

# SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.111 OF. 2019

PROGRAMME OF M.B.A. (MARKETING MANAGEMENT) SEMESTER - (I to IV) (2015  
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.
- **Candidates are requested to note the Day, Date and Time of every Paper on every day.**
- Use of non programmable calculator is permitted.

**PROGRAMME OF M.B.A. (MARKETING  
MANAGEMENT) SEMESTER - (I to IV) (2015  
PATTERN)/111/F-2019**

<b>Day &amp; Date</b>	<b>SEMISTER-I Time-10.00 AM To 12.30 PM</b>	<b>SEMISTER-III Time-02.00 PM To 04.30 PM</b>
Thursday 25/04/2019	<b>101:-</b> BASICS OF MARKETING	<b>301:-</b> CUSTOMER RELATIONSHIP MANAGEMENT
Friday 26/04/2019	<b>102:-</b> ACCOUNTING FOR BUSINESS DECISIONS	<b>302:-</b> STRATEGIC MARKETING MANAGEMENT
Saturday 27/04/2019	<b>103:-</b> ECONOMIC ANALYSIS FOR BUSINESS DECISIONS	<b>303:-</b> STRATEGIC BRAND MANAGEMENT
Thursday 02/05/2019	<b>104:-</b> BUSINESS RESEARCH METHODS	<b>304:-</b> GLOBAL MARKETING
Friday 03/05/2019	<b>105:-</b> ORGANIZATION BEHAVIOR	<b>305:-</b> MARKETING OF FINANCIAL SERVICES
Saturday 04/05/2019	<b>106:-</b> BUSINESS COMMUNICATION	<b>306:-</b> INTEGRATED MARKETING COMMUNICATIONS - II
Wednesday 08/05/2019	<b>108:-</b> MANAGEMENT FUNDAMENTALS	<b>307:-</b> BUSINESS ENVIRONMENT

<b>Day &amp; Date</b>	<b>SEMISTER-II Time-10.00 AM To 12.30 PM</b>	<b>SEMISTER-IV Time-02.00 PM To 04.30 PM</b>
Thursday 09/05/2019	<b>201:-</b> PRODUCT MANAGEMENT	<b>401:-</b> SUPPLY CHAIN MANAGEMENT
Friday 10/05/2019	<b>202:-</b> SALES MANAGEMENT	<b>402:-</b> SOCIAL MARKETING
Saturday 11/05/2019	<b>203:-</b> MARKETING RESEARCH	<b>403:-</b> RURAL & AGRICULTURAL MARKETING
Monday 13/05/2019	<b>204:-</b> INTEGRATED MARKETING COMMUNICATIONS	<b>404:-</b> ENTREPRENEURSHIP DEVELOPMENT
Tuesday 14/05/2019	<b>205:-</b> SERVICES MARKETING	<b>405:-</b> SECTORAL MARKETING PRACTICES
Wednesday 15/05/2019	<b>206:-</b> RETAIL MARKETING	<b>406:-</b> INDUSTRIAL MARKETING
Thursday 16/05/2019	<b>207:-</b> CONSUMER BEHAVIOUR	<b>407:-</b> LEGAL ASPETCS OF MARKETING
Friday 17/05/2019		<b>408:-</b> EXIM PROCEDURES

NOTE: -

1. Oral examination relating to Project will be conducted before theory examination.
2. Question Paper for SEMESTER- I, II & III,IV M.M.M.( 2013 Pattern ) & M.B.A.(Marketing Management) (2015 Pattern) will be same.

Ganeshkhind, Pune - 411 007

**Ref.No/XCT/954**

**Date:28/03/2019**

**Dr. Ashok Chavan**

**Director**

**Board of Examinations And Evaluation**