



NOTIFICATION OF THE GUJARAT UNIVERSITY

No. Exam. '4-A'/ 52954 /of 2025

Department of Business Intelligence

B. K. School of Professional and Management Studies

Gujarat University

DECEMBER 2025

UNIVERSITY EXAMINATION

MBA(Integrated)/ MBA(Integrated) in Business Intelligence/

MBA(Integrated) in Advertising and Public Relations

SEMESTER-III, MBA(INTEGRATED)

(Regular & Repeater)



Candidates for the above examination are requested to be present at the respective place of examination, fifteen minutes before the time of examination.

They are forbidden to take any book or any kind of hand written/typed /printed material, programmable calculator and any type of mobile phone in the examination hall.

- The Place of examination will be declared later on.
- The written examination will be conducted in the following order.

Sr. No	Date/Day	Specialization	Name of Subject	Code	Time	Marks
1	02/12/2025 Tuesday	BM	Human Resource Management (HRM)	DSC-C-HRM-231	02:30 pm to 04:30 pm	50
		BI	Fundamentals of Human Resource Analytics (FHRA)	DSC-C-FHRM-231		50
		APR	Human Resource Media (HRM)	DSC-C-HRM-231		50
2	03/12/2025 Wednesday	BM	Financial Management (FM)	DSC-C-FM-232	02:30 pm to 04:30 pm	50
		BI	Financial Analytics (FA)	DSC-C-FA-232		50
		APR	Advertising Financial Management (AFM)	DSC-C-AFM-232		50
3	04/12/2025 Thursday	BM	Marketing Management (MM)	DSC-C-MM-233	02:30 pm to 04:30 pm	50
		BI	Business Analytics for Marketing (BAM)	DSC-C-BAM-233		50
		APR	Elements of Marketing Management (EMM)	DSC-C-EMM-233		50
4	05/12/2025 Friday	BM/BI/APR	Introduction to Taxation (IT)	MDC-IT-234	02:30 pm to 04:30 pm	50
5	06/12/2025 Saturday	BM/BI/APR	Business Communication (BC)	AEC-235	02:30 pm to 03:30 pm	25
6	08/12/2025 Monday	BM/BI/APR	Indian Knowledge System-II (IKS-II)	VAC-237	02:30 pm to 03:30 pm	25

The exchange or loan of calculating aids, drawing instruments or the materials used in the examination is not permitted while examinations are in progress. Candidates must bring their own instruments. They will not be allowed to borrow from one another in any circumstances

Ahmedabad – 380 009

By Order,

November 25, 2025

for Controller of Examination