

# University of Mumbai



(140)  
SECOND HALF 2009

## PROGRAMME OF THE DIPLOMA IN MARKETING MANAGEMENT (FIRST TERM) EXAMINATION

Candidates for the above examination are requested to be in attendance at the place of examination, fifteen minutes before the time appointed for setting of the first paper and ten minutes before the time fixed for setting of each subsequent paper.

THEY ARE FORBIDDEN TO TAKE ANY BOOK OR PAPER INTO THE EXAMINATION HALL.

Seat numbers and places of examination will be announced on the college notice boards four days prior to the date of commencement of the examination.

Smoking is strictly prohibited in the examination hall.

The written examination will be conducted in the following order :-

| Days and Dates    | Time                     | Paper                                     |
|-------------------|--------------------------|---|
| 30 नोव्हेंबर 2009 | 10:30 a.m. to 12:30 p.m. | Marketing Finance.                        |
| 01 डिसेंबर 2009   | 10:30 a.m. to 02:30 p.m. | Marketing Planning & Operations Research. |

Mumbai - 400 098  
24th September, 2009

Prof. Vilas B. Shinde  
Controller of Examinations