

**Department of Business Administration**  
**Faculty of Management**  
**M.J.P. Rohilkhand University, Bareilly**

**ORDINANCE AND SYLLABI**  
of  
**MASTER OF BUSINESS ADMINISTRATION (MARKETING)**  
*(Under Choice Based Credit System)*

Master of Business Administration (Marketing) is a Two Year Full Time Programme. The course structure and programme ordinance are as follows:

**COURSE STRUCTURE**

The M.B.A. (Marketing) program shall be of two years duration i.e. first year and second year, each year consisting of two semesters. The first two semesters, each shall consist of eight core theory papers and viva-voce. The third and fourth semesters shall contain a combination of core papers and elective papers.

The list of papers offered during first year and second year of the program shall be as follows.

**FIRST YEAR**

**I Semester**

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA -MC11	Management Concepts and Skill Development	4	30	70
MBA -MC12	Statistics for Business Decisions	4	30	70
MBA -MC13	Managerial Economics	4	30	70
MBA -MC14	Human Resource Management	3	30	70
MBA -MC15	Marketing Management	4	30	70
MBA -MC16	Business Ethics	3	30	70
MBA -MC17	Financial & Cost Accounting	4	30	70
MBA -MC18	Financial Management	4	30	70
MBA -MC19	Viva-Voce	2	-----	100
	<b>Total</b>	<b>32</b>	<b>240</b>	<b>660</b>

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**II Semester**

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA -MC21	Accounting for Managerial Decisions	4	30	70
MBA -MC22	Sales Management	4	30	70
MBA -MC23	Quantitative Techniques	4	30	70
MBA -MC24	E-Commerce	4	30	70
MBA -MC25	Marketing Research	4	30	70
MBA -MC26	Business Environment	4	30	70
MBA -MC27	Business Communications	3	30	70
MBA -MC28	Computer Applications I	3	30	70
MBA -MC29	Viva-Voce	2	-----	100
	<b>Total</b>	<b>32</b>	<b>240</b>	<b>660</b>

**SECOND YEAR**

**III Semester**

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA -MC31	Strategic Management - I	4	30	70
MBA -MC32	International Business	4	30	70
MBA -MC33	Management Information System	4	30	70
MBA -MC34	In Industry Training Report - Evaluation & Viva Voce	4	-----	100
MBA - EM -	Group A Elective Paper I	4	30	70
MBA - EM -	Group A Elective Paper II	4	30	70
MBA - EM -	Group B Elective Paper I	4	30	70
MBA - E M-	Group B Elective Paper II	4	30	70
	<b>Total</b>	<b>32</b>	<b>210</b>	<b>590</b>

**IV Semester**

Paper Code	Title of Paper	Credits	Marks	
			Internal	External
MBA-MC41	Strategic Management - II	4	30	70
MBA-MC42	Logistics & Supply Chain Management	4	30	70
MBA-MC43	Computer Applications II	4	30	70
MBA -MC44	Dissertation - Evaluation & Viva Voce	8	-----	100
MBA - EM -	Group C Elective Paper I	4	30	70
MBA - EM -	Group C Elective Paper II	4	30	70
	<b>Total</b>	<b>28</b>	<b>150</b>	<b>450</b>

Minimum credit requirements for the programme = 124 credits.

MBA (Marketing) Ordinance August 2016

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The following shall be the Choice Based Elective Papers available in different Groups.

**ELECTIVE GROUPS:**

**GROUP A**

Consumer Behaviour	MBA – EM -301
Agricultural & Rural Marketing	MBA – EM -302
Retailing	MBA – EM -303

**GROUP B**

Service Marketing & CRM	MBA – EM -304
Product & Brand Management	MBA – EM -305
Marketing Of Non-Profit Organization	MBA – EM -306

**GROUP C**

International Marketing	MBA – EM -401
Advertising Management	MBA – EM -402
Industrial Marketing	MBA – EM -403

**Admission to MBA (Mktg) -I Year (Semester II)**

Admission to MBA (Mktg) -I year (Semester II) shall be given to those students who have successfully cleared at least five papers out of eight theory papers and not declared as fail.

**Admission to MBA (Mktg) II Year (Semester III)**

Admission to MBA (Mktg) II year (Semester III) shall be given to those students, who have cleared successfully at least five papers out of eight theory papers offered for MBA.

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(Mktg) -I year (Semester-I) as well as at least five papers out of eight theory papers offered in MBA (Mktg) -I year (Semester II) exams and not declared as fail in any semester.

**In Industry Summer Training & Report:** At the end of second semester examination, every student of MBA will undergo industrial training of 6 to 8 weeks duration. The student, after the completion of training will submit one copy of the report to the Department, which will form part of third semester examination. The report should ordinarily be based on primary data. The average size of report normally will be 60 to 75 typed pages in standard font size (12) with 1.5 spacing. The report should have one certificate duly signed by the Reporting Officer of the organization where the student has undergone training. The report must be submitted latest by 31<sup>st</sup> August during third semester. A late fee of Rs. 1000 will be paid by the student, if he/she fails to submit the report by 31<sup>st</sup> August.

The **Third and Fourth Semesters** shall contain a combination of core papers and elective papers.

In MBA (Mktg) III Semester a student shall have the **choice** of studying **any two papers** out of three papers mentioned in **Group A**. Similarly he/she will have the choice to study **any two papers** out of three papers mentioned in **Group B**.

In MBA IV (Mktg) Semester a student shall have the **choice** of studying **any two papers** out of three papers mentioned in **Group C**.

**Note:** A paper from elective group shall only be offered for studying in MBA (Mktg) III/MBA (Mktg) IV Semester if minimum number of students interested in that paper is 20.

A student of MBA (Mktg) – II year (Semester – III) has to study two papers from Group A & two papers from Group B besides compulsory papers.

In MBA (Mktg) – II year (Semester – IV) a student has to study two papers from Group C besides compulsory papers.

**Dissertation and its Report:** In fourth semester, a student shall be required to prepare a Dissertation under the supervision of a faculty. Evaluation of its report and viva shall be conducted by both external and internal examiners. The dissertation report must contain a

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certificate of the Supervisor and the Head of the Department certifying the authenticity of the report. The average size of report normally will be 60 to 75 typed pages in standard font size (12) with 1.5 spacing. The report must be submitted latest by 15<sup>th</sup> April during fourth semester.

Topic for dissertation shall be allotted in the beginning of Semester III.

1. For Admission in MBA (Mktg) programme minimum percentage of marks required at graduation level is 50 percent (a student having even 49.99% shall not be eligible for admission). Government norms regarding reservation & relaxation in percentage shall be applicable in admission process.
2. English shall be the medium of instruction in lectures, University examinations; Admission test(s) Presentations etc.
3. As far as possible fifty percent paper setters / examiners will be internal and fifty percent external.
4. All students will have to make a presentation of their industry training report which shall be evaluated centrally (by external & internal examiners) and viva voce would be conducted jointly by two examiners, one internal and one external who shall be the university teacher / senior business executive during the third semester examination. In industry training report shall carry a maximum of 100 marks.
5. The Dissertation shall carry a maximum of 100 marks and the evaluation of the same shall take place in fourth semester. The title for the project work shall be allotted by the concerned faculty / academic committee to a group consisting of not more than five students. After the submission of project report in fourth semester group presentation of the same shall take place & viva-voce held which shall be conducted & evaluated centrally & jointly by the supervisor and external expert.

The academic committee of the department shall comprise of all regular faculty members.

6. For promotion in next semester/clearing the semester it is compulsory for students to pass in the Viva-Voce examination of I Semester/Viva-Voce examination of II Semester/In-Industry Training Report Evaluation of III Semester/Dissertation Evaluation in IV Semester, as the case be, because provision of Back Paper shall not be applicable in these examinations.

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7. **End semester examination:** All papers will be of 03 hours duration. The maximum marks allotted for each paper will be 70.
8. **Mid semester examination:** There shall be one mid semester written examination of two hours duration for each paper, which shall carry 20 marks. This examination will be compulsory for the students. In case, if any student fails to appear in one or more papers on **medical ground** then he/she may be provided **one more chance during the same semester with due permission of the Head/Dean on payment of re-examination fee of Rs 1000/- per paper subject to a maximum of Rs 5000/-**
9. **Guidelines for internal evaluation:**
- a) It shall be based on verifiable means.
  - b) The distribution of marks of internal evaluation will be as follows:
    - (i) Written test (Mid Semester Examination) - 20 marks
    - (ii) Term Assessment based on assignments/presentations/LSA/ class participation - 10 marks
  - c) All assignments will be submitted in his/her hand writing only.
10. **The maximum marks allotted for each paper will be as follows:**
- (i) End semester examination 70 marks
  - (ii) Internal evaluation 30 marks
11. **Back Paper Provision:** The minimum passing marks in each individual paper will be **40% and in aggregate 50% in each semester**. This percentage will apply on aggregate marks of internal evaluation and end semester examination. Any candidate who fails to secure **minimum of 40% marks but secures 30% or more marks, in three or less than three papers**, in first semester of the first academic year will be promoted to the next semester of MBA (Mktg) Part I. Any candidate who fails to secure minimum of 40% marks but secures 30% or more marks, **in three or less than three papers**, in third semester of the second academic year will be promoted to the next semester of MBA (Mktg) - Part II. However in MBA (Mktg) Part II (III semester), only those candidates will be admitted who have cleared at least five papers in each of the I and II semester of MBA (Mktg) Part I examinations.

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A maximum of three back papers are allowed in any semester.

The examinations of the back papers of the I and II semesters will be held along with III and IV semesters respectively. The examinations for the back papers of the III and IV semesters will be held in subsequent year (s) as and when the III and IV semesters examinations of the next batch are held.

A maximum of two chances shall be available to a candidate to clear his/her back papers. The candidate has to clear all his/her back papers within a period of four years from the year of his/her admission. After which he/she will be declared fail.

If a candidate clears his I, II, III semesters but obtains back (s) only in IV semester then treating it as a special case the examination of back paper (s) of IV semester could be held along with I and III semester examinations or earlier, if possible.

12. A candidate who has secured minimum marks to pass in each paper but has not secured minimum marks to pass in aggregate may reappear in any of the paper(s) of the semester concerned (subject to maximum of three), according to his choice in order to secure the minimum marks prescribed to pass in the aggregate.

13. Evaluation Pattern for MBA (Marketing):

*Award of Grades & Grade Points Based on Absolute Marks*

Marks Range (out of 100)	Grade	Grade Point
90 – 100	O	10
80 – 89	A	9
70 – 79	B	8
60 – 69	C	7
50 – 59	D	6
40 – 49	E	5
30 – 39	Bp	4
00 – 29	F	0
Absent	Ab	0

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Letter grades O, A, B, C, D & E in a paper means that the student has been able to clear that paper (i.e. passed in paper).

Letter grade Bp in a paper means that the student has **not** been able to clear the paper and is entitled to appear in the Back Paper examination if he/she satisfies other conditions for Back Paper examination.

Letter grade F means that the student has failed.

Letter grade Ab means that the student was absent

### Calculation of SGPA and CGPA

The following procedure shall be used to calculate the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$SGPA = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where  $C_i$  is the number of credits of the  $i$ th paper and  $G_i$  is the grade point scored by the student in the  $i$ th paper.

- The CGPA is also calculated in the same manner taking into account all the papers undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum(C_j \times S_j)}{\sum C_j}$$

where  $S_j$  is the SGPA of the  $j$ th semester and  $C_j$  is the total number of credits in that semester.

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

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#### Illustration of Calculation of SGPA and CGPA

- Illustration for SGPA

Paper	Credit	Grade Letter	Grade Point	Credit Point
Paper 1	4	B	8	4 x 8 = 32
Paper 2	4	C	7	4 x 7 = 28
Paper 3	3	O	10	3 x 10 = 30
Paper 4	4	E	5	4 x 5 = 20
Paper 5	3	D	6	3 x 6 = 18
Paper 6	4	E	5	4 x 5 = 20
Paper 7	4	C	7	4 x 7 = 28
	26			176

Thus, **SGPA** = 176/26 = 6.77

- Illustration for CGPA

Semester I	Semester II	Semester III	Semester IV
Credit : 30 SGPA: 6.9	Credit : 26 SGPA: 5.8	Credit : 32 SGPA: 7.3	Credit : 34 SGPA: 6.8

$$CGPA = \frac{\sum(C_j \times S_j)}{\sum C_j}$$

$$CGPA = \frac{\{(30 \times 6.9) + (26 \times 5.8) + (32 \times 7.3) + (34 \times 6.8)\}}{\sum C_j}$$

Thus, **CGPA** = 822.6/122 = 6.74

#### 14. The conversion formula for converting CGPA to the corresponding Percentage of

Marks will be as follows:

$$X = 10 Y - 4.5$$

where, X = Percentage of Marks

Y = CGPA

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