

**SAU. LEENA KISHOR MAMIDWAR INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
KOSARA, CHANDRAPUR**

Course File

Foundation Course in Marketing & Sales Management

Faculty Name : Prof. Bipin Bhogekar

Course Code :PCB1C03

Class : MBA

Year : 2019-2021

Semister -1

Acedemic Year :2019-20



Principal

**L.K.M. Institute of Management Studies & Research
Kosara, Chandrapur**



SarvodayaShikshanMandal's

SAU.LEENA KISHOR MAMIDWAR
INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Kosara, Chandrapur

Institute Vision

To be recognized as a Business School for Rural Development through Entrepreneurial Education and Research.

Institute Mission

- M1** : To Provide a Conducive platform that encourages outcome based experiential Learning.
- M2** : To Provide Environment that Encourages Academia and Corporate Connects.
- M3** : To Contribute in the economic & social development of backward region

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Program Educational Objectives (PEOs)

PEO1: Decision Making

Exhibit problem solving and Decision Making ability through application of Management techniques.

PEO2: Skill full Management

Communicate effectively and manage resources skilfully as member & leader of the profession.

PEO 3: Competent Professional

Portray skills required to become competent Entrepreneur & Managers acceptable to the present day industries.

PEO 4: Lifelong Learning

Promote graduate lifelong learning skills, ethical practices, creativity & innovation.

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Programme Outcome Statement (PO)

- PO 1** : Apply knowledge of management theories and practices to solve business problems.
- PO 2** : Foster Analytical and critical thinking abilities for data-based decision making.
- PO 3** : Ability to develop Value based Leadership ability.
- PO 4** : Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.
- PO 5** : Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.

Programme Specific Outcome Statement

PSO 1 : Industry Based Project

Prepare an industry based project through application of Specialized domain of Accounting, Finance, Management Information System, and Marketing & Human Resource Management.

PSO 2 : Rural Development through Financial Management

Employ sustainable livelihood for rural development through the provision of Financial services of Management Assistant in an integrated Manner.

Vision

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Cover Page

Specialization :
Course Name : Master of Business Administration (M.B.A.)
Class : MBA
Academic Year : 2019-20

Prepared by

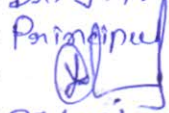
Name : Prof. Bipin Bhogekar
Designation : Asst. Professor
Sign : 
Date : 14/02/2020

Verified by

Name : Dr. Nityaj S. Sheikh
Designation : Associate professor / IQAC Co-ordinator
Sign : 
Date : 18/02/2020

Dr. Nityaj Shabbir Sheikh
IQAC Co-ordinator
LKMIMSR, Kosara, Chandrapur

Approved by

Name : Dr. J. N. Chakravorty
Designation : Principal
Sign : 
Date : 22/02/2020

Sau. Leena Kishor Mamidwar
Institute of Management Studies & Research
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Paper: PCB1C03

Foundation Course in Marketing & Sales Management

Unit 1

Introduction to marketing; concepts, marketing environment; interaction of marketing with other functions, segmentation, targeting & positioning, marketing mix (4Ps, 7Ps, etc.), PLC.

Unit 2

New product development process, pricing, pricing methods, techniques and strategies, promotion basics, promotion methods & strategies, Distribution, logistics & supply chain management, warehousing & storage.

Unit 3

Marketing Communication, Understanding the communication process, Managing Advertising, Sales promotion, Public relations & Direct Marketing.

Unit 4

Personal Selling, selling processes, types of sales organizations, staffing (recruitment, selection & training) of sales organizations.

Unit 5

Sales forecasting, designing sales strategies and sales programmes, designing sales force compensation & incentive plans, designing sales target setting & territory distribution programmes.

Unit 6

Sales cost analysis, managing sales performance, sales monitoring, sales reporting, methods of sales control and motivating sales force.

References:

1. Marketing Management – Kotler, Keller, Koshy, Jha
2. Principles of Marketing – Kotler, Armstrong, Agnihotri, Haque
3. Sales Management – Still, Cundiff & Govoni
4. Sales Management – Matin Khan
5. Selling & Sales Management – Jobber, Lancaster
6. Internet Marketing Start to Finish - Juon / Greiling / Buerkle
7. Global Search Engine Marketing: Getting Better International Search Engine Results - Kennedy / Hauksson
8. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media - Evans
9. Facebook Marketing - Levy
10. YouTube for Business: Online Video Marketing for Any Business - Miller
11. The Ultimate Web Marketing Guide - Miller



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Program Outcome/ Program Specific outcome**Program Outcome (PO)**

Code	Program Outcome	No.Of Hour(s)
PO1	Apply knowledge of management theories and practices to solve business problems.	40.00
PO2	Foster Analytical and critical thinking abilities for data-based decision making	40.00
PO3	Ability to develop Value based Leadership ability.	40.00
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	40.00
PO5	Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.	40.00



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Course Outcome(CO)

Course Code : PCB1C03

Course Code	Course Outcome (CO)
	At the end of the course student will be able to :
PCB1C03.1	Describe the marketing concept and environment with marketing Mix Strategy
PCB1C03.2	Classify the product relating to its life- pricing,promotion and distribution of strategies
PCB1C03.3	Evaluate the process of marketing communication and sales
PCB1C03.4	Differentiate the selling process and types of sales organisation
PCB1C03.5	Develop the sales forecasting, compensation and designing sales programmes and territory
PCB1C03.6	Apply methods of sales control and motivating sales force

After completion of this course the student are expected to be able to demonstrate following knowledge ,Skills or Attitudes

At the end of the course Student will be able to :		Cognitive Level	Hour(s) Planned
PCB1C03.1	Describe the marketing concept and environment with marketing Mix Strategy	Understanding	7
PCB1C03.2	Classify the product relating to its life- pricing,promotion and distribution of strategies	Understanding	7
PCB1C03.3	Evaluate the process of marketing communication and sales	Evaluating	7
PCB1C03.4	Differentiate the selling process and types of sales organisation	Understanding	7
PCB1C03.5	Develop the sales forecasting, compensation and designing sales programmes and territory	Creating	6
PCB1C03.6	Apply methods of sales control and motivating sales force	Applying	6

Total Hour(S) taken for completion of Course (Ref 8) 40.00

Mode of Content Delivery

Program Outcome (PO)

Code	Program Outcome	No.Of Hour(s)
1	Class Room Teaching	13
2	Practicals	
3	Interactive Teaching	14
4	Presentation	6
5	Group Discussion	4
6	Case Study	3
7	Expert Lecture	
8	Seminar	
9	ICT	
10	Flipped Classroom	
11	Industry Interaction	
12	Industrial Visit	
13	Debate	
14	Remedial Coaching	
15	Self Learning Online Resource	
16	Simulations/ Demonstration	
17	Others	
18	Lab Experiments	
Total No. of Hours		40



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TIME TABLE

DaY/ Time	9:30 - 10:20	10:20 - 11:10	11:10 - 12:00	12: 00 - 12:30	12:30 - 1:20	1:20 - 2:10	2:10 - 3:00
Monday	Sec "C"		Sec "B"		Sec "A"		
Tuesday	Sec "C"		Sec "B"		Sec "A"		
Wednesday							Sec "C"
Thursday							Sec "C"
Friday	Sec "A"		Sec "B"				
Saturday	Sec "B"		Sec "A"				



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Lesson Plan

Sr. No.	Plan Details	No. of Hour(S)	Module	Cognitive Level	Mode of Teaching	Mapped CO	Remark
1	Describe the marketing concept and environment with marketing Mix Strategy	6	1	Understanding	Class Room Teaching	PCB1C03.1	
2	Classify the product relating to its life- pricing, promotion and distribution of strategies	7	2	Understanding	Class Room Teaching	PCB1C03.2	
3	Evaluate the process of marketing communication and sales	7	3	Evaluating	Interactive Teaching	PCB1C03.3	
4	Differentiate the selling process and types of sales organisation	7	4	Understanding	Case Study	PCB1C03.4	
5	Develop the sales forecasting, compensation and designing sales programmes and territory	6	5	Creating	Presentation	PCB1C03.5	
6	Apply methods of sales control and motivating sales force	7	6	Applying	Interactive Teaching	PCB1C03.6	
	TOTAL	40.0					


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CO-OP Mapping

Course Code	Course Outcome (CO)	Related to PO
	At the end of the course Student Will be able to	
PCB1C03.1	Describe the marketing concept and environment with marketing Mix Strategy	PO1,PO2, PO3,PO4, PO5
PCB1C03.2	Classify the product relating to its life- pricing,promotion and distribution of strategies	PO1,PO2, PO3,PO4, PO5
PCB1C03.3	Evaluate the process of marketing communication and sales	PO1,PO3,PO4, PO5
PCB1C03.4	Differentiate the selling process and types of sales organisation	PO1,PO2, PO3,PO4, PO5
PCB1C03.5	Develop the sales forecasting, compensation and designing sales programmes and territory	PO1,PO2, PO3,PO4, PO5
PCB1C03.6	Apply methods of sales control and motivating sales force	PO1,PO2, PO3,PO4, PO5



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CO-OP Matrix

CO Code	PO1	PO2	PO3	PO4	PO5
PCB1C03.1	2	2	1	1	1
PCB1C03.2	1	2	2	2	2
PCB1C03.3	3	2	1	1	1
PCB1C03.4	2	1	1	2	1
PCB1C03.5	1	3	3	1	3
PCB1C03.6	2	2	1	2	3
AVG	1.83	2.00	1.50	1.50	1.83



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Course Outcome (CO)	Assesment Tool Direct		Assesment Tool Indirect
Describe the marketing concept and environment with marketing Mix Strategy	Sessional , Internal ,University Result		Course Exit Survey
Classify the product relating to its life-pricing,promotion and distribution of strategies			
Evaluate the process of marketing communication and sales			
Differentiate the selling process and types of sales organisation			
Develop the sales forecasting, compensation and designing sales programmes and territory			
Apply methods of sales control and motivating sales force			



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Course Outcome (CO)	Assesment Tool Direct	Max MARKS	Assesment Tool Indirect
Describe the marketing concept and environment with marketing Mix Strategy	2.8	3	3
Classify the product relating to its life-pricing, promotion and distribution of strategies	2.8	3	3
Evaluate the process of marketing communication and sales	2.6	3	3
Differentiate the selling process and types of sales organisation	2.7	3	3
Develop the sales forecasting, compensation and designing sales programmes and territory	2.7	3	3
Apply methods of sales control and motivating sales force	2.8	3	3



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Attainment Levels Versus Target

CO Attainment Method	Attainment Level		
	1	1.5	2
University Exam	Average Score Between 45 and 50	Average Score Between 51 and 55	Average Score Between 56 and 60
Internal Assessment (Direct)	Average Score Between 45 and 55	Average Score Between 51 and 55	Average Score Between 56 and 60

CO Attainment Method	Attainment Level		
	2.5	3	
University Exam	Average Score Between 61 and 65	Average Score Between 66 and 100	
Internal Assessment (Direct)	Average Score Between 61 and 65	Average Score Between 66 and 100	

Justification For University

Average Score of Students in University 67.22

Justification For Internal (Direct)

Average Score of Students in internal Assessment 54.17



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Student List

Sr. No	Student Name
1	AGHAT NIKITA KAILAS
2	AHUJA RINKESH KARTAR
3	AMBATKAR NAYAN SHEKHAR
4	ANDRASKAR VIDHYA VISHAL
5	ANSAR MAHEVISH NAAZ ABDUL
6	ANSARI RAJIYA BEGAM JALALUDDIN
7	BAHADE ROSHANI DIPAK
8	BAHADE SHRADDHA VIKAS
9	BELE NEHA DILIP
10	BHADKE PRANALI NARENDRA
11	BHAGAT SHWETA NANDKISHOR
12	BHARSHANKAR PAYAL SUNIL
13	BHONDEKAR BHUPENDRA MOTILAL
14	BHOYAR KETAN BALWANT
15	BHOYAR MITHUN NANDKISHOR
16	BHOYAR MONIKA BALKRUSHNA
17	BOBADE CHETAN DEORAO
18	BOBADE KARISHMA REMESH
19	BOBADE NISHANT SHANKAR
20	BOBADE SHRIKANT RAMDAS
21	BOBADE SHUBHAM DEVIDAS
22	CHAHARE KANCHAN SANJAY
23	CHARAG TEENU BRIJMOHANSINGH
24	CHAWARE GAURAV SURYAKANT
25	CHAWHAN ANIKET JAYSHANKAR
26	CHHANE PRIYANKA PARSHURAM
27	CHIKANKAR MOHIT SHAMRAO
28	CHIKATE RUCHITA MORESHWAR
29	CHILANKAR POOJA PARSHURAM
30	CHIWANDE DIKSHA VIJAY
31	CHIWANDE KAJAL JALIND
32	CHORDIYA GUNJAN JITENDRA
33	DADAIWAR ASHWINI VILAS
34	DADMAL APALI VILAS
35	DAKRE SUPREET NARAYAN
36	DARUNDE SUNAYNA MANISH
37	DASARWAR KARISHMA VINOD
38	DEOGADE SONAL BABAN
39	DEWALKAR SONIKA NAGESH
40	DHAKATE DIPALI PANDURANG
41	DHAWALE PRANALI RAVINDRA
42	DHODARE PRAJKA SUNIL
43	DHONGDE NIKHIL DILIP
44	DOLAS PRIYA DATTATRAY
45	DUPARE AISHWARYA NARENDRA
46	DURGE SHALAKHA RAMESH



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47	FULZELE SNEHA CHANDRAMANI
48	GAIKWAD SUPRIYA DATTU
49	GANGONY RAVALI THIRUPATHI
50	GHAGARGUNDE SUMEDH NAGSHAKTI
51	GILBILE PRAVIN ANANDRAO
52	GODBOLE ANJALI SUNIL
53	GOGULWAR KUMAR MUNNA
54	GULHANE ADITYA RAVI
55	HALDAR SUJATA MRINAL
56	HALDAR SUPRIYA MRINAL
57	HEMKE SHRUTI RAJU
58	HEPAT VAIBHAV VITTHALRAO
59	HIRADEVE SAGAR MADHUKAR
60	HULKE ASHISH SHANKAR
61	JADHAV RUCHIKA RAJESHWAR
62	JAGATI CHANDANESHWAR KHIROD
63	JAGTAP POOJA VIJAY
64	JAMBHULKAR NITESH NILKANTH
65	JAMBHULKAR VISHAKHA NAMDEORAO
66	JANGID POOJA NAVRANG
67	JASUTKAR AVINASH RAMDASJI
68	JETHWANI KAJAL SUNILKUMAR
69	JUMADE AMAR BHIMRAO
70	JUMADE NIKITA MOHAN
71	JUNGHARE DIKSHA SURESH
72	JUNGHARI PALLAVI BHAURAO
73	KALODE SHWETA BABAN
74	KAMBLE PRIYA VILAS
75	KANKUNTLAWAR ROHIT RUSHI
76	KATKAMWAR PRATIKSHA ARVIND
77	KHAIRE RITA SIDDHARTH
78	KHANKE SHUBHAM BALKRUSHNA
79	KHEDEKAR ROHIT KHUSHAL
80	KHIVASARA PRANESH NIRMAL
81	KHOBRADE SURAJ RAMCHANDRA
82	KIRNAPURE NEHA GAJANAN
83	KODSHETTIWAR ANAND VYANKATESH
84	KOWE ASHWINI BHAUJANGRAO
85	KOWE MONIKA BHAUJANGRAO
86	KULSANGE ANKITA MADHUKAR
87	KUMBHARE SANKALP BHIMRAO
88	KUSHAMWAR SHIVANI PRADIP
89	KUTEMATE PANKAJ DEORAO
90	LADE PRATIK VISHWANATH
91	LAKDE SANGHRAKSHIT RANGANATH
92	LAMBAT PRIYANKA BHASKAR
93	MAHABUDHE KARAN SURENDRARAO
94	MANDAPE KRUTIKA ASHOK
95	MANDAVKAR PRIYANKA VASANTA
96	MANGHANI NIKITA DAYALDAS

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97	MESHRAM AMIT SIDDHARTH
98	MESHRAM NAYNA BABA
99	MESHRAM RUSHALI RAJESH
100	MILMILE MINAKSHI BHASKAR
101	MISALWAR POOJA DEEPAK
102	MOGRE GOPIKA SURESH
103	MULLEWAR PRATIK RAJESH
104	NAGARKAR VAISHNAVI DEVANAND
105	NAGRALE BUDDHAPAL SHANTARAM
106	NAGRIKAR SWAPNALI GAJANAN
107	NAKHATE ANJALI VIJAY
108	NAKSHINE ARPIT MADHUKAR
109	NANDURKAR PREETI ASHOK
110	NANNAWARE SUSHMA DEVIDAS
111	NIKHADE PRITI GHANSHYAM
112	NIMBALKAR PANKAJ BHASKARRAO
113	NIMKAR ANIKET LALIT
114	NIMKAR SHUBHANGI SUDARSHAN
115	ODELA KRISHNA VIJAYKUMR
116	PACHARE ROSHANI PURUSHOTTAM
117	PADHAL DIPIKA RAMESH
118	PADWEKAR NIKITA SIDDHARTH
119	PANDE DIVYA OMPRAKASH
120	PATEL SUMIT SURESH
121	PAYPARE KARISHMA DINKARA
122	PENDOR PAYAL EKNATH
123	PONNALWAR AKHIL GAJANAN
124	POREDDIWAR SANKET RAJENDRA
125	POTHARE PRANJALI BHANUDAS
126	PUJARI AADESH SUSHANT
127	PUPPALWAR POOJA SHANKARRAO
128	PURKE PAYAL KAVISHWAR
129	RAHATE KARISHMA ASHOK
130	RAHATE SHRIYA SANJAY
131	RAHULWAR SNEHA VILAS
132	RAMEDWAR VAISHNAVI SURESH
133	RAMTEKE AMAR SAJAN
134	RAMTEKE PRAJAKTA YAMRAJ
135	SACHDEV CHETNA PRAKASH
136	SAGORE SHUBHAM SAMBAJI
137	SAHARE APURV ANANT
138	SALVE SHRUTI ARUN
139	SARDE PRIYANKA PRABHAKAR
140	SATPUTE RINKESH GANPATRAO
141	SAWDEKAR SUNAYANA SHYAMRAO
142	SHAISTRAR NIKITA JATWANTRAO
143	SHEIKH ADIBA RUKSHAR LATIF
144	SHEIKH MUSKAN ASLAM
145	SHELKE PRANALI VILAS
146	SHENDE GAGAN VILAS



147	SHENDE KUNAL RAMBHAU
148	SINGH JYOTI ANIL
149	SINGH KRITIKA NARENDRA
150	SINGH SANTOSH RAMESHWAR
151	SURTIKAR JITENDRADRA SHRIKRUSHNA
152	TAGADE RAJANI PREMANAND
153	TAGADE RUPALI CHANDRAVILAS
154	TAJANE NIKITA VASANTA
155	TAJNE VAIBHAV DASHRATH
156	TAMBE SHWETA MADHUSUDAN
157	TEKAM RAKSHA SHALIKRAM
158	THAKARE SHIVANI SUDHAKAR
159	THAKRE PRASHANT JAYAWANT
160	THAKRE PUSHPAK BABARAO
161	THAKUR DIKSHA UDAYPRATAP SINGH
162	THAWARI PRANJALI DEWRAO
163	THOMBARE NIKITA KRUSHNANATH
164	THOMBARE PRANJALI ANANDRAO
165	TIGHARE KAILASH KEWALRAM
166	UPARE SUSHMA DILIP
167	VAIRAGADE AMRUTA SHANTARAM
168	VIDHATE PAWAN ASHOK
169	WADHAI ASHWINI VITTHALRAO
170	WADIKAR MONALI KIRAN
171	WAGHMARE ANSHUJA SURESH
172	WANDHARE CHIMADEVI VIJAY
173	WANKHEDE AKASH MANOJ
174	WARARKAR PRITI VILAS
175	WASNIK SONALI RAHUL
176	WAYADUDE SNEHA BANDU
177	YADAV RITA LALMOHAN
178	YERME MAYURI DEVENDRA
179	YEWALE GOYAL ANKUSH
180	GAHUKAR SURAJ MORESHWAR



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Achievement of Current Assessment year

PO CODE	Direct		Indirect	Overall Attainment
	Internal Attainment	University Exam Attainment	Attainment	Attainment
PO1	0.97	1.83	1.83	1.70
PO2	1.11	2.00	2.00	1.86
PO3	0.83	1.50	1.50	1.39
PO4	0.86	1.50	1.50	1.40
PO5	1.06	1.83	1.83	1.71

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Target Attainment Level

Course Outcome (CO)

Course Code	Course Outcome(CO)	CAY Attainment	CAY Target
PCB1F07.1	Describe the marketing concept and environment with marketing Mix Strategy	2.84	3.00
PCB1F07.2	Classify the product relating to its life- pricing, promotion and distribution of strategies	2.84	3.00
PCB1F07.3	Evaluate the process of marketing communication and sales	2.68	3.00
PCB1F07.4	Differentiate the selling process and types of sales organisation	2.76	3.00
PCB1F07.5	Develop the sales forecasting, compensation and designing sales programmes and territory	2.76	3.00
PCB1F07.6	Apply methods of sales control and motivating sales force	2.84	3.00

Any other Course Outcome(CO) Added during Assessment Year

- 1 _____
- 2 _____
- 3 _____

Any other Course Outcome(CO) Deleted during Assessment Year

- 1 _____
- 2 _____
- 3 _____


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Program Outcome

PO CODE	Program Outcome	CAY Attainment
PO1	Describe the marketing concept and environment with marketing Mix Strategy	1.70
PO2	Classify the product relating to its life- pricing, promotion and distribution of strategies	1.86
PO3	Evaluate the process of marketing communication and sales	1.39
PO4	Differentiate the selling process and types of sales organisation	1.40
PO5	Develop the sales forecasting, compensation and designing sales programmes and territory	1.71

Any other Program Outcome(PO) Added during Assessment Year

1 _____
 2 _____
 3 _____

Any other Program Outcome(PO) Deleted during Assessment Year

1 _____
 2 _____
 3 _____


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Course Outcome (CO)	Assesment Tool Direct	Max MARKS	Assesment Tool Indirect
Describe the marketing concept and environment with marketing Mix Strategy	2.8	3	3
Classify the product relating to its life-pricing, promotion and distribution of strategies	2.8	3	3
Evaluate the process of marketing communication and sales	2.6	3	3
Differentiate the selling process and types of sales organisation	2.7	3	3
Develop the sales forecasting, compensation and designing sales programmes and territory	2.7	3	3
Apply methods of sales control and motivating sales force	2.8	3	3



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Annexure I: Attendance Sheet

Roll No.	Name	Month <u>Aug</u> & Date																				Total Attendance
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
47	TIGHARE KAILASH KEWALRAM	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
48	VAIRAGADE AMRUTA 22-12-1996	A	A	A	P	A	A	A	P	A	A	A	A	A	A	A	A	A	A	A	A	19
49	WAGHMARE ANSHUJA SURESH	A	A	A	P	A	A	A	P	A	A	A	A	A	A	A	A	A	A	A	A	19
50	BAHADE SHRADDHA VIKAS	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
51	BOBADE NISHANT SHANKAR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
52	CHHANE PRIYANKA PARSHURAM	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
53	HALDAR SUPRIYA MRINAL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
54	LAMBAT PRIYANKA BHASKAR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
55	NAGARKAR VAISHNAVI DEVANAND	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
56	NAKHATE ANJALI VIJAY	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
57	SACHDEV CHETNA PRAKASH	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
58	CHARAG TEENU BRIJMOHANSINGH	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
59	CHAWARE GAURAV SURYAKANT	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
60	GANGONY RAVALI THIRUPATHI	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
61	HALDAR SUJATA MRINAL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
62	JANGID POOJA NAVRANG	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
63	KATKAMWAR PRATIKSHA ARVIND	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
64	MANGHANI NIKITA DAYALDAS	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
65	MESHRAM NAYNA BABA	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
66	MESHRAM RUSHALI RAJESH	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
67	NAKSHINE ARPIT MADHUKAR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
68	SAHARE APURV ANANT	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
69	SHASTRAKAR NIKITA JATWANTRAO	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
70	SHEIKH ADIBA RUKSHAR LATIF	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
71	SHEIKH MUSKAN ASLAM	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
72	SINGH KRITIKA NARENDRA	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
73	THOMBARE NIKITA KRUSHNANATH	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
74	WASNIK SONALI RAHUL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
75	YADAV RITA LALMOHAN	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
76	AGHAT NIKITA KAILAS	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
77	AMBATKAR NAYAN SHEKHAR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
78	ANDRASKAR VIDHYA VISHAL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
79	ANSARI RAJIYA BEGAM JALALUDDIN	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
80	BAHADE ROSHANI DIPAK	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
81	BELE NEHA DILIP	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
82	BHAGAT SHWETA NANDKISHOR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
83	BHARSHANKAR PAYAL SUNIL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
84	BHOYAR KETAN BALWANT	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
85	BHOYAR MITHUN NANDKISHOR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
86	BHOYAR MONIKA BALKRUSHNA	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
87	BOBADE SHRIKANT RAMDAS	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
88	BOBADE SHUBHAM DEVIDAS	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
89	CHAHARE KANCHAN SANJAY	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
90	CHAWHAN ANIKET JAYSHANKAR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
91	CHIKANKAR MOHIT SHAMRAO	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
92	CHILANKAR POOJA PARSHURAM	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
93	CHIWANDE DIKSHA VIJAY	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19

Roll No.	Name	Month _____ & Date _____																				Total Attendance
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
47	TIGHARE KAILASH KEWALRAM	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
48	VAIRAGADE AMRUTA 22-12-1996	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
49	WAGHMARE ANSHUJA SURESH	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
50	BAHADE SHRADDHA VIKAS	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
51	BOBADE NISHANT SHANKAR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
52	CHHANE PRIYANKA PARSHURAM	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
53	HALDAR SUPRIYA MRINAL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
54	LAMBAT PRIYANKA BHASKAR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
55	NAGARKAR VAISHNAVI DEVANAND	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
56	NAKHATE ANJALI VIJAY	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
57	SACHDEV CHETNA PRAKASH	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
58	CHARAG TEENU BRIJMOHANSINGH	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
59	CHAWARE GAURAV SURYAKANT	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
60	GANGONY RAVALI THIRUPATHI	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
61	HALDAR SUJATA MRINAL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
62	JANGID POOJA NAVRANG	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
63	KATKAMWAR PRATIKSHA ARVIND	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
64	MANGHANI NIKITA DAYALDAS	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
65	MESHRAM NAYNA BABA	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
66	MESHRAM RUSHALI RAJESH	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
67	NAKSHINE ARPIT MADHUKAR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
68	SAHARE APURV ANANT	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
69	SHASTRAKAR NIKITA JATWANTRAO	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
70	SHEIKH ADIBA RUKSHAR LATIF	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
71	SHEIKH MUSKAN ASLAM	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
72	SINGH KRITIKA NARENDRA	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
73	THOMBARE NIKITA KRUSHNANATH	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
74	WASNIK SONALI RAHUL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
75	YADAV RITA LALMOHAN	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
76	AGHAT NIKITA KAILAS	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
77	AMBATKAR NAYAN SHEKHAR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
78	ANDRASKAR VIDHYA VISHAL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
79	ANSARI RAJIYA BEGAM JALALUDDIN	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
80	BAHADE ROSHANI DIPAK	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
81	BELE NEHA DILIP	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
82	BHAGAT SHWETA NANDKISHOR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
83	BHARSHANKAR PAYAL SUNIL	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
84	BHOYAR KETAN BALWANT	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
85	BHOYAR MITHUN NANDKISHOR	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19
86	BHOYAR MONIKA BALKRUSHNA	A	A	P	A	P	A	P	A	A	A	A	A	A	A	A	A	A	A	A	A	19

Roll No.	Name	Month <u>Aug</u>										& Date										Total Attendance
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
94	CHIWANDE KAJAL JALIND	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
95	CHORDIYA GUNJAN JITENDRA	P	A	A	P		A	A	P		A	A	A	A	P	A		A	A	A	P	
96	DADAIWAR ASHWINI VILAS	A	A	A	P		P	A	P		P	A	A	P	A	P		P	A	A	P	
97	DADMAL APALI VILAS	A	A	A	P		P	A	P		P	A	A	P	A	P		P	A	A	P	
98	DAKRE SUPREET NARAYAN	A	A	A	P		A	A	P		A	A	P	A	P		P	A	A	P		
99	DARUNDE SUNAYNA MANISH	A	A	A	P		A	A	P		A	A	P	A	P		P	A	A	P		
100	DARUNDE SUNAYNA MANISH	A	A	A	P		A	A	P		P	A	A	P	A	P		A	A	P		
101	DEWALKAR SONIKA NAGESH	P	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
102	DHAKATE DIPALI PANDURANG	A	A	A	P		P	A	P		A	A	P	A	P		A	A	P	A		
103	DHAWALE PRANALI RAVINDRA	A	A	A	P		P	A	P		A	A	P	A	P		A	A	P	A		
104	DHONGDE NIKHIL DILIP	A	A	A	P		A	A	P		P	A	A	P	A	P		A	A	P		
105	DUPARE AISHWARYA NARENDRA	A	A	A	P		A	A	P		P	A	A	P	A	P		A	A	P		
106	GAHUKAR SURAJ MORESHWAR	P	A	A	P		A	A	P		P	A	A	P	A	P		A	A	P		
107	GAIKWAD SUPRIYA DATTU	P	A	A	P		P	A	P		A	A	P	A	P		A	A	P	A		
108	GHAGARGUNDE SUMEDH NAGSHAKTI	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
109	GODBOLE ANJALI SUNIL	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
110	HEPAT VAIBHAV VITTHALRAO	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
111	HIRADEVE SAGAR MADHUKAR	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
112	HULKE ASHISH SHANKAR	A	A	A	P		P	A	P		A	A	P	A	P		A	A	P	A		
113	JAGTAP POOJA VIJAY	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
114	JAMBHULKAR NITESH NILKANTH	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
115	JETHWANI KAJAL SUNILKUMAR	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
116	JUMADE AMAR BHIMRAO	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
117	JUMADE NIKITA MOHAN	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
118	JUNGHARE DIKSHA SURESH	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
119	JUNGHARI PALLAVI BHAURAO	A	A	A	P		A	A	P		P	A	A	P	A	P		A	A	P		
120	KALODE SHWETA BABAN	A	A	A	P		A	A	P		P	A	A	P	A	P		A	A	P		
121	KHANKE SHUBHAM BALKRUSHNA	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
122	KIRNAPURE NEHA GAJANAN	A	A	A	P		A	A	P		P	A	A	P	A	P		A	A	P		
123	KODSHETTIWAR ANAND VYANKATESH	A	A	A	P		A	A	P		P	A	A	P	A	P		A	A	P		
124	KULSANGE ANKITA MADHUKAR	A	A	A	P		P	A	P		P	A	A	P	A	P		P	A	A	P	
125	KUMBHARE SANKALP BHIMRAO	P	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
126	KUSHAMWAR SHIVANI PRADIP	P	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
127	MANDAVKAR PRIYANKA VASANTA	A	A	A	P		A	A	P		A	A	P	A	P		A	A	P	A		
128	MILMLE MINAKSHI BHASKAR	A	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
129	MISALWAR POOJA DEEPAK	A	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
130	MULLEWAR PRATIK RAJESH	A	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
131	NAGRALE BUDDHAPAL SHANTARAM	A	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
132	NAGRIKAR SWAPNALI GAJANAN	P	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
133	NANDURKAR PREETI ASHOK	A	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
134	NANNAWARE SUSHMA DEVIDAS	A	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
135	NIKHADE PRITI GHANSHYAM	A	A	A	P		P	A	P		P	A	A	P	A	P		P	A	A	P	
136	NIMKAR ANIKET LALIT	A	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
137	NIMKAR SHUBHANGI SUDARSHAN	A	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	
138	PANDE DIVYA OMPRAKASH	P	A	A	P		A	A	P		P	A	A	P	A	P		P	A	A	P	

Month _____		& Date _____	
1			
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17			
18			
19			
20			
Total Attendance			

[illegible]

Annexure II: Rubric



Sarvodaya Shikshan Mandal's
SAU. LEENA KISHOR MAMIDWAR
INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

KOSARA, Chandrapur-442 406 (Maharashtra)

Approved by A.I.C.T.E. New Delhi, Recognised by DTE, Mumbai

and Affiliated to Gondwana University, Gadchiroli

NAAC Accredited With Grade "B++" (CGPA 2.99)

email : dmsr_sp@rediffmail.com | www.lkmimsr.org

DR. J. N. Chakravorty
Principal

Mob: 09890014670

Home Assignment

M.B.A. Semester ■ Paper : PCB1C03 Subject: Foundation Course in Marketing & Sales Management

Q. No.	Questions
1.	Explain in detail marketing mix giving suitable example.
2.	Explain the techniques and strategies of pricing methods
3.	Write analytical note on staffing of sales organizations.
4.	Describe the terms: Public relations and direct marketing.
5.	Write note on "Marketing communication"



Principal

K.M. Institute of Management Studies & Research
Kosara, Chandrapur

Vision

To be recognized as a business school for rural development through entrepreneurial education and research

Sau. Leena Kishor Mamidwar

Institute of Business Management Studies & Research

Kosara, Chandrapur - 442406

Name : Gunjan Jitendra Chordiy

Course : M.B.A -I (Sem-I) Academic Year : 2019-20

Subject : Foundation Course in Marketing & Sales Management

Internal Assessment

Criteria		Excellent	Good	Average	Marginal	Poor	Score
		5	4	3	2	1	
Analytical & Critical Thinking	Understanding Issue, Evaluate data, Interpretation relationship, synthesis information, creativity		✓				4
Communication Skill	Lessening, queries asking, acquiring new Skill, task delegation, conflict mitigation, confidence, developing public relation,	✓					5
Leadership	Awareness, open-minded, Creativity, Responsibility, visionary, developing in team spirit	✓					5
Writing Skill	Vocabulary, Clarity, thought & objective confidently express, uses of diagram and examples	✓					5
Behavior	Participation in discussion, Group Activity, courage, integrity, Moral	✓					5
Consistency	Class Attendance		✓				4
Total Score							28

Signature of Faculty: P. J. J. J.


Principal

 I.M. Institute of Management Studies & Research
 Kosara, Chandrapur

Sau. Leena Kishor Mamidwar
Institute of Business Management Studies & Research
Kosara, Chandrapur -442406

Name : Pankaj D. Kuteramate

Course : M.B.A -I (Sem-I)

Subject : Foundation Course in Marketing & Sales Management

Course Exit Survey

Note: Kindly Tick (✓) rate achievement on scale of HIGH (5) to LOW (1).

Sr. NO	Statement	Scale				
		1	2	3	4	5
Q1	Will you able to describe the marketing concepts and environment with marketing mix strategies?				✓	
Q2	Will You Able to Classify the product relating to its life, pricing, promotion and distribution of Strategies				✓	
Q3	Will you able to evaluate the process of marketing communication and Sales			✓		
Q4	Will you able to differentiate the selling process and types of sales organization.			✓		
Q5	Will you able develop the sales forecasting ,compensation and designing sales programmes and territory				✓	
Q6	Will you able to apply methods of sales control and motivating sales force			✓		

Suggestion /Remarks



Principal
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Master of Business Management

MBA-I (SEM-I)

Course Code :- PCB1C03

Subject : Foundation Course in Management & Sales Management

Sessional Exam 2019-20

Sessional Papaer

Q.No.		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10 (Any Two)				Total Mark	Remark if Any
CO	Course Outcome	1	2	3	2	3	4	5	6	5	A	B	C	D		
Marks		14	14	14	14	14	14	14	14	14	7	7	7	7	70	
ROLL NO	Name of Student	Mark Obtained														
1	AGHAT NIKITA KAILAS	9	8		8		8			7					40	Average
2	AHUJA RINKESH KARTAR	10	8		7		7					4		4	40	Average
3	AMBATKAR NAYAN SHEKHAR	9	10		7		7		8						41	Average
4	ANDRASKAR VIDHYA VISHAL	10		9		10			10			4		3	46	Advance
5	ANSAR MAHEVISH NAAZ ABDUL	8	7		8		7				4	3			37	Slow
6	ANSARI RAJIYA BEGAM JALAUDDIN		8		8		8	8		8					40	Average
7	BAHADE ROSHANI DIPAK	10		7		7		7		8					39	Average
8	BAHADE SHRADDHA VIKAS		9		10		10		9		4	4			46	Advance
9	BELE NEHA DILIP	10		9			9		10			4		4	46	Advance
10	BHADKE PRANALI NARENDRA		10		8		8		8	8					42	Average
11	BHAGAT SHWETA NANDKISHOR	9	9		9	8		7							42	Average
12	BHARSHANKAR PAYAL SUNIL	9	10			10		9	10						48	Advance
13	BHONDEKAR BHUPENDRA MOTILAL	9	8		8		8			7					40	Average
14	BHOYAR KETAN BALWANT	10	8		7		7					4		4	40	Average
15	BHOYAR MITHUN NANDKISHOR	9	10		7		7		8						41	Average
16	BHOYAR MONIKA BALKRUSHNA		8	7		7		7		7					36	Slow
17	BOBADE CHETAN DEORAO	9		7	7		9		8						40	Average
18	BOBADE KARISHMA REMESH		8			7		6		8	4		3		36	Slow
19	BOBADE NISHANT SHANKAR	10	10		11		9		10						50	Advance
20	BOBADE SHRIKANT RAMDAS	9	8		8		8			7					40	Average
21	BOBADE SHUBHAM DEVIDAS	10	8		7		7					4		4	40	Average
22	CHAHARE KANCHAN SANJAY	9	10		7		7		8						41	Average
23	CHARAG TEENU BRIJMOHANSINGH		8	7		7		7		7					36	Slow
24	CHAWARE GAURAV SURYAKANT	9		7	7		9		8						40	Average
25	CHAWHAN ANIKET JAYSHANKAR	8	8		7		7					4		4	38	Slow
26	CHHANE PRIYANKA PARSHURAM	9	9		7		7		8						40	Average
27	CHIKANKAR MOHIT SHAMRAO		8	7		7		7		7					36	Slow
28	CHIKATE RUCHITA MORESHWAR	9		7	7		9		8						40	Average
29	CHILANKAR POOJA PARSHURAM		8		8		8		8		3		3		38	Slow
30	CHIWANDE DIKSHA VIJAY	10	10		10		8				4		4		46	Advance
31	CHIWANDE KAJAL JALIND	9		9		9			9						36	Slow

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32	CHORDIYA GUNJAN JITENDRA	7	6			8			8	5					34	Slow
33	DADAIWAR ASHWINI VILAS			10		10		10		10		4		4	48	Advance
34	DADMAL APALI VILAS		6		8		8		8			4			34	Slow
35	DAKRE SUPREET NARAYAN	9	10			9		10		11					49	Advance
36	DARUNDE SUNAYNA MANISH	10	11		10		10					4	4		49	Advance
37	DASARWAR KARISHMA VINOD		8		8		6		6	8					36	Slow
38	DEOGADE SONAL BABAN	8		8		6		6				3		3	34	Slow
39	DEWALKAR SONIKA NAGESH	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	0	FALSE
40	DHAKATE DIPALI PANDURANG		10		10		10		10			4		4	48	Advance
41	DHAWALE PRANALI RAVINDRA	10		10		8		8							36	Slow
42	DHODARE PRAJTA SUNIL		8			8		8		5					29	FALSE
43	DHONGDE NIKHIL DILIP	8		8		6			5			3		3	33	Slow
44	DOLAS PRIYA DATTATRAY		8				8			8		3			27	FALSE
45	DUPARE AISHWARYA NARENDRA		10		9	8		8		8	3		3		49	Advance
46	DURGE SHALAKHA RAMESH	9	8		8		8			7					40	Average
47	FULZELE SNEHA CHANDRAMANI	10	8		7		7					4		4	40	Average
48	GAIKWAD SUPRIYA DATTU	9	10		7		7		8						41	Average
49	GANGONY RAVALI THIRUPATHI		8	7		7		7		7					36	Slow
50	GHAGARGUNDE SUMEDH NAGSHAKTI	9		7	7		9		8						40	Average
51	GILBILE PRAVIN ANANDRAO	8	8		7		7					4		4	38	Slow
52	GODBOLE ANJALI SUNIL	9	9		7		7		8						40	Average
53	GOGULWAR KUMAR MUNNA		8	7		7		7		7					36	Slow
54	GULHANE ADITYA RAVI	9		7	7		9		8						40	Average
55	HALDAR SUJATA MRINAL		8		8		8		8						32	Slow
56	HALDAR SUPRIYA MRINAL	10	8		7		7					4		4	40	Average
57	HEMKE SHRUTI RAJU	9	10		7		7		8						41	Average
58	HEPAT VAIBHAV VITTHALRAO		8	7		7		7		7					36	Slow
59	HIRADEVE SAGAR MADHUKAR	9		7	7		9		8						40	Average
60	HULKE ASHISH SHANKAR	8	8		7		7					4		4	38	Slow
61	JADHAV RUCHIKA RAJESHWAR	9	9		7		7		8						40	Average
62	JAGATI CHANDANESHWAR KHIROD		8	7		7		7		7					36	Slow
63	JAGTAP POOJA VIJAY	9		7	7		9		8						40	Average
64	JAMBHULKAR NITESH NILKANTH	10		9		9									28	FALSE
65	JAMBHULKAR VISHAKHA NAMDEORAO	10		10											20	FALSE
66	JANGID POOJA NAVRANG		8			8		8		5					29	FALSE
67	JASUTKAR AVINASH RAMDASJI	8		8		6			5			3		3	33	Slow
68	JETHWANI KAJAL SUNILKUMAR		8				8			8					24	FALSE
69	JUMADE AMAR BHIMRAO		10		9	8		8		8	3		3		49	Advance
70	JUMADE NIKITA MOHAN	9	8		8		8			7					40	Average
71	JUNGHARE DIKSHA SURESH	10	8		7		7					4		4	40	Average
72	JUNGHARI PALLAVI BHAURAO	9	10		7		7		8						41	Average
73	KALODE SHWETA BABAN		8	7		7		7		7					36	Slow
74	KAMBLE PRIYA VILAS	9		7	7		9		8						40	Average
75	KANKUNTLAWAR ROHIT RUSHI	8	8		7		7					4		4	38	Slow
76	KATKAMWAR PRATIKSHA ARVIND	9	9		7		7		8						40	Average
77	KHAIRE RITA SIDDHARTH		8	7		7		7		7					36	Slow

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78	KHANKE SHUBHAM BALKRUSHNA	9		7	7		9		8					40	Average
79	KHEDEKAR ROHIT KHUSHAL	9		7	7		9		8					40	Average
80	KHIVASARA PRANESH NIRMAL	10		9		9								28	FALSE
81	KHOBRADE SURAJ RAMCHANDRA	10		10										20	FALSE
82	KIRNAPURE NEHA GAJANAN		8			8		8		5				29	FALSE
83	KODSHETTIWAR ANAND VYANKATESH	8		8		6			5			3		33	Slow
84	KOWE ASHWINI BHAUJANGRAO		8				8			8				24	FALSE
85	KOWE MONIKA BHAUJANGRAO		10		9	8		8		8	3		3	49	Advance
86	KULSANGE ANKITA MADHUKAR	9	8		8		8			7				40	Average
87	KUMBHARE SANKALP BHIMRAO	10	8		7		7					4		40	Average
88	KUSHAMWAR SHIVANI PRADIP	9	10		7		7		8					41	Average
89	KUTEMATE PANKAJ DEORAO		8	7		7		7		7				36	Slow
90	LADE PRATIK VISHWANATH			8		8		8						24	FALSE
91	LAKDE SANGHRAKSHIT RANGANATH	10			10			7			3		2	32	Slow
92	LAMBAT PRIYANKA BHASKAR		10			8			6					24	FALSE
93	MAHABUDHE KARAN SURENDRARAO			9			9			8		3	2	31	FALSE
94	MANDAPE KRUTIKA ASHOK		10		10			10						30	FALSE
95	MANDAVKAR PRIYANKA VASANTA	10		9		9		9		9				46	Advance
96	MANGHANI NIKITA DAYALDAS		8		8		8		8		3		3	38	Slow
97	MESHAM AMIT SIDDHARTH	8		6		7		7		7				35	Slow
98	MESHAM NAYNA BABA		7		8		7		6		3		3	34	Slow
99	MESHAM RUSHALI RAJESH	10		10		9		9		9				47	Advance
100	MILMILE MINAKSHI BHASKAR	8		10		9		8		7				42	Average
101	MISALWAR POOJA DEEPAK	9		8			8		8		3		3	39	Average
102	MOGRE GOPIKA SURESH		7		7		7		7		3	3		34	Slow
103	MULLEWAR PRATIK RAJESH	8		8		10		8						34	Slow
104	NAGARKAR VAISHNAVI DEVANAND	10		9			10		10		4		3	46	Advance
105	NAGRALE BUDDHAPAL SHANTARAM		7		7		7		7	8				36	Slow
106	NAGRIKAR SWAPNALI GAJANAN	8		8		8		8		8				40	Average
107	NAKHATE ANJALI VIJAY		7		10		7		8					32	Slow
108	NAKSHINE ARPIT MADHUKAR		10		10		9		9			4	4	46	Advance
109	NANDURKAR PREETI ASHOK		10		9	8		8		8	3		3	49	Advance
110	NANNAWARE SUSHMA DEVIDAS	9	8		8		8			7				40	Average
111	NIKHADE PRITI GHANSHYAM	10	8		7		7					4		40	Average
112	NIMBALKAR PANKAJ BHASKARRAO	9	10		7		7		8					41	Average
113	NIMKAR ANIKET LALIT		8	7		7		7		7				36	Slow
114	NIMKAR SHUBHANGI SUDARSHAN			8		8		8						24	FALSE
115	ODELA KRISHNA VIJAYKUMR	10			10			7			3		2	32	Slow
116	PACHARE ROSHANI PURUSHOTTAM	9	8		8		8			7				40	Average
117	PADHAL DIPIKA RAMESH	10	8		7		7					4		40	Average
118	PADWEKAR NIKITA SIDDHARTH	9	10		7		8		8					42	Average
119	PANDE DIVYA OMPRAKASH		8	7		8		8		7				38	Slow
120	PATEL SUMIT SURESH			8		8		8						24	FALSE
121	PAYPARE KARISHMA DINKARA	10			8			8			3		2	31	FALSE
122	PENDOR PAYAL EKNATH		10			9			9		3			34	Slow
123	PONNALWAR AKHIL GAJANAN			9			9			8		3	2	31	FALSE

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124	POREDDIWAR SANKET RAJENDRA		10		10			10						30	FALSE
125	POTHARE PRANJALI BHANUDAS	10	8		7		7				4		4	40	Average
126	PUJARI AADESH SUSHANT	9	10		7		7		8					41	Average
127	PUPPALWAR POOJA SHANKARRAO		8	7		7		7		7				36	Slow
128	PURKE PAYAL KAVISHWAR	9	8		8		9			9				43	Average
129	RAHATE KARISHMA ASHOK	10	8		7		7				4		4	40	Average
130	RAHATE SHRIYA SANJAY	9	10		7		7		8					41	Average
131	RAHULWAR SNEHA VILAS		8	7		7		7		7				36	Slow
132	RAMEDWAR VAISHNAVI SURESH			8		8		8						24	FALSE
133	RAMTEKE AMAR SAJAN	10	8		7		7				4		4	40	Average
134	RAMTEKE PRAJAKTA YAMRAJ	9	10		7		7		8					41	Average
135	SACHDEV CHETNA PRAKASH		8	7		7		7		7				36	Slow
136	SAGORE SHUBHAM SAMBAJI			8		8		8						24	FALSE
137	SAHARE APURV ANANT	10			10			7			3		2	32	Slow
138	SALVE SHRUTI ARUN	9	8		8		8			7				40	Average
139	SARDE PRIYANKA PRABHAKAR	8		8		8		8		8				40	Average
140	SATPUTE RINKESH GANPATRAO		7		10		7		8					32	Slow
141	SAWDEKAR SUNAYANA SHYAMRAO		10		10		9		9		4	4		46	Advance
142	SHAISTRAR NIKITA JATWANTRAO	10			10			7			3		2	32	Slow
143	SHEIKH ADIBA RUKSHAR LATIF	9	8		8		8			7				40	Average
144	SHEIKH MUSKAN ASLAM		8	7		7		7		7				36	Slow
145	SHELKE PRANALI VILAS		8	7		7		7		7				36	Slow
146	SHENDE GAGAN VILAS	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	0	FALSE
147	SHENDE KUNAL RAMBHAU		8	7		7		7		7				36	Slow
148	SINGH JYOTI ANIL	10	8		7		7				4		4	40	Average
149	SINGH KRITIKA NARENDRA	9	10		7		7		8					41	Average
150	SINGH SANTOSH RAMESHWAR		8	7		7		7		7				36	Slow
151	SURTIKAR JITENDRADRA SHRIKRUSHNA			8		8		8						24	FALSE
152	TAGADE RAJANI PREMANAND	10			10			7			3		2	32	Slow
153	TAGADE RUPALI CHANDRAVILAS	9	8		8		8			7				40	Average
154	TAJANE NIKITA VASANTA													0	FALSE
155	TAJNE VAIBHAV DASHRATH	10			10			7			3		2	32	Slow
156	TAMBE SHWETA MADHUSUDAN	10	8		7		7				4		4	40	Average
157	TEKAM RAKSHA SHALIKRAM	9	10		7		7		8					41	Average
158	THAKARE SHIVANI SUDHAKAR		8	7		7		7		7				36	Slow
159	THAKRE PRASHANT JAYAWANT			8		8		8		8				32	Slow
160	THAKRE PUSHPAK BABARAO	10			10			7			3		2	32	Slow
161	THAKUR DIKSHA UDAYPRATAP SINGH	9	8		8		8			7				40	Average
162	THAWARI PRANJALI DEWRAO		8	7		7		7		7				36	Slow
163	THOMBARE NIKITA KRUSHNANATH	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	0	FALSE
164	THOMBARE PRANJALI ANANDRAO	9	8		8		8			7				40	Average
165	TIGHARE KAILASH KEWALRAM	10	8		7		7				4		4	40	Average
166	UPARE SUSHMA DILIP	9	10		7		7		8					41	Average
167	VAIRAGADE AMRUTA SHANTARAM		8	7		7		7		7				36	Slow
168	VIDHATE PAWAN ASHOK	10	10		9		8				3		3	43	Average
169	WADHAI ASHWINI VITTHALRAO		9	8		9		8		6				40	Average

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170	WADIKAR MONALI KIRAN	9	10		9		9		10						47	Advance
171	WAGHMARE ANSHUJA SURESH	9	10		7		7		8						41	Average
172	WANDHARE CHIMADEVI VIJAY		8	7		7		7		7					36	Slow
173	WANKHEDE AKASH MANOJ	9	8		8		8			7					40	Average
174	WARARKAR PRITI VILAS	10	8		7		7					4		4	40	Average
175	WASNIK SONALI RAHUL	9	10		7		7		8						41	Average
176	WAYADUDE SNEHA BANDU		8	7		7		7		7					36	Slow
177	YADAV RITA LALMOHAN			9		8		8		6		3			34	Slow
178	YERME MAYURI DEVENDRA	10			10			7			3		2		32	Slow
179	YEWALE GOYAL ANKUSH	9	8		8		8			7					40	Average
180	GAHUKAR SURAJ MORESHWAR	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	0	FALSE
Avrage		9.22	8.57	7.78	7.93	7.74	7.77	7.60	8.03	7.30	3.23	3.74	2.72	3.77	36.54	
Pecentage		65.87	61.21	55.57	56.67	55.27	55.52	54.26	57.38	52.14	46.15	53.38	38.86	53.81		
															Slow	60
CO		1	2	3	4	5	6								Average	73
Avrage of CO		56.01	57.09	49.90	51.44	53.20	57.38								Advance	20
															Total	153


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 K.M. Institute of Management Studies & Research
 Kosara, Chandrapur

Master of Business Management

Subject :Foundation Course in Marketing & Sales Management

Class : MBA-I (Sem-I)

Internal Marks

Year : 2019-20

Winter-2019

Roll No.	Name of student	Internal /30
1	AGHAT NIKITA KAILAS	28
2	AHUJA RINKESH KARTAR	28
3	AMBATKAR NAYAN SHEKHAR	28
4	ANDRASKAR VIDHYA VISHAL	29
5	ANSAR MAHEVISH NAAZ ABDUL	29
6	ANSARI RAJIYA BEGAM JALALUDDIN	29
7	BAHADE ROSHANI DIPAK	28
8	BAHADE SHRADDHA VIKAS	29
9	BELE NEHA DILIP	28
10	BHADKE PRANALI NARENDRA	28
11	BHAGAT SHWETA NANDKISHOR	29
12	BHARSHANKAR PAYAL SUNIL	28
13	BHONDEKAR BHUPENDRA MOTILAL	28
14	BHOYAR KETAN BALWANT	29
15	BHOYAR MITHUN NANDKISHOR	28
16	BHOYAR MONIKA BALKRUSHNA	29
17	BOBADE CHETAN DEORAO	28
18	BOBADE KARISHMA REMESH	28
19	BOBADE NISHANT SHANKAR	28
20	BOBADE SHRIKANT RAMDAS	28
21	BOBADE SHUBHAM DEVIDAS	28
22	CHAHARE KANCHAN SANJAY	28
23	CHARAG TEENU BRIJMOHANSINGH	28
24	CHAWARE GAURAV SURYAKANT	29
25	CHAWHAN ANIKET JAYSHANKAR	29
26	CHHANE PRIYANKA PARSHURAM	28
27	CHIKANKAR MOHIT SHAMRAO	28
28	CHIKATE RUCHITA MORESHWAR	28
29	CHILANKAR POOJA PARSHURAM	28
30	CHIWANDE DIKSHA VIJAY	28
31	CHIWANDE KAJAL JALIND	28
32	CHORDIYA GUNJAN JITENDRA	28
33	DADAIWAR ASHWINI VILAS	28
34	DADMAL APALI VILAS	29
35	DAKRE SUPREET NARAYAN	28
36	DARUNDE SUNAYNA MANISH	28
37	DASARWAR KARISHMA VINOD	29
38	DEOGADE SONAL BABAN	28
39	DEWALKAR SONIKA NAGESH	28



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40	DHAKATE DIPALI PANDURANG	29
41	DHAWALE PRANALI RAVINDRA	29
42	DHODARE PRAJKA SUNIL	28
43	DHONGDE NIKHIL DILIP	28
44	DOLAS PRIYA DATTATRAY	28
45	DUPARE AISHWARYA NARENDRA	28
46	DURGE SHALAKHA RAMESH	28
47	FULZELE SNEHA CHANDRAMANI	28
48	GAIKWAD SUPRIYA DATTU	29
49	GANGONY RAVALI THIRUPATHI	29
50	GHAGARGUNDE SUMEDH NAGSHAKTI	28
51	GILBILE PRAVIN ANANDRAO	28
52	GODBOLE ANJALI SUNIL	28
53	GOGULWAR KUMAR MUNNA	28
54	GULHANE ADITYA RAVI	28
55	HALDAR SUJATA MRINAL	28
56	HALDAR SUPRIYA MRINAL	28
57	HEMKE SHRUTI RAJU	28
58	HEPAT VAIBHAV VITTHALRAO	28
59	HIRADEVE SAGAR MADHUKAR	29
60	HULKE ASHISH SHANKAR	28
61	JADHAV RUCHIKA RAJESHWAR	28
62	JAGATI CHANDANESHWAR KHIROD	28
63	JAGTAP POOJA VIJAY	28
64	JAMBHULKAR NITESH NILKANTH	28
65	JAMBHULKAR VISHAKHA NAMDEORAO	28
66	JANGID POOJA NAVRANG	29
67	JASUTKAR AVINASH RAMDASJI	28
68	JETHWANI KAJAL SUNILKUMAR	29
69	JUMADE AMAR BHIMRAO	28
70	JUMADE NIKITA MOHAN	28
71	JUNGHARE DIKSHA SURESH	28
72	JUNGHARI PALLAVI BHOURAO	28
73	KALODE SHWETA BABAN	28
74	KAMBLE PRIYA VILAS	28
75	KANKUNTLAWAR ROHIT RUSHI	28
76	KATKAMWAR PRATIKSHA ARVIND	29
77	KHAIRE RITA SIDDHARTH	29
78	KHANKE SHUBHAM BALKRUSHNA	28
79	KHEDEKAR ROHIT KHUSHAL	28
80	KHIVASARA PRANESH NIRMAL	28
81	KHOBRADE SURAJ RAMCHANDRA	28
82	KIRNAPURE NEHA GAJANAN	29
83	KODSHETTIWAR ANAND VYANKATESH	28
84	KOWE ASHWINI BHOUJANGRAO	28
85	KOWE MONIKA BHOUJANGRAO	28
86	KULSANGE ANKITA MADHUKAR	28
87	KUMBHARE SANKALP BHIMRAO	28
88	KUSHAMWAR SHIVANI PRADIP	28
89	KUTEMATE PANKAJ DEORAO	29

Principal

90	LADE PRATIK VISHWANATH	28
91	LAKDE SANGHRAKSHIT RANGANATH	28
92	LAMBAT PRIYANKA BHASKAR	29
93	MAHABUDHE KARAN SURENDRARAO	28
94	MANDAPE KRUTIKA ASHOK	28
95	MANDAVKAR PRIYANKA VASANTA	29
96	MANGHANI NIKITA DAYALDAS	29
97	MESHRAM AMIT SIDDHARTH	28
98	MESHRAM NAYNA BABA	29
99	MESHRAM RUSHALI RAJESH	29
100	MILMILE MINAKSHI BHASKAR	29
101	MISALWAR POOJA DEEPAK	28
102	MOGRE GOPIKA SURESH	28
103	MULLEWAR PRATIK RAJESH	28
104	NAGARKAR VAISHNAVI DEVANAND	28
105	NAGRALE BUDDHAPAL SHANTARAM	28
106	NAGRIKAR SWAPNALI GAJANAN	28
107	NAKHATE ANJALI VIJAY	28
108	NAKSHINE ARPIT MADHUKAR	28
109	NANDURKAR PREETI ASHOK	28
110	NANNAWARE SUSHMA DEVIDAS	29
111	NIKHADE PRITI GHANSHYAM	28
112	NIMBALKAR PANKAJ BHASKARRAO	28
113	NIMKAR ANIKET LALIT	29
114	NIMKAR SHUBHANGI SUDARSHAN	28
115	ODELA KRISHNA VIJAYKUMR	28
116	PACHARE ROSHANI PURUSHOTTAM	28
117	PADHAL DIPIKA RAMESH	28
118	PADWEKAR NIKITA SIDDHARTH	28
119	PANDE DIVYA OMPRAKASH	29
120	PATEL SUMIT SURESH	28
121	PAYPARE KARISHMA DINKARA	28
122	PENDOR PAYAL EKNATH	28
123	PONNALWAR AKHIL GAJANAN	28
124	POREDDIWAR SANKET RAJENDRA	28
125	POTHARE PRANJALI BHANUDAS	28
126	PUJARI AADESH SUSHANT	29
127	PUPPALWAR POOJA SHANKARRAO	28
128	PURKE PAYAL KAVISHWAR	28
129	RAHATE KARISHMA ASHOK	28
130	RAHATE SHRIYA SANJAY	29
131	RAHULWAR SNEHA VILAS	28
132	RAMEDWAR VAISHNAVI SURESH	29
133	RAMTEKE AMAR SAJAN	28
134	RAMTEKE PRAJAKTA YAMRAJ	28
135	SACHDEV CHETNA PRAKASH	29
136	SAGORE SHUBHAM SAMBAJI	28
137	SAHARE APURV ANANT	28
138	SALVE SHRUTI ARUN	28
139	SARDE PRIYANKA PRABHAKAR	28

Principal

140	SATPUTE RINKESH GANPATRAO	28
141	SAWDEKAR SUNAYANA SHYAMRAO	28
142	SHAISTRAR NIKITA JATWANTRAO	29
143	SHEIKH ADIBA RUKSHAR LATIF	28
144	SHEIKH MUSKAN ASLAM	28
145	SHELKE PRANALI VILAS	28
146	SHENDE GAGAN VILAS	28
147	SHENDE KUNAL RAMBHAU	28
148	SINGH JYOTI ANIL	29
149	SINGH KRITIKA NARENDRA	28
150	SINGH SANTOSH RAMESHWAR	28
151	SURTIKAR JITENDRADRA SHRIKRUSHNA	28
152	TAGADE RAJANI PREMANAND	28
153	TAGADE RUPALI CHANDRAVILAS	28
154	TAJANE NIKITA VASANTA	28
155	TAJNE VAIBHAV DASHRATH	28
156	TAMBE SHWETA MADHUSUDAN	29
157	TEKAM RAKSHA SHALIKRAM	28
158	THAKARE SHIVANI SUDHAKAR	28
159	THAKRE PRASHANT JAYAWANT	28
160	THAKRE PUSHPAK BABARAO	28
161	THAKUR DIKSHA UDAYPRATAP SINGH	28
162	THAWARI PRANJALI DEWRAO	28
163	THOMBARE NIKITA KRUSHNANATH	29
164	THOMBARE PRANJALI ANANDRAO	28
165	TIGHARE KAILASH KEWALRAM	28
166	UPARE SUSHMA DILIP	29
167	VAIRAGADE AMRUTA SHANTARAM	29
168	VIDHATE PAWAN ASHOK	28
169	WADHAI ASHWINI VITTHALRAO	29
170	WADIKAR MONALI KIRAN	29
171	WAGHMARE ANSHUJA SURESH	28
172	WANDHARE CHIMADEVI VIJAY	29
173	WANKHEDE AKASH MANOJ	29
174	WARARKAR PRITI VILAS	28
175	WASNIK SONALI RAHUL	29
176	WAYADUDE SNEHA BANDU	28
177	YADAV RITA LALMOHAN	28
178	YERME MAYURI DEVENDRA	29
179	YEWALE GOYAL ANKUSH	29
180	GAHUKAR SURAJ MORESHWAR	28
AVRAGE MARK		28.27
Percentage		94.22



Principal

K.M. Institute of Management Studies & Research
Kosara, Chandrapur

Master of Business Administration	
Course Exit Survey	
Year:2019-20	
MBA-I (SEM-I)	
Course Code -: PCB1C03	Subject : Foundation Course in Marketing & Sales Management

Roll No.	Name of student	PCB1C03.1	PCB1C03.2	PCB1C03.3	PCB1C03.4	PCB1C03.5	PCB1C03.6
1	AGHAT NIKITA KAILAS	3	3	3	3	3	3
2	AHUJA RINKESH KARTAR	4	4	3	3	3	3
3	AMBATKAR NAYAN SHEKHAR	4	3	4	3	3	3
4	ANDRASKAR VIDHYA VISHAL	3	4	3	4	3	3
5	ANSAR MAHEVISH NAAZ ABDUL	4	4	4	4	3	3
6	ANSARI RAJIYA BEGAM JALALUDDIN	4	4	4	4	3	3
7	BAHADE ROSHANI DIPAK	3	4	3	4	3	3
8	BAHADE SHRADDHA VIKAS	3	3	4	4	3	3
9	BELE NEHA DILIP	4	4	4	4	3	3
10	BHADKE PRANALI NARENDRA	4	3	4	4	3	3
11	BHAGAT SHWETA NANDKISHOR	4	4	4	4	3	3
12	BHARSHANKAR PAYAL SUNIL	4	4	4	3	3	3
13	BHONDEKAR BHUPENDRA MOTILAL	4	4	4	4	3	3
14	BHOYAR KETAN BALWANT	3	3	3	3	3	3
15	BHOYAR MITHUN NANDKISHOR	4	4	3	3	3	4
16	BHOYAR MONIKA BALKRUSHNA	4	3	4	3	3	4
17	BOBADE CHETAN DEORAO	AB	AB	AB	AB	AB	AB
18	BOBADE KARISHMA REMESH	AB	AB	AB	AB	AB	AB
19	BOBADE NISHANT SHANKAR	4	4	4	4	3	3
20	BOBADE SHRIKANT RAMDAS	3	4	3	4	3	4
21	BOBADE SHUBHAM DEVIDAS	3	3	4	4	3	3
22	CHAHARE KANCHAN SANJAY	4	4	4	4	3	3
23	CHARAG TEENU BRIJMOHANSINGH	4	3	4	4	4	4



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24	CHAWARE GAURAV SURYAKANT	4	4	4	4	4	3
25	CHAWHAN ANIKET JAYSHANKAR	4	4	4	3	4	3
26	CHHANE PRIYANKA PARSHURAM	4	4	4	4	4	4
27	CHIKANKAR MOHIT SHAMRAO	4	4	4	4	3	3
28	CHIKATE RUCHITA MORESHWAR	4	4	4	4	3	3
29	CHILANKAR POOJA PARSHURAM	3	4	3	4	3	4
30	CHIWANDE DIKSHA VIJAY	3	3	4	4	3	3
31	CHIWANDE KAJAL JALIND	4	4	4	4	3	3
32	CHORDIYA GUNJAN JITENDRA	4	3	4	4	4	4
33	DADAIWAR ASHWINI VILAS	4	4	4	4	4	3
34	DADMAL APALI VILAS	4	4	4	3	4	3
35	DAKRE SUPREET NARAYAN	4	4	4	3	4	4
36	DARUNDE SUNAYNA MANISH	4	4	4	3	3	3
37	DASARWAR KARISHMA VINOD	4	4	4	3	3	3
38	DEOGADE SONAL BABAN	3	4	3	3	3	4
39	DEWALKAR SONIKA NAGESH	3	3	4	3	3	3
40	DHAKATE DIPALI PANDURANG	4	4	4	3	3	3
41	DHAWALE PRANALI RAVINDRA	4	3	4	3	4	4
42	DHODARE PRAJKA SUNIL	4	4	4	3	4	3
43	DHONGDE NIKHIL DILIP	4	4	4	3	4	3
44	DOLAS PRIYA DATTATRAY	4	4	4	3	4	4
45	DUPARE AISHWARYA NARENDRA	4	4	4	3	3	3
46	DURGE SHALAKHA RAMESH	4	4	4	3	3	3
47	FULZELE SNEHA CHANDRAMANI	3	4	3	3	3	4
48	GAIKWAD SUPRIYA DATTU	3	3	4	3	3	3
49	GANGONY RAVALI THIRUPATHI	4	4	4	3	3	3
50	GHAGARGUNDE SUMEDH NAGSHAKTI	4	3	4	3	4	4
51	GILBILE PRAVIN ANANDRAO	4	4	4	3	4	3
52	GODBOLE ANJALI SUNIL	4	4	4	3	4	3
53	GOGULWAR KUMAR MUNNA	4	4	4	3	4	4
54	GULHANE ADITYA RAVI	AB	AB	AB	AB	AB	AB
55	HALDAR SUJATA MRINAL	4	4	4	3	3	3
56	HALDAR SUPRIYA MRINAL	4	4	4	3	3	3



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57	HEMKE SHRUTI RAJU	3	4	3	3	3	4
58	HEPAT VAIBHAV VITTHALRAO	3	3	4	3	3	3
59	HIRADEVE SAGAR MADHUKAR	4	4	4	3	3	3
60	HULKE ASHISH SHANKAR	4	3	4	3	4	4
61	JADHAV RUCHIKA RAJESHWAR	4	4	4	3	4	3
62	JAGATI CHANDANESHWAR KHIROD	4	4	4	3	4	3
63	JAGTAP POOJA VIJAY	4	4	4	3	4	4
64	JAMBHULKAR NITESH NILKANTH	4	4	4	3	3	3
65	JAMBHULKAR VISHAKHA NAMDEORAO	4	4	4	3	3	3
66	JANGID POOJA NAVRANG	3	4	3	3	3	4
67	JASUTKAR AVINASH RAMDASJI	3	3	4	3	3	3
68	JETHWANI KAJAL SUNILKUMAR	4	4	4	3	3	3
69	JUMADE AMAR BHIMRAO	4	3	4	3	4	4
70	JUMADE NIKITA MOHAN	4	4	4	3	4	3
71	JUNGHARE DIKSHA SURESH	4	4	4	3	4	3
72	JUNGHARI PALLAVI BHAURAO	4	4	4	4	4	4
73	KALODE SHWETA BABAN	4	4	4	4	3	3
74	KAMBLE PRIYA VILAS	4	4	4	4	3	3
75	KANKUNTLAWAR ROHIT RUSHI	3	4	3	4	3	4
76	KATKAMWAR PRATIKSHA ARVIND	3	3	4	4	3	3
77	KHAIRE RITA SIDDHARTH	4	4	4	4	3	3
78	KHANKE SHUBHAM BALKRUSHNA	4	3	4	4	4	4
79	KHEDEKAR ROHIT KHUSHAL	AB	AB	AB	AB	AB	AB
80	KHIVASARA PRANESH NIRMAL	4	4	4	3	4	3
81	KHOBRADE SURAJ RAMCHANDRA	4	4	4	4	4	4
82	KIRNAPURE NEHA GAJANAN	4	4	4	4	3	3
83	KODSHETTIWAR ANAND VYANKATESH	4	4	4	4	3	3
84	KOWE ASHWINI BHAUJANGRAO	3	4	3	4	3	4
85	KOWE MONIKA BHAUJANGRAO	3	3	3	4	3	3
86	KULSANGE ANKITA MADHUKAR	4	4	3	4	3	3
87	KUMBHARE SANKALP BHIMRAO	AB	AB	AB	AB	AB	AB
88	KUSHAMWAR SHIVANI PRADIP	4	4	3	4	4	3
89	KUTEMATE PANKAJ DEORAO	4	4	3	3	4	3

Principal

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Kosara, Chandrapur

90	LADE PRATIK VISHWANATH	4	4	3	3	4	4
91	LAKDE SANGHRAKSHIT RANGANATH	4	4	3	3	3	3
92	LAMBAT PRIYANKA BHASKAR	3	4	3	3	3	4
93	MAHABUDHE KARAN SURENDRARAO	3	3	3	3	3	3
94	MANDAPE KRUTIKA ASHOK	4	4	3	3	3	3
95	MANDAVKAR PRIYANKA VASANTA	4	3	3	3	4	4
96	MANGHANI NIKITA DAYALDAS	3	4	3	3	4	3
97	MESHRAM AMIT SIDDHARTH	3	4	3	3	4	3
98	MESHRAM NAYNA BABA	3	4	3	3	4	4
99	MESHRAM RUSHALI RAJESH	3	4	3	3	4	3
100	MILMILE MINAKSHI BHASKAR	AB	AB	AB	AB	AB	AB
101	MISALWAR POOJA DEEPAK	3	4	3	3	4	4
102	MOGRE GOPIKA SURESH	3	3	3	3	4	3
103	MULLEWAR PRATIK RAJESH	4	4	3	3	4	3
104	NAGARKAR VAISHNAVI DEVANAND	4	3	3	3	4	4
105	NAGRALE BUDDHAPAL SHANTARAM	4	4	4	3	4	3
106	NAGRIKAR SWAPNALI GAJANAN	4	4	4	3	4	3
107	NAKHATE ANJALI VIJAY	AB	AB	AB	AB	AB	AB
108	NAKSHINE ARPIT MADHUKAR	4	4	4	4	3	3
109	NANDURKAR PREETI ASHOK	4	3	4	4	4	4
110	NANNAWARE SUSHMA DEVIDAS	4	3	4	4	4	4
111	NIKHADE PRITI GHANSHYAM	3	3	4	3	4	4
112	NIMBALKAR PANKAJ BHASKARRAO	3	3	4	4	4	4
113	NIMKAR ANIKET LALIT	AB	AB	AB	AB	AB	AB
114	NIMKAR SHUBHANGI SUDARSHAN	3	3	4	4	3	3
115	ODELA KRISHNA VIJAYKUMR	3	3	3	4	3	4
116	PACHARE ROSHANI PURUSHOTTAM	3	3	4	4	3	4
117	PADHAL DIPIKA RAMESH	4	4	4	4	3	4
118	PADWEKAR NIKITA SIDDHARTH	4	3	4	4	4	4
119	PANDE DIVYA OMPRAKASH	4	4	4	4	4	4
120	PATEL SUMIT SURESH	4	4	4	3	4	3
121	PAYPARE KARISHMA DINKARA	4	4	4	4	4	4
122	PENDOR PAYAL EKNATH	AB	AB	AB	AB	AB	AB



Principal

123	PONNALWAR AKHIL GAJANAN	4	4	4	4	3	3
124	POREDDIWAR SANKET RAJENDRA	4	4	4	4	3	3
125	POTHARE PRANJALI BHANUDAS	3	4	3	4	3	4
126	PUJARI AADESH SUSHANT	3	3	4	4	3	3
127	PUPPALWAR POOJA SHANKARRAO	4	4	4	4	3	3
128	PURKE PAYAL KAVISHWAR	AB	AB	AB	AB	AB	AB
129	RAHATE KARISHMA ASHOK	4	4	4	4	4	3
130	RAHATE SHRIYA SANJAY	4	4	4	3	4	3
131	RAHULWAR SNEHA VILAS	4	4	4	4	4	4
132	RAMEDWAR VAISHNAVI SURESH	4	4	4	4	3	3
133	RAMTEKE AMAR SAJAN	4	4	4	4	3	3
134	RAMTEKE PRAJAKTA YAMRAJ	3	4	3	4	3	4
135	SACHDEV CHETNA PRAKASH	AB	AB	AB	AB	AB	AB
136	SAGORE SHUBHAM SAMBAJI	4	4	4	4	3	3
137	SAHARE APURV ANANT	4	3	4	4	4	4
138	SALVE SHRUTI ARUN	4	4	4	4	4	3
139	SARDE PRIYANKA PRABHAKAR	4	4	4	3	4	3
140	SATPUTE RINKESH GANPATRAO	4	4	4	3	4	4
141	SAWDEKAR SUNAYANA SHYAMRAO	4	4	4	3	4	3
142	SHAISTRAR NIKITA JATWANTRAO	4	4	4	3	4	3
143	SHEIKH ADIBA RUKSHAR LATIF	3	4	3	3	4	4
144	SHEIKH MUSKAN ASLAM	3	3	4	3	4	3
145	SHELKE PRANALI VILAS	4	4	4	3	4	3
146	SHENDE GAGAN VILAS	4	3	4	3	4	4
147	SHENDE KUNAL RAMBHAU	AB	AB	AB	AB	AB	AB
148	SINGH JYOTI ANIL	3	3	4	4	4	4
149	SINGH KRITIKA NARENDRA	3	3	4	4	3	4
150	SINGH SANTOSH RAMESHWAR	3	3	4	4	3	3
151	SURTIKAR JITENDRADRA SHRIKRUSHNA	AB	AB	AB	AB	AB	AB
152	TAGADE RAJANI PREMANAND	3	3	4	4	3	4
153	TAGADE RUPALI CHANDRAVILAS	4	4	4	4	3	4
154	TAJANE NIKITA VASANTA	4	3	4	4	4	4
155	TAJNE VAIBHAV DASHRATH	AB	AB	AB	AB	AB	AB

Principal

156	TAMBE SHWETA MADHUSUDAN	4	4	4	3	4	3
157	TEKAM RAKSHA SHALIKRAM	4	4	3	3	4	4
158	THAKARE SHIVANI SUDHAKAR	4	4	3	3	3	3
159	THAKRE PRASHANT JAYAWANT	3	4	3	3	3	4
160	THAKRE PUSHPAK BABARAO	3	3	3	3	3	3
161	THAKUR DIKSHA UDAYPRATAP SINGH	4	4	3	3	3	3
162	THAWARI PRANJALI DEWRAO	4	3	3	3	4	4
163	THOMBARE NIKITA KRUSHNANATH	AB	AB	AB	AB	AB	AB
164	THOMBARE PRANJALI ANANDRAO	3	4	3	3	4	3
165	TIGHARE KAILASH KEWALRAM	3	4	3	3	4	4
166	UPARE SUSHMA DILIP	3	4	3	3	4	3
167	VAIRAGADE AMRUTA SHANTARAM	3	4	3	3	4	3
168	VIDHATE PAWAN ASHOK	3	4	3	3	4	4
169	WADHAI ASHWINI VITTHALRAO	3	3	3	3	4	3
170	WADIKAR MONALI KIRAN	AB	AB	AB	AB	AB	AB
171	WAGHMARE ANSHUJA SURESH	4	4	3	3	3	3
172	WANDHARE CHIMADEVI VIJAY	4	3	3	3	4	4
173	WANKHEDE AKASH MANOJ	3	4	3	3	4	3
174	WARARKAR PRITI VILAS	3	4	3	3	4	3
175	WASNIK SONALI RAHUL	AB	AB	AB	AB	AB	AB
176	WAYADUDE SNEHA BANDU	AB	AB	AB	AB	AB	AB
177	YADAV RITA LALMOHAN	4	4	3	3	3	3
178	YERME MAYURI DEVENDRA	4	3	4	3	4	3
179	YEWALE GOYAL ANKUSH	4	3	4	3	4	4
180	GAHUKAR SURAJ MORESHWAR	4	3	4	3	3	3
Average Marks		4	4	4	3	3	3
Percentage		73.46	73.95	73.46	68.27	69.63	67.28



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Kosara, Chandrapur

PO Attanment & GAP Finding Calculation

PO	CO Maping	CO Attainment	Traget	GAP	Attainment	GAP %	Attainment %
PO1	CO1,2,3,4,5	1.70	1.83	0.14	Attained	7.52	92.48
PO2	CO1,2,3,4,5	1.86	2.00	0.14	Attained	7.11	92.89
PO3	CO1,2,3,4,5	1.39	1.50	0.11	Attained	7.11	92.89
PO4	CO1,2,3,4,5	1.40	1.50	0.10	Attained	6.81	93.19
PO5	CO1,2,3,4,5	1.71	1.83	0.12	Attained	6.79	93.21
PSO1	CO1,2,3,4,5	0.00	0.00	0	Attained	#DIV/0!	#DIV/0!
PSO2	CO1,2,3,4,5	0.00	0.00	0	Attained	#DIV/0!	#DIV/0!
		1.61	1.73	0.12	Attained	7.08	92.92



Principal

L.K.M. Institute of Management Studies & Research
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Question Paper

- **Sessional**
- **University**

Sarvodya Shikshan Mandal's

Sau. Leena Kishor Mamidwar
Institute of Management Studies & Research
Kosara, Chandrapur

Master of Business Management
Sessional Exam -2019
Semester-I

Foundation of Marketing & Sales Management

Time: Three Hours]

[Marks: 70

N.B. – 1) Attempt any Five Question

2) All Question Carry Equal Marks

Q1	:	Explain the concept of marketing. Discuss interaction of marketing with other functions.	14	CO1
Q2	:	Explain the term pricing. Discuss various pricing methods.	14	CO2
Q3	:	Explain new product development process. Discuss pricing methods.	14	CO3
Q4	:	Comment on logistics and supply chain management.	14	CO2
Q5	:	What do you mean by marketing communication? Explain communication process.	14	CO3
Q6	:	What is meant by sales organization? Explain its types.	14	CO4
Q7	:	Explain the term sales forecasting. Discuss sales programmes.	14	CO5
Q8	:	Discuss sales cost Analysis. Explain sales monitoring.	14	CO6
Q9	:	Discuss designing sales target setting and territory distribution programmes	14	CO5
Q10	:	Write short notes on any two	14	
	A)	Marketing Mix.		CO1
	B)	Storage & Warehousing		CO2
	C)	Sales promotion.		CO3
	D)	Methods of sales control.		CO4



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L.K.M. Institute of Management Studies & Research
Kosara, Chandrapur

M.B.A. (C.B.C.S. Pattern) Sem-I
PCB1C03 / MBA C13 - Foundation Course in Marketing & Sales Management

P. Pages : 1

Time : Three Hours



GUG/W/19/10676

Max. Marks : 70

- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

- | | | | |
|-----|--|----|-----|
| 1. | Discuss in detail marketing mix. | 14 | CO1 |
| 2. | Explain in detail logistics & supply chain management. | 14 | CO2 |
| 3. | Explain the concept of marketing along with its functions. | 14 | CO1 |
| 4. | What is promotion? Explain in detail promotion methods and strategies. | 14 | CO2 |
| 5. | What is communication process? Explain in brief. | 14 | CO3 |
| 6. | Explain selling processes and types of sales organisations. | 14 | CO4 |
| 7. | Write detail note on sales forecasting. | 14 | CO5 |
| 8. | Explain new product development process in detail. | 14 | CO2 |
| 9. | Elaborate the concept of sales cost analysis. | 14 | CO6 |
| 10. | Write detail note on any two . | 14 | |
| | a) Staffing. CO4 | | |
| | b) Direct marketing. CO3 | | |
| | c) Sales reporting. CO6 | | |
| | d) Sales monitoring. CO6 | | |


Principal
M. Institute of Management Studies & Research
Kosara, Chandrapur

Certificate

I, the undersigned, have completed the course allotted to me as shown below,

Sr. NO.	Module	CO.	Planned Hour(s)	Remarks
1	1	Describe the marketing concept and environment with marketing Mix Strategy	7	
2	2	Classify the product relating to its life-pricing, promotion and distribution of strategies	7	
3	3	Evaluate the process of marketing communication and sales	7	
4	4	Differentiate the selling process and types of sales organisation	7	
5	5	Develop the sales forecasting, compensation and designing sales programmes and territory	6	
5	6	Apply methods of sales control and motivating sales force	6	

Date : 14/02/2020

Signature




Principal

K.M. Institute of Management Studies & Research
Kosara, Chandrapur

Submitted to Principal

Certificate by Principal

I, the undersigned, certify that Prof. Bipin Bhogekar has completed the course work allotted to him/ her satisfactorily/ not satisfactorily.

Date 24/02/2020

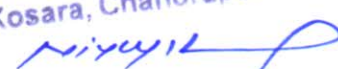
Signature of Principal



Sau. Leena Kishor Mamidwar
Institute of Management Studies & Research
Kosara, Chandrapur

Submitted to Principal 22/02/2020

Signature to IQAC



Dr. Niyaj Shabbir Sheikh
IQAC Co-ordinator
LKMIMSR, Kosara, Chandrapur

