

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.124 OF. 2024

**First Year Master In Business Administration(M.B.A.)(Digital Marketing)
(PAT.2021)**

Examination of MAR/APR- 2024

(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 stipulated time.
- Candidates are forbidden from taking any material into the examination hall that can be treated as a malpractice.
- Candidates are requested to see the Notice Board at their center of examination regularly for changes if any that may be notified later in the program.
- No request shall be granted for change in time or date for the University Examination on any ground.
- Candidates are requested to note the Day, Date and Time of Paper.
- Candidates are permitted to use stencils at the time of examination.
- The exchanges of side-rules, drawing instruments of other materials used in the examination hall is not permitted at the time of examination. Candidates must bring their own instruments and will not be allowed to borrow from each other under any circumstances.
- Use of non-programmable battery operated electronic pocket size Calculator is allowed. The exchange of Calculators is not allowed. Electronics Devices including mobile are not allowed at the time of examination.
- The written examination will be conducted in the following order.

SEMESTER - II

Time:-2.00 PM To 4.30 PM

Day & Date	Paper Code	Subject
Wednesday 08-05-2024	201	GC- 07 MARKETING MANAGEMENT
Thursday 09-05-2024	202	GC - 08 FINANCIAL MANAGEMENT
Saturday 11-05-2024	203	GC - 09 HUMAN RESOURCES MANAGEMENT
Tuesday 14-05-2024	204	GC - 10 OPERATIONS & SUPPLY CHAIN MANAGEMENT
Wednesday 15-05-2024	205 DM	SC-DM-01 FUNDAMENTALS OF DIGITAL MARKETING
Thursday 16-05-2024	206 DM	SC-DM-02 CONSUMER BEHAVIOUR IN DIGITAL ERA
Friday 17-05-2024	207	GE- UL - 07 CONTEMPORARY FRAMEWORKS IN MANAGEMENT Time:-2.00 PM To 4.00 PM
Saturday 18-05-2024	208	GE- UL - 08 GEOPOLITICS & WORLD ECONOMIC SYSTEMS Time:-2.00 PM To 4.00 PM
Tuesday 21-05-2024	209	GE - UL - 09 START UP AND NEW VENTURE MANAGEMENT Time:-2.00 PM To 4.00 PM
Wednesday 22-05-2024	210	GE - UL - 10 QUALITATIVE RESEARCH METHODS Time:-2.00 PM To 4.00 PM
Friday 24-05-2024	211	GE -UL 11 BUSINESS, GOVERNMENT & SOCIETY Time:-2.00 PM To 4.00 PM
Saturday 25-05-2024	212	GE - UL - 12 BUSINESS PROCESS RE-ENGINEERING Time:-2.00 PM To 4.00 PM

SEMESTER - I

Time:-10.00 AM To 12.30 PM

Day & Date	Paper Code	Subject
Wednesday 08-05-2024	101	GC-01 MANAGERIAL ACCOUNTING
Thursday 09-05-2024	102	GC-02 ORGANIZATIONAL BEHAVIOUR
Saturday 11-05-2024	103	GC - 03 ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
Tuesday 14-05-2024	104	GC - 04 BUSINESS RESEARCH METHODS
Wednesday 15-05-2024	105	GC- 05 BASICS OF MARKETING
Thursday 16-05-2024	106	GC - 06 DIGITAL BUSINESS
Friday 17-05-2024	107	GE-UL-01 MANAGEMENT FUNDAMENTALS Time:-10.00 AM To 12.00 PM
Saturday 18-05-2024	108	GE-UL-02 INDIAN ECONOMY Time:-10.00 AM To 12.00 PM
Tuesday 21-05-2024	109	GE-UL-03 ENTREPRENEURSHIP DEVELOPMENT Time:-10.00 AM To 12.00 PM

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Wednesday 22-05-2024	110	GE-UL-04 ESSENTIALS OF PSYCHOLOGY FOR MANAGERS Time:-10.00 AM To 12.00 PM
Friday 24-05-2024	111	GE-UL-05 LEGAL ASPECTS OF BUSINESS Time:-10.00 AM To 12.00 PM
Saturday 25-05-2024	112	GE-UL-06 DEMAND ANALYSIS & FORECASTING Time:-10.00 AM To 12.00 PM

Ganeshkhind, Pune - 411 007

Ref.No/XCT:238

Date:10/04/2024

Director

Board of Examinations and Evaluation