

Progressive Education Society's
Modern College of Arts, Science and Commerce (Autonomous), Shivajinagar, Pune 5.
CIA Backlog & ESE (End Semester Examination) Oct-Nov 2026 (2023 PATTERN)
T.Y.B.B.A. (Marketing) SEM-V Regular & 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	12/10/2026	11.00 am to 1.00 pm	1.15 pm to 2.00 pm
	Major Paper 11 (Theory)	23BaMktU5102	Brand Management	4	60	13/10/2026	11.00 am to 1.00 pm	1.15 pm to 2.00 pm
	Major Paper 12 (Theory)	23BaBbaU5103	Entrepreneurship Development	2	30	14/10/2026	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	15/10/2026	11.00 am to 1.00 pm	1.15 pm to 2.00 pm
	Elective II (Theory)	23BaMktU5202	Service Marketing	4	60	15/10/2026	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	16/10/2026	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	17/10/2026	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. R. M. Jagtap
Controller of Examinations



Dr. Nivedita G. 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)