



**VIDYASAGAR UNIVERSITY**  
MIDNAPORE • PASCHIM MEDINIPUR  
WEST BENGAL • PIN 721 102  
**OFFICE OF THE CONTROLLER OF EXAMINATIONS**

Ref. No.: VU/CE/PG/GD-077/2025

Date: 07.11.2025

## **NOTICE**

**Provisional Examination Schedule for MBA 3<sup>rd</sup> Semester  
Examinations 2025  
(For Students of Bengal Institute of Business Studies)  
(New Syllabus)**

| Major: Marketing<br>Minor: Digital Marketing |            |                                         |                                         |
|----------------------------------------------|------------|-----------------------------------------|-----------------------------------------|
| Day                                          | Date       | 10.00 to 1.00                           | 2.30 to 5.30                            |
| Friday                                       | 12-12-2025 | MBA 301: Entrepreneurship development   | ---                                     |
| Monday                                       | 15-12-2025 | 307A: Sales and Distribution Management | 311A: Fundamentals of Digital Marketing |
| Tuesday                                      | 16-12-2025 | 307B: Service Marketing                 | 311B: SEO and SEM Strategies            |
| Wednesday                                    | 17-12-2025 | 307E: Consumer Behaviour                | 307H: Retail Management                 |

| Major: Marketing<br>Minor: Human Resource Management |            |                                           |                                                        |
|------------------------------------------------------|------------|-------------------------------------------|--------------------------------------------------------|
| Day                                                  | Date       | 10.00 to 1.00                             | 2.30 to 5.30                                           |
| Friday                                               | 12-12-2025 | MBA 301: Entrepreneurship development     | 308B: Human Resource Development and Talent Management |
| Monday                                               | 15-12-2025 | 307A: Sales and Distribution Management   | ----                                                   |
| Tuesday                                              | 16-12-2025 | 307B: Service Marketing                   | ----                                                   |
| Wednesday                                            | 17-12-2025 | 307E: Consumer Behaviour                  | 307H: Retail Management                                |
| Thursday                                             | 18-12-2025 | 308D: Compensation and Rewards Management | ----                                                   |



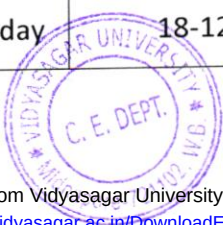


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| Major: Digital Marketing<br>Minor: Marketing |            |                                         |                                           |
|----------------------------------------------|------------|-----------------------------------------|-------------------------------------------|
| Day                                          | Date       | 10.00 to 1.00                           | 2.30 to 5.30                              |
| Friday                                       | 12-12-2025 | MBA 301: Entrepreneurship development   | ----                                      |
| Monday                                       | 15-12-2025 | 307A: Sales and Distribution Management | 311A: Fundamentals of Digital Marketing   |
| Tuesday                                      | 16-12-2025 | 307B: Service Marketing                 | 311B: SEO and SEM Strategies              |
| Wednesday                                    | 17-12-2025 | 311C: Content Marketing Strategies      | 311D: Cyber Security in Digital Marketing |

| Major: Human Resource<br>Minor: Marketing |            |                                                     |                                                        |
|-------------------------------------------|------------|-----------------------------------------------------|--------------------------------------------------------|
| Day                                       | Date       | 10.00 to 1.00                                       | 2.30 to 5.30                                           |
| Friday                                    | 12-12-2025 | MBA 301: Entrepreneurship development               | 308B: Human Resource Development and Talent Management |
| Monday                                    | 15-12-2025 | 307A: Sales and Distribution Management             | -----                                                  |
| Tuesday                                   | 16-12-2025 | 307B: Service Marketing                             | ----                                                   |
| Wednesday                                 | 17-12-2025 | 308E: Performance Management and Competency Mapping | 308F: Industrial and Labour Laws                       |
| Thursday                                  | 18-12-2025 | 308D: Compensation and Rewards Management           | -----                                                  |

| Major: Human Resource<br>Minor: Digital Marketing |            |                                                     |                                                        |
|---------------------------------------------------|------------|-----------------------------------------------------|--------------------------------------------------------|
| Day                                               | Date       | 10.00 to 1.00                                       | 2.30 to 5.30                                           |
| Friday                                            | 12-12-2025 | MBA 301: Entrepreneurship development               | 308B: Human Resource Development and Talent Management |
| Monday                                            | 15-12-2025 | ----                                                | 311A: Fundamentals of Digital Marketing                |
| Tuesday                                           | 16-12-2025 | ----                                                | 311B: SEO and SEM Strategies                           |
| Wednesday                                         | 17-12-2025 | 308E: Performance Management and Competency Mapping | 308F: Industrial and Labour Laws                       |
| Thursday                                          | 18-12-2025 | 308D: Compensation and Rewards Management           | -----                                                  |







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| Major: Financial Management<br>Minor: Digital Marketing |            |                                                    |                                                 |
|---------------------------------------------------------|------------|----------------------------------------------------|-------------------------------------------------|
| Day                                                     | Date       | 10.00 to 1.00                                      | 2.30 to 5.30                                    |
| Friday                                                  | 12-12-2025 | MBA 301: Entrepreneurship development              | 306A: Banking and Financial Institutions        |
| Monday                                                  | 15-12-2025 | -----                                              | 311A: Fundamentals of Digital Marketing         |
| Tuesday                                                 | 16-12-2025 | -----                                              | 311B: SEO and SEM Strategies                    |
| Wednesday                                               | 17-12-2025 | 306F: Investment Analysis and Portfolio Management | 306H: Financial Derivatives and Risk Management |
| Thursday                                                | 18-12-2025 | 306 D: Digital Finance                             | -----                                           |
| Major: Financial Management<br>Minor: Marketing         |            |                                                    |                                                 |
| Day                                                     | Date       | 10.00 to 1.00                                      | 2.30 to 5.30                                    |
| Friday                                                  | 12-12-2025 | MBA 301: Entrepreneurship development              | 306A: Banking and Financial Institutions        |
| Monday                                                  | 15-12-2025 | 307A: Sales and Distribution Management            | -----                                           |
| Tuesday                                                 | 16-12-2025 | 307B: Service Marketing                            | -----                                           |
| Wednesday                                               | 17-12-2025 | 306F: Investment Analysis and Portfolio Management | 306H: Financial Derivatives and Risk Management |
| Thursday                                                | 18-12-2025 | 306 D: Digital Finance                             | -----                                           |

| Major: Business Analytics and Data Science<br>Minor: Marketing         |            |                                              |                                       |
|------------------------------------------------------------------------|------------|----------------------------------------------|---------------------------------------|
| Day                                                                    | Date       | 10.00 to 1.00                                | 2.30 to 5.30                          |
| Friday                                                                 | 12-12-2025 | MBA 301: Entrepreneurship development        | 309A: Fundamentals of Data Analytics  |
| Monday                                                                 | 15-12-2025 | 307A: Sales and Distribution Management      | -----                                 |
| Tuesday                                                                | 16-12-2025 | 307B: Service Marketing                      | -+---                                 |
| Wednesday                                                              | 17-12-2025 | 309C: Business Forecasting using IT and ITES | -----                                 |
| Thursday                                                               | 18-12-2025 | 309B: Data Science Using R                   | 309D: Data Visualization for Managers |
| Major: Business Analytics and Data Science<br>Minor: Digital Marketing |            |                                              |                                       |
| Day                                                                    | Date       | 10.00 to 1.00                                | 2.30 to 5.30                          |
| Friday                                                                 | 12-12-2025 | MBA 301: Entrepreneurship development        | 309A: Fundamentals of Data Analytics  |



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|           |            |                                              |                                         |
|-----------|------------|----------------------------------------------|-----------------------------------------|
| Monday    | 15-12-2025 | -----                                        | 311A: Fundamentals of Digital Marketing |
| Tuesday   | 16-12-2025 | -----                                        | 311B: SEO and SEM Strategies            |
| Wednesday | 17-12-2025 | 309C: Business Forecasting using IT and ITES | -----                                   |
| Thursday  | 18-12-2025 | 309B: Data Science Using R                   | 309D: Data Visualization for Managers   |

*Pranab*  
**Controller of Examinations(offg.)**

Controller of Examinations  
 (Officiating)  
 Vidyasagar University  
 Midnapore-721102, W.B.

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5. Principal/TIC of all the colleges with Post Graduate Departments of Vidyasagar University with a request to circulate among the faculty members.
6. Secretary, Faculty council of Post Graduate studies, Vidyasagar University for Information and necessary action.
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8. Deputy Registrar (Academic), Vidyasagar University for Information and necessary action.
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