



UNIVERSITY OF PUNE

Application Form for Admission to the Examination for The Master of Marketing Management (M.M.M.) (2008-2010) Semester I, II, III, IV (Part I & II)

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| For office use only |
| Batch & Sr. No. |
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To
THE CONTROLLER OF EXAMINATIONS,
UNIVERSITY OF PUNE, PUNE-411007.

Sir,

I desire to appear for the examination for the FIRST/SECOND/THIRD/FOURTH Semester/s of the M.M.M. Degree Examination to be held in October/April 200 .

I hereby declare that I shall not claim any concession on religious grounds.

UNIPUNE ID No.

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(Number given by Eligibility Section)

1. Semester Combination appearing for :
Tick the right combination :

| | | | |
|---|----|-----|----|
| I | II | III | IV |
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2. Name of the Institute :

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3. Name of the Centre :

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| | |
|------|--------|
| Male | Female |
| 1 | 2 |

| | |
|-------|----------|
| Fresh | Repeater |
| 1 | 2 |

5. * Mention Full Name in legible BLOCK Letters :

| | |
|--|--|
| | |
|--|--|

No. of Courses / Subjects

*** Applicant from South India, U.P. Up-countries and Foreigners should write the name as per previous University records. No change in the name will be made hereafter.**

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(as per Previous Records)

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Mother's Name

6. Old Name, if any :

7. Name in Devnagari Script :

8. Sports activities O.163

| | | | | |
|-----|--------|----------|--------|--------|
| NSS | N.C.C. | N.P.E.D. | A.E.D. | I.U.T. |
| 1 | 2 | 3 | 4 | 5 |

| | | | | |
|----|----|-----|-------|----------------|
| SC | ST | OBC | DT/NT | Not Applicable |
| C | T | O | D | |

10. Year

| | | | |
|---|---|---|--|
| 2 | 0 | 0 | |
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 Month

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 & Seat No.

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 For the previous Latest Appearance

11. Permanent Registration Number of M.M.M.

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(Should be mentioned correctly)

12. Name of Degree of qualifying examination, Date of passing and the name of University :

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13. Eligibility Certificate number and date, if applicable :

14. Address for Correspondence :

15. Permanent Home Address :

.....

Exam. Fee

Rs.

Statement of

Marks Fee :

Passing Certificate Fee

CAP Fee

Late Fee :

Total Fee : Rs.

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EXAMINATION PARTICULARS

Attach Attested True Copy of Marklist of Last Exam. / M.M.M. Examination along with Examination Form.

| M.M.M. Semester I | | | | M.M.M. Semester II | | | |
|---------------------------|--|----------------------|----------------------|----------------------------|--|----------------------|----------------------|
| | | | | Previous | | | |
| | | | | Seat No. _____ | | | |
| | | | | PRN _____ | | | |
| Course No. | Title of the Subject | Int. 12/30 | Ext. 28/70 | Course No. | Title of the Subject | Int. 12/30 | Ext. 28/70 |
| 101 | Principles and Practices of Management | <input type="text"/> | <input type="text"/> | 201 | Services Marketing | <input type="text"/> | <input type="text"/> |
| 102 | Principles of Marketing | <input type="text"/> | <input type="text"/> | 202 | Retail Marketing | <input type="text"/> | <input type="text"/> |
| 103 | Fundamentals of Management Accounting | <input type="text"/> | <input type="text"/> | 203 | Sales Management & Personal Selling | <input type="text"/> | <input type="text"/> |
| 104 | Managerial Economics | <input type="text"/> | <input type="text"/> | 204 | Distribution Management & Logistics | <input type="text"/> | <input type="text"/> |
| 105 | Research Methodology | <input type="text"/> | <input type="text"/> | 205 | Market Research | <input type="text"/> | <input type="text"/> |
| 106 | Consumer Behaviour | <input type="text"/> | <input type="text"/> | 206 | Relationship Marketing | <input type="text"/> | <input type="text"/> |
| 107 | Business Communication (Internal) (out of 50) | <input type="text"/> | <input type="text"/> | 207 | Indian Economic Environment (Internal) (out of 50) | <input type="text"/> | <input type="text"/> |
| 108 | Fundamentals of Information Technology (Internal out of 50) | <input type="text"/> | <input type="text"/> | 208 | Field Work (Internal out of 50) + SPSS | <input type="text"/> | <input type="text"/> |
| Total of Semester I | | | | Total of Semester II | | | |
| 700 | | | | 700 | | | |

| M.M.M. Semester III | | | | M.M.M. Semester IV | | | |
|---|--|----------------------|----------------------|----------------------------|---|----------------------|----------------------|
| | | | | Previous | | | |
| | | | | Seat No. _____ | | | |
| | | | | PRN _____ | | | |
| Course No. | Title of the Subject | Int. 12/30 | Ext. 28/70 | Course No. | Title of the Subject | Int. 12/30 | Ext. 28/70 |
| <i>Candidates should submit the project report to the Principal before the end of the third Semester.</i> | | | | | | | |
| 301 | International Marketing | <input type="text"/> | <input type="text"/> | 401 | Brand Management | <input type="text"/> | <input type="text"/> |
| 302 | Laws Related to Marketing | <input type="text"/> | <input type="text"/> | 402 | Strategic Marketing | <input type="text"/> | <input type="text"/> |
| 303 | Financial Services Marketing | <input type="text"/> | <input type="text"/> | 403 | Export Documentation & Forex Management | <input type="text"/> | <input type="text"/> |
| 304 | Marketing Communication | <input type="text"/> | <input type="text"/> | 404 | Direct Marketing | <input type="text"/> | <input type="text"/> |
| 305 | Retail Operations Management | <input type="text"/> | <input type="text"/> | 405 | Industrial Marketing | <input type="text"/> | <input type="text"/> |
| 306 | Project Work (out of 100) (Int. 12/30 and Ext. 28/70) | <input type="text"/> | <input type="text"/> | 406 | Rural & Agricultural Marketing | <input type="text"/> | <input type="text"/> |
| 307 | Foreign Language (Internal out of 50) | <input type="text"/> | <input type="text"/> | 407 | Entrepreneurship Development & Project Management (Internal out of 50) | <input type="text"/> | <input type="text"/> |
| 308 | Virtual Marketing (Internal out of 50) | <input type="text"/> | <input type="text"/> | 408 | Foreign Language (Internal out of 50) | <input type="text"/> | <input type="text"/> |
| Total of Semester III | | | | Total of Semester IV | | | |
| 700 | | | | 700 | | | |

DECLARATION

I hereby declare that I have gone through the syllabus and the list of books prescribed for the examination for which I am appearing. **I WILL BE RESPONSIBLE** for any errors and wrong or incorrect information supplied by me in the application form. I shall not request for special concession such as change in the time and / or day fixed for the University examination on religious or any other grounds. The Courses/Subjects mentioned by me are as per University rules and regulations.

Yours faithfully,

.....
Place Date Signature of the Candidate

CERTIFICATE

I certify that the above named candidate obtained the degree of from the University of in year and is a regular/ex-student of this Institute. The Courses mentioned by the candidate are as per University rules and regulations, to the best of my knowledge and belief and the entries made by the candidate in the application are correct. He/She has my permission to appear for examination for the subjects for which he/she has applied.

He / She has presume for the number of days specified below, attached during two terms, the course of lectures attended for this examination :

| Terms | Number of Days | Remarks |
|-------------------------------|----------------|---------|
| From July 200 to October 200 | | |
| From January 200 to April 200 | | |

.....
Place Date Stamp Signature of the Director

Student desirous to avail of the benefit of O.163 will have to fill in separate prescribed form which is available in the Institute. The form should be attached, with necessary fees and certificates, alongwith the concerned examination form.