

KURUKSHETRA UNIVERSITY KURUKSHETRA
(Established by the State Legislature Act XII of 1956)

Date-sheet for the M.A. Mass Communication & M.Sc. Mass Communication (II & IV Semester)
examinations commencing w.e.f. 12-05-2017.

(THEORY EXAMINATION)

Time of Examination : 9.30 A.M. to 12.30 P.M. (MORNING SESSION)

DATE	SUBJECT AND PAPER
	M.A. Mass Communication II Semester
12-May-2017	Paper-VI: Reporting (CBCS Scheme 2016-17 onwards)
12-May-2017	Paper-VI: Reporting (wef 2014-15 onwards)
12-May-2017	Paper-VI: Science & Technology of Mass Communication (Common for M.Sc. Mass Communication & M.Sc. Electronic Media) (Old Syllabus)
16-May-2017	Paper-VII: Advertising (CBCS Scheme 2016-17 onwards)
16-May-2017	Paper-VII: Advertising (wef 2014-15 onwards)
16-May-2017	Paper-VII: Media, Theory, Types, Growth & Development (Old Syllabus)
19-May-2017	Paper-VIII: Radio Journalism (CBCS Scheme 2016-17 onwards)
19-May-2017	Paper-VIII: Radio Journalism (wef 2014-15 onwards)
19-May-2017	Paper-VIII: Media Writing Skills (Old Syllabus)
23-May-2017	Paper-IX: Photo Journalism (CBCS Scheme 2016-17 onwards)
23-May-2017	Paper-IX: Photo Journalism (wef 2014-15 onwards)
23-May-2017	Paper-IX: Public Relations & Corporate Communication (Old Syllabus)
26-May-2017	Paper-X: Media Laws and Management (CBCS Scheme 2016-17 onwards)
26-May-2017	Paper-X: Media Laws and Management (wef 2014-15 onwards)
26-May-2017	Paper-X: Computer Application-II (Common with M.Sc. Mass Communication) (Old Syllabus)
	M.A. Mass Communication IV Semester
13-May-2017	Paper-XVI: Print Media Production (wef 2015-16 onwards)
13-May-2017	Paper-XVI: Media Laws and Ethics (Common with M.Sc. Mass Communication)
17-May-2017	Paper-XVII: Electronic Media Production (wef 2015-16 onwards)
17-May-2017	Paper-XVII: Editing Skills and Practice
20-May-2017	Paper-XVIII: Cyber Journalism (wef 2015-16 onwards)
20-May-2017	Paper-XVIII: Media Management and Marketing (Common with M.Sc. Mass Communication)
24-May-2017	Paper-XIX: Development Communication (wef 2015-16 onwards)
24-May-2017	Paper-XIX: Cross Cultural Communication
	M.Sc. Mass Communication II Semester
12-May-2017	Paper-201: Reporting and Editing (CBCS Scheme 2016-17 onwards)
12-May-2017	Paper-201: Reporting and Editing (wef 2014-15 to 2015-16)
12-May-2017	Paper-VI: Science & Technology of Mass Communication (Common for M.A. Mass Communication & M.Sc. Electronic Media) (Old Syllabus)
16-May-2017	Paper-202: Communication Technology (CBCS Scheme 2016-17 onwards)
16-May-2017	Paper-202: Communication Technology (wef 2014-15 to 2015-16)
16-May-2017	Paper-VII: Reporting Skills and Practice (Old Syllabus)
19-May-2017	Paper-203: Media Industry Management and Marketing (CBCS Scheme 2016-17 onwards)
19-May-2017	Paper-203: Media Industry Management and Marketing (wef 2014-15 to 2015-16)
19-May-2017	Paper-VIII: Editing Skills and Practice (Old Syllabus)
23-May-2017	Paper-204: Advertising & Social Communication (CBCS Scheme 2016-17 onwards)
23-May-2017	Paper-204: Advertising & Social Communication (wef 2014-15 to 2015-16)
23-May-2017	Paper-IX: Public Relations and Corporate Communication (Old Syllabus)
26-May-2017	Paper-205: Film and Entertainment Industry (CBCS Scheme 2016-17 onwards)
26-May-2017	Paper-205: Film and Entertainment Industry (wef 2014-15 to 2015-16)
26-May-2017	Paper-X: Computer Application-II (Common with M.A. Mass Communication) (Old Syllabus)

	M.Sc. Mass Communication IV Semester
13-May-2017	Paper-401: Media Entrepreneurship (New 2015-16)
13-May-2017	Paper-XVI: Media Laws and Ethics (Common with M.A. Mass Communication)
17-May-2017	Paper-402: Event Management (New 2015-16)
17-May-2017	Paper-XVII: Media Technology & Convergence
20-May-2017	Paper-403(i): Media Production (Print) (New 2015-16)
20-May-2017	Paper-403(ii): Media Production (TV) (New 2015-16)
20-May-2017	Paper-403(iii): Media Production (Radio) (New 2015-16)
20-May-2017	Paper-403(iv): Advertising (Production) (New 2015-16)
20-May-2017	Paper-403(v): Public Relations (Production) (New 2015-16)
20-May-2017	Paper-403(vi): Media Research (New 2015-16)
20-May-2017	Paper-XVIII: Media Management and Marketing (Common with M.A. Mass Communication)
24-May-2017	Paper-XIX (Special Paper) (i) Television Production
24-May-2017	Paper-XIX (Special Paper) (iii) Public Relations

- NOTES :**
- 1 On getting a question-paper and before answering it, the candidates must check up and ensure that they have been supplied with the correct question-paper. If the question-paper is not correct they should bring the same to the notice of the Invigilator. Complaints in this regard after the examination shall not be entertained.
 - 2 Electronics gadgets such as pagers, Cell phone and Programmable Calculators etc. are not allowed in the Examination Hall.
 - 3 No extra answer-sheet will be provided.

KURUKSHETRA

CONTROLLER OF EXAMINATIONS

21-Mar-2017

(BUILDING NOTICE PRINTED ATTACHED)