

SCHOOL OF BRANDING AND ADVERTISING
FINAL EXAMINATION TIMETABLE (ACADEMIC YEAR: 2026-27)
POST GRADUATE PROGRAM IN DIGITAL MEDIA AND MARKETING COMMUNICATION
YEAR: II, SEMESTER: III

DAY & DATE	TIMING & SUBJECT
	09:00 AM to 11:00 AM
Wednesday, 16 December, 2026	OTT ADVERTISING (893BR0C004)
Thursday, 17 December, 2026	AFFILIATE MARKETING (893MK0C009)
Friday, 18 December, 2026	DIGITAL MEDIA PLANNING & BUYING (893TM0C004)
Saturday, 19 December, 2026	E-COMMERCE & DIGITAL MARKETING (893TM0C003)
Monday, 21 December, 2026	MOBILE ADVERTISING (893MK0C007)
Tuesday, 22 December, 2026	WEB ANALYTICS & STRATEGIC FORMULATION (893LA0C002)
Wednesday, 23 December, 2026	DIGITAL LAWS & ETHICS (893LA0C001)
Thursday, 24 December, 2026	ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING (893MK0C008)

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.

*for Nisha
joint COE*

CONTROLLER OF EXAMINATIONS