

INSTITUTE OF BUSINESS MANAGEMENT
NATIONAL COUNCIL OF EDUCATION, BENGAL

MBA 3rd year 1st Semester Examinations : 2021 (on-line Mode)
(including Supplementary)

Time : 3 Hours (1.00 pm to 4.00 pm)

Full Marks : 70

Marketing Management:

Date	Day	Paper Name & Paper Code
February 9, 2021	Tuesday	Product & Strategic Brand Management (35MM1)
February 11, 2021	Thursday	Marketing Research (35MM2)
February 17, 2021	Wednesday	Consumer Behaviour (35MM3)
February 19, 2021	Friday	Integrated Marketing Communication (35MM4)

Human Resource Management :

Date	Day	Paper Name & Paper Code
February 9, 2021	Tuesday	Human Resource Development & Social Responsibility of Business (35HR1)
February 11, 2021	Thursday	Labour Law (35HR2)
February 17, 2021	Wednesday	International Human Resource Management (35HR3)
February 19, 2021	Friday	Change Management & Organizational Development (35HR4)

Financial Management:

Date	Day	Paper Name & Paper Code
February 9, 2021	Tuesday	Corporate Finance (35FM1)
February 11, 2021	Thursday	Security Analysis & Portfolio Management (35FM2)
February 17, 2021	Wednesday	Merger & Acquisition (35FM3)
February 19, 2021	Friday	International Finance (35FM4)

Systems / IT Management:

Date	Day	Paper Name & Paper Code
February 9, 2021	Tuesday	E-Commerce & Its Application in Business (35SM1)
February 11, 2021	Thursday	Object Oriented Programming Using C++ (35SM2)
February 17, 2021	Wednesday	Networking (35SM3)
February 19, 2021	Friday	Data Structure Using C (35SM4)

Project Management:

Date	Day	Paper Name & Paper Code
February 9, 2021	Tuesday	Project Concept, Feasibility Study & Appraisal (35PM1)
February 11, 2021	Thursday	Project Planning, Scheduling and Control (35PM2)
February 17, 2021	Wednesday	Project Materials & Finance (35PM3)
February 19, 2021	Friday	Project Quality Management (35PM4)

Director
Institute of Business Management

M. Chatterjee
Dr. Manidipa Chatterjee
Director (Acting)

Institute of Business Management