

**SHREEMATI NATHIBAI DAMODAR THACKERSEY
WOMEN'S UNIVERSITY**

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Asst. Registrar : 2661 5138
Asst. Registrar 2 : 2660 3259
M.A., B.Ed., H. Sc., Nsg. : 2660 3322
B.A., B. Com., M. Com., Law : 2661 1595
Accounts : 2660 8374
Degree, Migm., Certi. : 2661 2877
M.Phil., Ph.D : 2660 3259
Confidential : 2661 2265
Tech., Pharm., BCA, BMS : 2661 5985

Ref.No./Exam/M.B.A.(REV.)/2020-2021/41

Date: 18th January, 2021

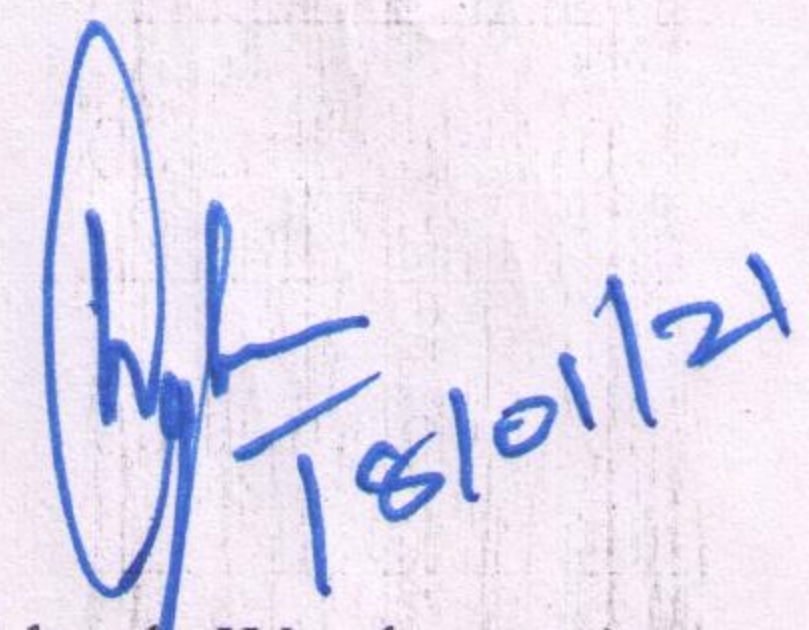
**PROGRAMME FOR
MASTER OF BUSINESS ADMINISTRATION (MBA) (REVISED) - MARKETING
EXAMINATION: FEBRUARY/MARCH - 2021 SEMESTER - III
(FRESH/REPEATER/SUPPLIMENTARY*)**

Mode:- Online Examination

Type : Objective Type-MCQ

Day /Date	Sub. Code	Name of the Subject	Marks	Time
Tuesday 23-02-2021	3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	50	11.00 a.m. to 12.00 noon
Wednesday 24-02-2021	3004	Integrated Marketing Communication	50	11.00 a.m. to 12.00 noon
Thursday 25-02-2021	3005	Product and Brand Management	50	11.00 a.m. to 12.00 noon
Friday 26-02-2021	3006	Services Marketing	50	11.00 a.m. to 12.00 noon
Saturday 27-02-2021	3007	Retail Management	50	11.00 a.m. to 12.00 noon
Monday 01-03-2021	3008	Digital and Social Media Marketing	50	11.00 a.m. to 12.00 noon

Note: The Examination will be objective type, comprising Multiple Choice Questions (M.C.Q.).


(Dr. Subhash Waghmare)
Director

Board of Examinations and Evaluation

Date: 18th January, 2021

Place: Mumbai

- For those students/examinees who improve their grades obtained in the last University Examination (Fresh/Repeater) held in Oct/Nov-2020.