

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.1 OF. 2020

**PROGRAMME OF MASTER IN MARKETING MANAGEMENT(M.M.M.)- (I to IV) (2008
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:- PRINCIPLES & PRACTICES OF MANAGEMENT	301:- INTERNATIONAL MARKETING
Tuesday 13/10/2020	102:- PRINCIPLES OF MARKETING	302:- LAWS RELATED TO MARKETING
Wednesday 14/10/2020	103:- FUNDAMENTALS OF MANAGEMENT ACCOUNTING	303:- FINANCIAL SERVICES MARKETING
Thursday 15/10/2020	104:- MANAGERIAL ECONOMICS	304:- MARKETING COMMUNICATION
Friday 16/10/2020	105:- RESEARCH METHODOLOGY	305:- RETAIL OPERATIONS MANAGEMENT
Sunday 18/10/2020	106:- CONSUMER BEHAVIOUR	

Day & Date	SEMESTER-II Time-10.00 AM To 11.00 AM	SEMESTER-IV Time-01.00 PM To 2.00 PM
Monday 19/10/2020	201:- SERVICES MARKETING	401:- BRAND MANAGEMENT
Tuesday 20/10/2020	202:- RETAIL MARKETING	402:- STRATEGIC MARKETING
Wednesday 21/10/2020	203:- SALES MANAGEMENT & PERSONAL SELLING	403:- EXPORT DOCUMENTATION & FOREX MANAGEMENT
Thursday 22/10/2020	204:- DISTRIBUTION MANAGEMENT & LOGISTICS	404:- DIRECT MARKETING
Friday 23/10/2020	205:- MARKET RESEARCH	405:- INDUSTRIAL MARKETING
Saturday 24/10/2020	206:- RELATIONSHIP MARKETING	406:- RURAL & AGRICULTURAL MARKETING

Ganeshkhind, Pune - 411 007

Ref.No/XCT/108

Date:01/10/2020

**Director
Board of Examinations And Evaluation**