

BHARATHIAR UNIVERSITY: COIMBATORE- 46
SCHOOL OF DISTANCE EDUCATION
TIME-TABLE FOR MAY 2019 EXAMINATIONS

COURSE : MBA MARKETING MANAGEMENT II YEAR - ANNUAL PATTERN

(CANDIDATES ADMITTED FROM THE *ACADEMIC YEAR 2007-08 AND ONWARDS*)

| YEAR | DATE | DAY | SESSION | TITLE OF THE PAPER | SUB CODE | Q.P CODE | BATCH |
|--|----------|-----|---------|------------------------------------|----------|-----------|-----------------------------------|
| II | 15.05.19 | WED | AN | CONSUMER BEHAVIOUR | 23A | 07DMB-M15 | 2007-08 Aca. Year & Onwards |
| II | 16.05.19 | THU | AN | INDUSTRIAL & SERVICES MARKETING | 23B | 07DMB-M16 | -do- |
| II | 17.05.19 | FRI | AN | NEW PRODUCT DEVELOPMENT | 23C | 07DMB-M17 | -do- |
| II | 21.05.19 | TUE | AN | MARKETING RESEARCH | 23D | 07DMB-M18 | -do- |
| II | 22.05.19 | WED | AN | ADVERTISING AND SALES PROMOTION | 23E | 07DMB-M19 | -do- |
| II | 23.05.19 | THU | AN | LOGISTICS AND SALES MANAGEMENT | 23F | 07DMB-M20 | -do- |
| II | 24.05.19 | FRI | AN | INTERNATIONAL MARKETING | 23G | 07DMB-M21 | -do- |
| Additional Papers for the candidates admitted from the Academic year 2011-12 & Onwards) | | | | | | | |
| II | 25.05.19 | SAT | AN | BUSINESS ENVIRONMENT AND ETHICS | 23H | 07DMB11 | 2007-08 Aca. Yr. & Onwards |
| II | 26.05.19 | SUN | AN | STRATEGIC MANAGEMENT | 23J | 07DMB13 | -do- |

SESSION: FN : FORENOON - 10 AM – 1 PM
AN: AFTERNOON - 2 PM – 5 PM

CONTROLLER OF EXAMINATIONS i/c.

COIMBATORE – 46
DATE : 29.03.2019