

**MASTER OF BUSINESS ADMINISTRATION**  
**MBA - Marketing Management**  
**I Year**

Paper	Subjects	Duration (in hours)	Maximum Marks	Passing Minimum Marks
1	Management Principles	3	100	50
2	Quantitative Methods in Business	3	100	50
3	Organizational Behavior	3	100	50
4	Management Accounting	3	100	50
5	Managerial Economics	3	100	50
6	Legal Systems in Business	3	100	50
7	Research Methodology and Communication	3	100	50
8	Applied Operations Research	3	100	50
9	Human Resources Management	3	100	50
10	Marketing Management	3	100	50

**II Year**

Paper	Subjects	Duration (in hours)	Maximum Marks	Passing Minimum Marks
11	Production and Materials Management	3	100	50
12	Financial Management	3	100	50
13	Computer Languages for Management	3	100	50
14	Business Policy and Strategic Management	3	100	50
15	Management Information Systems and Electronic Data Processing (EDP)	3	100	50
16	International Marketing	3	100	50
17	Marketing Research and Consumer Behaviour	3	100	50
18	Advertising Management and Sales Promotion	3	100	50
19	Sales Management and Distribution Management	3	100	50
20	Services Marketing	3	100	50
21	Project Work	3	100	50
	Project		150	
	Viva Voce		+ } 200	100
	(or)		50	
	Any 2 optional Papers either from Group A (or) Group B (or) Group C (or) Group D (or) Group E			