



KURUKSHETRA UNIVERSITY KURUKSHETRA
(Established by the State Legislature Act XII of 1956)
("A+" Grade NAAC Accredited)

Date-sheet for the M.A. Mass Communication & M.Sc. Mass Communication (II & IV Semester)
examinations commencing w.e.f. 01-05-2018.

(THEORY EXAMINATION)

Time of Examination : 2.00 P.M. to 05.00 P.M. (EVENING SESSION)

| DATE | SUBJECT AND PAPER |
|-------------|--|
| | M.A. Mass Communication II Semester |
| 1-May-2018 | Paper-VI: Reporting (CBCS Scheme 2016-17 onwards) |
| 1-May-2018 | Paper-VI: Reporting (wef 2014-15 onwards) |
| 1-May-2018 | Paper-VI: Science & Technology of Mass Communication (Common for M.Sc. Mass Communication & M.Sc. Electronic Media) (Old Syllabus) |
| 3-May-2018 | Paper-VII: Advertising (CBCS Scheme 2016-17 onwards) |
| 3-May-2018 | Paper-VII: Advertising (wef 2014-15 onwards) |
| 3-May-2018 | Paper-VII: Media, Theory, Types, Growth & Development (Old Syllabus) |
| 5-May-2018 | Paper-VIII: Radio Journalism (CBCS Scheme 2016-17 onwards) |
| 5-May-2018 | Paper-VIII: Radio Journalism (wef 2014-15 onwards) |
| 5-May-2018 | Paper-VIII: Media Writing Skills (Old Syllabus) |
| 8-May-2018 | Paper-IX: Photo Journalism (CBCS Scheme 2016-17 onwards) |
| 8-May-2018 | Paper-IX: Photo Journalism (wef 2014-15 onwards) |
| 8-May-2018 | Paper-IX: Public Relations & Corporate Communication (Old Syllabus) |
| 10-May-2018 | Paper-X: Media Laws and Management (CBCS Scheme 2016-17 onwards) |
| 10-May-2018 | Paper-X: Media Laws and Management (wef 2014-15 onwards) |
| 10-May-2018 | Paper-X: Computer Application-II (Common with M.Sc. Mass Communication) (Old Syllabus) |
| | M.A. Mass Communication IV Semester |
| 2-May-2018 | Paper-XVI, Print Media Production (CBCS wef 2017-18 onwards) |
| 2-May-2018 | Paper-XVI: Print Media Production (wef 2015-16 onwards) |
| 2-May-2018 | Paper-XVI: Media Laws and Ethics (Common with M.Sc. Mass Communication) |
| 4-May-2018 | Paper-XVII, Electronic Media Production (CBCS wef 2017-18 onwards) |
| 4-May-2018 | Paper-XVII: Electronic Media Production (wef 2015-16 onwards) |
| 4-May-2018 | Paper-XVII: Editing Skills and Practice |
| 7-May-2018 | Paper-XVIII, Cyber Journalism (CBCS wef 2017-18 onwards) |
| 7-May-2018 | Paper-XVIII: Cyber Journalism (wef 2015-16 onwards) |
| 7-May-2018 | Paper-XVIII: Media Management and Marketing (Common with M.Sc. Mass Communication) |
| 9-May-2018 | Paper-XIX, Development Communication (CBCS wef 2017-18 onwards) |
| 9-May-2018 | Paper-XIX: Development Communication (wef 2015-16 onwards) |
| 9-May-2018 | Paper-XIX: Cross Cultural Communication |
| | M.Sc. Mass Communication II Semester |
| 1-May-2018 | Paper-201: Reporting and Editing (CBCS Scheme 2016-17 onwards) |
| 1-May-2018 | Paper-201: Reporting and Editing (wef 2014-15 to 2015-16) |
| 3-May-2018 | Paper-202: Communication Technology (CBCS Scheme 2016-17 onwards) |
| 3-May-2018 | Paper-202: Communication Technology (wef 2014-15 to 2015-16) |
| 5-May-2018 | Paper-203: Media Industry Management and Marketing (CBCS Scheme 2016-17 onwards) |
| 5-May-2018 | Paper-203: Media Industry Management and Marketing (wef 2014-15 to 2015-16) |
| 8-May-2018 | Paper-204: Advertising & Social Communication (CBCS Scheme 2016-17 onwards) |
| 8-May-2018 | Paper-204: Advertising & Social Communication (wef 2014-15 to 2015-16) |
| 10-May-2018 | Paper-205: Film and Entertainment Industry (CBCS Scheme 2016-17 onwards) |
| 10-May-2018 | Paper-205: Film and Entertainment Industry (wef 2014-15 to 2015-16) |
| | M.Sc. Mass Communication IV Semester |
| 2-May-2018 | Paper-401, Media Entrepreneurship (CBCS wef 2017-18 onwards) |
| 2-May-2018 | Paper-401: Media Entrepreneurship (New 2015-16) |
| 2-May-2018 | Paper-XVI: Media Laws and Ethics (Common with M.A. Mass Communication) |
| 4-May-2018 | Paper-402, Event Management (CBCS wef 2017-18 onwards) |
| 4-May-2018 | Paper-402: Event Management (New 2015-16) |
| 4-May-2018 | Paper-XVII: Media Technology & Convergence |
| 7-May-2018 | Paper-403 (i), Media Production (Print) (CBCS wef 2017-18 onwards) |
| 7-May-2018 | Paper-403 (ii), Media Production (TV) (CBCS wef 2017-18 onwards) |

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| 7-May-2018 | Paper-403 (iii), Media Production (Radio) (CBCS wef 2017-18 onwards) |
| 7-May-2018 | Paper-403 (iv), Advertising (Production) (CBCS wef 2017-18 onwards) |
| 7-May-2018 | Paper-403 (v), Public Relations (Production) (CBCS wef 2017-18 onwards) |
| 7-May-2018 | Paper-403 (vi), Media Research (CBCS wef 2017-18 onwards) |
| 7-May-2018 | Paper-403(i): Media Production (Print) (New 2015-16) |
| 7-May-2018 | Paper-403(ii): Media Production (TV) (New 2015-16) |
| 7-May-2018 | Paper-403(iii): Media Production (Radio) (New 2015-16) |
| 7-May-2018 | Paper-403(iv): Advertising (Production) (New 2015-16) |
| 7-May-2018 | Paper-403(v): Public Relations (Production) (New 2015-16) |
| 7-May-2018 | Paper-403(vi): Media Research (New 2015-16) |
| 7-May-2018 | Paper-XVIII: Media Management and Marketing (Common with M.A. Mass Communication) |
| 9-May-2018 | Paper-XIX (Special Paper) (i) Television Production |
| 9-May-2018 | Paper-XIX (Special Paper) (v) 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

4-Apr-2018

(BUILDING NOTICE PRINTED ATTACHED)