

SHREEMATI NATHIBAI DAMODAR THACKERSEY

**WOMEN'S UNIVERSITY**

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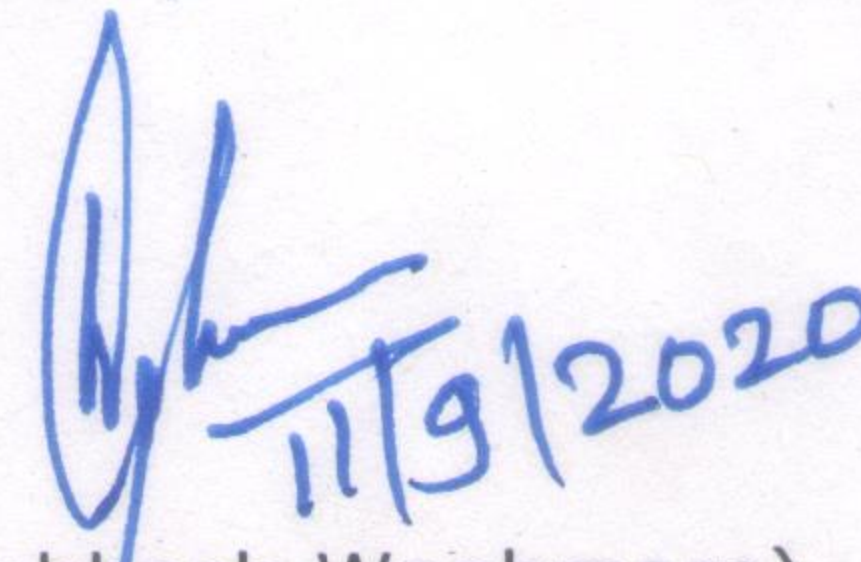
DOEE (D) : 2661 5159  
Dy. Registrar : 2661 1524  
Asst. Registrar : 2661 5138  
Asst. Registrar 2 : 2660 3259  
M.A., B.Ed., H. Sc., Nsg. : 2660 3322  
B.A., B. Com., M. Com., Law : 2661 1595  
Accounts : 2660 8374  
Degree, Migm., Certi. : 2661 2877  
M.Phil., Ph.D : 2660 3259  
Confidential : 2661 2265  
Tech., Pharm., BCA, BMS : 2661 5985

Ref.No./Exam/MMS-MBA/2019-20/

Date: 10<sup>th</sup> September, 2020

**PROGRAMME FOR  
MASTER OF BUSINESS ADMINISTRATION (MBA)-MARKETING  
ONLINE EXAMINATION: OCTOBER-2020  
SEMESTER - IV (FRESH/REPEATER)**

Day /Date	Sub. Code	Name of the Subject	Marks	Time
Thursday 01-10-2020	4001	Corporate Strategy	50	11.00 a.m. to 12.00 noon
Saturday 03-10-2020	4002	Sales and Distribution Management	50	11.00 a.m. to 12.00 noon
Monday 05-10-2020	4003	Consumer Behavior & Advanced Marketing Research	50	11.00 a.m. to 12.00 noon
Tuesday 06-10-2020	4004	B2B Marketing	50	11.00 a.m. to 12.00 noon
Wednesday 07-10-2020	4005	International Marketing	50	11.00 a.m. to 12.00 noon
Thursday 08-10-2020	4006	Marketing to base of Pyramid Consumers	50	11.00 a.m. to 12.00 noon

  
(Dr. Subhash Waghmare)  
Director

Board of Examinations and Evaluation

Date: 10<sup>th</sup> September, 2020

Place: Mumbai

**Note: The Examination will be of objective type, comprising 30 Multiple Choice Questions (M.C.Q.), out of which any 25 questions can be attempted by the students.**