

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.392 OF. 2023

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

Examination of Oct/Nov/Dec- 2023

(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
Monday 11-12-2023	201	GC- 07 MARKETING MANAGEMENT
Tuesday 12-12-2023	202	GC - 08 FINANCIAL MANAGEMENT
Wednesday 13-12-2023	203	GC - 09 HUMAN RESOURCES MANAGEMENT
Thursday 14-12-2023	204	GC - 10 OPERATIONS & SUPPLY CHAIN MANAGEMENT
Friday 15-12-2023	205 DM	SC-DM-01 FUNDAMENTALS OF DIGITAL MARKETING
Saturday 16-12-2023	206 DM	SC-DM-02 CONSUMER BEHAVIOUR IN DIGITAL ERA
Monday 18-12-2023	207	GE- UL - 07 CONTEMPORARY FRAMEWORKS IN MANAGEMENT Time:-2.00 PM To 4.00 PM
Tuesday 19-12-2023	208	GE- UL - 08 GEOPOLITICS & WORLD ECONOMIC SYSTEMS Time:-2.00 PM To 4.00 PM
Wednesday 20-12-2023	209	GE - UL - 09 START UP AND NEW VENTURE MANAGEMENT Time:-2.00 PM To 4.00 PM
Thursday 21-12-2023	210	GE - UL - 10 QUALITATIVE RESEARCH METHODS Time:-2.00 PM To 4.00 PM
Friday 22-12-2023	211	GE -UL 11 BUSINESS, GOVERNMENT & SOCIETY Time:-2.00 PM To 4.00 PM
Saturday 23-12-2023	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
Monday 11-12-2023	101	GC-01 MANAGERIAL ACCOUNTING
Tuesday 12-12-2023	102	GC-02 ORGANIZATIONAL BEHAVIOUR
Wednesday 13-12-2023	103	GC - 03 ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
Thursday 14-12-2023	104	GC - 04 BUSINESS RESEARCH METHODS
Friday 15-12-2023	105	GC- 05 BASICS OF MARKETING
Saturday 16-12-2023	106	GC - 06 DIGITAL BUSINESS
Monday 18-12-2023	107	GE-UL-01 MANAGEMENT FUNDAMENTALS Time:-10.00 AM To 12.00 PM
Tuesday 19-12-2023	108	GE-UL-02 INDIAN ECONOMY Time:-10.00 AM To 12.00 PM
Wednesday 20-12-2023	109	GE-UL-03 ENTREPRENEURSHIP DEVELOPMENT Time:-10.00 AM To 12.00 PM

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Thursday 21-12-2023	110	GE-UL-04 ESSENTIALS OF PSYCHOLOGY FOR MANAGERS Time:-10.00 AM To 12.00 PM
Friday 22-12-2023	111	GE-UL-05 LEGAL ASPECTS OF BUSINESS Time:-10.00 AM To 12.00 PM
Saturday 23-12-2023	112	GE-UL-06 DEMAND ANALYSIS & FORECASTING Time:-10.00 AM To 12.00 PM

Ganeshkhind, Pune - 411 007

Ref.No/XCT:1145

Date:09/11/2023

Director

Board of Examinations and Evaluation