

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.393 OF. 2023

Second 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 - IV

Time:-2.00 PM To 4.30 PM

Day & Date	Paper Code	Subject
Tuesday 02-01-2024	401	GC - 14 Enterprise Performance Management
Wednesday 03-01-2024	402	GC - 15 indian Ethos & Business Ethics
Thursday 04-01-2024	403 DM	SC - DM - 05 Digital Marketing Channels
Friday 05-01-2024	404 DM	SC - DM - 06 Marketing 5.0
Saturday 06-01-2024	405	GE - UL - 19 Global Strategic Management Time:-2.00 PM To 4.00 PM
Monday 08-01-2024	406	GE - UL - 20 Technology Competition and Strategy Time:-2.00 PM To 4.00 PM
Tuesday 09-01-2024	407	GE - UL - 21 Cyber Laws Time:-2.00 PM To 4.00 PM
Wednesday 10-01-2024	408	GE - UL - 22 Corporate Social Responsibility & Sustainability Time:-2.00 PM To 4.00 PM

SEMESTER - III

Time:-10.00 AM To 12.30 PM

Day & Date	Paper Code	Subject
Tuesday 02-01-2024	301	GC-11 STRATEGIC MANAGEMENT
Wednesday 03-01-2024	302	GC-12 DECISION SCIENCE
Thursday 04-01-2024	304 DM	SC-DM-03 SOCIAL MEDIA MARKETING
Friday 05-01-2024	305 DM	SC-DM-04 DIGITAL MARKETING RESEARCH
Saturday 06-01-2024	306	GE - UL - 13 INTERNATIONAL BUSINESS ECONOMICS Time:-10.00 AM To 12.00 PM
Monday 08-01-2024	307	GE-UL-14 INTERNATIONAL BUSINESS ENVIRONMENT Time:-10.00 AM To 12.00 PM
Tuesday 09-01-2024	308	GE-UL-15 PROJECT MANAGEMENT Time:-10.00 AM To 12.00 PM
Wednesday 10-01-2024	309	GE - UL - 16 KNOWLEDGE MANAGEMENT Time:-10.00 AM To 12.00 PM
Thursday 11-01-2024	310	GE-UL-17 CORPORATE GOVERNANCE Time:-10.00 AM To 12.00 PM
Friday 12-01-2024	311	GE -UL 18 MANAGEMENT OF NON - PROFIT ORGANIZATIONS Time:-10.00 AM To 12.00 PM

Ganeshkhind, Pune - 411 007

Ref.No/XCT:1146

Date:09/11/2023

Director

Board of Examinations and Evaluation