

**Rajiv Gandhi Proudlyogiki Vishwavidyalaya**  
**Scheme of Examination**  
**First 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
			EndSem Theory	Mid Sem Test	Assignments/ Quiz	L	T	P		
1	MBMM-101	Marketing Management	70	20	10	3	1	-	4	100
2	MBMM-102	Accounting For Marketing Managers	70	20	10	3	1	-	4	100
3	MBMM-103	Business Communication	70	20	10	3	1	-	4	100
4	MBMM-104	Organisational Behaviour	70	20	10	3	1	-	4	100
5	MBMM-105	Computer Application in Management	70	20	10	3	1	-	4	100
6	MBMM-106	Financial and cost Management	70	20	10	3	1	-	4	100
Total			420	120	60				24	600