

UNIVERSITY OF PUNE



Examination Circular No. 51 of 2014

PROGRAMME OF MASTER IN MARKETING MANAGEMENT (M. M. M.) EXAMINATIONS, APRIL-2014

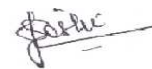
INSTRUCTION FOR STUDENTS

1. Candidates are required to be present at the respective College/Institute for the examination fifteen minutes before the time fixed for the first paper and ten minutes before the time of each subsequent paper. (Pls. Refer Circular No. 128/2013, dated:10/10/2013)
2. Candidates are forbidden from taking any material into the examination hall that can be used for malpractice at the time of examination.
3. Candidates are requested to see the Notice-Board at their place of examination regularly for changes if any that may be notified later in the programme.
4. No request for any special concession such as a change in time or any day fixed for the University Examination, on religious or any other ground shall be granted.
5. Use of Non-programmable Calculator is permitted.

7. The examination will be conducted in the following order :

DAY & DATE	SEMESTER-II (2008 & 2013 Pattern) (2008 PATTERN) : 11.00 A.M.TO 2.00 P.M. (2013 PATTERN) : 11.00 A.M TO 1.30 P.M.	SEMESTER- IV (2008 Pattern) 3:00 P.M. TO 6:00 P.M.
21.04.2014 MONDAY	201 : Services Marketing (2008) 201: Product Management (2013)	401 : Brand Management
22.04.2014 TUESDAY	202 : Retail Marketing (2008) 202 : Sales Management (2013)	402 : Strategic Marketing
26.04.2014 SATURDAY	203 : Sales Management & Personal Selling(2008) 203 : Marketing Research(2013)	403 : Export Documentation & Forex Management
28.04.2014 MONDAY	204 : Distribution Management & Logistics (2008) 204 : Integrated Marketing Communications(2013)	404 : Direct Marketing
29.04.2014 TUESDAY	205 : Market Research (2008) 205 : Services Marketing (2013)	405 : Industrial Marketing
03.05.2014 SATURDAY	206 : Relationship Marketing (2008) 206 : Retail Marketing (2013)	406 : Rural & Agricultural Marketing
05.05.2014 MONDAY	207 : Consumer Behaviour(2013)	-----
DAY & DATE	SEMESTER-I (2008 & 2013 Pattern) (2008 PATTERN) : 11.00 A.M.TO 2.00 P.M. (2013 PATTERN) : 11.00 A.M TO 1.30 P.M.	SEMESTER- III (2008 Pattern) 3.00 P.M. To 6.00 P.M.
06.05.2014 TUESDAY	101: Principles and Practice of Management (2008) 101:Basics of Marketing(2013)	301 : International Marketing
07.05.2014 WEDNESDAY	102 : Principles of Marketing (2008) 102:Accounting for Business Decisions(2013)	302: Laws Related to Marketing
08.05.2014 THURSDAY	103 : Fundamentals of Management Accounting (2008) 103:Economic Analysis for Business Decisions(2013)	303 : Financial Services Marketing
09.05.2014 FRIDAY	104 : Managerial Economics (2008) 104:Business Research Methods(2013)	304 : Marketing Communication
10.05.2014 SATURDAY	105 : Research Methodology (2008) 105:Organization Behavior(2013)	305 : Retail Operations Management
12.05.2014 MONDAY	106 : Consumer Behavior (2008) 106:Business Communications(2013)	----- -----
13.05.2014 TUESDAY	108: Management Fundamentals(2013)	

-Oral examination relating to project will be conducted after theory examination.



Ganeshkhind , Pune-411 007
Ref.No. XCT/164/2014
Date:21.3.2014

Dr. Sampada Joshi
(Controller of Examinations)