



SHREEMATI NATHIBAI DAMODAR THACKERSEY  
**WOMEN'S UNIVERSITY**  
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Accounts : 2660 3379  
Degree, Mgmt., Cert. : 2661 2677  
M. Phil., Ph.D. : 2660 3269  
Directorship : 2661 2202  
Secy., Phorm. WCA, 2662 : 2661 2662

Ref.: Exam / MBA (Marketing) /2021-22/190

Date: 22 / 07/2021

### TIME TABLE

Name of the Faculty: Faculty of Commerce & Management/ Faculty of Commerce  
Name of Program / Exam: Master of Business Administration (Marketing)  
Semester /Yearly : Semester -IV (Fresh/Repeater)  
Pattern : (2018 Pattern)  
Exam Month / Year : August -2021

### THEORY

DAY/ DATE	SUBJECT CODE	SUBJECT	MARKS	TIME
Tuesday 17-08-2021	4001	Corporate Strategy	50	02.00 p.m. to 03.00 p.m.
Wednesday 18-08-2021	4002	Sales and Distribution Management	50	02.00 p.m. to 03.00 p.m.
Friday 20-08-2021	4003	Consumer Behavior & Advanced Marketing Research	50	02.00 p.m. to 03.00 p.m.
Saturday 21-08-2021	4004	B2B Marketing	50	02.00 p.m. to 03.00 p.m.
Monday 23-08-2021	4005	International Marketing	50	02.00 p.m. to 03.00 p.m.
Tuesday 24-08-2021	4006	Marketing to base of Pyramid consumers	25	02.00 p.m. to 03.00 p.m.

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

Prepared by: Sumita  
Verified by: [Signature]  
Assistant Registrar: [Signature]  
Deputy Registrar : [Signature]

Sheet  
23/7/2021  
(Dr. Sanjay Shedmake)  
Director ( Addl Ch.)  
Board of Examinations and Evaluation

Note: Time Table upload on website on dated :- \_\_\_\_\_