

# **SAVITRIBAI PHULE PUNE UNIVERSITY**

**(Formerly University of Pune)**



**EXAMINATION CIRCULAR NO.87 OF. 2025**

**Second 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 - III

Time:-10.00 AM To 12.30 PM

Day & Date	Paper Code	Subject
Wednesday 07-05-2025	301	GC-11 STRATEGIC MANAGEMENT
Thursday 08-05-2025	302	GC-12 DECISION SCIENCE
Friday 09-05-2025	304 DM	SC-DM-03 SOCIAL MEDIA MARKETING
Saturday 10-05-2025	305 DM	SC-DM-04 DIGITAL MARKETING RESEARCH
Tuesday 13-05-2025	306	GE - UL - 13 INTERNATIONAL BUSINESS ECONOMICS Time:-10.00 AM To 12.00 PM
Wednesday 14-05-2025	307	GE-UL-14 INTERNATIONAL BUSINESS ENVIRONMENT Time:-10.00 AM To 12.00 PM
Thursday 15-05-2025	308	GE-UL-15 PROJECT MANAGEMENT Time:-10.00 AM To 12.00 PM
Friday 16-05-2025	309	GE - UL - 16 KNOWLEDGE MANAGEMENT Time:-10.00 AM To 12.00 PM
Saturday 17-05-2025	310	GE-UL-17 CORPORATE GOVERNANCE Time:-10.00 AM To 12.00 PM
Monday 19-05-2025	311	GE -UL 18 MANAGEMENT OF NON - PROFIT ORGANIZATIONS Time:-10.00 AM To 12.00 PM

SEMESTER - IV

Time:-02.00 PM To 4.30 PM

Day & Date	Paper Code	Subject
Wednesday 07-05-2025	401	GC - 14 Enterprise Performance Management
Thursday 08-05-2025	402	GC - 15 indian Ethos & Business Ethics
Friday 09-05-2025	405	GE - UL - 19 Global Strategic Management Time:-02.00 PM To 4.00 PM
Saturday 10-05-2025	406	GE - UL - 20 Technology Competition and Strategy Time:-02.00 PM To 4.00 PM
Tuesday 13-05-2025	407	GE - UL - 21 Cyber Laws Time:-02.00 PM To 4.00 PM
Wednesday 14-05-2025	408	GE - UL - 22 Corporate Social Responsibility & Sustainability Time:-02.00 PM To 4.00 PM
Thursday 15-05-2025	403 DM	SC - DM - 05 Digital Marketing Channels
Friday 16-05-2025	404 DM	SC - DM - 06 Marketing 5.0

Ganeshkhind, Pune - 411 007

**Ref.No/Exam/Coord/:238**

**Date:02/04/2025**

**Director**

**Board of Examinations And Evaluation**