

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.86 OF. 2025

**First Year Master In Business Administration(M.B.A.)(Digital Marketing)
(PAT.2021)**

Examination of MAR/APR-2025

(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 stipulated time.
- Candidates are forbidden from taking any material into the examination hall that can be treated as a malpractice.
- Candidates are requested to see the Notice Board at their center of examination regularly for changes if any that may be notified later in the program.
- No request shall be granted for change in time or date for the University Examination on any ground.
- Candidates are requested to note the Day, Date and Time of Paper.
- Candidates are permitted to use stencils at the time of examination.
- The exchanges of side-rules, drawing instruments of other materials used in the examination hall is not permitted at the time of examination. Candidates must bring their own instruments and will not be allowed to borrow from each other under any circumstances.
- Use of non-programmable battery operated electronic pocket size Calculator is allowed. The exchange of Calculators is not allowed. Electronics Devices including mobile are not allowed at the time of examination.
- The written examination will be conducted in the following order.

Digital Marketing

SEMESTER - I

Time:-10.00 AM To 12.30 PM

Day & Date	Paper Code	Subject
Tuesday 22-04-2025	101	GC-01 MANAGERIAL ACCOUNTING
Wednesday 23-04-2025	102	GC-02 ORGANIZATIONAL BEHAVIOUR
Thursday 24-04-2025	103	GC - 03 ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
Friday 25-04-2025	104	GC - 04 BUSINESS RESEARCH METHODS
Saturday 26-04-2025	105	GC- 05 BASICS OF MARKETING
Monday 28-04-2025	106	GC - 06 DIGITAL BUSINESS
Tuesday 29-04-2025	107	GE-UL-01 MANAGEMENT FUNDAMENTALS Time:-10.00 AM To 12.00 PM
Wednesday 30-04-2025	108	GE-UL-02 INDIAN ECONOMY Time:-10.00 AM To 12.00 PM
Friday 02-05-2025	109	GE-UL-03 ENTREPRENEURSHIP DEVELOPMENT Time:-10.00 AM To 12.00 PM
Saturday 03-05-2025	110	GE-UL-04 ESSENTIALS OF PSYCHOLOGY FOR MANAGERS Time:-10.00 AM To 12.00 PM
Monday 05-05-2025	111	GE-UL-05 LEGAL ASPECTS OF BUSINESS Time:-10.00 AM To 12.00 PM
Tuesday 06-05-2025	112	GE-UL-06 DEMAND ANALYSIS & FORECASTING Time:-10.00 AM To 12.00 PM

SEMESTER - II

Time:-02.00 PM To 4.30 PM

Day & Date	Paper Code	Subject
Tuesday 22-04-2025	201	GC- 07 MARKETING MANAGEMENT
Wednesday 23-04-2025	202	GC - 08 FINANCIAL MANAGEMENT
Thursday 24-04-2025	203	GC - 09 HUMAN RESOURCES MANAGEMENT
Friday 25-04-2025	204	GC - 10 OPERATIONS & SUPPLY CHAIN MANAGEMENT
Saturday 26-04-2025	205 DM	SC-DM-01 FUNDAMENTALS OF DIGITAL MARKETING
Monday 28-04-2025	206 DM	SC-DM-02 CONSUMER BEHAVIOUR IN DIGITAL ERA
Tuesday 29-04-2025	207	GE- UL - 07 CONTEMPORARY FRAMEWORKS IN MANAGEMENT Time:-02.00 PM To 4.00 PM

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Wednesday 30-04-2025	208	GE- UL - 08 GEOPOLITICS & WORLD ECONOMIC SYSTEMS Time:-02.00 PM To 4.00 PM
Friday 02-05-2025	209	GE - UL - 09 START UP AND NEW VENTURE MANAGEMENT Time:-02.00 PM To 4.00 PM
Saturday 03-05-2025	210	GE - UL - 10 QUALITATIVE RESEARCH METHODS Time:-02.00 PM To 4.00 PM
Monday 05-05-2025	211	GE -UL 11 BUSINESS, GOVERNMENT & SOCIETY Time:-02.00 PM To 4.00 PM
Tuesday 06-05-2025	212	GE - UL - 12 BUSINESS PROCESS RE-ENGINEERING Time:-02.00 PM To 4.00 PM

Ganeshkhind, Pune - 411 007

Ref.No/Exam/Coord/:237

Date:02/04/2025

Director

Board of Examinations And Evaluation