

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.1 OF. 2020

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

Examination of APR/MAY-2020

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

INSTRUCTIONS FOR CANDIDATES

1. Common Instructions:

- The examination will be conducted in on-line as well as in off-line mode based on the option given by students. Time slot for both examinations i.e. (on-line and off-line examination) is same.
- All relevant communication related to on-line as well as off-line examinations will be done through the email on registered email address and through sms on registered mobile number. Both these communications details are collected by the examination section through the students' profile filled by these students at the time of filling the examination form. It is suggested not to change email address and mobile number till completion of October, 2020 examination.
- Hall tickets are sent to the concerned affiliated colleges. Students can collect hall tickets from their respective colleges. To avoid inconvenience to students, examination section has provided a special facility to download hall tickets directly from student's login. Those students, who had opted for the off-line OMR based examination, shall carry hall tickets at the examination centre.
- For physically challenged students, for the on-line examination, time will automatically get set to 80 minutes. For the off-line examination, the examination centres are instructed to allot 20 minutes extra to these students. For both on-line and off-line examination permission is granted to take help of writer/assistant during the examination.

2. Instructions to candidates appearing for the on-line examinations:

- Candidates shall appear for the on-line examination from the place of their convenience.
- Candidate can login using their mobile, laptop, PC or I-Pad. Please take care that batteries of these units are properly charged prior to examination and also connected through internet facility.
- In case of any technical difficulty during the examination, software support is provided by the University. On-line examination will get resumed for the remaining duration in case of technical interruptions during the examinations. Answers of the questions attempted by student before the occurrence of the interruption will get saved automatically on University server. A mock test will be provided to all students. Time table of mock test/s will get communicated to students through Student's login.

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Day & Date	SEMESTER-I Time-10.00 AM To 11.00 AM	SEMESTER-III Time-01.00 PM To 2.00 PM
Monday 12/10/2020	101:- BASICS OF MARKETING	301:- CUSTOMER RELATIONSHIP MANAGEMENT
Tuesday 13/10/2020	102:- ACCOUNTING FOR BUSINESS DECISIONS	302:- STRATEGIC MARKETING MANAGEMENT
Wednesday 14/10/2020	103:- ECONOMIC ANALYSIS FOR BUSINESS DECISIONS	303:- STRATEGIC BRAND MANAGEMENT
Thursday 15/10/2020	104:- BUSINESS RESEARCH METHODS	304:- GLOBAL MARKETING
Friday 16/10/2020	105:- ORGANIZATION BEHAVIOR	305:- MARKETING OF FINANCIAL SERVICES
Sunday 18/10/2020	106:- BUSINESS COMMUNICATION	306:- INTEGRATED MARKETING COMMUNICATIONS - II
Monday 19/10/2020	108:- MANAGEMENT FUNDAMENTALS	307:- BUSINESS ENVIRONMENT

Day & Date	SEMESTER-II Time-10.00 AM To 11.00 AM	SEMESTER-IV Time-01.00 PM To 2.00 PM
Tuesday 20/10/2020	201:- PRODUCT MANAGEMENT	401:- SUPPLY CHAIN MANAGEMENT
Wednesday 21/10/2020	202:- SALES MANAGEMENT	402:- SOCIAL MARKETING
Thursday 22/10/2020	203:- MARKETING RESEARCH	403:- RURAL & AGRICULTURAL MARKETING
Friday 23/10/2020	204:- INTEGRATED MARKETING COMMUNICATIONS	404:- ENTREPRENEURSHIP DEVELOPMENT
Saturday 24/10/2020	205:- SERVICES MARKETING	405:- SECTORAL MARKETING PRACTICES
Monday 26/10/2020	206:- RETAIL MARKETING	406:- INDUSTRIAL MARKETING
Tuesday 27/10/2020	207:- CONSUMER BEHAVIOUR	407:- LEGAL ASPETCS OF MARKETING
Wednesday 28/10/2020		408:- EXIM PROCEDURES

Ganeshkhind, Pune - 411 007

Ref.No/XCT/108

Date:01/10/2020

Director

Board of Examinations And Evaluation