

SAVITRIBAI PHULE PUNE UNIVERSITY



Examination Circular No. 178 of 2014

PROGRAMME OF THE P.G. DIPLOMA IN MARKETING MANAGEMENT (P.G.D.M.M.) NOVEMBER - 2014

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.

The Examination will be conducted in the following order :

DAY & DATE	SEMESTER-I (2008 & 2013 PATTERN) 10.30 A.M. TO 01.30 P.M.	SEMESTER-II (2008 & 2013 PATTERN) 02:30 P.M. TO 05.30 P.M.
12.11.2014 WEDNESDAY	101 : Basics of Marketing(2008) 101: Marketing Management(2013)	201 :Retail & Distribution Management (2008) 201: Services Marketing(2013)
13.11.2014 THURSDAY	102 : Sales Management (2008) 102: Marketing Research(2013)	202 :Integrated Marketing Communication(2008) 202: Sales & Distribution Management (2013)
14.11.2014 FRIDAY	103: Laws Relating to Marketing(2008) 103: Consumer Behavior(2013)	203 : Services Marketing (2008) 203: Customer Relationship Management (2013)
15.11.2014 SATURDAY	104: Integrated Marketing Communications (2013)	204: Strategic Brand Management(2013)

-Students of Sem. I,II & III & IV(Old Pattern)will have to appear as per the equivalent Subjects of (2008 Pattern)

**Ganeshkhind Pune-411007
Ref.No. XCT/ 999
Date- 17.10.2014**

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