



Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal(M.P.)

Scheme of Examination

w.e.f-2013-14

Second Semester- Master of Pharmacy - Pharmaceutical Marketing (PM)

S.No.	Subject Code	Subject Name	Periods per week			Credits	Maximum Marks (Theory Slot)			Maximum Marks (Practical Slot)		Total Marks
			L	T	P		End Sem. Exam.	Tests (Two)	Assignments /Quiz	End Sem. Practical/ Viva	Practical Record /Assignment /Quiz/Presen tation	
1.	MPY 201 PM	Pharmaceutical Marketing	4	-	-	4	70	20	10	-	-	100
2.	MPY 202 PM	Marketing Management	4	-	-	4	70	20	10	-	-	100
3.	MPY 203 PM	Pharmaceutical Business	4	-	-	4	70	20	10	-	-	100
4.	MPY 204 PM	Pharmaceutical Product Sales Management	4	-	-	4	70	20	10	-	-	100
5.	MPY 205 PM	Lab Work	-	-	18	9	-	-	-	180	120	300
		Total	16	-	18	25	280	80	40	180	120	700

L: Lecture - T: Tutorial - P: Practical