

UNIVERSITY OF PUNE
Examination Circular No 175 of 2013



Programme of Master in Marketing Management
(M. M. M.)
Examinations 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.
5. Use of Non-programmable Calculator is permitted.

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The examination will be conducted in the following order :

DAY AND DATE	SUBJECT TIME : 10.30 A.M. TO 1.30 P.M. (2013 Pattern) Time 10.30A.M to 1.00 P.M. SEMESTER- I	SUBJECT TIME 2.30 P.M. To 5.30 P.M. SEMESTER- III
Wednesday 27.11.2013	101: Principles and Practice of Management (2008 Pattern) 101:Basics of Marketing(2013 Pattern)	301 : International Marketing (2008 Pattern)
Thursday 28.11.2013	102 : Principles of Marketing (2008 Pattern) 102:Accounting for Business Decisions(2013 Pattern)	302: Laws Related to Marketing (2008 Pattern)
Saturday 30.11.2012	103 : Fundamentals of Management Accounting (2008 Pattern) 103:Economic Analysis for Business Decisions(2013 Pattern)	303 : Financial Services Marketing (2008 Pattern)
Monday 02.12.2013	104 : Managerial Economics (2008 Pattern) 104:Business Research Methods(2013 Pattern)	304 : Marketing Communication (2008 Pattern)
Tuesday 03.12.2013	105 : Research Methodology (2008 Pattern) 105:Organization Behavior(2013 Pattern)	305 : Retail Operations Management (2008 Pattern)
Wednesday 04.12.2013	106 : Consumer Behavior (2008 Pattern) 106:Business Communications(2013 Pattern)	-----
DAY AND DATE	SUBJECT TIME : 10.30 A.M. TO 1.30 P.M. SEMESTER- II	SUBJECT TIME 2.30 P.M. To 5.30 P.M. SEMESTER- IV
Thursday 05.12.2013	201 : Services Marketing (2008 Pattern)	401 : Brand Management (2008 Pattern)
Saturday 07.12.2013	202 : Retail Marketing (2008 Pattern)	402 : Strategic Marketing (2008 Pattern)
Monday 09.12.2013	203 : Sales Management & Personal Selling (2008 Pattern)	403 : Export Documentation & Forex Management(2008 Pattern)
Tuesday 10.12.2013	204 : Distribution Management & Logistics (2008 Pattern)	404 : Direct Marketing (2008 Pattern)
Wednesday 11.12.2013	205 : Market Research (2008 Pattern)	405 : Industrial Marketing (2008 Pattern)
Thursday 12.12.2013	206 : Relationship Marketing (2008 Pattern)	406 : Rural & Agricultural Marketing (2008 Pattern)

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

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

Ganeshkhind

Pune-411 007

Ref.No. XCT/1006

Date-30/10/2013

Dr. Sampada Joshi
(Controller of Examinations)