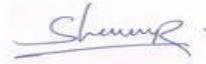


ONLY FOR NEP 2023 PATTERN
Prepared on: 24/02/2026

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

Course Type	Course	Course Code	Course / Paper Title	Credit	ESE Marks	DATE	ESE TIME	CIA TIME
Major Mandatory (4 + 4 + 2)	Major Core Paper 10 (Theory)	23BaMktU5101	Rural Marketing	4	60	18/04/2026	11.00 am to 1.00 pm	1.15 pm to 2.00 pm
	Major Paper 11 (Theory)	23BaMktU5102	Brand Management	4	60	20/04/2026	11.00 am to 1.00 pm	1.15 pm to 2.00 pm
	Major Paper 12 (Theory)	23BaBbaU5103	Entrepreneurship Development	2	30	21/04/2026	11.00 am to 12.00 noon	1.15 pm to 1.45 pm
Major Electives	Elective I (Theory)	23BaMktU5201	Business Ethics in Marketing	4	60	22/04/2026	11.00 am to 1.00 pm	1.15 pm to 2.00 pm
	Elective II (Theory)	23BaMktU5202	Service Marketing	4	60	22/04/2026	11.00 am to 1.00 pm	1.15 pm to 2.00 pm
Minor (4)	Minor Paper IV (Theory)	23BaBbaU5301	Public Finance and International Economics	4	60	23/04/2026	11.00 am to 1.00 pm	1.15 pm to 2.00 pm
VSC (2)	Major Specific Practical III	23BaMktU5501	Lab Course on Marketing Research	2	30	24/04/2026	11.00 am to 12.00 noon	1.15 pm to 1.45 pm
FP / CEP(2)	FP –II (Project)	23BaMktU5002	Field Project II	2	30	At Department		



Dr. Yuvraj Sheke
Dy. COE



Dr. R. M. Jagtap
COE



Dr. Anjali Sardesai
V.P. (Academics)



Dr. Nivedita Ekbote
Principal

Instructions to Students:

For ESE:

- 1. Please ensure that you will reach the examination Hall 25 minutes before examination time.**
- 2. Duly signed Hall ticket and college ID card is compulsory to attend the examinations**
- 3. Use of mobile phones and smart watches is strictly prohibited.**
- 4. If any misconduct by any student will be confirmed by the Examination Squad during examination, then appropriate 'Disciplinary Action' will be admissible against the student as per SPPU rules.**

For CIA Backlog:

- 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/some regular credits CIE Backlog examinations will be conducted along with the ESE examinations. (Please refer the above timetable for such courses)**