INSTRUCTIONS FOR CANDIDATES

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)

EXAMINATION CIRCULAR NO.118 OF 2019

PROGRAMME OF THE P.G. DIPLOMA IN MARKETING MANAGEMENT (P.G.D.M.M.)
(2008 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.) (2008 PATTERN) /118/F-2019

#### SEMESTER - I

**Time:-10.00 AM To 01.00 PM**

<table>
<thead>
<tr>
<th>Day &amp; Date</th>
<th>Paper Code</th>
<th>Subject</th>
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<tbody>
<tr>
<td>Thursday 09-05-2019</td>
<td>101</td>
<td>BASICS OF MARKETING</td>
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<tr>
<td>Friday 10-05-2019</td>
<td>102</td>
<td>SALES MANAGEMENT</td>
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<td>Saturday 11-05-2019</td>
<td>103</td>
<td>LAWS RELATING TO MARKETING</td>
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#### SEMESTER - II

**Time:-02.00 PM To 05.00 PM**

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<tr>
<td>Thursday 09-05-2019</td>
<td>201</td>
<td>RETAIL &amp; DISTRIBUTION MANAGEMENT</td>
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<tr>
<td>Friday 10-05-2019</td>
<td>202</td>
<td>INTEGRATED MARKETING COMMUNICATIONS</td>
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<td>Saturday 11-05-2019</td>
<td>203</td>
<td>SERVICES MARKETING</td>
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Ganeshkhind, Pune - 411 007

Ref.No/XCT:961

Dr. Ashok Chavan

Date:28/03/2019

Board of Examinations And Evaluation