



**Dow University of Health Sciences
Karachi
Examinations Department**

Ref No.: DUHS/EXM/2026-049

EXAMINATION PROGRAM

Third Year BBA Semester-V Examination 2026

*Institute of Business & Health Management
SESSION FALL - 2025 - 02 Years Program*

Dates & Days	Subjects	Codes	Timings
27-01-2026 Tuesday	Brand Management	EMK-403	03:00pm to 06:00pm
VENUE	DOW MEDICAL COLLEGE Baba-e-Urdu Road		

IMPORTANT INSTRUCTIONS

1. The Question Paper will contain the same **SAO's / M.C.Q's (One Best Type)** for all candidates. However, the sequence of Questions shall be changed.
2. Candidates are required to bring Pencil (# 2 1/2 HB 6000 or # 2- 7000) sharpener and eraser in the Examination Hall.
3. Candidates must bring their Admit Card / Enrolment Card / College Identity Card to the Examination Hall and must produce the same on demand.
4. Resort to unfair means, indiscipline and disturbance is a serious offence, which leads to disqualification for further appearance upto four years.
5. Candidates are required to be seated half an hour before starting time of paper in the Examination Hall positively.
6. No communication device / digital device / electronic device like Mobile Phone, Video Camera, Bluetooth, MP3, MP4 Player, FM Radio & Audio Recorder etc. is allowed in the Examination Hall, failing which the candidate shall be expelled from the Hall immediately.
7. **Examination Program may be rescheduled, subject to holiday declared by Government or any unforeseen situation. Students are advised to browse / look at the website on daily basis for updates. It must be noted that some changes (if required) can be made in the prescribed schedule as per contingency.**

Dated: 05-01-2026

C.c to:

1. The Staff Officer to Vice-Chancellor, DUHS.
2. The P.A to Pro-Vice-Chancellor, DUHS.
3. The P.A to Registrar, DUHS.
4. The Director, Institute of Business & Health Management, DUHS.
5. The Project Director, Dow University of Health Sciences.
6. The Director, CMS, DUHS.
7. The Director, Q-Bank, DUHS.
8. The Officer-Concerned, Web Portal, DUHS.
9. All Concerned.

Controller of Examinations