

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

EXAMINATION TIME TABLE : October 2020

INSTITUTE : (0503)SYMBIOSIS SCHOOL OF MEDIA AND COMMUNICATION, BENGALURU

Ref: /SIU/EXAM/605/05/4055

Date: 30/11/2020

Circular No. SIU/EXAM/605/31 of 2020

FACULTY OF MEDIA AND COMMUNICATION

Symbiosis School of Media and Communication, (SSMC-Bengaluru)

It is hereby notified for the information of all concerned that the schedule for accepting the Examination forms from the students appearing for **Semester End** Examinations to be held during **October 2020** season is as given below :

Sr. No	Examinations	Last date for accepting Exam. Forms without late fees. (Rs.700/- per course)	Last date for accepting Exam. Forms with Late Fees (Rs.1000/- per semester)	Last date for accepting Exam. Forms with Super Late Fees (Rs.500 per day)	Examination Schedule	Probable date of declaration of results
01	02	03	04	05	06	07
a)	MBA (CM) (Backlog) Batch - 2018-20, Semester- IV Batch - 2019-21, Semester- I & II	14/12/2020	21/12/2020	25/12/2020	07-01-2021 to 20-01-2021	04-02-2021
b)	MBA (CM) (Fresh) Batch - 2019-21, Semester-III Batch - 2020-22, Semester-I					

Note:-

- **Processing semester fees:- Rs.700/- per semester.**
- For Payment of Backlog fees, kindly instruct the students that online payment gateway is accessible within the registration process.
- Student will not deposit fees with institute account department.
- Also instruct institute accountant not to collect fees for backlog examinations and not to share/display institute bank account details for this purpose.
- The Director of the concerned institute to sensitise the students to fill the examination forms within the stipulated deadline. Applications for examination after the stipulated deadline will not be accepted.
- Please refer circular no. SIU/EXAM/605/77 of 2020 dated 4th August 2020 regarding amended Rule No.III-1-1A for TNG, CNG and Not Eligible due to ATKT students backlog fees.
- Tution fees paid request received prior to 12 Noon will be considered without late fees.
 - I) Requests received on last date without late fees after 12 Noon will be processed on the subsequent day with late fees.
 - II) Requests received on last date with late fees after 12 Noon will be processed on the subsequent day with Super late fees.
 - III) **Examination forms of Students is kept on hold for:-**
 1. Students who are not eligible as per ATKT rule
 2. Eligibility pending (Exam forms can be accessible only if it is cleared before the last date given)
 3. Who have tution fees not paid. (Exam forms will be accessible if they pay before the last date given)

Controller of Examinations

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**EXAMINATION TIME TABLE : October 2020****INSTITUTE : (0503)SYMBIOSIS SCHOOL OF MEDIA AND COMMUNICATION, BENGALURU****Programme :MBA (CM)****Semester :I**

Day/Date	Time	Course Code	Course Name
Thursday 07/01/2021	13:00 To 14:00 MCQ	0503410101	Business Statistics (2019-21,2020-22)
Friday 08/01/2021	13:00 To 14:00 MCQ	0503410105	Media and Communication Industry Overview (2019-21,2020-22)
Saturday 09/01/2021	13:00 To 14:00 MCQ	0503410106	OB & HRM (2019-21,2020-22)
Monday 11/01/2021	13:00 To 13:40 MCQ	0503410108	Introduction to Social Change Communication (2019-21,2020-22)
Tuesday 12/01/2021	13:00 To 14:00 MCQ	0503410102	Communication Theories and Culture (2020-22)
Wednesday 13/01/2021	13:00 To 14:00 MCQ	0503410103	Introduction to Public Relation Industry (2020-22)
Thursday 14/01/2021	13:00 To 14:00 MCQ	0503410104	Introduction to Advertising Industry and Advertising Management (2020-22)
Friday 15/01/2021	13:00 To 13:40 MCQ	0503410107	Principles and Practices of Management (2020-22)
Saturday 16/01/2021	13:00 To 13:40 MCQ	0503410110	Research Methodology (2020-22)

Programme :MBA (CM)**Semester :II**

Day/Date	Time	Course Code	Course Name
Sunday 10/01/2021	10:00 To 12:30 Written exam, Viva	0503410201	Consumer Behaviour and Insights (2019-21)

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**EXAMINATION TIME TABLE : October 2020****INSTITUTE : (0503)SYMBIOSIS SCHOOL OF MEDIA AND COMMUNICATION, BENGALURU****Programme :MBA (CM)****Semester :II**

Day/Date	Time	Course Code	Course Name
Sunday 10/01/2021	14:00 To 16:30 Written exam, Viva	0503410202	Brand Ecology (2019-21)
Monday 11/01/2021	10:00 To 11:30 Written exam, Viva	0503410208	Corporate Citizenship (2019-21)
Tuesday 12/01/2021	14:00 To 16:30 Written exam, Viva	0503410203	Marketing Research (2019-21)
Wednesday 13/01/2021	14:00 To 15:30 Written exam, Viva	0503410204	Digital Marketing (2019-21)
Thursday 14/01/2021	14:00 To 15:30 Written exam, Viva	0503410205	Essentials of Marketing Management (2019-21)
Friday 15/01/2021	14:00 To 15:30 Written exam, Viva	0503410206	Integrated Marketing Communication (2019-21)
Saturday 16/01/2021	14:00 To 15:30 Written exam, Viva	0503410207	Research Methodology (2019-21)
Monday 18/01/2021	14:00 To 15:30 Written exam, Viva	0503410209	Business Planning for Communication Industries (2019-21)
Tuesday 19/01/2021	14:00 To 15:30 Written exam, Viva	0503410211	Business Communication (2019-21)
Wednesday 20/01/2021	14:00 To 15:30 Written exam, Viva	0503410212	Managerial Economics (2019-21)

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**EXAMINATION TIME TABLE : October 2020****INSTITUTE : (0503)SYMBIOSIS SCHOOL OF MEDIA AND COMMUNICATION, BENGALURU****Programme :MBA (CM)****Semester :III**

Day/Date	Time	Course Code	Course Name
Thursday 07/01/2021	09:00 To 10:00 MCQ	0503410301	Digital Communication Solutions (2019-21)
Friday 08/01/2021	09:00 To 10:00 MCQ	0503410302	Specialised Qualitative Research and Tools (2019-21)
Saturday 09/01/2021	09:00 To 09:40 MCQ	0503410303	Retail Marketing Communications (2019-21)
Monday 11/01/2021	09:00 To 09:40 MCQ	0503410304	Rural Marketing (2019-21)
Tuesday 12/01/2021	09:00 To 09:40 MCQ	0503410305	Social Media Analytics (2019-21)
Wednesday 13/01/2021	10:00 To 12:30 Written exam, Viva	0503410307	Campaign Planning (2019-21)
Wednesday 13/01/2021	09:00 To 10:00 MCQ	0503410312	Media Investment Management (2019-21)
Wednesday 13/01/2021	09:00 To 10:00 MCQ	0503410316	Corporate Communication (2019-21)
Thursday 14/01/2021	09:00 To 09:40 MCQ	0503410315	Media Sales and Marketing (2019-21)
Thursday 14/01/2021	09:00 To 09:40 MCQ	0503410319	Specialized PR Research (2019-21)
Thursday 14/01/2021	09:00 To 09:40 MCQ	0503410308	Specialised Advertising Research (2019-21)

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**EXAMINATION TIME TABLE : October 2020****INSTITUTE : (0503)SYMBIOSIS SCHOOL OF MEDIA AND COMMUNICATION, BENGALURU****Programme :MBA (CM)****Semester :III**

Day/Date	Time	Course Code	Course Name
Friday 15/01/2021	09:00 To 09:40 MCQ	0503410309	Advertising Theory and Strategy (2019-21)
Friday 15/01/2021	09:00 To 11:30 Written exam, Viva	0503410317	Advanced PR Writing Skills (2019-21)
Friday 15/01/2021	09:00 To 10:00 MCQ	0503410313	Strategic Media Planning (2019-21)
Saturday 16/01/2021	10:00 To 12:30 Written exam, Viva	0503410318	Basics of Event Design and Planning (2019-21)
Saturday 16/01/2021	10:00 To 11:30 Written exam, Viva	0503410310	Content Creation Marketing (2019-21)
Saturday 16/01/2021	09:00 To 10:00 MCQ	0503410314	Audio Visual Production Management (2019-21)
Monday 18/01/2021	09:00 To 09:40 MCQ	0503410311	Customized Branding (2019-21)

Programme :MBA (CM)**Semester :IV**

Day/Date	Time	Course Code	Course Name
Thursday 07/01/2021	13:00 To 14:30 Written exam, Viva	0503410406	Managing Public Affairs and PR Agencies (2018-20)
Friday 08/01/2021	13:00 To 14:30 Written exam, Viva	0503410407	Specialized PR Research (2018-20)
Saturday 09/01/2021	13:00 To 14:30 Written exam, Viva	0503410409	Advanced Strategic Management (2018-20)

Controller of Examinations