

UNIVERSITY OF PUNE
Examination Circular No.196 of 2011



Programme of the P.G. Diploma in Marketing Management
(P.G.D.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. The centre and places of examination will be as follows :

	CENTRE/PLACE OF EXAMINATION	Inst. Code	For the Students of Following Insitutes:
1.	Indian Insti. of Cost & Mgt. Std. & Research (INDSEARCH), 85/1, Law College Road, Erandawane, Pune - 411 004	0429 0328	Indian Insti. of Cost & Mgt. Std. & Research (INDSEARCH), 85/1, Law College Road, Erandawane,Pune - 411 004 Institute of Management & Social Science & Research, Sadashiv Peth, Tilak Road, Pune-411 030
2	Sinhgad Business School,Karve Road, Pune 411004	1048 0436 0662 0672 1044 0338	Sinhgad Business School,Pune-4 Prin. N.G. Naralkar Institute of Career Development & Research, Off. Prabhat Takies, Pune-411030. Suryadatta Institute of Management & Information Research, 2074, Vijaynagar Colony, Sadashiv Peth, Pune - 411 030 Late. L. K. Pathak Institute of Technology & Management, 1359, Shukrawar Peth, Pune-411002 Matrix Business School,Karve Road,Pune-411004 Sinhgad Institute of Management,Vadgaon,Pune-41
3	MIT School of Management, Survey No.124, Kothrud, Pune 411 030	1078 0425.	Choice Inst.of Mngt., Karve Road, Kothrud, Pune-411038. I.M.C.C. 131,Maur Colony, Kothrud, Pune-411029
4	Institute of Management & Career Development (IMCD), Sector No.21, Yamunanagar, Nigdi, Pune - 411 044	0477 0331 1184 0751 0485 0812 1180	Institute of Management & Career Development (IMCD), Sector No.21, Yamunanagar, Nigdi, Pune - 411 044 Institute of Business Management & Research (IBMR), MIDC, Block - C, Industrial Area, Chinchwad, Pune - 411 019 Yeshwant Inst.of Business Mgt.Alandi,Pune Sun-Hightech & Management Development & Research Institute, E.L. 39/5, MIDC, Bhosari, Pune - 411 026 I.B.M.R., Opp. Wakad Police Chowki, Pune-411057 IMRCD, Nigdi, Pune - 411044 Yashaswi International Inst of Mgt.Sc. Chinchwad,Pune-33
5	Poona Inst. of Mgt., Science & Entp., Poona College Campus, Camp, Pune-411001	0446 1067 1250	Poona Inst. of Mgt., Science & Entp.,Poona College Campus, Camp, Pune-411001 Mandke Human Happiness Foundation,Erandawane, Pune-038 Pradnya Institute of Management and IT,Hadapsar,pune-28
6	Sinhgad Inst of Mgt.Lonavala	0742	Sinhgad Inst of Mgt.Lonavala
7	Manikchand Dhariwal Inst.Shirur,Pune	1106	Srinath Education.Socy's inst of Mgt,Kondhapuri,Dist,Pune

P.G.D.M.M. Programme / 2

	CENTRE/PLACE OF EXAMINATION		For the Students of Following Insitutes
8	HJCCSM Inst. of Mgt. Res. & Rural Dev. Opp. Law College, Lal Taki Road, Ahmdenagar - 414001	457.	BPHEs's Institute of Management Studies & Career Development & Research, CSRD Campus, Station Road, Ahmednagar - 414 001
9	NDMVP'S Institute of Management & Research and Information Technology, 8, Krishnamangal Society, Gangapur Road, Nasik - 422 005	430	NDMVP'S Institute of Management & Research and Information Technology, 8, Krishnamangal Society, Gangapur Road, Nasik - 422 005

6. The Examination will be conducted in the following order :

Day & Date	SEMESTER-I TIME : 10.30 A.M. TO 1.30 P.M.	SEMESTER-II TIME : 2.30 P.M. TO 5.30 P.M.
Saturday 12.11.2011	101 : Basics of Marketing(Old & 2008 Pattern)	201 :Retail & Distribution Management (Old & 2008 Pattern)
Monday 14.11.2011	102 : Sales Management & Marketing Research (Old) 102 : Sales Management (2008 Pattern)	202 :Integrated Marketing Communication (Old & 2008 Pattern)
Tuesday 15.11.2011	103 Laws Relating to Marketing(2008 Pattern)	203 : Services Marketing (2008 Pattern)

7.The last Examination of PGDMM Semester-I & II(old pattern) will be held in, November 2011 and May 2012 respectively

Ganeshkhind,
Pune-411007
Ref. No.XCT/1119
Date-12/10/2011

Dr.S.M.Ahire
Controller of Examinations