

## Mandsaur University

### 2023 Scheme of Examination

Semester

IV

BBA

S. No.	Category	Theory/ Practical	Subject Code	Subject Name	Maximum Marks Allotted			Hours/Week			Credits	Total Marks	Elective Information		
					End Sem Test (EST)	Mid Sem Test (MST)	(CET)	L	T	P			Base Code	Elective Subject Code	Elective Subject Name
1	Major 4	Theory	M2-BBAB1T	Marketing Management	60	30	10	6	-	-	6	100			
2	Minor 4	Theory	M2-BBAB2T	Marketing Research	60	30	10	6	-	-	6	100			
3	Generic Elective 4	Theory	C2-COMA2G	New Venture Planning	60	30	10	4	-	-	4	100			
4	SEC 2	Theory	V1-COM-DIGT	Digital Marketing	60	30	10	4	-	-	4	100			
5	Additional Courses	Practical	COM270 PR1	Fundamentals of Banking Operations	50	40	10	-	-	4	2	100			
6															
7															
8															
9															
10															
11															
12															
<b>Total</b>					290	160	50	20	0	4	22	500			

Prepared by  
(BOS Coordinator)

Verified By  
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Submitted by  
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