

JIWAJI UNIVERSITY- GWALIOR
SCHEME: P.G. DIPLOMA IN MARKETING MANAGEMENT ADVERTISING & SALES ADMINISTRATION
II – SEMESTER - EXAM JUNE – 2011

SUBCODE	NAME	TOT TH.	TOT PR.	THEORY					PRACTICAL					SESSIONAL				TOTAL
				I	II	III	MAX.	MIN.	I	II	III	MAX	MIN	I	II	MAX	MIN	
C PAPER 201	INTERNATIONAL MARKETING	1		70	X	X	70	28	X	X	X			X	X	30	12	100
C PAPER 202	RURAL & SERVICE MARKETING	1		70	X	X	70	28	X	X	X			X	X	30	12	100
C PAPER 203	MARKET RESEARCH & CONSUMER BEHAVIOUR	1		70	X	X	70	28	X	X	X			X	X	30	12	100
C PAPER 204	PROJECT REPORT & VIVA VOCE		1		X	X			200	X	X	200	100	X	X			200
MAX MARKS	III MAX MARKS	PASS %	PASS %	PASS %	AGGR. %	PASS %	CLASS Y/N	I DIV %	II DIV %	GRACE Y/N	GRACE AGGR. EACH	IN PAPER	ATKT Y/N	NO. OF SUBJECT	NO. OF SUBJECTS TO APPEAR			

500 500 50 50 NO YES 1 MKS/1 PLACE 1 4 4

NOTE: 'C' STANDS FOR COMPULSARY PAPER AND 'O' STANDS FOR OPTIONAL PAPER 'X' STANDS FOR PAPER NOT OFFERED. PLEASE CHECK THE FULL SCHEME (GRACE/ATKT SUB/PASS %). SIGN IT AND RETURN 1 COPY TO COMPUTER CENTRE.

SIGN BY EXAMINATION SECTION

SIGN BY CONFIDENTIAL SECTION