

UNIVERSITY OF PUNE



Examination Circular No. 81 of 2010 Programme of the P.G. Diploma in Marketing Management (Sem. I & II) (Old and 2008 Pattern) Examination, May, 2010

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

For the Students of Following Insitutes

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| <ol style="list-style-type: none"> 1. Indian Insti. of Cost & Mgt. Std. & Research (INDSEARCH),
85/1, Law College Road, Erandawane,
Pune - 411 004 | <ol style="list-style-type: none"> 1. Indian Insti. of Cost & Mgt. Std. & Research (INDSEARCH),
85/1, Law College Road, Erandawane,
Pune - 411 004 2. Institute of Management & Social Science & Research,
Sadashiv Peth, Tilak Road, Pune-411 030 |
| <ol style="list-style-type: none"> 2. Synergy's Institute of Management, Pune-30 | <ol style="list-style-type: none"> 1. Matrix Business School, Karve Road, Pune-411004 |
| <ol style="list-style-type: none"> 3. Sinhgad Business School,
Karve Road, Pune 411004 | <ol style="list-style-type: none"> 1. Prin. N.G. Naralkar Institute of Career Development & Research, Off. Prabhat Takies, Pune-411030. 2. Suryadatta Institute of Management & Information Research, 2074, Vijaynagar Colony, Sadashiv Peth, Pune - 411 030 3. Late. L. K. Pathak Institute of Technology & Management, 1359, Shukrawar Peth, Pune-411002 |
| <ol style="list-style-type: none"> 4. MIT School of Management, Survey
No. 124, Kothrud, Pune 411 030 | <ol style="list-style-type: none"> 1. Choice Inst. of Mngt., Karve Road, Kothrud, Pune-411038. 2. I.M.C.C. 131, Maur Colony, Kothrud, Pune-411029 |
| <ol style="list-style-type: none"> 5. Institute of Management & Career Development (IMCD), Sector No. 21,
Yamunanagar, Nigdi, Pune – 411 044 | <ol style="list-style-type: none"> 1. Institute of Management & Career Development (IMCD), Sector No.21, Yamunanagar, Nigdi, Pune – 411 044 2. Institute of Business Management & Research (IBMR), MIDC, Block – C, Industrial Area, Chinchwad, Pune – 411 019 3. Yeshwant Inst. of Business Mgt. Alandi, Pune 4. Sun-Hightech & Management Development & Research Institute, E.L. 39/5, MIDC, Bhosari, Pune – 411 026 5. I.B.M.R., Opp. Wakad Police Chowki, Pune-411057 6. IMRCD, Nigdi, Pune - 411044 |

[P.T.O.]

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

CENTRE/PLACE OF EXAMINATION	For the Students of Following Insitutes
6. Poona Inst. of Mgt., Science & Entp., Poona College Campus, Camp, Pune-411001	1. Poona Inst. of Mgt., Science & Entp., Poona College Campus, Camp, Pune-411001 2. Mandke Human Happiness Foundation, Erandawane, Pune-411038
7. BPHE'S Institute of Management Studies & Career Development & Research, CSRD Campus, Station Road, Ahmednagar - 414 001	1. BPHE'S Institute of Management Studies & Career Development & Research, CSRD Campus, Station Road, Ahmednagar - 414 001 2. Pravara Institute of Research & Education in Natural & Social Sciences, Loni (Bk), Ahmednagar - 413 736 3. Institute of Business Management & Rural Development, IBMRD (MBA), OPP. Premdan Hotel, Savedi Road, Ahmednagar- 414 003
8. NDMVP'S Institute of Management & Research and Information Technology, 8, Krishnamangal Society, Gangapur Road, Nasik - 422 005	1. 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-II TIME : 11.00 A.M. TO 2.00 P.M..	SEMESTER-I TIME : 3.00 P.M. TO 6.00 P.M.
Monday, 10.5.2010	201 : Retail & Distribution Management (Old) 201 : Retail & Distribution Management (2008 Pattern)	101 : Basics of Marketing 101 : Basics of Marketing (2008 Pattern)
Tuesday, 11.5.2010	202 : Integrated Marketing Communication (Old) 202 : Integrated Marketing Communication (2008 Pattern)	102 : Sales Management & Marketing Research (Old) 102 : Sales Management (2008 Pattern)
Wednesday, 12.5.2010	203 : Services Marketing (2008 Pattern)	103 :Laws Relating to Marketing (2008 Pattern)

The last Examination of PGDMM old pattern (Sem-I & II) will be held in, April, 2010 and November, 2010 respectively.

Ganeshkhind,
Ref. No.XCT/573
Date:1.4.2010

Dr. S.M. Ahire
In-charge Controller of Examinations