

15/17C H2017 - 2021
 Evaluation Criteria for Departmental Paper and Open Courses of MBA-IV - 2021
 Date: 30.01.2021

BVIMR/ND/1773/2020-21

| S. No. | Course Code | Subject | Max Marks | Particulars | Weightage of Marks Regular | Weightage of Marks B/L |
|--------|-------------|--|-----------|-------------------------------|----------------------------|------------------------|
| 1 | 402 | Environment and Disaster Management | 100 | I Internal (CRC) | 10 marks | 40 marks |
| | | | | II internal | 10 marks | |
| | | | | CES | 10 marks | |
| | | | | Attendance | 10 marks | |
| | | | | Project Report | 20 marks | 60 marks |
| | | | | Viva Voce | 40 marks | |
| 2 | 404 | Retail Marketing | 50 | I Internal (CRC) | 10 marks | 40 marks |
| | | | | II internal | 10 marks | |
| | | | | CES | 10 marks | |
| | | | | Attendance | 10 marks | |
| | | | | Situation Analysis/Case Study | 10 marks | 10 marks |
| 3 | 406 | Social Media Marketing | 50 | 1st Internal | 10 marks | 40 marks |
| | | | | II internal | 10 marks | |
| | | | | CES | 10 marks | |
| | | | | Attendance | 10 marks | |
| | | | | Case Study/Project | 10 marks | 10 marks |
| 4 | 407 | Management Control Systems | 50 | 1st Internal | 10 marks | 40 marks |
| | | | | II internal | 10 marks | |
| | | | | CES | 10 marks | |
| | | | | Attendance | 10 marks | |
| | | | | Case study | 10 marks | 10 marks |
| 5 | 410 | Financial Modeling using MS-EXCEL | 50 | I Internal (CRC) | 10 marks | 40 marks |
| | | | | II internal | 10 marks | |
| | | | | CES | 10 marks | |
| | | | | Attendance | 10 marks | |
| | | | | Project | 10 marks | 10 marks |
| 6 | 413 | Managerial competencies and career Development | 50 | I Internal (CRC) | 10 marks | 40 marks |
| | | | | II internal | 10 marks | |
| | | | | CES | 10 marks | |
| | | | | Attendance | 10 marks | |
| | | | | Case Presentation | 10 marks | 10 marks |
| 7 | 412 | Labour Welfare | 50 | I Internal (CRC) | 10 marks | 40 marks |
| | | | | II internal | 10 marks | |
| | | | | CES | 10 marks | |
| | | | | Attendance | 10 marks | |
| | | | | Mini Project | 10 marks | 10 marks |
| 10 | 423 | Negotiation Management | 50 | I Internal (CRC) | 10 marks | 40 marks |
| | | | | II internal | 10 marks | |
| | | | | CES | 10 marks | |
| | | | | Attendance | 10 marks | |
| | | | | Project | 10 marks | 10 marks |
| | | | | I Internal (CRC) | 10 marks | 40 marks |
| | | | | II internal | 10 marks | |

SERVICE OPERATIONS
MGT

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|----|-----|-------------------------------|----|------------|----------|----------|
| 11 | 424 | Service Operations Management | 50 | CES | 10 marks | |
| | | | | Attendance | 10 marks | |
| | | | | Case Study | 10 marks | 10 marks |

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