



# Rajiv Gandhi Proudyogiki Vishwavidyalaya

## Scheme of Examination

### Fourth Semester - MBA (Marketing Management) W.e.f. 2022-23

S. No.	Subject Code	Subject Name	Maximum Marks for (Theory Slot)			Maximum Marks for (Practical Slot)		Periods per week			Credits	Total Marks
			End Sem Theory	Mid Sem Test	Assignments/Quiz	End Sem Practical/Viva	Project Evaluation	L	T	P		
1	MBMM-401	Strategic Management	70	20	10	-	-	3	1	-	4	100
2	MBMM-402*	Major Research Project	-	-	-	-	100	-	-	4	4	100
3	MBMM-403	International Marketing	70	20	10	-	-	3	1	-	4	100
4	MBMM-404	Rural and Industrial Marketing	70	20	10	-	-	3	1	-	4	100
5	MBMM-405	Marketing of Service	70	20	10	-	-	3	1	-	4	100
6	MBMM-406	System Analysis and Design	70	20	10	-	-	3	1	-	4	100
<b>Total</b>			350	100	50	-	100				24	600

#### Note :

- \* MRP 402 Major Research Project term end examination will be conducted at the concerning institute by the external examiner / examiners as decide by the Kulpati, RGPV along with an internal examiner as appointed by concerning institute.