



# Lok Jagruti Kendra University (LJ University)

## University with a Difference

(Lok Jagruti Kendra University Established by Gujarat Act No. 19 of 2019)

**Integrated MBA-5 Year Program**

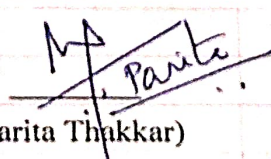
**(School of Management Studies)**

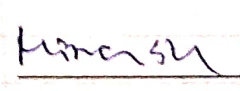
**Semester-9 University External Examination\_ Winter 2025 (Regular) (50 Marks)**

### TIME TABLE

Date	Day	Time	Subjects		
			Marketing	Finance	Human Resource
24th November, 2025	Monday	9:30 am- 11:30 am (Mktg) and 9:30 am to 10:30 am (Fin and HR)	Business to Business Marketing(150160911)	Financial Modelling(150160921)(Theory)	HR Analytics(150160931)(Theory)
		11:30 am to 12:30 pm	-	Financial Modelling(150160921)(Practical)	HR Analytics(150160931)(Practical)
25th November, 2025	Tuesday	9:30 am- 10:30 am (Mktg) and 9:30 am to 11:30 am (Fin and HR)	Artificial Intelligence (AI) powered Marketing(150160912)(Theory)	Financial Derivatives(150160922)	Contemporary issues in Human Resource Management(150160932)
		11:30 am to 12:30 pm	Artificial Intelligence (AI) powered Marketing(150160912)(Practical)	-	-
27th November, 2025	Thursday	9:30 am - 11:30 am	Channel and Logistics Management(150161911) / Social Media Analytics(150161912)	Mutual Fund & Alternate Finance(150161921)/ Taxation Aspects of Business(150161922)	International Human Resource Management(150161931)/Emotional Intelligence and Workplace Dynamics(150161932)

- 1) It is mandatory to carry ID Card & Hall ticket during examination
- 2) No Electronic gadgets to be used or found with students, including smart watches and scientific calculators
- 3) No student will be entertained with respect to copy or attempt of the same
- 4) Entry in exam hall once the exam is started is barred.

  
(Dr. Parita Thakkar)  
Exam Head, LJIMBA

  
(Mr. Minesh Shah)  
Registrar, LJKU.