

**PANJAB UNIVERSITY, CHANDIGARH****(N.E.P.)**

Date- Sheet for the **Bachelor of Business Administration (B.B.A.) (FYUP) Digital and Retail Marketing 2<sup>nd</sup> Semester (Re-appear /Regular Candidates) & 4<sup>th</sup> (Regular) (UNDER NEP)** Examination to be held in APRIL/ MAY -2026

**Note:** In case of internal clash (clash of one paper with any other paper in the date sheet of Panjab University), candidate has to apply along with the clash performa (<https://exams.puchd.ac.in/includes/noticeboard/2026/20260406115746-clashperformaforinternalclash.pdf?2026>) either by hand or by email [datesheet@pu.ac.in](mailto:datesheet@pu.ac.in) within 10 days of examination. No application will be entertained without performa.

**Note:** For IDC/ SEC /VAC papers, Candidates are advised to check the B.A./B.Sc. (FYUP) date sheet for their particular paper which are common for all Courses under NEP.

<b>Bachelor of Business Administration (FYUP) Digital and Retail Marketing</b>		
<b>2<sup>nd</sup> Semester</b>		
<b>Examination Code: 5222</b>		
<b><u>TIME OF EXAMINATION: 9.30 a.m. to 12.30 p.m.</u></b>		
<b>Date &amp; Day</b>	<b>S. Code</b>	<b>Subject/Paper</b>
<b>April: 2026</b>		
27 <sup>th</sup> Monday		<b>All Inter/Multi Disciplinary Courses (IDC/MDC)</b>
28 <sup>th</sup> , Tuesday		<b>All Skill Enhancement Courses (SEC)</b>
30 <sup>th</sup> , Thursday		<b>All Value Added Courses (VAC)</b>
<b>May:2026</b>	10532	English (Compulsory) : Language Skills: Reading And Writing ( <b>Other than B.A.</b> )
15 <sup>th</sup> , Friday		
23 <sup>rd</sup> , Saturday	13021	NBBA 201 Human Resource Management ( <b>Common with BBA, 2<sup>nd</sup> Semester</b> )
25 <sup>th</sup> , Monday	13022	NBBA202 Macro Economics ( <b>Common with BBA, 2<sup>nd</sup> Semester</b> )
28 <sup>th</sup> , Thursday	13023	NBBA 203 Financial Statement Analysis ( <b>Common with BBA, 2<sup>nd</sup> Semester</b> )
30 <sup>th</sup> , Saturday	14931	Punjabi (Compulsory): Punjabi Safarnama Ate Viharak Punjabi
	13026	Punjabi Compulsory: PUN 126 ( <b>Old</b> )
	12528	History & Culture of Punjab: History & Culture of Punjab (19 <sup>TH</sup> and 20 <sup>th</sup> Century) ( <b>For B.Com. &amp; B.B.A. only</b> )

**Bachelor of Business Administration: Digital and Retail Marketing (FYUP)****4<sup>th</sup> Semester****Examination Code: 5224****TIME OF EXAMINATION: 9.30 a.m. to 12.30 p.m.**

<b>April:2026</b> 29 <sup>th</sup> , Wednesday	11381	<b>English: Language Skills: Listening, Speaking, Reading, Writing-II (ENG-AEC-4-401)</b>
<b>May, 2026</b> 5 <sup>th</sup> , Tuesday		<b>Value Added Courses</b>  <b>Time of Examination: 2.00 p.m. to 5.00 p.m.</b> Candidates are advised to check their paper in B.A./B.Sc. (FYUP) date sheet which is common for all 4 <sup>th</sup> Semester courses under NEP.
15 <sup>th</sup> Friday	13064	PBBA(DRM) 405 Business Environment ( <b>Common with BBA 4<sup>th</sup> Semester</b> )
19 <sup>th</sup> Tuesday	14891	PBBA(DRM) 404 Brand Management
22 <sup>nd</sup> , Friday	14893	PBBA(DRM) 401 Media Management
26 <sup>th</sup> , Tuesday	14892	PBBA(DRM) 402 Content Marketing
29 <sup>th</sup> Friday	14894	PBBA(DRM) 403 Store Layout, Design and Visual Merchandising

**Note:**

1. The candidates are not permitted to carry any communication equipment such as mobile phone/pager, wireless set, scanner pen scanner/camera or any such electronic/digital gadget etc. inside the examination hall which is punishable with disqualification for period of two years with the subsequent examination.
2. Candidates can use coloured pencils for diagrams in science subjects.
3. Candidates offering geography are permitted to use stencils or outline maps. These will be of a material on which nothing can be written such as celluloid, thin tin, transparent or opaque sheets of plasticine etc. Stencils cut in any type of paper or cardboard will, on no account be permitted.
4. In case of internal clash (clash of one paper with any other paper in the date sheet of Panjab Univeristy)/NCC/NSS, candidate has to apply along with the clash performa (<https://exams.puchd.ac.in/includes/noticeboard/2026/20260406115746-clashperformaforinternalclash.pdf?2026>) either by hand or by email [datesheet@pu.ac.in](mailto:datesheet@pu.ac.in) within 10 days of examination. No application will be entertained without performa. For detailed information please contact 0172-2534810/2541303/2534812
5. In case of clash with other university exam/competitive exam or any other valid reason (subject to approval of eligibility by examination branch) or in medical case the candidate has to send his/her email along with admit card, medical performa and other relevant proofs (<https://exams.puchd.ac.in/includes/noticeboard/2025/20251031175404-circularsandofmedicalform.pdf?2025>) in medical case issue to [drexams@pu.ac.in](mailto:drexams@pu.ac.in)
6. Regarding conduct of special exams under sports/medical/left out categories, guidelines of notification No. 7779-82/DRE dated 22.11.2023 and circular No. 4285-88/DRE dated 11.07.2024 and medical form available at the link <https://exams.puchd.ac.in/includes/noticeboard/2025/20251031175404-circularsandofmedicalform.pdf?2025> may be followed.
7. Regarding Guideline of clarification of exam fee from Medical /Left out students. <https://exams.puchd.ac.in/includes/noticeboard/2026/20260407120622-a.pdf?2026>
8. Candidates are advised to be in touch with the official website of Panjab University for notifications regarding change/correction (if any) in the date sheet till the conclusion of the examinations.

**Chandigarh: 160014****Dated: 16.04.2026****Prof. Jagat Bhushan  
Controller of Examinations****(Copyright Reserved)**