 14, 15 &amp; 16) 0710 - MEDIA LAW &amp; ETHICS</p> <p>2MSc(EM)5 (JULY -13, 14, 15 &amp; 16) 0810 - NEW MEDIA AND ITS CHARACTERISTICS</p> <p>2MJ5 (JULY -13, 14, 15 &amp; 16) 0735 - WORD PROCESSING &amp; PAGE LAYOUT</p>	<p>4MA(APR)5 (JULY -13, 14 &amp; 15) 0770 - WEB ADVERTISING AND e-PR</p> <p>4MA(MC)5 (JULY -13, 14 &amp; 15) 0720 - CYBER COMMUNICATION</p> <p>4MSc(MR)4 (JULY -13, 14 &amp; 15) 9789 - STATISTICS AND SPSS - II</p>


S.NO.	DAYS/DATE	MORNING 9.00 A.M. TO 12 NOON	AFTER NOON 2.00 P.M. TO 5.00 P.M.
	Monday 29/05/2017	<p>2MA(BJ)5 (JULY -13, 14, 15 &amp; 16) 0785 - TELEVISION PROGRAMME PRODUCTION</p> <p>2MSc(FP)5 (JULY -15 &amp; 16) 9850-MULTIMEDIA AND ANIMATION</p> <p>2MSc(ICS)3 (JULY -16) 9968- DATABASE MANAGEMENT SYSTEM</p> <p>2MSc(NM)5 (JULY -16) 9910-VISUAL CONTENT DESIGN FOR NEW MEDIA</p> <p>2MA(NMCD)5 (JULY -15 &amp; 16) 9880-CONTENT AGGREGATION, ETHICS AND PRACTICE</p> <p>2MSc(MR)5 (JULY -13,14, 15 &amp; 16) 9780-MULTIMEDIA &amp; RESEARCH</p>	
		<p>2MBA(MM, EC, AMC, CC)5 (JULY -13, 14, 15 &amp; 16) 0680 - MANAGEMENT MULTIMEDIA COMPUTER APPLICATIONS</p> <p>2MA(MMC/AVC)5 (JULY -13, 14, 15 &amp; 16) 8727-MULTIMEDIA APPLICATIONS</p>	<p>4MBA(MM)5 (JULY -13, 14 &amp; 15) 0910 - WEB CONTENT AND WEB BASED APPLICATIONS</p> <p>4MBA(EC)5 (JULY -13, 14 &amp; 15) 0930 - WEB CONTENT AND WEB BASED APPLICATIONS</p> <p>4MBA(AMC)5 (JULY -13, 14 &amp; 15) 0950 - WEB CONTENT AND WEB BASED APPLICATIONS</p> <p>4MBA(CC)5 (JULY -13, 14 &amp; 15) 0970 - WEB CONTENT AND WEB BASED APPLICATIONS</p>
6	Wednesday 31/05/2017	<p>2MSc(ICS)4 (JULY -16) 9969- MANAGEMENT THEORY &amp; PRACTICES</p>	

**Note: Practical Exams:**

उपरोक्त परीक्षा समय-सारणी में केवल 2MSc(ICS) के पेपर कोडों में ही बदलाव किया गया है। शेष अन्य पाठ्यक्रमों की समय-सारणी यथावत रखी गई है।

The time-table of Practical exams is finalised by the HOD/Study Institute incharge in consultation with the examiners appointed by the University. The dates of practicals be finalised soon after the theory examinations & notified to candidates.

BHOPAL  
DATE 05/05/2017

  
(Dr. Rajesh Pathak)  
Controller of Examination