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## **2.5.1 : Mechanism of Internal/External Assessment is Transparent :**

<b>Sr. No.</b>	<b>Particulars</b>
1	Communication of Internal and External Assessment Guidelines to students during Induction.
2	Evaluation Details shared in Teaching plan
3	Exam related notices and communications
4	Internal and External exam time table
5	Google Class Screenshots of CIE conducted
6	Summer Internship Project Report card.



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**INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING**  
**(IMERT), Pune**  
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**Pune – 411052**

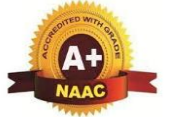


**1**

**Communication of Internal and External assessment guidelines to students during Induction.**



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## Induction Program for MBA I year students- Batch 2022-24 (WEEK-1)

Day	Time	Program	Venue	Resource Person / Co-ordinator
<b>Week 1 DAY 1 Friday 18th November 2022</b>	10.30 am- 11.00am	Reporting	3rd Floor, Seminar Hall	Prof Chaitrali Kale
	11.00am to 11.30am	Virtual Campus Tour and IMERT presentation	3rd Floor, Seminar Hall	Prof Aparna Shastri
	11.30am- to 12.30pm	Session on Career Guidance	3rd Floor, Seminar Hall	Prof Vivekanad Gaikwad
	12.30- 1.00pm	Orientation session on "Outcome based education and evaluation"	3rd Floor, Seminar Hall	Prof Pranjal Jadhav, Prof Sachin Kshirsagar
	<b>1.00pm to 2.00pm</b>	<b>LUNCH BREAK</b>		
	2.00 to 4.00pm	Profiling and Anitiragging form filling	4th Floor, Computer Lab	Prof Pranjal Jadhav, Prof Aparna Shastri, ,Ms Deepali Maharanwar
<b>Week 1 DAY 2 Saturday 19th November 2022</b>	10.00am to 10.15am	Inuagural session- Address by Director	3rd Floor, Seminar Hall	Prof Pranjal Jadhav & student volunteers
	10.15 to 11.00am	Address by Chief guest	3rd Floor, Seminar Hall	Prof Pranjal Jadhav & student volunteers
	11.00am to 12.00pm	Orientation on "Placement cell"	3rd Floor, Seminar Hall	CRD cell
	12.00pm to 1.00pm	Orientation on "Alumni Association & Alumni Interaction"	3rd Floor, Seminar Hall	Prof Pranjal Jadhav
	<b>1.00pm to 2.00pm</b>	<b>LUNCH BREAK</b>		



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	2.00pm to 4.00pm	GROUP 1 - Pre-assessment Test (First Naukri)	4th Floor, Computer Lab	Prof. Pranjal Jadhav, Prof. Aparna Shastri, Ms. Deepali Maharanmar
	2.00pm to 4.00pm	GROUP 2 - Movie Club	3rd Floor, Seminar Hall	Prof. Vivek Dighe
<b>Week 1 DAY 3 Monday 21st November 2022</b>	10.00am-11.00 am	Orientation to ED cell-Session	3rd Floor, Seminar Hall	Prof Vivekanand Gaikwad, Prof Amit Rana
	11.00am to 12.00pm	Workshop on "MINDSET" by Ms Dhanashree Ghare ( Professional Counseller)	3rd Floor, Seminar Hall	Prof Pranjal Jadhav
	12.00pm to 1.00pm	Orientation on ISR initiatives by IMERT and Briefing on Mentoring system	3rd Floor, Seminar Hall	Prof. Pranjal Jadhav, Prof. Sachin Kshirsagar, Prof. Aparna Shastri
	<b>1.00pm to 2.00pm</b>	<b>LUNCH BREAK</b>		
	2.00pm to 4.00pm	GROUP 2 - Pre-assessment Test (First Naukri)	4th Floor, Computer Lab	Prof. Pranjal Jadhav, Prof. Aparna Shastri, Ms. Deepali Maharanmar
		GROUP 1 - Movie Club	3rd Floor, Seminar Hall	Prof. Vivek Dighe
<b>Week 1DAY 4 Tuesday 22nd November 2022</b>	10.00am to 11.00am	Session on "Developing Mangerial Skills"	3rd Floor, Seminar Hall	Guest Speaker
	11.00am to 11.30pm	Briefing on Student Council and Code of Conduct	3rd Floor, Seminar Hall	Prof. Praful Sarangdhar
	11.30pm - 12.00noon	Session on "Personal Grooming"	3rd Floor, Seminar Hall	Guest speaker



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	12.00pm to 1.00pm	Session on Anti-ragging Rules and reforms as per AICTE Mandates	3rd Floor, Seminar Hall	Prof. Aparna Shastri
	1.00pm to 1.15pm	OMT Briefing	3rd Floor, Seminar Hall	Prof Vivekanad Gaikwad
	<b>1.00pm to 2.00pm</b>	<b>LUNCH BREAK</b>		
	2.00pm to 5.00pm	Orientation on Admin Forum (Documentation & Exam Forms briefing by Office Superintendent) & contact details of Admin Department to be displayed in Induction PPT and conveyed for students as follows : 1) For Scholarship Support- Mr. Maruti Khatal - 8390722098 2) For Documentation/DTE/Validity - Mr Himmat Salunkhe - 9763531606 3) For Fees Support Mr Sudhakar Jadhav – 9921223541 4) For Other Queries Ms Kavita Dhamal - 9922817273	3rd Floor, Seminar Hall	Ms Kavita Dhamal
		Session by Internal Complaint Committee by	3rd Floor, Seminar Hall	Prof. Pranjal Jadhav, Prof. Aparna Shastri
<b>Week 1 DAY 5 Wednesday 23rd November 2022</b>	10.00am to 5.00pm	OMT	College Ground	Prof. Pranjal Jadhav, Prof. Aparna Shastri, Prof. Vivekanand Gaikwad
<b>Week 1 DAY 6 Thursday 24th November 2022</b>	10.00am to 11.30am	Staff Introduction	3rd Floor, Seminar Hall	Student coordinators
	11.30am to 12.30pm	Guest Session on Campus to Corporate	3rd Floor, Seminar Hall	Guest Speaker



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	12.30pm-1.00pm	Session on "Netiquettes"	3rd Floor, Seminar Hall	Guest Speaker
	<b>1.00pm-2.00pm</b>	<b>Lunch Break</b>		
	2.00pm to 4.00pm	Group 1- Workshop on Management Fundamentals	Div D Classroom ( 3rd Floor)	Prof Aparna Shastri
		Group 2-Workshop on Email Writing	Computer Lab (4th Floor)	Prof Priya Vasagadekar
		Group 3-Foundation course on Economics	Marketing Classroom ( 5th floor )	Prof Chaitrali Kale

Prepared By :- Prof. Pranjal Jadhav, Assistant Professor  
Reviewed/Recommended By :- Dr. Mangalgouri Patil, Associate Professor  
Approved by :- Dr. Shubhangee Ramaswamy, Incharge-Director IMERT



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<b>2</b>	<b>Evaluation Details Shared in Teaching Plan</b>
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AY: 2021-22

Teaching Plan- MBA-I  
Academic Year/Semester: 2021-22/SEM-II

<b>Course Code: 201</b>	<b>Course Title: Marketing Management</b>	<b>Course Type: GC</b>
<b>Credits: 3</b>	<b>Name of the Faculty: Dr. Jitendra Bhandari</b>	<b>Division: A &amp; C</b>

**Course Outcomes (COs):**

CO Number	Cognitive Ability	Course Outcome
CO201.1	Remembering	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO201.2	Understanding	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	Applying	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
CO201.4	Analyzing	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	Evaluating	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.) DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

Dr. Jitendra Bhandari Prepared By:	Dr. Rupendra Gaiwad Reviewed By IQAC Coordinator	Dr. Shubhangee Ramaswamy Approved By- Director





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AY: 2021-22

Session No.	Session Duration (Hours)	Unit No.	Session Contents	Teaching Pedagogy Planned.	Evaluation Method
1	90 min	I	Meaning, The Role of Product as a market offering, Goods & Services Continuum, Classification of consumer products- convenience, shopping, shopping, unsought goods.	Interaction + ppt + case study	OPT + theory Exam+ Presentation
2			Classification of industrial products- materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length,	Interaction + ppt	
3			The Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products	Interaction + ppt	
4			New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition, Commodity Vs. Brand, Product Vs Brand, Concept of Brand equity	Interaction + ppt + Case study	
5		II	Pricing: Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives	Interaction + ppt	OPT + theory Exam+ Presentation
6			Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern Page 41 of 273 method,	Interaction + ppt	
7			selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing),	Interaction + ppt	
8			Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes. (7 + 2)	Interaction + ppt + Case study	
9		III	Place: Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design Decisions, Analyzing customers' desired service output levels	Interaction + ppt	OPT + theory Exam+

 Dr. Nitendra Bhandari	 Dr. Rupendra Gaiwad	 Dr. Shubhangee Ramaswamy
Prepared By:	Reviewed By IQAC Coordinator	Approved By- Director



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AY: 2021-22

10		, establishing objectives & constraints, Identifying & evaluating major channel alternatives, Channel Options - Introduction to Wholesaling, Retailing, Franchising,	Interaction + ppt	Presentation
11		Direct marketing, Introduction to Omni channel & hybrid channel options Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics.	Interaction + ppt	
12	IV	Promotion: Meaning, The role of marketing communications in marketing effort. Communication Mix Elements, Introduction to Advertising, Sales Promotion	Interaction + ppt	OPT + theory Exam+ Presentation
13		-, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience,	Interaction + ppt	
14		determining communication objectives, designing a message, choosing media, selecting message source, Collecting feedback.	Interaction + ppt	
15		Shaping the overall promotion mix: promotional mix strategy, push-pull strategies.	Interaction + ppt	
16		V	Product Level Planning: Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans -	
17	Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control -		Interaction + ppt	
18	Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit		Interaction + ppt	

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AY: 2021-22

**Learning Resources:**

**BOOKS**

1. Marketing Management by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson , 13thEdition
2. Marketing Management by Rajan Saxena, TMGH, 4th Edition
3. Marketing Management by Ramaswamy & Namakumari, Macmillan, 4th Edition

**Activities Planed:**

1. Class presentations for Product, Price , place and Promotional strategy developed by any one of the BRAND.
2. Group activity on Developing and presentation of business/Marketing plan related to 4 Ps of Marketing.

**Evaluation Plan: Total Out of 150 marks**

Course Outcome	Cognitive Ability	CCE CODE				Total
		(F01) OPT test	(A03) Assignment	(B04) Presentation	(G01) Semester end exam	
1	Remembering	20			10	30
2	Understanding	20			10	30
3	Applying		15	05	10	30
4	Analyzing		15	05	10	30
5	Evaluating			20	10	30
		40	30	30	50	150

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AY: 2021-22

**Method of evaluation of CCE:**

Sr. No.	CCE Name	Total Marks	Description of CCE
1	OPT	40	Online MCQ based examination to evaluate two CO i.e. Remembering and Understanding.
2	Assignment	30	Written assignment to evaluate two CO i.e. Applying and Analyzing.
3	Presentation	30	Presentation on Marketing/Business plan based on 4 P's of Marketing to evaluate 3 CO.
4	Semester end Examination	50	Semester end theory Examination to evaluate all 5 CO. i.e. Applying, Analyzing and evaluating.

**D] Targeted Marks for all COs: 50%**

**E] Levels of CO attainment:**

CO attainment Levels and its measurement:	(Targeted Marks = 50%)
<b>Percent of Students from Class achieving the Target</b>	<b>CO attainment Level</b>
if more than or equal to 50% students of the class achieves targeted marks	then level of attainment is <b>3</b>
if 45% to 49.99 % students of the class achieves targeted marks	then level of attainment is <b>2</b>
If 40% to 44.99 % students of the class achieves targeted marks	then level of attainment is <b>1</b>
If less than 40% students of the class achieves targeted marks	then level of attainment is <b>0</b>

 Dr. Jitendra Bhandari	 Dr. Rupendra Gaikwad	 Dr. Shubhangee Ramaswamy
Prepared By:	Reviewed By IQAC Coordinator	Approved By- Director



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AY: 2021-22

**Program Outcomes (POs)**

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, analyze and communicate global, economic, legal, and ethical aspects of business.
PO 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management
PO7	Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
PO8	Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
PO9	Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity
PO10	Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills

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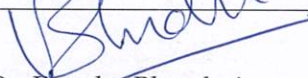
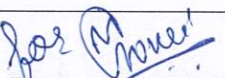

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AY: 2021-22

CO/PO Mapping (Intended):

CO No.	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO201.1	2									
CO201.2	2		1							1
CO201.3	1		1							
CO201.4	1	1	2		1					
CO201.5	1		1	2						

 Dr. Jitendra Bhandari Prepared By:	 Dr. Rupendra Gaikwad Reviewed By IQAC Coordinator	 Dr. Shubhangee Ramaswamy Approved By- Director
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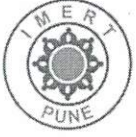
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<b>3</b>	<b>Exam Related Notices and Communications</b>
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AY: 2022-2023

Date: 9 June, 2023

## IMPORTANT NOTICE

### MBA I and II Year Students

### INTERNAL EXAMINATION

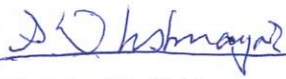


This is to inform you that Internal Semester End Examination is scheduled from 19th June, 2023. A detailed timetable is attached herewith separately.

#### Instructions:

- 1) Examination will be conducted in offline mode, for 50 total marks, in 2019 Pattern question paper format as follows –

Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)
Q.5	EVALUATING/CREATING	Answer 5 (a) or 5 (b) (10 marks)
- 2) Be in formals and carry the college I card and hall ticket with you.
- 3) Coats, backpacks, bags, etc. must be placed as directed. Mobile phones, mp3 players, smartwatches and other electronic devices must be turned off and put away, and cannot be stored in coats or pockets. Report on time, no extra time will be given. No re-examination will be conducted.
- 4) Carry all necessary writing materials.
- 5) Seating arrangement will be communicated before the examination.
- 6) Arrive at the examination venue at least 15 minutes before the start of the examination.
- 7) Avoid rash driving and be slow in nearby lanes of the college campus.

Wish You All The Best!!!

 Prof. Sachin Kshirsagar Exam Committee Prepared By	 Dr. Jitendra Bhandari HOD Reviewed & Recommended By	 Dr. Shubhangee Ramaswamy I/c Director, IMERT Approved By
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Pune – 411052



AY: 2022-2023

Date: 9 June, 2023

## IMPORTANT NOTICE

### MBA I and II Year Students

This is to inform you that Examination Form filling link is active for MBA Semester II and IV (and including Backlog subjects) for SPPU Exams, on University website. Details are as follows –

Link - <http://exam.unipune.ac.in/Pages/ExamFormsOnline.html>

OR

The web page can be accessed through Unipune.ac.in\examinations \exam forms online


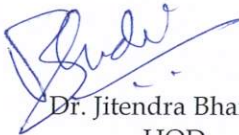

Last date for filling Exam Form -

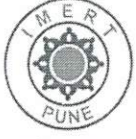
- 1) Without late fee - **16<sup>th</sup> June, 2023**
- 2) With late fee - **20<sup>th</sup> June, 2023**

**Use the following steps to complete the form filling procedure –**

1. Fill the form online at University website, with correct subjects. (List attached)
2. College PUN CODE NO is – IMM011070
3. Take the signature of your mentor faculty on Exam Form PDF Print.
4. Take the signature of Exam Team faculties (Prof. Kshirsagar, Prof. Vivek Dighe, Prof. Pranjal Jadhav, Ms Deepali Maharjanwar) on pdf print.
5. It is compulsory to report in college and submit the signed Exam Form print in college account department with fee payment receipt and online result marksheet print. You can pay the Exam fee on-line to college account.
6. Do not wait for the result of photocopy/ Revaluation result, if the photocopy form is filled, select all failed subjects and complete the exam form.

Find attached the subject list for the Exam Form Filling.

 Prof. Sachin Kshirsagar Exam Committee Prepared By	 Dr. Jitendra Bhandari HOD Reviewed By	 Dr. Shubhangee Ramaswamy I/c Director, IMERT Approved By
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Pune – 411052



AY: 2021-2022

Date: 9 July, 2022

## IMPORTANT NOTICE

### MBA I and II Year Students

This is to inform you that Internal Semester End Examination is scheduled from 18<sup>th</sup> July, 2022. A detailed timetable will be shared with you separately.

#### Instructions:

1) Examination will be conducted in offline mode, for 50 total marks, in 2019 Pattern question paper format as follows –


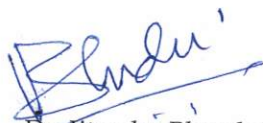

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Q.4 ANALYSING	Answer 4 (a) or 4 (b) (10 marks)
Q.5 EVALUATING/CREATING	Answer 5 (a) or 5 (b) (10 marks)

2) Students must carry the college I card with them.

3) Report on time, no extra time will be given. No re-examination will be conducted.

4) Seating arrangement will be communicated before the examination.

5) Wish You All The Best!!!

 Prof. Sachin Kshirsagar Exam Committee Prepared By	 Dr. Jitendra Bhandari HOD Reviewed & Recommended By	 Dr. Shubhangee Ramaswamy I/c Director, IMERT Approved By
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<b>4</b>	<b>Internal and External Exam Time Table</b>
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08/06/2023

**Important Notice MBA – I (Semester II)  
Semester End Internal Examinations Timetable, June 2023**

Date	Subjects (Examination is in OFFLINE MODE)
	Time: 11.00 AM TO 1.30 PM (For UL and IL subjects 2 Hrs only)
19 June 2023; Monday	201 GC -07 Marketing Management
20 June 2023; Tuesday	202 GC – 08 Financial Management II
21 June 2023; Wednesday	203 GC – 09 Human Resources Management II
22 June 2023; Thursday	204 GC – 10 Operations & Supply Chain Management I
23 June 2023; Friday	205 HR SC – HRM – 01 Competency Based Human Resource Management II 205 FIN SC – FIN - 01 Financial Markets and Banking Operations II 205 MKT SC – MKT- 01 Marketing Research 205 OSCM SC – OSCM – 01 Services Operations Management - I
24 June 2023; Saturday	206 HR SC – HRM – 02 Employee Relations & Labour Legislation II 206 FIN SC – FIN - 02 Personal Financial Planning II 206 MKT SC – MKT- 02 Consumer Behaviour 206 OSCM SC – OSCM - 02 Supply Chain Management
26 June 2023; Monday 11.00 AM TO 1.00 PM	217 HRM SE – IL - HRM - 01 Labour Welfare II 217 FIN SE – IL - FIN - 01 Securities Analysis & Portfolio Management 221 MKT SE – IL - MKT- 05 Marketing of Financial Services – I 217 OSCM SE – IL - OSCM - 01 Planning & Control of Operations
27 June 2023; Tuesday 11.00 AM TO 1.00 PM	218 HRM SE – IL - HRM - 02 Lab in Recruitment and Selection II 219 FIN SE – IL - FIN - 03 Direct Taxation 220 MKT SE – IL - MKT- 04 Digital Marketing – I 221 OSCM SE – IL - OSCM - 05 Quality Management Standards
29 June 2023; Thursday 11.00 AM TO 1.00 PM	207 GE - UL - 07 Contemporary Frameworks in Management II
30 June 2023; Friday 11.00 AM TO 1.00 PM	208 GE - UL - 08 Geopolitics & World Economic Systems
01 July 2023; Saturday 11.00 AM TO 1.00 PM	209 GE - UL - 09 Start Up and New Venture Management
01 July 2023; Saturday; (ONLINE MODE)	291 Cyber Security II and 292 Human Rights II <b>Please note Goole Form Link will be available on 1<sup>st</sup> July from 2pm to 4 pm</b>

**Instruction:**

**Examination will be conducted in offline mode, for 50 total marks, in 2019 Pattern question paper format as follows -**

1. Be in uniform / formals and carry your i-card for examination.
2. Coats, backpacks, bags, etc. must be placed as directed. Mobile phones, mp3 plyers, smart watches and other electronic devices must be turned off and put away, and cannot be stored in coats or pockets.
3. Carry all necessary writing material, carry your own water bottle.
4. Arrive at the examination venue at least 15 minutes before the start of the examination.
5. Avoid rash driving and be slow in nearby lanes or the college campus.

**!!! All the Best for the Examination!!!**

 Examination Committee	 Dr. Jitendra Bhandari	 I/c Director, IMERT
Prepared by	Reviewed/Recommended by	Approved by



08/06/2023

**Important Notice MBA – II (Semester IV)**  
**Semester End Internal Examinations Timetable, June 2023**

Date	Subjects (Examination is in OFFLINE MODE)
	Time: 2.00 PM TO 4.30 PM (For UL and IL subjects 2 Hrs only)
19 June 2023; Monday	401 GC – 14 Enterprise Performance Management IV
20 June 2023; Tuesday	402 GC – 15 Indian Ethos & Business Ethics
21 June 2023; Wednesday	403 MKT SC – MKT- 05 Marketing 4.0 IV 403 FIN SC – FIN - 05 Financial Laws 404 HR SC – HRM - 06 Current Trends & Cases in Human Resource Management 403 OSCM SC – OSCM - 05 E Supply Chains & Logistics
22 June 2023; Thursday	404 MKT SC – MKT- 06 Marketing Strategy 404 FIN SC – FIN - 06 Current Trends & Cases in Finance 403 HR SC – HRM - 05 Organizational Diagnosis & Development 404 OSCM SC – OSCM - 06 Industry 4.0
23 June 2023; Friday 2.00 PM TO 4.30 PM	409 MKT SE – IL - MKT- 13 Customer Relationship Management 413 FIN SE – IL - FIN – 25 Rural and Micro Finance 415 HR SE – IL - HRM - 21 E – HRM 409 OSCM SE-IL-OSCM- 14 Enterprise Resource Planning
24 June 2023; Saturday 2.00 PM TO 4.30 PM	414 MKT SE – IL - MKT- 18 Marketing to Emerging Markets & Bottom of the Pyramid 411 FIN SE – IL - FIN – 23 Risk Management 410 HR SE – IL - HRM - 16 Designing HR Policies 410 OSCM SE-IL-OSCM– 15 World Class Manufacturing
26 June 2023; Monday 2.00 PM TO 4.30 PM	405 GE - UL – 19 Global Strategic Management
27 June 2023; Tuesday 2.00 PM TO 4.30 PM	408 GE - UL - 22 Corporate Social Responsibility & Sustainability
29 June 2023; Saturday (ONLINE MODE)	492 Cyber Security IV Please note Google Form Link will be available from 10am to 12pm on 29 <sup>th</sup> June

**Instruction: Examination will be conducted in offline mode, for 50 total marks, in 2019 Pattern question paper format as follows -**

1. Be in uniform / formals and carry your i-card for examination.
2. Coats, backpacks, bags, etc. must be placed as directed. Mobile phones, mp3 players, smart watches and other electronic devices must be turned off and put away, and cannot be stored in coats or pockets.
3. Carry all necessary writing material, carry your own water bottle.
4. Arrive at the examination venue at least 15 minutes before the start of the examination.
5. Avoid rash driving and be slow in nearby lanes or the college campus.

!!! All the Best for the Examination!!!

 Prof. Sachin Kshirsagar Examination Committee	 Dr. Jitendra Bhandari HOD	 Dr Shubhangee Ramaswamy Director, IMERT
Prepared by	Reviewed/Recommended by	Approved by

# **SAVITRIBAI PHULE PUNE UNIVERSITY** (Formerly University of Pune)



**EXAMINATION CIRCULAR NO.168 OF. 2022**

**First Year Master In Business Administration(M.B.A.)(PAT.2019)**

**Examination of MAR/APR 2022**

**(Under Faculty of COMMERCE AND MANAGEMENT : B)MANAGEMENT)**

### **INSTRUCTIONS FOR CANDIDATES**

- Candidates are required to be present at the examination centre, THIRTY MINUTES before the stipulated time.
- Candidates are forbidden from taking any material into the examination hall that can be treated as a malpractice.
- Candidates are requested to see the Notice Board at their center of examination regularly for changes if any that may be notified later in the program.
- No request shall be granted for change in time or date for the University Examination on any ground.
- Candidates are requested to note the Day, Date and Time of Paper.
- Candidates are permitted to use stencils at the time of examination.
- The exchanges of side-rules, drawing instruments of other materials used in the examination hall is not permitted at the time of examination. Candidates must bring their own instruments and will not be allowed to borrow from each other under any circumstances.
- Use of non-programmable battery operated electronic pocket size Calculator is allowed. The exchange of Calculators is not allowed. Electronics Devices including mobile are not allowed at the time of examination.
- The written examination will be conducted in the following order.

**SEMESTER - II**

**Time:-9.00 AM To 11.30 AM**

<b>Day &amp; Date</b>	<b>Paper Code</b>	<b>Subject</b>
Wednesday 10-08-2022	201	GC-07 MARKETING MANAGEMENT
Friday 12-08-2022	202	GC-08 FINANCIAL MANAGEMENT
Saturday 13-08-2022	203	GC-09 HUMAN RESOURCE MANAGEMENT
Wednesday 17-08-2022	204	GC-10 OPERATION & SUPPLY CHAIN MANAGEMENT
Thursday 18-08-2022	205 MKT	SC-MKT-01 MARKETING RESEARCH
	205 FIN	SC-FIN-01 FINANCIAL MARKETS AND BANKING OPERATIONS
	205 HR	SC-HRM-01 COMPETENCY BASED HUMAN RESOURCE MANAGEMENT
	205 OSCM	SC-OSCM-01 SERVICES OPERATIONS MANAGEMENT-I
	205 BA	SC-BA-01 BASIC BUSINESS ANALYTICS USING R
Friday 19-08-2022	206 MKT	SC-MKT-02 CONSUMER BEHAVIOUR
	206 FIN	SC-FIN-02 PERSONAL FINANCIAL PLANNING
	206 HR	SC - HRM -02 EMPLOYEE RELATIONS & LABOUR LEGISLATION
	206 OSCM	SC-OSCM-02 SUPPLY CHAIN MANAGEMENT
	206 BA	SC-BA-02 DATA MINING
Saturday 20-08-2022	207	GE-UL-07 CONTEMPORARY FRAMEWORKS IN MANAGEMENT <b>Time:-9.00 AM To 11.00 AM</b>
Monday 22-08-2022	208	GE-UL-08 GEOPOLITICS & WORLD ECONOMIC SYSTEMS <b>Time:-9.00 AM To 11.00 AM</b>
Tuesday 23-08-2022	209	GE-UL-09 START UP AND NEW VENTURE MANAGEMENT <b>Time:-9.00 AM To 11.00 AM</b>
Wednesday 24-08-2022	210	GE-UL-10 QUALITATIVE RESEARCH METHODS <b>Time:-9.00 AM To 11.00 AM</b>
Thursday 25-08-2022	211	GE-UL-11 BUSINESS, GOVERNMENT & SOCIETY <b>Time:-9.00 AM To 11.00 AM</b>
Friday 26-08-2022	212	GE-UL-12 BUSINESS PROCESS RE - ENGINEERING <b>Time:-9.00 AM To 11.00 AM</b>

**SEMESTER - I**

**Time:-9.00 AM To 11.30 AM**

<b>Day &amp; Date</b>	<b>Paper Code</b>	<b>Subject</b>
Friday 26-08-2022	110	GE-UL-04 ESSENTIALS OF PSYCHOLOGY FOR MANAGERS <b>Time:-9.00 AM To 11.00 AM</b>

Tuesday 30-08-2022	104	GC-04 BUSINESS RESEARCH METHODS
Saturday 03-09-2022	102	GC-02 ORGANIZATIONAL BEHAVIOUR
Monday 05-09-2022	106	GC-06 DIGITAL BUSINESS
Wednesday 07-09-2022	108	GE-UL-02 INDIAN ECONOMY <b>Time:-9.00 AM To 11.00 AM</b>
Thursday 08-09-2022	103	GC-03 ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
Monday 12-09-2022	109	GE-UL-03 ENTREPRENEURSHIP DEVELOPMENT <b>Time:-9.00 AM To 11.00 AM</b>
Tuesday 13-09-2022	105	GC-05 BASICS OF MARKETING
Wednesday 14-09-2022	107	GE-UL-01 MANAGEMENT FUNDAMENTALS <b>Time:-9.00 AM To 11.00 AM</b>
	112	GE-UL-06 DEMAND ANALYSIS & FORECASTING <b>Time:-9.00 AM To 11.00 AM</b>
Thursday 15-09-2022	111	GE-UL-05 LEGAL ASPECTS OF BUSINESS <b>Time:-9.00 AM To 11.00 AM</b>
Tuesday 20-09-2022	101	GC-01 MANAGERIAL ACCOUNTING

**NOTE: -**

1. Addition 15 minutes per hour to each paper.
2. Student of MBA (2016 Pattern ) will have to appear as per equivalence subjects of 2019 Pattern.

Ganeshkhind, Pune - 411 007

**Ref.No/XCT:507**

**Date:30/07/2022**

**Director**

**Board of Examinations and Evaluation**





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**(IMERT), Pune**  
**S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar,**  
**Pune – 411052**

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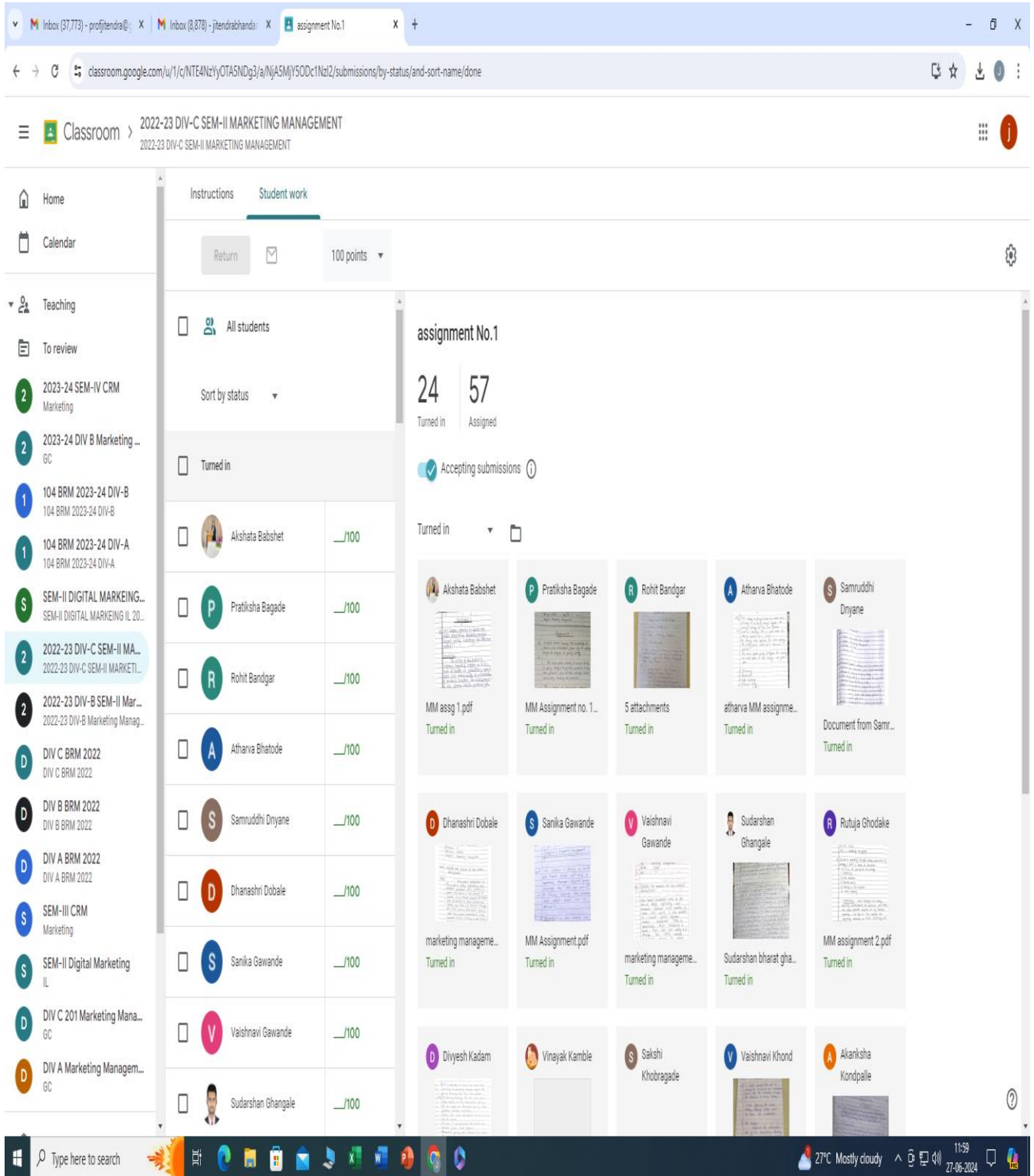


**5**

**Google Class Screenshots of CIE records.**

**Concurrent Internal Evaluation Google Class screen shot and CIE record AY 2022-23 :**

**Google Class Assignment screenshot :**



**assignment No.1**

24 Turned in | 57 Assigned

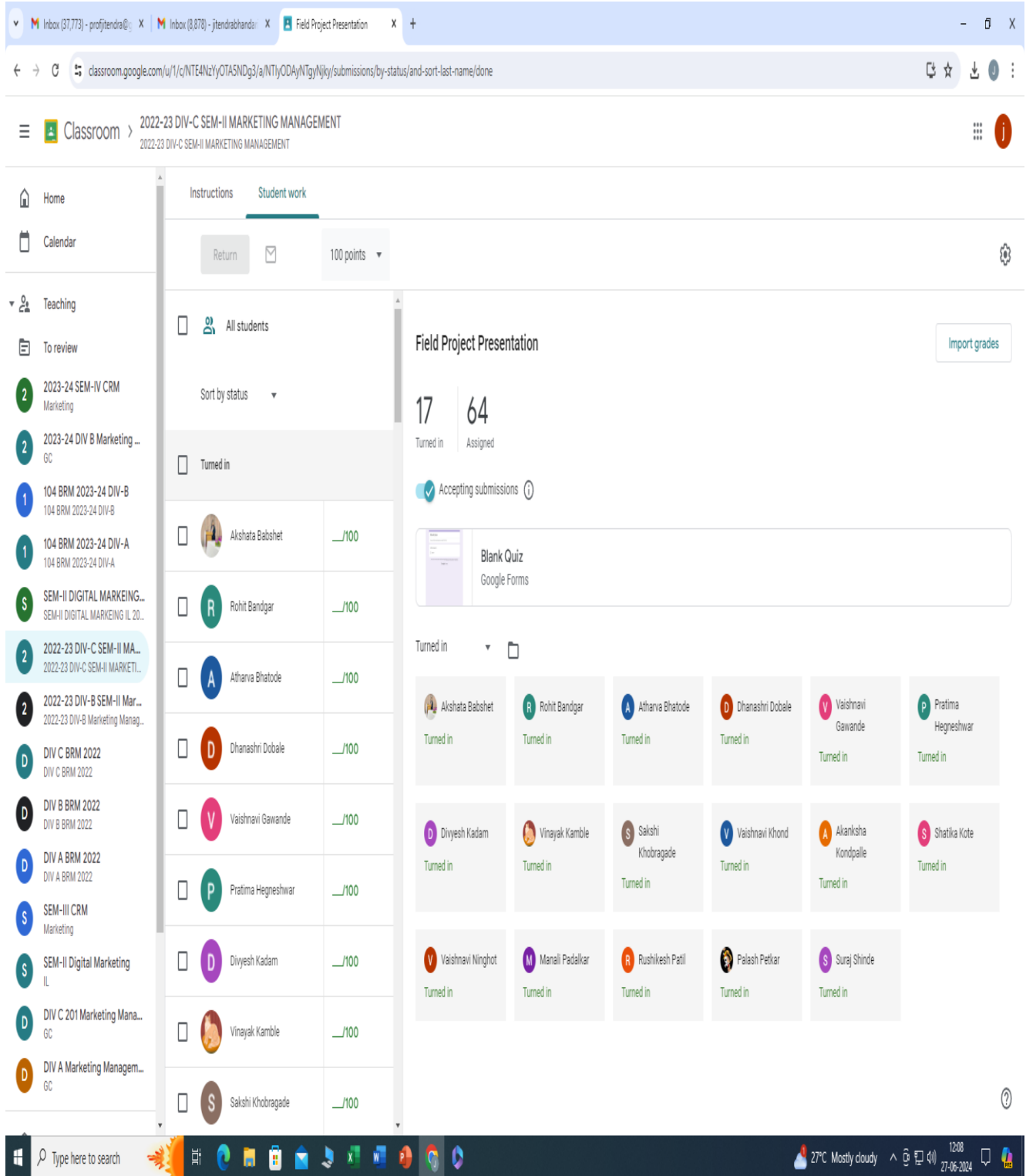
Accepting submissions

Student	Score
All students	Sort by status
Turned in	
Akshata Babshet	100
Pratiksha Bagade	100
Rohit Bandgar	100
Atharva Bhatode	100
Samruddhi Dnyane	100
Dhanashri Dobale	100
Sanika Gawande	100
Vaishnavi Gawande	100
Sudarshan Ghangale	100

**Turned in Submissions:**

- Akshata Babshet: MM assg 1.pdf
- Pratiksha Bagade: MM Assignment no. 1...
- Rohit Bandgar: 5 attachments
- Atharva Bhatode: atharva MM assignme...
- Samruddhi Dnyane: Document from Samr...
- Dhanashri Dobale: marketing managem...
- Sanika Gawande: MM Assignment.pdf
- Vaishnavi Gawande: marketing managem...
- Sudarshan Ghangale: Sudarshan bharat gha...
- Rutuja Ghodake: MM assignment 2.pdf
- Divyesh Kadam
- Vinayak Kamble
- Sakshi Khobragade
- Vaishnavi Khond
- Alanksha Kondpalle

**Field Project Presentation screenshot :**



The screenshot shows a Google Classroom interface for a course titled "2022-23 DIV-C SEM-II MARKETING MANAGEMENT". The assignment is "Field Project Presentation" with a due date of 17 days and 64 assignments. The assignment is worth 100 points and is currently accepting submissions. A list of students with their submission status and scores is shown below.

Student Name	Status	Score
Alkhata Babshet	Turned in	100
Rohit Bandgar	Turned in	100
Atharva Bhatode	Turned in	100
Dhanashri Dobale	Turned in	100
Vaishnavi Gawande	Turned in	100
Pratima Hegneshwar	Turned in	100
Diyesh Kadam	Turned in	100
Vinayak Kamble	Turned in	100
Sakshi Khobragade	Turned in	100
Diyesh Kadam	Turned in	100
Vinayak Kamble	Turned in	100
Sakshi Khobragade	Turned in	100
Diyesh Kadam	Turned in	100
Vinayak Kamble	Turned in	100
Sakshi Khobragade	Turned in	100



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AY: 2022-23

### Situational Analysis test :

**Classroom > DIV B BRM 2022**

**Situational Analysis I**

32 Turned in | 16 Assigned

Accepting submissions

Student	Submission	Status
Pratishka Bagade	BRM Assignment No. ...	Turned in
Sakshi Bagane	Sakshi Bagane. Roll N...	Turned in late
Vaishnavi Batra	Situational analysis 1...	Turned in
Abhijeet Bhagwat	Abhijeet Bhagwat-BR...	Turned in
Kimaya Bhavsar	BRM Assignment No ...	Turned in
Shrutika Bhoj	Shrutika Bhoj- BRM-A...	Turned in
Avinash Bhusare	BRM assignment no 3...	Turned in
Anjali Chaudhari	Chaudhari Anjali (BR...	Turned in
Abhishek Deshmane	DocScanner 23 Jan 2...	Turned in
Vishwajeet Deshmukh	Vishwajeet Deshmukh...	Turned in late
Kunal Dhamande		
Rutvik Dhas		
Yash Gaikwad		
Rutuja Ghodake		
Chandrayani Gurav		



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**Pune – 411052**



AY: 2022-23

**Field Project [Customer satisfaction survey] report :**

The screenshot shows a Google Classroom page for a submission titled "data analysis for a customer satisfaction survey". The page is viewed from the "Student work" perspective. At the top, it shows "20 points" and a "Return" button. The submission status is "32 Turned in" and "14 Assigned". There is a "Accepting submissions" indicator.

Student Name	Submission Title	Status
Lokesh Ambiger	BRM assignment 02 p...	Turned in
Alkhata Babshet	brm2.pdf	Turned in
Prajakta Badguler	Prajakta Pravin Badg...	Turned in
Rohit Bandgar	brm assignment 2.pdf	Turned in
Suraj Bhati	DocScanner 15 Jan 2...	Turned in
Atharva Bhatode	Data analysis for cust...	Turned in
Vinit Bhinghe	BRM Vinit Repones 38...	Turned in
Sunabh Deshmukh	DocScanner 16 Jan 2...	Turned in
Dhanashri Dobale	4 attachments	Turned in
Dipak Gaikwad	educational institution...	Turned in
Sanika Gawande		
Vaishnavi Gawande		
Pooja Ghanawat		
Sudarshan Ghangale		
Pratima Hegheshwar		

The left sidebar shows a list of courses, with "DIV C BRM 2022" selected. The bottom of the image shows a Windows taskbar with the date 28-06-2024 and time 17:48.

Prepared By :- Dr. Jitendra Bhadnari, Associate Professor  
 Reviewed/Recommended By :- Dr. Mangalgouri Patil, Associate Professor  
 Approved by :- Dr. Shubhangee Ramaswamy, Incharge-Director IMERT



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**Pune – 411052**

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**6**

# **Summer Internship Project Report card**



Marathwada MitraMandal's  
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 RESEARCH & TRAINING (IMERT)**  
 S. No. 18, Plot No. 5/3, CTS No. 205, Behind Vandevi Temple,  
 Karvenagar, Pune - 411052



**PROGRESS REPORT - 20.21 to 20.23.**

Student Name: Mayur T. Jawade

Course & Year MBA-2021-23 Specialization: Finance

Address: House No. 19, Laxmikrupa Apartment  
 Lane No. 7 Flat No 204, Karve Nagar, Pune



Div. c Roll No. 20857 Contact no: 411052 8421230837

Email ID: Jawademayur8@gmail.com

Duration of Project: From 1 Aug 2022 to 31 Jan 2023 Total Weeks: 24 weeks

**Details of Company and Company Guide**

Company Full Name: Bajaj Finance Limited

Company Address: Viman Nagar, Pune

Company's contact no.: 02039574151 website: www.bajajfinserve.in

Company's Guide Name: Hardik Mevada Sir

Guide Contact No.: 7020751792 Guide Email Id: HardikMevada@bajaj  
 finserve.in

**Project Title**

Study of Loans and Advances offered in  
 Bajaj Finance Limited

Whether received stipend: Yes  No  If yes, amount per month (Rs.) 4500/-

## SIP PROGRESS REVIEW RECORD

Phase	Date of Discussion	Marks	Expected Progress	Suggestions / Remarks	Score & Signature of Guide/Panel Member
I	8.12.2022	10	<b>Chapter 1 :</b> Introduction to Study <b>Chapter 2 :</b> Organization Profile & Insight of Business Environment <b>Chapter 3 :</b> Review of Literature <b>Chapter 4 :</b> Research Methodology	pages in organizational profiles to be reduced.	Sign of Guide 
					Sign of Panel Member 
					Sign of Student <u>ngawade</u>
					Total Score out of 10= 8
II	22.12.2022	10	<b>Chapter 5 :</b> Data Analysis & Interpretations (if Applicable) otherwise related content at the discretion of Project Guide <b>Chapter 6 :</b> Observations, Findings, Sugestions and Conclusion <b>Chapter 7 :</b> Learning and Contribution to Organization	Findings to be elaborated	Sign of Guide 
					Sign of Panel Member 
					Sign of Student <u>ngawade</u>
					Total Score out of 10= 8
III	23.01.2023	30	Internal Project Viva	Bibliography to be revised.	Sign of Guide 
					Sign of Panel Member 
					Sign of Student <u>ngawade</u>
					Total Score out of 30= 23
IV	<b>Project Report Submission :</b> Two Hard Copies, Black Resin Bound with Golden Embossing, duty signed by Project Guide and Director. Attach CD containing soft copy of project and label with Project Title, Name, Specialization and Batch. <b>Formatting Guidlines:</b> Times New Roman font. Font Size 14 for Titles/Headings and 12 for subject matter. 1.5 Line Spacing, Content Justified.				
<b>Total SIP Concurrent Evaluation Score out of 50 = 39</b>					

Project Guide

Director, IMERT