



TILAK MAHARASHTRA VIDYAPEETH

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

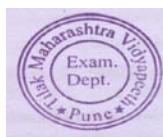
EXAMINATION : JULY – 2021

FIRST YEAR ONLINE THEORY TIME-TABLE

Date/Time	Semester – I		Semester – II	
	Code	Subject	Code	Subject
19/07/2021 to 24/07/2021 10.00 am to 4.00 pm	BBA15-111	Principles of Management	BBA15-211	Marketing Management - I
19/07/2021 to 24/07/2021 10.00 am to 4.00 pm	BBA15-112	Principles of Financial Accounting	BBA15-213	Environmental Studies
19/07/2021 to 24/07/2021 10.00 am to 4.00 pm	BBA15-113	Introduction to Business	BBA15-226	Digital Marketing - Inbound Web-Email & Analytics
19/07/2021 to 24/07/2021 10.00 am to 4.00 pm	BBA20-126	Principles of Digital Marketing	BBA20-227	Marketing Research & Sales Process
19/07/2021 to 24/07/2021 10.00 am to 4.00 pm	BBA20-127	Introduction to Sales & Business	BBA20-229	Advanced Principles in Digital Marketing & Social Media

Instructions:

1. Question papers for each subject will be activated on TMV website (www.tmv.edu.in) between - **19th JULY 2021 to 24th JULY 2021.**
2. The Question Paper pattern will be as follows:
 - a) The question paper consists of objective and subjective questions.
 - b) The Objective questions will be of **20 Marks.** And Subjective questions will be of **40 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 : 22 /06/2021

Acting Registrar