

SAVITRIBAI PHULE PUNE UNIVERSITY



Examination Circular No.204 of 2014

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

INSTRUCTUION 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.
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.

The examination will be conducted in the following order :

DAY & DATE	SEMESTER-I (2008 & 2013 PATTERN) (2008 PATTERN) : 10.30 A.M.TO 01.30 P.M. (2013 PATTERN) : 10.30 A.M TO 01.00 P.M.	SEMESTER- III (2008 & 2013 PATTERN) 02.30 P.M. TO 05.30 P.M.
TUESDAY 25.11.2014	101: Principles and Practice of Management (2008) 101:Basics of Marketing(2013)	301 : International Marketing(2008) 301 : Customer Relationship Management(2013)
WEDNESDAY 26.11.2014	102 : Principles of Marketing (2008) 102:Accounting for Business Decisions(2013)	302: Laws Related to Marketing(2008) 302: Strategic Marketing Management (2013)
THURSDAY 27.11.2014	103 : Fundamentals of Management Accounting (2008) 103:Economic Analysis for Business Decisions(2013)	303 : Financial Services Marketing (2008) 303: Strategic Brand Management (2013)
FRIDAY 28.11.2014	104 : Managerial Economics (2008) 104:Business Research Methods(2013)	304 : Marketing Communication(2008) 304: Global Marketing (2013)
SATURDAY 29.11.2014	105 : Research Methodology (2008) 105:Organization Behavior(2013)	305 : Retail Operations Management (2008) 305: Marketing of Financial Services (2013)
MONDAY 01.12.2014	106 : Consumer Behavior (2008) 106:Business Communications(2013)	306: Integrated Marketing Communications-II (2013)
TUESDAY 02.12.2014	108: Management Fundamentals(2013)	307: Business Environment (2013)

DAY & DATE	SEMESTER-II (2008 & 2013 PATTERN) (2008 PATTERN) : 10.30 A.M.TO 01.30 P.M. (2013 PATTERN) : 10.30 A.M TO 01.00 P.M.	SEMESTER- IV (2008 PATTERN) 02.30 P.M. TO 05.30 P.M.
WEDNESDAY 03.12.2014	201 : Services Marketing (2008) 201: Product Management (2013)	401 : Brand Management
THURSDAY 04.12.2014	202 : Retail Marketing (2008) 202 : Sales Management (2013)	402 : Strategic Marketing
FRIDAY 05.12.2014	203 : Sales Management & Personal Selling(2008) 203 : Marketing Research(2013)	403 : Export Documentation & Forex Management
MONDAY 08.12.2014	204 : Distribution Management & Logistics (2008) 204 : Integrated Marketing Communications(2013)	404 : Direct Marketing
TUESDAY 09.12.2014	205 : Market Research (2008) 205 : Services Marketing (2013)	405 : Industrial Marketing
WEDNESDAY 10.12.2014	206 : Relationship Marketing (2008) 206 : Retail Marketing (2013)	406 : Rural & Agricultural Marketing
THURSDAY 11.12.2014	207 : Consumer Behaviour(2013)	-----

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

Ganeshkhind , Pune-411 007

Ref.No. XCT/1031

Date: 30.10. 2014

Dr.V.B. Gaikwad
I/C(Controller of Examinations)