



TILAK MAHARASHTRA VIDYAPEETH

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A. IN DIGITAL MARKETING - 473)

EXAMINATION : JANUARY – 2022

ONLINE THEORY TIME-TABLE (2020-21 Batch)

CB/CS
60:40

Date/Time	Semester – I		Semester – II		Semester – III	
	Code	Subject	Code	Subject	Code	Subject
05 /01/2022 to 15 /01/2022 10.00 am to 4.00 pm	BBA15-111	Principles of Management	BBA15-211	Marketing Management - I	BBA15-311	Marketing Management- II
05 /01/2022 to 15 /01/2022 10.00 am to 4.00 pm	BBA15-112	Principles of Financial Accounting	BBA20-229	Advanced Principles in Digital Marketing & Social Media	BBA20-330	Marketing & Managing Sales
05 /01/2022 to 15 /01/2022 10.00 am to 4.00 pm	BBA15-113	Introduction to Business	BBA15-213	Environmental Studies	BBA15-312	Financial Management
05 /01/2022 to 15 /01/2022 10.00 am to 4.00 pm	BBA20-126	Principles of Digital Marketing	BBA15-226	Digital Marketing - Inbound Web-Email & Analytics	BBA15-313	Organizational Behavior – I
05 /01/2022 to 15 /01/2022 10.00 am to 4.00 pm	BBA20-127	Introduction to Sales & Business	BBA20-227	Marketing Research & Sales Process	BBA15-314	Business Mathematics
05 /01/2022 to 15 /01/2022 10.00 am to 4.00 pm	BBA20-331	Social CRM & Organizational Impact

(P.T.O)

Instructions:

1. Question papers for each subject will be activated on TMV website (www.tmv.edu.in) between **5th January 2022 to 15th January 2022.**
2. The Question Paper pattern will be as follows:
 - a) Subjective Question for 40 Marks
 - b) Objective Question for 20 Marks
3. Time duration for **60 marks** paper will be **90 minutes.**
4. Students can appear for more than one subject in a day.



Pune : 411037.

Date : 13 /12 /2021

Acting Registrar