

**Acharya Nagarjuna University :: Nagarjuna University - 522510**  
**BBM (Hons) Examinations P March, 2017**

AT END OF FOURTH YEAR

TIME TABLE

2 ½ Hours Time 9 A.M. TO 11.030 AM

Day & Date	Q.P.Code	SUBCODE	PAPER TITLE	Max Marks
SATURDAY 04-03-2017	4451	BBM41	Paper – I BUSINESS ETHICS & CORPORATE GOVERNANCE (WCS)	70
MONDAY 06-03-2017	4452	BBM42	Paper – II STRATEGIC MANAGEMENT (WCS)	70
TUESDAY 07-03-2017	4453A	BBM43A	Paper – III INTERNATIONAL MARKETING MANAGEMENT (WCS) MARKETING SPECIALIZATION	70
	4453B	BBM43B	PAPER-III: LABOUR LAWS HRM SPECIALIZATION	70
	4453C	BBM43C	PAPER-III: CORPORATE ACCOUNTING & FINANCE SPECIALIZATION	70
WEDNESDAY 08-03-2017	4454A	BBM44A	PAPER-IV: PRODUCT MANAGEMENT & PROMOTION MANAGEMENT (WCS) MARKETING SPECIALIZATION	70
	4454B	BBM44B	PAPER-IV: PERFORMANCE & COMPENSATION MANAGEMENT HRM SPECIALIZATION	70
	4454C	BBM44C	PAPER-IV: MANAGEMENT OF FINANCIAL SERVICES, ACCOUNTING & FINANCE SPECIALIZATION	70
THURSDAY 09-03-2017	4455A	BBM45A	PAPER-V: BRAND MANAGEMENT & ADVERTISING MANAGEMENT (WCS) MARKETING SPECIALIZATION	70
	4455B	BBM45B	PAPER-V: MANAGEMENT OF TRAINING & DEVELOPMENT (WCS) HRM SPECIALIZATION	70
	4455C	BBM45C	PAPER-V: FINANCIAL MARKETS, ACCOUNTING & FINANCE SPECIALIZATION	70
FRIDAY 10-03-2017	4456A	BBM46A	PAPER-VI: LOGISTICS & SUPPLY CHAIN MANAGEMENT (WCS) MARKETING SPECIALIZATION	70
	4456B	BBM46B	PAPER-VI: MANAGEMENT OF INDUSTRIAL RELATIONS (WCS) HRM SPECIALIZATION	70
	4456C	BBM46C	PAPER-VI: MANAGEMENT ACCOUNTING & FINANCE SPECIALIZATION	70

Note : The students those who have left out papers in old regulations have to write the examinations in the new syllabus from march,2010 and onwards.

(BY ORDER)

NAGARJUNA NAGAR  
Date :

ADDL. CONTROLLER OF EXAMINATIONS