

Shri Vaishnav Vidyapeeth Vishwavidyalaya
MBA(ADVERTISING AND PUBLIC RELATIONS)
Choice Based Credit System (CBCS) 2020-22

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	4	0	0	4	100
2	MMM202	Media Law (Cyber Laws and IPR)	60	20	20	0	0	4	0	0	4	100
3	MMM203	Media Research Planning	60	20	20	0	0	4	0	0	4	100
4	MBAI201	Financial Management	60	20	20	0	0	4	0	0	4	100
5	MMM206	Writing for Electronic Media	60	20	20	0	0	4	0	0	4	100
6	MBAAPR202	Fundamentals of Public Relations	60	20	20	0	0	4	0	0	4	100
7	MBAAPR207	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
			360	120	120	50	0	24	0	0	26	650

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