

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.110 OF. 2019

**PROGRAMME OF MASTER IN MARKETING MANAGEMENT(M.M.M.)- (I to IV) (2013
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.

**PROGRAMME OF MASTER IN MARKETING
MANAGEMENT(M.M.M.)- (I to IV) (2013
PATTERN)/110/F-2019**

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

Day & Date	SEMISTER-II Time-10.00 AM To 12.30 PM	SEMISTER-IV Time-02.00 PM To 04.30 PM
Thursday 09/05/2019	201:- PRODUCT MANAGEMENT	401:- SUPPLY CHAIN MANAGEMENT
Friday 10/05/2019	202:- SALES MANAGEMENT	402:- SOCIAL MARKETING
Saturday 11/05/2019	203:- MARKETING RESEARCH	403:- RURAL & AGRICULTURAL MARKETING
Monday 13/05/2019	204:- INTEGRATED MARKETING COMMUNICATIONS	404:- ENTREPRENEURSHIP DEVELOPMENT
Tuesday 14/05/2019	205:- SERVICES MARKETING	405:- SECTORAL MARKETING PRACTICES
Wednesday 15/05/2019	206:- RETAIL MARKETING	406:- INDUSTRIAL MARKETING
Thursday 16/05/2019	207:- CONSUMER BEHAVIOUR	407:- LEGAL ASPETCS OF MARKETING
Friday 17/05/2019		408:- 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/953

Date:28/03/2019

Dr. Ashok Chavan

Director

Board of Examinations And Evaluation