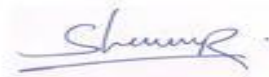


ONLY FOR NEP 2023 PATTERN
Prepared on: 24/02/2026

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous), Shivajinagar, Pune 5.
ESE(End Semester Examination) March/April-2026 (2023 PATTERN)
T.Y.B.B.A. (Marketing) SEM-VI REGULAR

Course Type	Course	Course Code	Course / Paper Title	Credit	ESE Marks	DATE	TIME
Major Mandatory (4 + 4 + 2)	Major Core Paper 12 (Theory)	23BaMktU6101	International Marketing	4	60	09/04/2026	11.00 am to 1.00 pm
	Major Paper 13 (Theory)	23BaMktU6102	Strategic Marketing Management	4	60	10/04/2026	11.00 am to 1.00 pm
	Major Paper 14 (Theory)	23BaBbaU6103	Fundamentals of E-Commerce	2	30	11/04/2026	11.00 am to 12.00 noon
Major Electives	Elective I (Theory)	23BaMktU6201	Legal Aspects in Marketing	4	60	13/04/2026	11.00 am to 1.00 pm
	Elective II (Theory)	23BaMktU6202	Supply Chain Management	4	60	13/04/2026	11.00 am to 1.00 pm
Minor (4)	Minor Paper IV (Theory)	23BaBbaU6301	Indian Economic Environment	4	60	15/04/2026	11.00 am to 1.00 pm
OJT	OJT	23CpCopU6004	On Job Training	4	60	At Department	

Note: Please note that the total CIA marks for '04' credit course = 40 Marks . The '10 Marks' evaluation of such '04' credit courses will be done by Department, (Attendance/Assignment/ Review etc)



Dr. Yuvraj Shelke
Dy. COE



Dr. R. M. Jagtap
COE



Dr. Anjali Sardesai
V.P. (Academics)



Dr. Nivedita Ekbote
Principal

Instructions:

1. The A.Y. 2025-2026 provisionally admitted students are strictly informed that they can appear for the CIA examinations. However, the CIA marks will be considered only after the confirmation of their A.Y. 2025-2026 on fulfilling the earlier prerequisite credits.
2. Reach the examination hall strictly 15 minutes before examination time.
3. The Regular CIE examinations will be conducted in offline mode at college.
4. The seating arrangement will be provided by concerned Department one day before examination date.
5. Use of mobile phone and smart watch is strictly prohibited.
6. Use of calculator can be done with prior permission of concern Subject Teacher.
7. Signing the Attendance sheet of the examination is compulsory.
8. MOOC based extra credits examinations will be conducted along with the ESE examinations.