



**S.I.W.S.**  
**N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS AND**  
**SMT. THIRUMALAI COLLEGE OF SCIENCE**

7<sup>th</sup> March, 2022

**INTERNAL EXAMINATION – TERM II, MARCH 2022**

**S.Y.B.A.M.M.C.**

**SEMESTER – 1V**

The internal examinations for Semesters IV which will be held on 21<sup>st</sup> March to 23<sup>rd</sup> March, 2022.  
Time allotted for attempting each paper will be 30 minutes. Exam schedule is as follows:

<b>Date</b>	<b>Time</b>	<b>PARTICULARS</b>
21 <sup>st</sup> March, 2022	8.00 am to 8.30 am	Media Laws & Ethics
	8.40 am to 9.10 am	Electronic Media II
22 <sup>nd</sup> March, 2022	8.00 am to 8.30 am	Mass Media Research
	8.40 am to 9.10 am	Computer Multimedia II
23 <sup>rd</sup> March, 2022	8.00 am to 8.30 am	Writing and Editing for Media
	8.40 am to 9.10 am	Film Communication II

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

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



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7<sup>th</sup> March, 2022

**INTERNAL EXAMINATION – TERM II, MARCH 2022**

**T.Y.B.A.M.M.C.**

**SEMESTER - VI**

The internal examinations for Semesters VI which will be held on 21<sup>st</sup> March to 23<sup>rd</sup> March, 2022.  
Time allotted for attempting each paper will be 30 minutes. Exam schedule is as follows:

<b>Date</b>	<b>Time</b>	<b>PARTICULARS</b>
21 <sup>st</sup> March, 2022	9.30 am to 10.00 am	Advertising & Sales Promotion
	10.10 am to 10.40 am	Digital Media
22 <sup>nd</sup> March, 2022	9.30 am to 10.00 am	Advertising in Contemporary Society
	10.10 am to 10.40 am	Brand Management
23 <sup>rd</sup> March, 2022	9.30 am to 10.00 am	Media Planning & Buying

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

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