

15 October 2025

SCHOOL OF BRANDING & ADVERTISING
FINAL EXAMINATION TIME TABLE (ACADEMIC YEAR: 2025-26)
POST GRADUATE PROGRAM IN DIGITAL MEDIA AND MARKETING COMMUNICATION
YEAR: II, SEMESTER: III
Timings: 11:00 am to 01:00 pm

DAY & DATE	SUBJECTS
Monday, 15 December, 2025	E-Commerce & Digital Marketing (893TM0C003)
Tuesday, 16 December, 2025	Affiliate Marketing (893MK0C009)
Wednesday, 17 December, 2025	Artificial Intelligence in Digital Marketing (893MK0C008)
Thursday, 18 December, 2025	OTT Advertising (893BR0C004)
Friday, 19 December, 2025	Mobile Advertising (893MK0C007)
Monday, 22 December, 2025	Digital Media Planning & Buying (893TM0C004)
Tuesday, 23 December, 2025	Web Analytics & Strategic Formulation (893LA0C002)
Wednesday, 24 December, 2025	Digital Laws & Ethics (893LA0C001)

INSTRUCTIONS TO CANDIDATES

1. Candidates are required to be present at the examination centre **THIRTY MINUTES** before the stipulated time.
2. Candidates must produce their University Identity Card at the time of the examination.
3. Candidates are not permitted to enter the examination hall after stipulated time.
4. Candidates will not be permitted to leave the examination hall during the examination time.
5. Candidates are forbidden from taking any unauthorized material inside the examination hall. Carrying the same will be treated as usage of unfair means.



ASHISH APTE
CONTROLLER OF EXAMINATIONS