



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act, 1956)

Re-accredited by NAAC with "A++" Grade | Awarded Category - I by UGC

SIU/EXAM/605/05 3963

Date: 25/09/2024

Circular No. SIU/EXAM/101 of Odd 2024

Faculty of Media and Communication

Timetable for MBA (CM), MA (MC) programme of Symbiosis Institute of Media & Communication, Pune to be held in Odd 2024 exam season.

- 1) Instructions to candidates should be **downloaded from eduwiz** and should be **displayed in each block** by the institutes.
- 2) Candidates are required to be present at the respective block of examination fifteen minutes before the commencement of examination.
- 3) Candidates are not allowed to enter the Examination Hall after commencement of the examination unless explicitly permitted by the Chief Conductor but not beyond 15 minutes.
- 4) Candidates are not allowed to leave the Examination Hall for the first 30 minutes, after commencement of examination.
- 5) Candidates are forbidden from taking any material into the Examination Hall that can be used for malpractice at the time of examination.
- 6) Candidates are not allowed to carry any electronic devices such as smart phones, smart watches, audio/video players, etc. in the Examination Hall.
- 7) Use of Scientific calculator, electronic dictionaries and similar devices are not allowed unless and until it is explicitly permitted in the concerned question paper.
- 8) The candidates must ensure that nothing is written on any part of the body, clothes and any belongings carried in the Examination Hall.
- 9) It is the responsibility of the candidates to note the examination time table and any changes thereafter, as displayed on the notice boards at the centre of examination.
- 10) Candidates should bring Identity Card as well as Examination Hall Ticket at the time of examination.
- 11) Request for any special concessions such as a change in date or time fixed for the University Examinations shall not be granted for any reasons.
- 12) Candidates should bring with him/her their own pen, pencil, scales and water bottles.
- 13) Candidates should write answers in BLUE/BLACK ink only. Use of Pencil and other colors are permitted only in case of diagrams, graphs etc. Answer Scripts written with pencil or ink of other colors will not be evaluated.
- 14) Candidates are not allowed to carry answer script/s or supplement/s written in or blank while leaving the Examination Hall.
- 15) Candidates are not allowed to communicate in any manner with any other candidates in the examination hall while the examination is in progress.

- 16) Candidates should not write anything on the question paper.
- 17) Candidates are required to follow the instruction/s given by the Senior/Junior Supervisor.
- 18) Candidates should not behave in rude OR disobedient manner with any staff during the examination.
- 19) The Examination will be held at **Symbiosis Institute of Media & Communication, Pune.**

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Controller of Examinations

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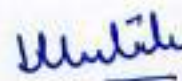
EXAMINATION TIME TABLE : Odd 2024

INSTITUTE : (0501) SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION, PUNE

Programme : MBA (CM)

Semester : I

Day/Date	Time	Course Code	Course Name
Tuesday 15/10/2024	10:30 To 13:00	0501430105	Integrated Marketing Communication Planning (2024-26)
Wednesday 16/10/2024	10:30 To 12:00	0501430101	Business Statistics (2024-26)
Thursday 17/10/2024	10:30 To 12:00	0501430102	Essentials of Marketing Management (2024-26)
Friday 18/10/2024	10:30 To 12:00	0501430103	Communication Theories and Culture (2024-26)
Saturday 19/10/2024	10:30 To 12:00	0501430106	Principles and Practices of Management and Organisational Behaviour (2024-26)
Monday 21/10/2024	10:30 To 12:00	0501430107	Research Methodology (2024-26)
Tuesday 22/10/2024	10:30 To 12:00	0501430108	Business Communication - I (2024-26)
Wednesday 23/10/2024	10:30 To 12:00	0501430109	Economics and Accounting (2023-25, 2024-26)



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SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

EXAMINATION TIME TABLE : Odd 2024

INSTITUTE : (0501)SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION, PUNE

Programme :MBA (CM)

Semester :II

Day/Date	Time	Course Code	Course Name
Tuesday 15/10/2024	14:00 To 16:30	0501430201	Consumer Behaviour and Insights (2023-25)
Wednesday 16/10/2024	14:00 To 16:30	0501430202	Content Creation & Marketing (2023-25)
Thursday 17/10/2024	14:00 To 16:30	0501430203	Digital Marketing (2023-25)
Friday 18/10/2024	14:00 To 16:30	0501430204	Strategic Brand Management (2023-25)
Saturday 19/10/2024	14:00 To 15:30	0501430205	Sales Management (2023-25)
Monday 21/10/2024	14:00 To 15:30	0501430206	Marketing Research (2023-25)
Tuesday 22/10/2024	14:00 To 15:30	0501430207	Business Analytics (2023-25)
Wednesday 23/10/2024	14:00 To 15:30	0501430208	Qualitative Research Methods (2023-25)
Thursday 24/10/2024	14:00 To 15:30	0501430212	Account Planning Models and Practices (2023-25)
Friday 25/10/2024	14:00 To 15:30	0501430213	Specialised Advertising Research (2023-25)



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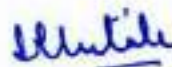
EXAMINATION TIME TABLE : Odd 2024

INSTITUTE : (0501)SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION, PUNE

Programme :MBA (CM)

Semester :III

Day/Date	Time	Course Code	Course Name
Friday 08/11/2024	10:30 To 12:00	0501430304	Rural Marketing (2023-25)
Saturday 09/11/2024	10:30 To 12:00	0501430306	Social Media Analytics (2023-25)
Monday 11/11/2024	10:30 To 12:00	0501430307	Management Accounting (2023-25)
Tuesday 12/11/2024	10:30 To 12:00	0501430302	Artificial Intelligence, Augmented Reality and Virtual Reality (2023-25)
Wednesday 13/11/2024	10:30 To 12:00	0501430309	Applied Semiotics for Brand Communication (2023-25)
Wednesday 13/11/2024	10:30 To 12:00	0501430313	Media Research and Applications (2023-25)
Wednesday 13/11/2024	10:30 To 12:00	0501430316	Public Affairs (2023-25)
Wednesday 13/11/2024	10:30 To 12:00	0501430320	Multivariate Analysis - 2 (2023-25)
Thursday 14/11/2024	10:30 To 12:00	0501430310	Communication Design (2023-25)
Friday 15/11/2024	10:30 To 12:00	0501430314	Economics and Business of Media (2023-25)
Saturday 16/11/2024	10:30 To 12:00	0501430317	Strategic PR and Reputation Management (2023-25)
Monday 18/11/2024	10:30 To 12:00	0501430323	Consumer, Brand and Media Insights (2023-25)



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