

UNIVERSITY OF PUNE

Examination Circular No 144.of 2013
Programme of the P.G. Diploma in Marketing Management
(P.G.D.M.M.)
November 2013

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.**(Pls. Refer Circular No. 128/2013, dated:10/10/2013)**
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.

(P.G.D.M.M.)

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.
07/11/2013 Thursday	101 : Basics of Marketing(2008 Pattern) 101:Marketing Management(2013 Pattern)	201 :Retail & Distribution Management(2008 Pattern)
08/11/2013 Friday	102 : Sales Management (2008 Pattern) 102:Marketing Research(2013 Pattern)	202 :Integrated Marketing Communication(2008 Pattern)
09/11/2013 Saturday	103:Laws Relating to Marketing(2008 Pattern) 103:Consumer Behavior(2013 Pattern)	203 : Services Marketing (2008 Pattern)
11/11/2013 Monday	104:Integrated Marketing Communications(2013 Pattern)	-----

**Ganeshkhind
Pune-411007
Ref.No. XCT/948
Date-18/10/2013**

**Dr. Sampada Joshi
(Controller of Examinations)**