

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.64 OF. 2020

PROGRAMME OF M.B.A. (MARKETING MANAGEMENT) SEMESTER - (I to IV) (2015
PATTERN)

Examination of APR/MAY-2020

(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)/64/F-2020**

Day & Date	SEMISTER-I Time-10.00 AM To 12.30 PM	SEMISTER-III Time-02.00 PM To 04.30 PM
Friday 24/04/2020	101:- BASICS OF MARKETING	301:- CUSTOMER RELATIONSHIP MANAGEMENT
Saturday 25/04/2020	102:- ACCOUNTING FOR BUSINESS DECISIONS	302:- STRATEGIC MARKETING MANAGEMENT
Monday 27/04/2020	103:- ECONOMIC ANALYSIS FOR BUSINESS DECISIONS	303:- STRATEGIC BRAND MANAGEMENT
Tuesday 28/04/2020	104:- BUSINESS RESEARCH METHODS	304:- GLOBAL MARKETING
Wednesday 29/04/2020	105:- ORGANIZATION BEHAVIOR	305:- MARKETING OF FINANCIAL SERVICES
Thursday 30/04/2020	106:- BUSINESS COMMUNICATION	306:- INTEGRATED MARKETING COMMUNICATIONS - II
Saturday 02/05/2020	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
Monday 04/05/2020	201:- PRODUCT MANAGEMENT	401:- SUPPLY CHAIN MANAGEMENT
Tuesday 05/05/2020	202:- SALES MANAGEMENT	402:- SOCIAL MARKETING
Wednesday 06/05/2020	203:- MARKETING RESEARCH	403:- RURAL & AGRICULTURAL MARKETING
Friday 08/05/2020	204:- INTEGRATED MARKETING COMMUNICATIONS	404:- ENTREPRENEURSHIP DEVELOPMENT
Saturday 09/05/2020	205:- SERVICES MARKETING	405:- SECTORAL MARKETING PRACTICES
Monday 11/05/2020	206:- RETAIL MARKETING	406:- INDUSTRIAL MARKETING
Tuesday 12/05/2020	207:- CONSUMER BEHAVIOUR	407:- LEGAL ASPETCS OF MARKETING
Wednesday 13/05/2020		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/198

Date:06/03/2020

Director

Board of Examinations And Evaluation