

# **SAVITRIBAI PHULE PUNE UNIVERSITY**

**(Formerly University of Pune)**



**EXAMINATION CIRCULAR NO.454 OF. 2025**

**First Year Master In Business Administration(M.B.A.)(Digital Marketing)  
(PAT.2024)**

**Examination of Winter Session- 2025**

**(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.

## Digital Marketing

### SEMESTER - II

**Time:-10.00 AM To 12.30 PM**

<b>Day &amp; Date</b>	<b>Paper Code</b>	<b>Subject</b>
Wednesday 24-12-2025	MM 551 MJ	GC - 09 Marketing Management
Friday 26-12-2025	FM 552 MJ	GC - 10 Financial Management
Saturday 27-12-2025	HRM 553 MJ	GC - 11 Human Resources Management
Monday 29-12-2025	OSCM 554 MJ	GC - 12 Operations & Supply Chain Management
Tuesday 30-12-2025	LAB 555 MJ	GC - 13 Legal Aspects of Business <b>Time:-10.00 AM To 12.00 PM</b>
Wednesday 31-12-2025	BRM 556 MJ	RM - 01 Business Research Methodology <b>Time:-10.00 AM To 12.00 PM</b>

### SEMESTER - I

**Time:-10.00 AM To 12.30 PM**

<b>Day &amp; Date</b>	<b>Paper Code</b>	<b>Subject</b>
Friday 02-01-2026	MA 501 MJ	GC - 01 Managerial Accounting
Saturday 03-01-2026	OB 502 MJ	GC - 02 Organizational Behaviour
Monday 05-01-2026	EAB 503 MJ	GC - 03 Economic Analysis For Business Decisions
Tuesday 06-01-2026	BM 504 MJ	GC - 04 Basics of Marketing
Wednesday 07-01-2026	BA 505 MJ	GC - 05 Business Analytics
Thursday 08-01-2026	DS 506 MJ	GC - 06 Decision Science
Friday 09-01-2026	MF 507 MJ	GC - 07 Management Fundamentals <b>Time:-10.00 AM To 12.00 PM</b>
Saturday 10-01-2026	IKS 508 MJ	GC - 08 Indian Knowledge Systems <b>Time:-10.00 AM To 12.00 PM</b>

Ganeshkhind, Pune - 411 007

**Ref.No/Exam/Coord/:1198**

**Date:09/12/2025**

**Director**

**Board of Examinations and Evaluation**