



**S.I.W.S.**  
**N.R. SWAMMY COLLEGE OF COMMERCE AND ECONOMICS**  
**&**  
**SMT. THIRUMALAI COLLEGE OF SCIENCE**  
**WADALA MUMBAI-400031**

Date: April 28th, 2021

**Revised Time Table**  
**T.Y. B.M.M. Examination (SEM V & VI) Summer 2021**

**T.Y. B.M.M Sem VI (Regular & A.T.K.T):**

<b>Date</b>	<b>Time</b>	<b>Subjects</b>
6 <sup>th</sup> May, 2021	11:30 a.m. to 12.30 p.m	Agency Management
7 <sup>th</sup> May, 2021	11:30 a.m. to 12.30 p.m	Financial Management for Marketing and Advertising
8 <sup>th</sup> May, 2021	11:30 a.m. to 12.30 p.m	Legal Environment and Advertising Ethics
10 <sup>th</sup> May, 2021	11:30 a.m. to 12.30 p.m	Advertising and Marketing Research
11 <sup>th</sup> May, 2021	11:30 a.m. to 12.30 p.m	The Principles and Practices of Direct Marketing
12 <sup>th</sup> May, 2021	11:30 a.m. to 12.30 p.m	Digital Media
13 <sup>th</sup> May, 2021	11:30 a.m. to 12.30 p.m	Contemporary Issues

**T.Y. B.M.M Sem V (A.T.K.T.):**

<b>Date</b>	<b>Time</b>	<b>Subjects</b>
24 <sup>th</sup> May, 2021	10:00 a.m. to 11.00 a.m	Advertising in Contemporary Society
25 <sup>th</sup> May, 2021	10:00 a.m. to 11.00 a.m	Consumer Behaviour
27 <sup>th</sup> May, 2021	10:00 a.m. to 11.00 a.m	Brand Building
28 <sup>th</sup> May, 2021	10:00 a.m. to 11.00 a.m	Media Planning and Buying
29 <sup>th</sup> May, 2021	10:00 a.m. to 11.00 a.m	Copy Writing

**Ayyappan Iyer**  
**Vice Principal**

**Dr. Usha S. Iyer**  
**Principal**