

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous), Shivajinagar, Pune 5.
ESE (End Semester Examination) October/November 2025 (2023 PATTERN)
T.Y.B.B.A. (Marketing) SEM-V REGULAR

Course Type	Course	Course Code	Course / Paper Title	Credit	ESE Marks	DATE	TIME
Major Mandatory (4 + 4 + 2)	Major Core Paper 10 (Theory)	23BaMktU5101	Rural Marketing	4	60	11/11/2025	11.00 am to 1.00 pm
	Major Paper 11 (Theory)	23BaMktU5102	Brand Management	4	60	12/11/2025	11.00 am to 1.00 pm
	Major Paper 12 (Theory)	23BaBbaU5103	Entrepreneurship Development	2	30	13/11/2025	11.00 am to 12.00 noon
Major Electives	Elective I (Theory)	23BaMktU5201	Business Ethics in Marketing	4	60	14/11/2025	11.00 am to 1.00 pm
	Elective II (Theory)	23BaMktU5202	Service Marketing	4	60	14/11/2025	11.00 am to 1.00 pm
Minor (4)	Minor Paper IV (Theory)	23BaBbaU5301	Public Finance and International Economics	4	60	15/11/2025	11.00 am to 1.00 pm
VSC (2)	Major Specific Practical III	23BaMktU5501	Lab Course on Marketing Research	2	30	17/11/2025	11.00 am to 12.00 noon
FP / CEP(2)	FP –II (Project)	23BaMktU5002	Field Project II	2	30	At Department	



Dr. Yuvraj Shelke
Dy. COE



Dr. R. M. Jagtap
COE



Dr. Anjali Sardesai
V.P. (Academics)



Dr. Nivedita Ekbote
Principal

Instructions:

1. Reach the examination hall strictly 15 minutes before examination time.
2. The Regular CIE examinations will be conducted in offline mode at college.
3. The seating arrangement will be provided by concerned Department one day before examination date.
4. Use of mobile phone and smart watch is strictly prohibited.
5. Use of calculator can be done with prior permission of concern Subject Teacher.
6. Signing the Attendance sheet of the examination is compulsory.
7. MOOC based extra credits examinations will be conducted along with the ESE examinations.