

Rajiv Gandhi Proudhyogiki Vishwavidyalaya

Scheme of Examination

Third Semester – MBA (Marketing Management) W.e.f. 2022-23

S.No.	Subject Code	Subject Name	Maximum Marks for (TheorySlot)			Periods per week			Credits	Total Marks
			EndSem Theory	Mid Sem Test	Assignments/ Quiz	L	T	P		
1	MBMM-301	ENTREPRENEURSHIP MANAGEMENT	70	20	10	3	1	-	4	100
2	MBMM-302	BUSINESS ETHICS AND CORPORATE GOVERNANCE	70	20	10	3	1	-	4	100
3	MBMM-303	SALES & DISTRIBUTION MANAGEMENT	70	20	10	3	1	-	4	100
4	MBMM-304	BUSINESS DECISION & MANAGEMENT SYSTEMS	70	20	10	3	1	-	4	100
5	MBMM-305	INTERNATIONAL BUSINESS	70	20	10	3	1	-	4	100
6	MBMM-306	RESOURCE MARKETING	70	20	10	3	1	-	4	100
Total			420	120	60				24	600