

Exam. Code: 1198

PANJAB UNIVERSITY, CHANDIGARH

Date-sheet for **Post Graduate Diploma in Advertising and Public Relations**
2ND SEMESTER (Regular & Reappear) Examination (Online mode)
to be held in **July-2021**

(THEORY EXAMINATIONS)
TIME OF EXAMINATION: **1.30 p.m. to 4.30 p.m.**

DATE & DAY	PAPER/SUBJECT/CODE NO.
<u>JULY, 2021</u>	
16 th , Friday	Paper-I: Advertising Campaign Planning (8599)
19 th , Monday	Paper-II: Digital Advertising and Public Relations (8600)
22 nd , Thursday	Paper-III: Corporate Communications & Event Management (8601)
26 th , Monday	Paper-IV: Agency Management & Market Research (8602)

NOTE:

- 1) The examination will be conducted in an online mode (from own place).
- 2) Candidates are advised to download/note down the correct question paper.

Chandigarh: 160014
Dated: 30.06.2021

Prof. Jagat Bhushan
Controller of Examination