

# SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.109 OF. 2019

PROGRAMME OF MASTER IN MARKETING MANAGEMENT(M.M.M.)- (I to IV) (2008  
PATTERN)

Examination of APR/MAY-2019

(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)/109/F-2019**

| Day & Date             | SEMISTER-I<br>Time-10.00 AM To 01.00 PM            | SEMISTER-III<br>Time-02.00 PM To 05.00 PM |
|------------------------|--|---|
| Thursday<br>25/04/2019 | <b>101:-</b> PRINCIPLES & PRACTICES OF MANAGEMENT  | <b>301:-</b> INTERNATIONAL MARKETING      |
| Friday<br>26/04/2019   | <b>102:-</b> PRINCIPLES OF MARKETING               | <b>302:-</b> LAWS RELATED TO MARKETING    |
| Saturday<br>27/04/2019 | <b>103:-</b> FUNDAMENTALS OF MANAGEMENT ACCOUNTING | <b>303:-</b> FINANCIAL SERVICES MARKETING |
| Thursday<br>02/05/2019 | <b>104:-</b> MANAGERIAL ECONOMICS                  | <b>304:-</b> MARKETING COMMUNICATION      |
| Friday<br>03/05/2019   | <b>105:-</b> RESEARCH METHODOLOGY                  | <b>305:-</b> RETAIL OPERATIONS MANAGEMENT |
| Saturday<br>04/05/2019 | <b>106:-</b> CONSUMER BEHAVIOUR                    |   |

| Day & Date              | SEMISTER-II<br>Time-10.00 AM To 01.00 PM         | SEMISTER-IV<br>Time-02.00 PM To 05.00 PM             |
|-------------------------|--|--|
| Thursday<br>09/05/2019  | <b>201:-</b> SERVICES MARKETING                  | <b>401:-</b> BRAND MANAGEMENT                        |
| Friday<br>10/05/2019    | <b>202:-</b> RETAIL MARKETING                    | <b>402:-</b> STRATEGIC MARKETING                     |
| Saturday<br>11/05/2019  | <b>203:-</b> SALES MANAGEMENT & PERSONAL SELLING | <b>403:-</b> EXPORT DOCUMENTATION & FOREX MANAGEMENT |
| Monday<br>13/05/2019    | <b>204:-</b> DISTRIBUTION MANAGEMENT & LOGISTICS | <b>404:-</b> DIRECT MARKETING                        |
| Tuesday<br>14/05/2019   | <b>205:-</b> MARKET RESEARCH                     | <b>405:-</b> INDUSTRIAL MARKETING                    |
| Wednesday<br>15/05/2019 | <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/952

Date:28/03/2019

Dr. Ashok Chavan

Director

Board of Examinations And Evaluation