

SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)



EXAMINATION CIRCULAR NO.455 OF. 2025

**Second 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 - III
Time:-2.00 PM To 4.30 PM**

Day & Date	Paper Code	Subject
Friday 02-01-2026	GC – 14	Strategic Management
Saturday 03-01-2026	SC DM- 01	Fundamentals of Digital Marketing
Monday 05-01-2026	SE DM- 01	Digital Marketing Research
Tuesday 06-01-2026	SE DM- 02	Digital Marketing Channels
Wednesday 07-01-2026	SE DM- 03	Search Engine Marketing
Thursday 08-01-2026	SE DM- 04	Search Engine Optimization
Friday 09-01-2026	SE DM- 05	Cases in Digital Marketing - I
Saturday 10-01-2026	SE DM- 06	Content Marketing
Monday 12-01-2026	SE DM- 07	Start-ups and Digital Business Management
Tuesday 13-01-2026	SE DM- 08	E-Customer Relationship Management

Ganeshkhind, Pune - 411 007

Ref.No/Exam/Coord/:1199

Date:09/12/2025

Director

Board of Examinations and Evaluation