



**SARDAR PATEL UNIVERSITY**  
University Road, P. B. No.: 10  
Vallabh Vidyanagar – 388120 (Gujarat)  
NAAC Accredited with Grade 'A'  
(10-01-2023 to 09-01-2028)

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**Examination Programme (April-2023)**  
**P.G.Diploma In Marketing Management (PGDMM)**

Centre of the Examination : As per Exam Centre mentioned in your Hall Ticket  
Time of the Examination : 10:00 AM to 01:00 PM

Date & Day	Subject Code	Subject Title
12/04/2023 Wednesday	PAPER-I	Fundamental of Marketing Management
15/04/2023 Saturday	PAPER-II	Consumer Behavior & Customer Relationship Management (CB & CRM)
18/04/2023 Tuesday	PAPER-III	Advertising (ADV)
20/04/2023 Thursday	PAPER-IV	Rural Marketing (RM)
		Service Marketing (SM)
		International Marketing (IM)

No.: E-1/ 828  
Date: 29/03/2023  
Vallabh Vidyanagar

for <sup>30/3/23</sup>  
29/3/23  
Deputy Registrar  
(Examination Section)

**Important Instruction:**

- Candidates are requested to remain present at their respective place of examination, **before the 30 Minutes** of commencement of the examination.
- Candidates are forbidden from taking anything except pens, pencils, rubbers, stencils, calculator and drawing instruments into the examination hall. Under no circumstances loan or exchange of the above materials will be allowed in the examination hall.
- Mobile Phone is Prohibited Strictly Not Permitted** in the Examination Hall. Seating in examination hall with any **Electronic Gadgets** will be treated as Copy Case (U.F.M. Case).
- Students have to follow the instructions given in the Answer Book.
- Note for Practical Examination:**  
The Practical Examination will be held before or after the conclusion of the written examination at the College concerned. The exact dates and time of the Practical examination will be fixed by the Principal of the College concerned. Due notice will be given on the NOTICE BOARD of the College. Candidates are requested to remain present at the date, time and place notified for their practical examination. Those who fail to remain present themselves at the date, time and place notified will not be examined afterward.
- The University reserves the right to cancel/change date, time & place of examination without assigning any reasons, However, any change in the examination programme will be notified on the university website.