

**Shri Vaishnav Vidyapeeth Vishwavidyalaya**  
**Shri Vaishnav School of Management**  
**MBA (Advertising and Public Relations)**  
**Choice Based Credit System (CBCS) (2022-2024)**

**SEMESTER - II**

S. No.	COURSE CODE	COURSE NAME	Examination Scheme					Teaching Scheme/Week			CREDITS	TOTAL MARKS
			THEORY			PRACTICAL		Th	T	P		
			End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment* (20%)	End Sem University Exam (60%)	Teachers Assessment* (40%)					
1	MMM201	Audio Production Management	60	20	20	0	0	3	0	0	3	100
2	MBAI202	Research Methodology	60	20	20	0	0	3	0	0	3	100
3	MBAAPR202	Fundamentals of Public Relations	60	20	20	0	0	3	0	0	3	100
4	MMM206	Writing for Electronic Media	60	20	20	0	0	3	0	0	3	100
5	MBAI401C	Strategic Management	60	20	20	0	0	3	0	0	3	100
6		Generic Elective-I	60	20	20	0	0	3	0	0	3	100
7	MBAI207	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			360	120	120	50	0	18	0	0	20	650

\*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.



Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



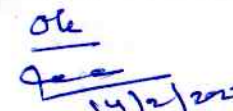
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



Controller of Examinations  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



Vice Chancellor  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore