

UNIVERSITY OF PUNE
Examination Circular No 214of 2011



Programme of Master in Marketing Management

(M. M. M.)
November, 2011

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 0338 0791 1175 1172 1179 1001 1241 1245 0471 1266	Sinhgad Inst. of Mgt., Narhe Ambegaon Sinhgad Institute of Management, Vadgaon, Pune – 41 Suryadatta Inst. of Mgt. & Mass Comm, Off. Mhatre Bridge, Opp. Gharkul Lawns, Pune 411 052 Chintamani Inst. of Mgt. Ambegaon Bk ,Pune-411046 Asian Inst of Mgt. Narhe Road,Pune-411041 Sarhad Inst of Mgt.Katraj Pune Prestige Institute of Management, Warje Malwadi, Pune Kashibai Navale Sinhgad Bus School,Ambegaon,Pune-41 Asian School of Mgt.Satara Road,Pune MIT School of Mgt.Kothrud,Pune-38 Sankalp Business School,Narhe,Pune-41
R.S.P.'s Institute of Management,Kothrud, Pune-411038 (0613)	0613 0662 0429 1210 1206 1102 1247 0619 0424	RSP Inst. of Mgt., Kothrud, Pune-38 Suryadatta Institute of Management & Information Research, Pune-30 INDSEARCH, Erandawane, Pune-411004. Foresight Inst of Mgt.Bajirao Road ,Pune-411002 Imex Institute of Management, Dhanakawadi,Pune-43 MERC Inst.of Mgt.. Bhukum, Pune. Unity Business School,Kothrud,Pune-38 Vivekanand Inst of Tech,Guruwar Peth,Pune-2 DSRF,KHARADI,PUNE-411014
Matrix Business School, Sinhgad Vadgaon Campus,Next to Sinhgad Science College Pune-411041 (1044)	1044 0341 0425 1048 0436 1087 1252	Matrix Business School, Ambegaon Road, Pune--41 Marathwada Inst. of M.E.R. & T., Pune-4 IMCC, Mayur Colony, Kothrud, Pune 38. Sinhgad Business School, Karve Road Prin.N.G. Naralkar Inst. of Career Development & Research, 536, Shaniwar Peth, Off. Prabhat Talkies, Pune 411 030. Synergy Inst.Sadashiv Peth,Pune-30 Pride inst of Mgt,Shivajinagar,Pune

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, Kondhawa, 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, Bombay-Pune Road, 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.Chinchwad,Pune-19
IIEBM,Bhumkar Wasti,Wakad Pune-57 (0714)	0714 0751 0485 0790 0793 1263 1264 1237	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 Lotus Business School,Tathwade,Pune-33 IIMD,Nere 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. & Application, Kusgaon, Lonavala.
JDC Bytco Inst. of Mgt. Sci, & Research, B.Y.K. College Campus, , 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 : 10.30 A.M. TO 1.30 P.M. (SEM. -I)	SUBJECT TIME : 2.30 P.M. TO 5.30 P.M. (SEM. -III)
Tuesday 29.11.2011	101: Principles and Practice of Management (2008 Pattern)	301 : International Marketing (2005 & 2008 Pattern)
Wednesday 30.11.2011	102 : Principles of Marketing (2008 Pattern)	302 : Marketing and Laws (2005 Pattern) 302: Laws Related to Marketing (2008 Pattern)
Thursday 1.12.2011	103 : Fundamentals of Management Accounting (2008 Pattern)	303 : Financial Services Marketing (2005 & 2008 Pattern)
Friday 2.12.2011	104 : Managerial Economics (2008 Pattern)	304 : Marketing Communication (2005 & 2008 Pattern)
Saturday 3.12.2011	105 : Research Methodology (2008 Pattern)	305 : Retail Operations Management (2005 & 2008 Pattern)
Monday 5.12.2011	106 : Consumer Behavior (2008 Pattern)	-----
DAY AND DATE	SUBJECT TIME : 10.30 A.M. TO 1.30 P.M. (SEM -II)	SUBJECT TIME : 2.30 P.M. TO 5.30 P.M. (SEM. -IV)
Wednesday 7.12.2011	201 : Services Marketing (2005 & 2008 Pattern)	401 : Brand Management (2005 & 2008 Pattern)
Thursday 8.12.2011	202 : Retail Marketing (2005 & 2008 Pattern)	402 : Strategic Marketing (2005 & 2008 Pattern)
Friday 9.12.2011	203 : Sales Management & Personal Selling (2005 & 2008 Pattern)	403 : Export Documentation & Forex Management (2005 & 2008 Pattern)
Saturday 10.12.2011	204 : Distribution Management & Logistics (2005 & 2008 Pattern)	404 : Direct Marketing (2005 & 2008 Pattern)
Monday 12.12.2011	205 : Market Research (2005 & 2008 Pattern)	405 : Industrial Marketing (2005 & 2008 Pattern)
Tuesday 13.12.2011	206 : Relationship Marketing (2005 & 2008 Pattern)	406 : Rural & Agricultural Marketing (2005 & 2008 Pattern)

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

9. The last Examination of Sem. II,III & IV (2005 Pattern) will be held in November 2011,May 2012 & November 2012 respectively

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

Ganeshkhind,
Pune-411007
Ref. No. XCT/1189
Date:-2.11.2011

Dr.S.M.Ahire
Controller of Examinations