

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

Scheme of Examination

Third Semester- Master of Pharmacy (Pharmaceutical Marketing)

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 /Presentation	
1	MPYPM 301/302/303/304	Elective -I	4	-	-	4	70	20	10	-	-	100
2	MPYPM 301/302/303/304	Elective -II	4	-	-	4	70	20	10	-	-	100
3	MPYPM 303	Dissertation Part –I (Synopsis, Literature Review, Experimental Work, Seminar Presentation)	-	-	24	12	-	-	-	180	120	300
			8	-	24	20	140	40	20	180	120	500

L: Lecture - T: Tutorial - P: Practical

w.e.f. 2013-14

Electives

- (a) Operations Management**
- (B) Financial Management & Project Management**
- (C) Advertising and Brand Management**
- (D) Product Policy Management, Supply Chain Management & Distribution Management**