

**Bharati Vidyapeeth (Deemed to be University) Institute of Management & Research,  
 New Delhi**

An ISO 9001:2015, 14001:2015 Certified Institute  
 A-4, Paschim Vihar, New Delhi. (Ph.: 25284396 Fax: 011-25286442)

*BVIMR/ND/942/2021-22*

Date: 7-10-21  
*8-10-21*

**Notice: Scheme of Marks for BBA-5<sup>th</sup> & 6<sup>th</sup> Semester 2018 course (Regular/ Backlog students)**

**Dear Students,**

This is to bring into your notice that below mentioned scheme of marks for subjects will be followed.

**Scheme of Marks for BBA-5<sup>th</sup> & 6<sup>th</sup> Semester 2018 (Regular/ Backlog students)**

Subject Code	Name of Subject	Examination pattern	Credit	Weightage of marks for Regular Students	Weightage of marks for Backlog Students
<b>UNIVERSITY SUBJECTS</b>					
505	Introduction to Operation Research	UE & IA	4	UE = 60 Marks IA = 40 Marks : <b>Break up of IA = 40 Marks:</b> First Internal = 10 Marks Second Internal = 10 Marks CES = 10 Marks Attendance = 10 Marks	UE = 60 Marks IA = 40 Marks <b>Break up of IA =40 Marks:</b> 1 <sup>st</sup> Internal = 20 Marks 2 <sup>nd</sup> Internal = 20 Marks
502	Management of Services				
M503	MM-1: Consumer Behaviour				
M504	MM-2: Sales & Distribution Management				
F503	FM 1: Elements of financial services				
F504	FM 2: Introduction to management control system				
IB503	IB1: International Marketing				
IB504	IB 11: Export Import Procedure & Documentation				
HR503	HRM1:Performance & Compensation Management				
HR504	HRM-II Training & Development				
<b>DEPARTMENTAL SUBJECTS</b>					
506	Social Media Management	CCA	2	<b>Break up of IA = 50 Marks:</b> First Internal = 10 Marks Second Internal = 10 Marks CES = 10 Marks Attendance = 10 Project file = 10 marks	1 <sup>st</sup> Internal = 40 Marks 2 <sup>nd</sup> Internal = 40 Marks {Total of both internal marks (80) will be scaled down to 50 marks (as per University cap list requirement)}

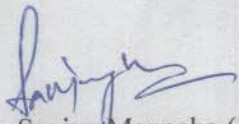

501	Summer Internship Report	6	CRC 4 reports = 20Marks Project Report = 40 Marks Viva - Voce = 40 Marks <b>Total Marks = 100 Marks</b>	CRC 4 reports = 20Marks Project Report = 40 Marks Viva - Voce = 40 Marks <b>Total Marks = 100 Marks</b>
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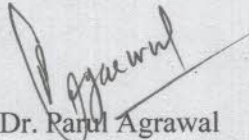
**Scheme of Marks for BBA-6th Semester (2018 course) (Regular/ Backlog students)**

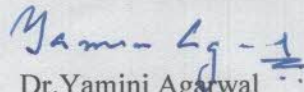
Subject Code	Name of Subject	Examination pattern	Credit	Weightage of marks for Regular Students	Weightage of marks for backlog Students
<b>UNIVERSITY SUBJECTS</b>					
602	Introduction to Strategic Management	UE & IA	4	UE = 60 Marks IA = 40 Marks : <b>Break up of IA = 40 Marks:</b> First Internal = 10 Marks Second Internal = 10 Marks CES = 10 Marks Attendance = 10 Marks	UE = 60 Marks IA = 40 Marks <b>Break up of IA= 40 Marks:</b> 1st Internal = 20 Marks 2nd Internal = 20 Marks
M603	MM-1: Integrating Marketing Communication				
M604	MM-2: Digital Marketing				
F603	FM 1: Elements of corporate Finance				
F604	FM 2: International Finance and Financial Risk Management				
IB603	IB1: Basics of international finance				
IB604	IB 2: Fundamentals of international Economics				
HR603	HRM1: Management of industrial Relations				
HR604	HRM 2: Cross Cultural HRM				
<b>DEPARTMENTAL SUBJECTS</b>					

606	Business Ethics	CCA	2	<b>Break up of IA = 50 Marks:</b> First Internal = 10 Marks Second Internal = 10 Marks CES = 10 Marks Attendance = 10 Project file = 10 marks	1 <sup>st</sup> Internal = 40 Marks 2 <sup>nd</sup> Internal = 40 Marks {Total of both internals marks (80) will be scaled down to 50 marks (as per University cap list requirement)}
605	Disaster Management		4	First Internal = 10 Marks Second Internal = 10 Marks CES = 10 Marks Attendance = 10 Marks Project Report = 20 Marks Viva - Voce = 40 Marks <b>Total Marks = 100</b>	1st Internal = 20 Marks 2nd Internal = 20 Marks Project Report = 20 Marks Viva - Voce = 40 Marks <b>Total Marks = 100</b>
601	Industrial Exposure		6	<b>Internal Evaluation</b> a- Class participation (Service organization report with geo tagging pics)=20 Marks b- Oral presentation done by student on Manufacturing industry with report wherein marks will be given by internal guide=20 Marks c- Journal maintained date wise =20Marks d- viva - Voce = 40 Marks <b>Total Marks = 100</b>	Project Report (a+b+c) = 60 Marks Viva - Voce = 40 Marks <b>Total Marks = 100</b>

**Note:** UE (University Examination), IA (Internal Assessment) and CCA (Comprehensive Continuous Assessment), **Marking Scheme may change if university notifies any changes in it.**

  
 Dr. Sanjay Manocha (Afternoon Shift)  
  
 Dr. Pankaj Saini (Morning Shift)  
 (Programme coordinator)  
 BBA 5th Semester

  
 Dr. Ranil Agrawal  
 HOD

  
 Dr. Yamini Agarwal  
 Director

CC: 1-To be uploaded on website and ERP  
 2-CMS to send all visiting and regular Faculty members of BBA 5<sup>th</sup> Sem

