

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

Day & Date	Paper Code	Subject
Thursday 09-05-2019	101	BASICS OF MARKETING
Friday 10-05-2019	102	SALES MANAGEMENT
Saturday 11-05-2019	103	LAWS RELATING TO MARKETING

SEMESTER - II

Time:-02.00 PM To 05.00 PM

Day & Date	Paper Code	Subject
Thursday 09-05-2019	201	RETAIL & DISTRIBUTION MANAGEMENT
Friday 10-05-2019	202	INTEGRATED MARKETING COMMUNICATIONS
Saturday 11-05-2019	203	SERVICES MARKETING

Ganeshkhind, Pune - 411 007

Ref.No/XCT:961

Date:28/03/2019

Dr. Ashok Chavan

Director

Board of Examinations And Evaluation