

UNIVERSITY OF PUNE
Examination Circular No225 of 2012



Programme of Master in Marketing Management

(M. M. M.)
April, 2012

1. Candidates are required to be present at the respective place of 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.
6. The centres and places of the examination will be as follows :

Centre / Place of Examination	Coll. Code	Name & Address of the Institutes
Sinhgad Institute of Mgt., Narhe Ambegaon, Pune (0741)	0741	Sinhgad Inst. of Mgt., Narhe Ambegaon
	0338	Sinhgad Institute of Management, Vadgaon, Pune – 41
	0791	Suryadatta Inst. of Mgt. & Mass Comm, Off. Mhatre Bridge, Opp. Gharkul Lawns, Pune 411 052
	1175	Chintamani Inst. of Mgt. Ambegaon Bk ,Pune-411046
	1179	Sarhad Inst of Mgt.Katraj Pune
	1001	Prestige Institute of Management, Warje Malwadi, Pune
	1241	Kashibai Navale Sinhgad Bus School,Ambegaon,Pune-41
	0471	MIT School of Mgt.Kothrud,Pune-38
R.S.P.'s Institute of Management,Kothrud, Pune-411038 (0613)	0613	RSP Inst. of Mgt., Kothrud, Pune-38
	0662	Suryadatta Institute of Management & Information Research, Pune-30
	0429	INDSEARCH, Erandawane, Pune-411004.
	1210	Foresight Inst of Mgt.Bajirao Road ,Pune-411002
	-----	Imex Institute of Management, Dhanakawadi,Pune-43
	1102	MERC Inst.of Mgt.. Bhukum, Pune.
	1247	Unity Business School,Kothrud,Pune-38
	0619	Vivekanand Inst of Tech,Guruwar Peth,Pune-2
	0424	DSRF,KHARADI,PUNE-411014
1245	Asian School of Mgt.Karve Road ,Pune-411004	
Matrix Business School, Sinhgad Vadgaon Campus,Next to Sinhgad Science College Pune-411041 (1044)	1044	Matrix Business School, Ambegaon Road, Pune--41
	0341	Marathwada Inst. of M.E.R. & T., Pune-4
	0425	IMCC, Mayur Colony, Kothrud, Pune 38.
	1048	Sinhgad Business School, Karve Road
	0436	Prin.N.G. Naralkar Inst. of Career Development & Research, 536, Shaniwar Peth, Off. Prabhat Talkies, Pune 411 030.
	1087	Synergy Inst.Sadashiv Peth,Pune-30
	1252	Pride inst of Mgt,Shivajinagar

Centre / Place of Examination	Coll. Code	Name & Address of the Institutes
Sinhgad Inst. of Mgt., Kondhava, Pune-48 (0744)	0744 0668 0664 0685 0478 1253 1262 1260 1178 1250	Sinhgad Inst. of Mgt., Kondhava, Pune-48 Vishwakarma Inst. of Mgt., S.No.2/3/4, Kondhava, Pune-48 Sharadchandra Pawar Institute of Tech. Comp, Mgt. & C.D., Dhankawadi, Pune-43 AISSM's, Inst. of Mgt., Pune-1 Neville Wadia Institute of Management,Pune-411001 Munven Inst of Mgt.Nagar Road,Pune PSB Inst of Mgt.Katraj,Pune-46 Vikas Found.Inst of Mgt,Chandannagar,Pune Arihant Inst of Mgt,Camp,Pune-01 Pradnya Inst of Mgt,Handewadi,Pune
Dr.D.Y. Patil Inst. of Mgt., Near - H.A. Factory, , Pimpri, Pune - 411 018 (0339)	0339 0743 0337 0331 1168 0916 1249 1184 1180 1248	Dr. D.Y. Patil Inst. of Mgt., Pimpri, Pune-18 Dr. D.Y. Patil Management Studies, Nigdi, Pradhikaran, Pune-44 Indira Inst. of Mgt., Tathawade, Pune-33 IBMR, Chinchwad, Pune-19 Pratibha Inst of Mgt.New Sangvi,Pune-411027 National Inst of Mgt.Sc.Khed,Dist Pune Pratibha Inst of Mgt.Chinchwad,Pune-19 Yashwant Inst of Mgt.,Alandi,Pune Yashaswi Inst of Mgt,Chinchwad,Pune-33 Dnyanwardhini Inst of Mgt.Chikhali,Pune-18
IIEBM,Bhumkar Wasti,Wakad Pune-57 (0714)	0714 0751 0485 0790 0793 ---- ---- 1263 1264	IIEBM,Bhumkar Wasti,Wakad Pune-57 Sun Hi-tech, & Mgt.Dev.Bhosari Pune IBMR,Waked,Pune-33 Alard Inst. of Mgt.Sciences, S. No. 50, Marunje, Pune-27 Siddhant Inst. of Business Mgt. ,Sudumbare, Tal. Maval, Pune Jayawant Institute of Mgt.Studies,Tathwade,Pune-33 AIBM Inst of Business Mgt,Rahatani,Pune17 Lotus Business School,Tathwade,Pune-33 IIMD,Near Marunji Road,Pune-33 SNBP Institute of Management,Pimpri,Pune-18
Sinhgad Institute of Business Admin. & Application, Computer Application, Kusgaon (Bk), Lonavala, Dist. Pune (0742)	0742	Sinhgad Institute of Business Admin. & Kusgaon (B.k) Application,Lonavala
JDC Bytco Inst. of Mgt. Sci, & Research, B.Y.K. College Campus, Prin. T.A. Kulkarni, Vidyanagar, Nasik 422005 (0503)	0503 1171	JDC Bytco Inst. of Mgt. Sci, & Research,, Nasik – 5. M.S.Gosavi Inst of Mgt.Nasik.

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

DAY AND DATE	SUBJECT TIME : 11.00 A.M. TO 2.00 P.M. SEMESTER- II	SUBJECT TIME 3.00 P.M. To 6.00 P.M. SEMESTER- IV
Tuesday 17.4.2012	201 : Services Marketing (2008 Pattern)	401 : Brand Management (2005 & 2008 Pattern)
Wednesday 18.4.2012	202 : Retail Marketing (2008 Pattern)	402 : Strategic Marketing (2005 & 2008 Pattern)
Thursday 19.4.2012	203 : Sales Management & Personal Selling (2008 Pattern)	403 : Export Documentation & Forex Management (2005 & 2008 Pattern)
Friday 20.4.2012	204 : Distribution Management & Logistics (2008 Pattern)	404 : Direct Marketing (2005 & 2008 Pattern)
Saturday 21.4.2012	205 : Market Research (2008 Pattern)	405 : Industrial Marketing (2005 & 2008 Pattern)
Monday 23.4.2012	206 : Relationship Marketing (2008 Pattern)	406 : Rural & Agricultural Marketing (2005 & 2008 Pattern)
DAY AND DATE	SUBJECT TIME : 11.00 A.M. TO 2.00 P.M. SEMESTER- I	SUBJECT TIME 3.00 P.M. To 6.00 P.M. SEMESTER- III
Wednesday 25.4.2012	101: Principles and Practice of Management (2008 Pattern)	301 : International Marketing (2005 & 2008 Pattern)
Thursday 26.4.2012	102 : Principles of Marketing (2008 Pattern)	302 : Marketing and Laws (2005 Pattern) 302: Laws Related to Marketing (2008 Pattern)
Friday 27.4.2012	103 : Fundamentals of Management Accounting (2008 Pattern)	303 : Financial Services Marketing (2005 & 2008 Pattern)
Saturday 28.4.2012	104 : Managerial Economics (2008 Pattern)	304 : Marketing Communication (2005 & 2008 Pattern)
Monday 30.4.2012	105 : Research Methodology (2008 Pattern)	305 : Retail Operations Management (2005 & 2008 Pattern)
Wednesday 2.5.2012	106 : Consumer Behavior (2008 Pattern)	-----

8. Oral examination relating to Project will be conducted after theory examination.

9. The last Examination of Sem-III & IV (2005 Pattern) will be held in April 2012 & November 2012 respectively

10 . Students of semester – I & II (2005 Pattern) will have to appear as per the equivalent subjects of 2008 Pattern

Ganeshkhind
Pune-411 007
Ref.No. XCT/307
Date-20.3.2012

Dr.(Capt) C.M.Chitale
Additional Charge Controller of Examinations

