

Mandsaur University

2022 Scheme

Scheme of Examination

Department of Business Management & Commerce

Bachelor of Business Administration

Semester IV

S. No.	Category	Subject Code	Subject Name	Maximum Marks Allotted						Hours/Week				
				Theory			Practical			L	T	P	Credits	Total Marks
				End Sem Test (EST)	Mid Sem Test (MST)	Continuous Evaluation	End sem	Mid Sem	Continuous Evaluation					
1	Major 4	M2-BBAB1T	Marketing Management	60	30	10	-	-	-	6	0	0	6	100
2	Minor 4	M2-BBAB2T	Marketing Research	60	30	10	-	-	-	6	0	0	6	100
3	Generic Elective 4	C2-COMA2G	New Venture Planning	60	30	10	-	-	-	4	0	0	4	100
4	SEC 2	V1-COM-DIGT	Digital Marketing	60	30	10	-	-	-	4	0	0	4	100
Total										20	0	0	20	400

Prepare & Submitted by
(Course Coordinator)

Verified By
(Head of the Department)

Authenticated by
(Dean Academics)

Forwarded by
(Dean IQAC)

Approved by
(Vice Chancellor)