



UNIVERSITY OF THE PUNJAB

NOTIFICATION NO. 520 /Cond.D.S.

Date Sheet for the Fourth Year B.B.A (Hons.) Annual Examination, 2017
to be held in December, 2017/January, 2018

WRITTEN EXAMINATION

Time: - 02:00 p.m to 05:00 p.m
On Friday: - 02:30 p.m to 05:30 p.m

Date	Day	Paper	Subject
06-12-2017	Wednesday	1	Sales Management* (Marketing Specialization) Managerial Accounting** (Finance Specialization)
08-12-2017	Friday	2	Marketing Research* (Marketing Specialization) Financial Analysis** (Finance Specialization)
12-12-2017	Tuesday	3	Small Business Management (Marketing Specialization) Small Business Management (Finance Specialization)
14-12-2017	Thursday	4	Pakistan Economy (Marketing Specialization) Pakistan Economy (Finance Specialization)
18-12-2017	Monday	5	Mathematics (Advanced) (Marketing Specialization) Mathematics (Advanced) (Finance Specialization)
20-12-2017	Wednesday	6	Advertising * (Marketing Specialization) Financial Management (Advanced)** (Finance Specialization)
22-12-2017	Friday	7	Consumer Behaviour* (Marketing Specialization) Taxation Management (Advanced)** (Finance Specialization)
27-12-2017	Wednesday	8	Statistics (Advanced) (Marketing Specialization) Statistics (Advanced) (Finance Specialization)
29-12-2017	Friday	9	E-Commerce (Marketing Specialization) E-Commerce (Finance Specialization)
02-01-2018	Tuesday	10	Financial Institutions and Services (Marketing Specialization) Financial Institutions and Services (Finance Specialization)

*Marketing Specialization

**Finance Specialization

Note: The date sheet for practical examination will be announced later

Dated: - 24-11-2017

(ZUBAIR AHMAD)
Deputy Controller (Conduct)
for Controller of Examinations.