

UNIVERSITY OF PUNE



Examination Circular No.91 of 2014

PROGRAMME OF THE P.G. DIPLOMA IN MARKETING MANAGEMENT (P.G.D.M.M.) MAY 2014

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.

The Examination will be conducted in the following order :

DAY & DATE	SEMESTER-I (2008 & 2013 PATTERN) 11.00 A.M. TO 2.00 P.M.	SEMESTER-II (2008 & 2013 PATTERN) 3.00 P.M. TO 6.00 P.M.
TUESDAY 20.05.2014	101 : Basics of Marketing(2008) 101: Marketing Management(2013)	201 :Retail & Distribution Management (2008) 201: Services Marketing(2013)
WEDNESDAY 21.05.2014	102 : Sales Management (2008) 102: Marketing Research(2013)	202 :Integrated Marketing Communication(2008) 202: Sales & Distribution Management (2013)
THURSDAY 22.05.2014	103: Laws Relating to Marketing(2008) 103: Consumer Behavior(2013)	203 : Services Marketing (2008) 203: Customer Relationship Management (2013)
FRIDAY 23.05.2014	104: Integrated Marketing Communications (2013)	204: Strategic Brand Management(2013)

-Students of Sem. I,II & III & IV(Old Pattern)will have to appear as per the equivalent Subjects of (2008 Pattern)

**Ganeshkhind
Pune-411007
Ref.No. XCT/247
Date- 10.04.2014**


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