

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.119 OF. 2019

PROGRAMME OF THE P.G. DIPLOMA IN MARKETING MANAGEMENT (P.G.D.M.M.)
(2013 PATTERN)

Examination of March/April/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 THE P.G. DIPLOMA IN
MARKETING MANAGEMENT (P.G.D.M.M.) (2013
PATTERN)
/119/F-2019**

SEMESTER - I

Time:-10.00 AM To 01.00 PM

Day & Date	Paper Code	Subject
Thursday 09-05-2019	101	MARKETING MANAGEMENT
Friday 10-05-2019	102	MARKETING RESEARCH
Saturday 11-05-2019	103	CONSUMER BEHAVIOUR
Monday 13-05-2019	104	INTEGRATED MARRKETING COMMUNICATIONS

SEMESTER - II

Time:-02.00 PM To 05.00 PM

Day & Date	Paper Code	Subject
Thursday 09-05-2019	201	SERVICES MARKETING
Friday 10-05-2019	202	SALES & DISTRIBUTION MANAGEMENT
Saturday 11-05-2019	203	CUSTOMER RELATIONSHIP MANAGEMENT
Monday 13-05-2019	204	STRATEGIC BRAND MANAGEMENT

Ganeshkhind, Pune - 411 007

Ref.No/XCT:962

Date:28/03/2019

Dr. Ashok Chavan

Director

Board of Examinations And Evaluation