

# SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.335 OF. 2018

PROGRAMME OF MASTER IN MARKETING MANAGEMENT(M.M.M.)- (I to IV) (2008  
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.
- Use of non programmable calculator is permitted.
- The Examination of candidates of University Post-Graduation Dept. having credit system will be held at Their Respective Department

**PROGRAMME OF MASTER IN MARKETING  
MANAGEMENT(M.M.M.)- (I to IV) (2008  
PATTERN)/335/S-2018**

Day & Date	SEMISTER-I Time-10.00 AM To 01.00 PM	SEMISTER-III Time-02.00 PM To 05.00 PM
Tuesday 27/11/2018	<b>101:-</b> PRINCIPLES & PRACTICES OF MANAGEMENT	<b>301:-</b> INTERNATIONAL MARKETING
Wednesday 28/11/2018	<b>102:-</b> PRINCIPLES OF MARKETING	<b>302:-</b> LAWS RELATED TO MARKETING
Thursday 29/11/2018	<b>103:-</b> FUNDAMENTALS OF MANAGEMENT ACCOUNTING	<b>303:-</b> FINANCIAL SERVICES MARKETING
Friday 30/11/2018	<b>104:-</b> MANAGERIAL ECONOMICS	<b>304:-</b> MARKETING COMMUNICATION
Saturday 01/12/2018	<b>105:-</b> RESEARCH METHODOLOGY	<b>305:-</b> RETAIL OPERATIONS MANAGEMENT
Tuesday 04/12/2018	<b>106:-</b> CONSUMER BEHAVIOUR	

Day & Date	SEMISTER-II Time-10.00 AM To 01.00 PM	SEMISTER-IV Time-02.00 PM To 05.00 PM
Friday 07/12/2018	<b>201:-</b> SERVICES MARKETING	<b>401:-</b> BRAND MANAGEMENT
Saturday 08/12/2018	<b>202:-</b> RETAIL MARKETING	<b>402:-</b> STRATEGIC MARKETING
Monday 10/12/2018	<b>203:-</b> SALES MANAGEMENT & PERSONAL SELLING	<b>403:-</b> EXPORT DOCUMENTATION & FOREX MANAGEMENT
Tuesday 11/12/2018	<b>204:-</b> DISTRIBUTION MANAGEMENT & LOGISTICS	<b>404:-</b> DIRECT MARKETING
Wednesday 12/12/2018	<b>205:-</b> MARKET RESEARCH	<b>405:-</b> INDUSTRIAL MARKETING
Thursday 13/12/2018	<b>206:-</b> RELATIONSHIP MARKETING	<b>406:-</b> RURAL & AGRICULTURAL MARKETING

NOTE: -

1) Oral examination relating to Project will be conducted before theory examination.

Ganeshkhind, Pune - 411 007

Ref.No/XCT/1342

Date:03/09/2018

Dr. Ashok Chavan

Director

Board of Examinations And Evaluation