

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.334 OF. 2018

PROGRAMME OF M.B.A. (MARKETING MANAGEMENT) SEMESTER - (I to IV) (2015
PATTERN)

Examination of OCT/NOV-2018

(Under Faculty of COMMERCE AND MANAGEMENT : B)MANAGEMENT)

INSTRUCTIONS FOR CANDIDATES

- Candidates are required to be present at the examination centre, THIRTY MINUTES before the time fixed for paper.
- Candidates are forbidden from taking any material into the examination hall, that can be used for malpractice at the time of examination.
- **Candidates are requested to see the Notice Board at their place of examination regularly for changes if any, that may be notified later in the program.**
- No request for any special concession such as a change in time or any day fixed for the University Examination on any ground shall be granted.
- **Candidates are requested to note the Day, Date and Time of every Paper on every day.**
- Use of non programmable calculator is permitted.

**PROGRAMME OF M.B.A. (MARKETING
MANAGEMENT) SEMESTER - (I to IV) (2015
PATTERN)/334/S-2018**

Day & Date	SEMISTER-I Time-10.00 AM To 12.30 PM	SEMISTER-III Time-02.00 PM To 04.30 PM
Tuesday 27/11/2018	101:- BASICS OF MARKETING	301:- CUSTOMER RELATIONSHIP MANAGEMENT
Wednesday 28/11/2018	102:- ACCOUNTING FOR BUSINESS DECISIONS	302:- STRATEGIC MARKETING MANAGEMENT
Thursday 29/11/2018	103:- ECONOMIC ANALYSIS FOR BUSINESS DECISIONS	303:- STRATEGIC BRAND MANAGEMENT
Friday 30/11/2018	104:- BUSINESS RESEARCH METHODS	304:- GLOBAL MARKETING
Saturday 01/12/2018	105:- ORGANIZATION BEHAVIOR	305:- MARKETING OF FINANCIAL SERVICES
Tuesday 04/12/2018	106:- BUSINESS COMMUNICATION	306:- INTEGRATED MARKETING COMMUNICATIONS - II
Wednesday 05/12/2018	108:- MANAGEMENT FUNDAMENTALS	307:- BUSINESS ENVIRONMENT

Day & Date	SEMISTER-II Time-10.00 AM To 12.30 PM	SEMISTER-IV Time-02.00 PM To 04.30 PM
Friday 07/12/2018	201:- PRODUCT MANAGEMENT	401:- SUPPLY CHAIN MANAGEMENT
Saturday 08/12/2018	202:- SALES MANAGEMENT	402:- SOCIAL MARKETING
Monday 10/12/2018	203:- MARKETING RESEARCH	403:- RURAL & AGRICULTURAL MARKETING
Tuesday 11/12/2018	204:- INTEGRATED MARKETING COMMUNICATIONS	404:- ENTREPRENEURSHIP DEVELOPMENT
Wednesday 12/12/2018	205:- SERVICES MARKETING	405:- SECTORAL MARKETING PRACTICES
Thursday 13/12/2018	206:- RETAIL MARKETING	406:- INDUSTRIAL MARKETING
Friday 14/12/2018	207:- CONSUMER BEHAVIOUR	407:- LEGAL ASPETCS OF MARKETING
Monday 17/12/2018		408:- EXIM PROCEDURES

NOTE: -

1. Oral examination relating to Project will be conducted before theory examination.
2. Question Paper for SEMESTER- I, II & III,IV M.M.M.(2013 Pattern) & M.B.A.(Marketing Management) (2015 Pattern) will be same.

Ganeshkhind, Pune - 411 007

Ref.No/XCT/1341

Date:03/09/2018

Dr. Ashok Chavan

Director

Board of Examinations And Evaluation