

**Amrita Vishwa Vidyapeetham, Amrita School of Arts, Humanities & Commerce, Coimbatore**  
Midterm Exam Schedule for II Semester BA(Hons) (CBM & CDA) 2024-Even Semester 2024-2025

<b>Date, Day &amp; Session</b>	<b>BA HONOURS WITH RESEARCH IN MASS COMMUNICATION WITH BUSINESS MANAGEMENT AND MEDIA 2024</b>	<b>BA HONOURS WITH RESEARCH IN MASS COMMUNICATION WITH DIGITAL DESIGN AND ANIMATION 2024</b>
03/02/2025 Slot 3 Monday	24BMM112 Business Communication	24DDA112 Design Ergonomics
04/02/2025 Slot 3 Tuesday	24MCN112 Political Communication Strategy	
05/02/2025 Slot 3 Wednesday	24MCN113 Advertising and Communication	
06/02/2025 Slot 3 Thursday	22ADM111 Glimpses of Glorious India	
07/02/2025 Slot 3 Friday	24MCN115 Current Affairs Analysis - II	
08/02/2025 Slot 3 Saturday	24TAM113 Tamil II/24MAL113/24HIN113 Hindi II/24SAN113 Sanskrit II	
10/02/2025 Slot 3 Monday	24BMM113 Principles and Practice of Media Management	

**Timing : Slot 3-2.30 PM to 4.30 PM**

  
**Deputy Controller of Examinations**

Copy to The Chairpersons - Mass Communication /Cultural Education

Dean Engg./Controller of Examinations/Academic Coordinator