

## Rajiv Gandhi Proudyogiki Vishwavidyalaya

### Scheme of Examination

Second Semester – MBA (Marketing Management) W.e.f. 2021-22

S.No.	Subject Code	Subject Name	Maximum Marks for (TheorySlot)			Periods per week			Credits	Total Marks
			End Sem Theory	Mid Sem Test	Assignments/ Quiz	L	T	P		
1	MBMM-201	MARKETING RESEARCH	70	20	10	3	1	-	4	100
2	MBMM-202	PURCHASING AND MATERIAL MANAGEMENT	70	20	10	3	1	-	4	100
3	MBMM-203	RETAIL MANAGEMENT	70	20	10	3	1	-	4	100
4	MBMM-204	HUMAN RESOURCE MANAGEMENT	70	20	10	3	1	-	4	100
5	MBMM-205	CONSUMER BEHAVIOR	70	20	10	3	1	-	4	100
6	MBMM-206	E – COMMERCE	70	20	10	3	1	-	4	100
Total			420	120	60				24	600