

**KURUKSHETRA UNIVERSITY KURUKSHETRA**

Date-Sheet for the **Post-Graduate Diploma in Marketing Management Parts-I&II (PGDMM), Master of Marketing Management (MMM) Parts-I,II & III, Master of Financial Management(MFM) 1<sup>st</sup> & 2<sup>nd</sup> Year, Diploma in Tourism & Hotel Management(DTHM)Parts-I & II, Post-Graduate Diploma in Environmental Education(PGDEE) , Post-Graduate Diploma in Journalism & Mass Communication( PGDJMC), Post-Graduate Dip.in Export Marketing Management(PGDEMM), Post-Graduate Diploma in Translation, M.A.(MC) Part-I & II (For Correspondence Course)** Examinations commencing w.e.f.16.5.2008.

( **THEORY EXAMINATION**)

Time of Examination: 2.00 P.M. to 5.00 P.M. (EVENING SESSION)

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Date and Day      Subject and Paper

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**MAY,2008**

16 <sup>th</sup> , Friday	<ol style="list-style-type: none"><li>1. PGDMM/MMM (Part-I) Paper-I/ddm-101: Principles and Practice of Management</li><li>2. MMM (Part-III) Paper-I: Strategic Marketing Management</li><li>3. MFM( Ist year) Paper MFM-101: Management Concepts and Economics</li><li>4. PGDTHM Part-I Paper-I: Elements of Hospitality Management</li><li>5. M.A.(MC)Part-I/PGDJMC Paper-I: Process and Practice of Communication (New Syllabus) For Correspondence and Re-appear candidates</li><li>*6. M.A(MC)Part-I Paper-I: Introduction to Mass Communication (Old Syllabus)</li><li>*7. PGDJMC Paper-I: Introduction to Mass Communication (2005-06 Syllabus)</li></ol>
17 <sup>th</sup> , Saturday	P.G.Diploma in Translation Paper-I: Anuvad: Sidhant & Pervidhi
19 <sup>th</sup> , Monday	<ol style="list-style-type: none"><li>1.PGDEE Paper-I: Basic Concepts of Ecology</li><li>2. PGDEMM Paper EM-101: International Marketing</li><li>3. M.A.(MC) Part-II: Paper-VI: Editing (2007-08 syllabus for Correspondence candidates)</li><li>4. M.A.(MC)Part-II: Paper-VI: Media Research (Old Syllabus)</li></ol>
21 <sup>st</sup> , Wednesday	<ol style="list-style-type: none"><li>1.PGDMM/MMM(Part-II) Paper-I/ddm-201: Advertising Management</li><li>2 .MFM(2<sup>nd</sup> Year) Paper MFM-201: Financial Management –II</li><li>3. PGDTHM(Part-II) Paper-I: Front Office Management &amp; Operations</li></ol>
23 <sup>rd</sup> , Friday	<ol style="list-style-type: none"><li>1. M.A.(MC) Part-I/PGDJMC Paper-II: Print Media (New Syllabus) For Correspondence and Re-appear candidates</li><li>*2. M.A(MC)Part-I: Paper-II: Reporting and Editing (Old Syllabus)</li><li>*3. PGDJMC Paper-II: Reporting and Editing(2005-06 Syllabus)</li></ol>
24 <sup>th</sup> ,Saturday	P.G. Diploma in Translation Paper-II: Opt.(i) Srijnatamak Sahitya Ka Anuvad Opt.(ii) Syntactic & Semantic Structures
26 <sup>th</sup> , Monday	<ol style="list-style-type: none"><li>1. PGDMM/MMM(Part-I) Paper-II/ddm-102: Marketing Management</li><li>2. MMM( Part-III) Paper-II: Marketing Planning and Control</li><li>3. M.F.M.( Ist Year) Paper MFM-102: Quantitative Methods and Computer Applications</li><li>4. PG DTHM Part-I: Paper-II: Introduction of Tourism Business</li><li>5. M.A.(MC) Part-II: Paper-VII: Media Research (2007-08 Correspondence candidates)</li><li>6. M.A.(MC)Part-II Paper-VII: Development Communication(Old Syllabus)</li></ol>
27 <sup>th</sup> , Tuesday	<ol style="list-style-type: none"><li>1. PGDEE Paper-II: Population and Community Ecology</li><li>2. PGDEMM Paper- EM-102: International Business Environment</li></ol>
28 <sup>th</sup> , Wednesday	<ol style="list-style-type: none"><li>1. PGDMM/MMM(Part-II): Paper-II/ddm-202: Sales Management</li><li>2. M.F.M. (2<sup>nd</sup> year) Paper MFM-202: Security Analysis and Portfolio Management</li><li>3. PGDTHM(Part-II) Paper-II: House Keeping</li><li>4.M.A.(MC) Part-I/PGDJMC Paper-III: Electronic Media (New Syllabus) For Correspondence and Re-appear candidates</li><li>*5. M.A.(MC)Part-I: Paper-III: Print &amp; Electronic Media (Old Syllabus)</li><li>*6. PGDJMC Paper-III: Print &amp; Electronic Media (2005-06 Syllabus)</li></ol>
30 <sup>th</sup> , Friday	<ol style="list-style-type: none"><li>1. PGDMM/MMM (Part-I) Paper-III/ddm-103: Marketing Research</li><li>2. MMM (Part-III) Paper-III: Retailing Management</li><li>3. M.F.M. Ist Year Paper MFM-103: Accounting for Management</li><li>4. PGDTHM (Part-I) Paper-III: Principles of Management</li><li>5. M.A.(MC) Part-II: Paper-VIII: Development Communication (2007-08 syllabus for Correspondence candidates)</li><li>6. M.A.(MC)Part-II: Paper-VIII: Media Production Old Syllabus)</li></ol>

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Date and Day	Subject and Paper
<b>JUNE,2008</b> 2 <sup>nd</sup> , Monday	1. PGDEE Paper-III: Environmental Pollution & Sources of Energy 2. PGDEMM Paper EM-103: International Marketing Research
3 <sup>rd</sup> , Tuesday	1. PGDMM/MMM (Part-II) Paper-III/ddm-203: Industrial Marketing 2. MFM 2 <sup>nd</sup> year Paper MFC-203: Multinational Financial Management 3. PGTHM (Part-II) Paper-III: Food and Beverage Operations 4. P.G.Diploma in Translation Paper-III: Vyavharik Anuvad 5. M.A.(MC)Part-I/PGDJMC Paper-IV: Reporting (New Syllabus) For Correspondence and Re-appear candidates *6. M.A. (MC) Part-I: Paper-IV: Advertising and Public Relations (Old Syllabus) *7. PGDJMC Paper-IV: Advertising and Public Relations (2005-06 Syllabus)
5 <sup>th</sup> , Thursday	1. PGDMM/MMM (Part-I) PaperIV/ddm-104: Marketing Environment in India 2. MMM (Part-III) Paper-IV: Service Marketing 3. MFM Ist year Paper MFM-104: Financial Management 4. PGDTHM (Part-I) Paper-IV: Financial & Hotel Accounting 5. M.A.(MC) Part-II: Paper-IX: Public Relations (2007-08 syllabus for Correspondence candidates) 6. M.A (MC)Part-II Paper-IX Opt.(i) Business Journalism (Old Syllabus) Opt.(ii) Sports Journalism
7 <sup>th</sup> ,Saturday	1. PGDEE Paper-IV: Major National & Global Environment Issues 2. PGDEMM Paper EM-104: Export Documentation & Procedures
9 <sup>th</sup> , Monday	1. PGDMM/MMM (Part-II) Paper-IV/ddm204: International Marketing 2. MFM 2 <sup>nd</sup> Year Paper MFM-206: Project Management 3. PGDTHM (Part-II) Paper-IV: Hotel Marketing 4. M.A.(MC) Part-I/ PGDJMC Paper-V: Advertising (New Syllabus) For Correspondence and Re-appear candidates
10 <sup>th</sup> , Tuesday	1. PGDMM/MMM (Part-I) Paper-V/ddm-105: Consumer Behavior 2. MMM (Part-III) Paper-V: Product Management 3. MFM Ist Year Paper MFM-105: Corporate Tax Planning & Management 4. PGDTHM (Part-I) Paper-V: Human Resource Development 5. M.A.(MC) Part-II: Paper-X: Media Production (2007-08 syllabus for Correspondence candidates)
11 <sup>th</sup> , Wednesday	PGDEMM Paper EM-105: Financial Management
12 <sup>th</sup> ,Thursday	1. PGDMM/MMM (Part-II) Paper-V/ddm-205: Rural and Agriculture Marketing 2. MFM 2ndYear Paper MFM-207: Merchant Banking and Financial Services 3. PGDTHM (Part-II) Paper-V: Financial Management
14 <sup>th</sup> , Saturday	1. M.F.M.(Ist Year) Paper MFM-106: Indian Financial System 2. PGDTHM (Part-I) Paper-VI: Statistics & Research Methodology 3. PGDMM Paper ddm-106: Service Marketing
17 <sup>th</sup> , Tuesday	PGDMM Part-II Paper ddm-206: Retailing Management

- NOTES: - 1. On getting a question-paper and before answering it, the candidates should check up and ensure that they have been supplied with the correct question-paper. If the question-paper is not correct they may ask the Centre Superintendent for the same. Complaints in this regard after the examination shall not be entertained.
2. (\*) indicates old syllabus for Re-appear candidates only.

KURUKSHETRA  
15.4.2008

DR. HUKAM SINGH  
CONTROLLER OF EXAMINATIONS

( BUILDING NOTICE ATTACHED)