

**SARDAR PATEL UNIVERSITY BALAGHAT**  
**M.Com II<sup>nd</sup> Year Scheme (w.e.f AY 2019-20)**

**II YEAR IV SEMESTER**

S.No.	Sub code	Subject Name	Maximum Marks Allotted				Total	Contact Hours per week			Total Credit
			Theory		Practical			L	T	P	
			CAT II	CAT I	End	Lab work					
1	MCO401	Advertising & Sales Management	70	30			100	3	1		4
2	MCO402	Consumer Behavior	70	30			100	3	1		4
3	MCO403	Rural And Agricultural Marketing	70	30			100	3	1		4
4	MCO404	International Marketing	70	30			100	3	1		4
5	MCO405	Internship/Project Report/ VIVA-VOICE	-	-	100		100	3	1		4
			280	120	100		500	12	4		22

1 Hr Lecture	1 Hr Tutorial	2 Hr Practical
1 Credit	1 Credit	1 Credit

THEORY MARKS	400
PRACTICAL MARKS	100
<b>Total</b>	<b>500</b>

Theory Credits	16
Practical Credits	6
<b>Total</b>	<b>22</b>

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