



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation)
Shobhavana Campus, Mijar-574225, Moodbidri, D.K
Phone: 08258-262725, Fax: 08258-262726

Affiliated to VTU Belagavi and Approved by AICTE, New Delhi, Recognized by Govt. of Karnataka

ATTENDANCE BOOK

Academic Year : ...2022-23.....

Semester : ...III.....Section...F.M + Finance Marketing.....

Period of the Semester : From...24/11/2022 to...18/03/2023...

Subject with Code : ...20MBAMMM304 Marketing Research Analytics.....

Name of the Faculty : ...Dr. Catherine.....

Department : ...M.B.A.....

VISION OF THE INSTITUTE

"Transformative education by pursuing excellence in Engineering and Management through enhancing skills to meet the evolving needs of the community"

MISSION OF THE INSTITUTE

- To bestow quality technical education to imbibe knowledge, creativity and ethos to students community.
- To inculcate the best engineering practices through transformative education.
- To develop a knowledgeable individual for a dynamic industrial scenario.
- To inculcate research, entrepreneurial skills and human values in order to cater the needs of the society.

VISION OF THE DEPARTMENT

To develop competent & ethical managers & entrepreneurs. Sensitive to the environment & culture, responsible to their communities & global in their outlook & approach.

MISSION OF THE DEPARTMENT

- M₁ - To provide students with necessary knowledge & skills to enable them to be effective in the field of their chosen specialisation.
- M₂ - To foster curiosity, broaden their horizons & inculcate leadership skills to achieve academic goals highly grounded in the real world/job market.
- M₃ - To adopt system thinking approach to learning to help students excel in complex & ever changing global environment.
- M₄ - To develop in them strong commitment to embrace cross cultural diversity & an entrepreneurial mindset.

COURSE OUTCOMES

CO1	Comprehend the objectives of Market research & its application in solving marketing problems.
CO2	Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyse the data.
CO3	Generalize & interpret the data with the help of various measurement techniques.
CO4	To understand the emergence of new trends in research.
CO5	
CO6	

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	X		X													
CO2	X	X		X												
CO3	X		X		X											
CO4	X				X											
CO5																
CO6																

AIET	Lesson Plan & Execution	Format No. Issue No. Rev. No.	ACD 08 01 00
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Name of the faculty	Dr. Catherine Nimala
Semester and Section	III Semester MBA - FM & HRM
Date of Commencement	24.11.2022.
Last Working Day of the Semester	18.03.2023.

Source Materials List	
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1. Marketing Research - An Applied Orientation	Naresh. K Malhotra & Gitya Bhushan Dash, Pearson Publication 7th edition
2. Marketing Analytics Using Excel	Ajitab, Dash. Sage Publications 2019.
3. Essentials of Marketing Research	William G Zikmund et al. Cengage Learning 7th
4. Marketing Research	V. Kumar - Sage Publications / 2015
5. Marketing Research & Analytics	Dr. Sangeet Kumar Thakur, Dr. Rajhanshu A. N & Dr. Mohan N.

Subject Name	Marketing Research & Analytics
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Period	Plan			Execution		
	Date	Topics to be covered	Source Material needed	Topics Covered	Date	Source Material Referred
November	24/11	Introduction to Marketing Research - Meaning - need for Research Importance Nature & Scope	Marketing Research	Introduction to Marketing Research - Practical method of Research - Nature & Scope		(9)
	25/11	Assignment on Paper preparation for International Conference on Marketing Practical Marketing Research paper.	~	How to do a Research Paper on Marketing - Review of literature, Areas of Interest for Research		(9)
	26/11	Need for Marketing Research - when it is unnecessary, limitations & threats	~	Marketing Research in the 21st Century limitations & Threats to MR		(9)
December	19/12	Ethics in Marketing Research	~	Ethical issues involved in MR		(4)

Period	Plan			Execution		
	Date	Topics to be covered	Source Material needed	Topics Covered	Date	Source Material Referred
December	20/12	Marketing Intelligence	MR & A: R. Sanyal Kumar et al.	Marketing Intelligence - Need in Marketing practice		(S)
December	30/12	Conjoint Analysis - Meaning - Types & what it is used for.	"	Conjoint Analysis Meaning - Types Uses of CA.		(S)
January	2/1	Marketing Research Project - Design & Implementation	"	Defining Research Questions - Identifying people		(S)
"	3/1	Marketing Research Project - Sampling accuracy & sufficiency	"	Issues around studying human subjects.		(S)
"	4/1	Marketing Research Paper Review - How to prepare a paper.	"	Sampling - Research Paper		(S)
"	5/1	Marketing Research paper presentation - Practical research	"	Paper preparation - Practical applications to problem identification		(S)
"	6/1	Marketing Conference - Paper Presentation - Update & Interaction	"	Primary, data, secondary data Methodology of research		(S)
"	6/1	Types of Research Design - Descriptive	"	Descriptive, Experimental Case study R-D		(S)
"	12/1	Decision Support Systems - Meaning - Com- ponents -	"	Evolution of DSS - Definition		(S)
"	13/1	Decision Support Systems - Characteristics & Capabilities	"	Components of DSS - Different Models of DSS		(S)
"	14/1	MR Paper Preparation for the Conference - Meth- odology & Submission	"	Preparation of Research Paper - Practical application		(S)
"	16/1	Use of Decision Support Systems in Marketing Research	"	Use of DSS in M-Segment analysis Share Analysis Competitions etc.		(S)
"	17/1	Decision Support Systems - Types of Data Base	"	Centralized - etc - 7 types		(S)

Period	Plan			Execution		
	Date	Topics to be covered	Source Material needed	Topics Covered	Date	Source Material Referred
January	27/1	Decision Support Systems - Types of Data base	M R & A Dr. Sanjay Kumar et al.	Data Warehouse Data Mining Data Mart	27/1	M R A - (5)
	30/1	Decision Support Systems - Data Mining Warehouse, Applications Components of DSS.	"	GV's of Big Data Meaning & Types	30/1	(5)
	30/1	Predictive Analytics - Process - Evolution - Data Analytics - Importance.	"	Meaning of PA Models, Importance Commonly used models.	31/1	(5)
February	1/2	Presentation - Predictive Model - Commonly used Predictive models	"	Presentation on application - Sales & Market analysis	1/2	(5)
	2/2	Predictive Analytics Presentation by students on Marketing Research Application.	"	Market segmentation, Test market, Market Share - Presentation	2/2	(5)
	6/2	Predictive Analytics Predictive Models - Benefits	"	Benefits of P.M. Importance - Relating the benefits.	6/2	(5)
	7/2	Presentation on: Research Application - Product Research	"	Process of Predictive Models - Product Research on Product research.	7/2	(5)
	8/2	Presentation topics allotted - Marketing Research Applications	"	Allotment of Presentation topics	8/2	(5)
	9/2	Predictive Analytics - Process of PA	"	Various Models - Process - Evaluation	9/2	(5)
	16/2	Presentation on Marketing Research Application - Advertising Research	M R A - Dr. Sanjay Kumar et al.	M R A - Advertising Research Presentation by students.	16/2	(5)
	17/2	Marketing Research Application - Consumer Behaviour Research - Consumer Market Research	"	Marketing Research Presentation on Consumer Behaviour research.	17/2	(5)
	20/2	Presentation on Research applications - Product & Price Research - Social media monitoring	"	Product & Price Research - Social media monitoring	20/2	(5)
	21/2	Presentation on Consumer Behaviour research	"	Consumer Behaviour Research - Research Methods.	21/2	(5)

Period	Plan			Execution		
	Date	Topics to be covered	Source Material needed	Topics Covered	Date	Source Material Referred
February	22/2	B2B Research - Business Decision makers - 12 Potential routes to find info.	MRA - Dr. Sangin Kumbhat	Need for B2B - Methods of B2B - Market segmentation.	22/2	(5)
	27/2	Product research - introduction - B2B Participation	"	Quantitative Research, Qualitative Research, B2B	27/2	(5)
	28/2	Product Research - Pricing Research - Gabors Granger Technique & Van Westendorp PSM - Consumer Research.	"	Presentation on the above topic on Product Research & Pricing research.	28/2	(5)
March	1/3	Motivation - Research Meaning & Method - B2B - Secondary Research	"	Presentation on Motivation Research - Meaning & Method - B2B - Data Collection.	1/3	(5)
	2/3	Business to Business - Market Research - Qualitative Research	"	Presentation on B2B Market Research.	2/3	(5)
	6/3	Quantitative Research - B-2-B research - Secondary - Potential routes	"	Presentation on B2B - Secondary Potential routes.	6/3	(5)
	7/3	Product Research - Meaning - Importance - Pricing Research - Solutions	"	Techniques used Gabors Granger Technique - Van Westendorp PSM - Presentation.	7/3	(5)
	8/3	Motivational Research - Techniques - Projective Technique - Tests	"	Thematic Apperception Test, WAT etc. Presentations.	8/3	(5)
	9/3	Sales Forecasting & Analysis - Meaning - Importance	"	Presentation on SF&A -	9/3	(5)
	13/3	Distribution Research - Qualitative & Quantitative - Direct Distribution	"	Presentation on Distribution Research.	13/3	(5)
	14/3	Advertising Research - Meaning - Importance	"	Presentation on Advtg. Research.	14/3	(5)
	16/3	Media Research - Definitions - Content Analysis.	"	Presentation on Media Research.	16/3	(5)
	17/3	Sales Analysis & Forecasting - Factors - Sales Force Polling.	"	Presentation on Sales Analysis & Forecasting -	17/3	(5)

Others	Planned	Actual	Remarks :
Special Classes	—	—	
Tutorials	—	—	
Assignments	02	02.	
Seminars	65	65	
IA Tests	03	03	
Portions Covered in the entire Semester	Completed.		
Course Effectiveness			
Students Feedback	V. Good.		
Students Response	V. Good.		
Result	No. of Students AP	No. of Students Passed	% of Result
	65	65	100. /
<u>Can</u> Faculty in Charge Signature of Principal (& Remarks if any) <u>Sgt</u> HOD's Signature			

ATTENDANCE CUM INTERNAL

Date / Month			24 11	25 11	26 11	19 12	20 12	30 12	2 1	3 1	3 1	4 1	5 1	6 1	12 1	13 1
Sl. No.	U.S.N.	Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	4ALQIBA001	AISIRI	1	2	3	4	5	6	7	8	9	10	11	12	13	14
2	003	AKRITI SHETTY	1	2	3	4	5	6	7	8	9	10	11	12	13	14
3	007	ARSHAD .MP	1	2	3	4	5	6	A	A	A	7	8	9	10	11
4	008	ARUN	1	2	3	4	5	6	7	8	9	10	11	12	13	14
5	010	ASHRITHA SHETTY	1	2	3	A	A	4	5	6	7	8	9	10	11	12
6	011	ASHWAL ASHOK KONA	1	2	3	4	5	6	A	7	8	9	10	11	12	13
7	013	ATHMIKA .K.M	1	2	3	4	5	6	7	8	9	10	11	12	13	14
8	014	BHAGYASHREE	A	A	1	2	3	4	A	A	A	5	6	7	8	9
9	016	CHAITHRA NAYAK	1	2	3	4	5	6	7	8	9	A	10	11	12	13
10	019	CHANDRAKANTH NAIK	1	2	3	4	5	6	A	7	8	9	10	11	12	13
11	024	D. JESSIE JANET	1	2	3	4	5	6	7	A	A	8	9	10	A	A
12	028	DIVYA	1	2	3	4	5	6	7	8	9	10	11	12	13	14
13	031	GAGANA .V	1	A	A	A	A	2	3	A	A	A	A	4	5	6
14	032	GURUCHARAN.L.SHETTY	1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	033	HARSHAKUMAR .H.S	1	2	3	4	5	6	7	8	A	9	10	11	12	13
16	034	HARSHITH .D	1	2	3	4	5	6	A	7	8	9	10	11	12	13
17	038	KARTHIK .N	1	2	3	4	5	6	A	7	8	A	9	10	11	12
18	039	KIRAN KUMAR	1	A	A	A	A	2	A	A	4	A	5	6	7	8
19	040	LOHITH .G.P	1	2	3	4	5	6	7	8	9	10	11	12	13	14
20	043	MAHANTESH PATIL	1	2	3	4	5	6	7	8	9	10	A	A	11	12
21	044	MANJUNATHA .R.G	1	2	3	4	A	5	6	7	8	9	A	A	A	A
22	045	MOHAMMED ISHAK	1	2	3	4	5	6	7	8	9	10	11	A	A	12
23	047	MURALI .KM	1	2	3	4	5	6	7	8	9	10	11	12	A	A
24	048	MUTHAMMA .M.U	1	2	3	4	5	6	7	8	9	10	11	12	A	A
25	049	NAGBUSHAN .C	1	2	3	4	5	6	7	8	9	10	11	12	13	14
26	051	NEELESH	1	A	A	A	2	3	A	4	5	6	7	8	9	10
27	052	NEHA .MR	1	2	3	4	5	6	7	8	9	10	11	12	13	14
28	054	NISHA	1	2	3	4	5	6	A	7	8	9	10	11	12	13

Subject : MEA

[illegible]

MIJA

No. of Classes held : 50

MIJA

MIJA

AND TECHNOLOGY

MOODBIDRI - 574 225

Subject : *MRA*

6	17	18	19	20	21	22	23	24	25	26	27	28	29	30
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14

ents	idence	No of Class Attended	% of Attendance	Internal Assessment (25)			25
ucted				I	II	III	
60							
91	91	92	92	27	28	29	21
88	91	83	83	33	35	39	21
93	150	100	100	35	38	34	21
100	150	100	100	38	40	40	20
91	91	100	100	37	36	39	21
86	91	92	92	25	30	36	19
93	91	75	75	37	34	36	21
86	91	100	100	37	31	36	21
80	91	92	92	29	26	35	18
93	91	92	92	17	34	21	16
88	88	87	87	33	37	37	21
91	91	92	92	40	39	24	22
93	91	100	100	38	32	36	21
80	80	100	100	24	29	32	18
95	95	83	83	40	37	32	22
84	84	92	92	29	33	36	20
93	93	92	92	37	37	21	21
84	84	67	67	26	28	36	18
100	100	100	100	32	32	31	18
95	95	92	92	35	36	30	21
88	88	100	100	17	31	39	20
91	91	92	92	19	34	37	20
91	91	100	100	24	35	30	19
95	95	92	92	22	30	34	18
88	88	100	100	40	42	37	23
86	86	58	58	23	37	33	20
88	88	63	63	33	41	40	23
91	91	92	92	26	41	41	23
95	95	92	92	30	34	29	18

Subject :

No. of Classes held : 50

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ALVA'S INSTITUTE OF ENGINEERING

AND TECHNOLOGY

MIJAF

MOODBIDRI - 574 225

ATTENDANCE CUM INTERNAL

Subject :

Class : 10 SS FM

Subject : MPA

No. of Classes held : 50

No. of Classes held : 50			Date / Month																															
Sl. No.	U.S.N.	Name	24 11	25 11	26 11	19 12	20 12	30 12	31 12	1 1	2 1	3 1	4 1	5 1	6 1	12 1	13 1	14 1	15 1	16 1	17 1	18 1	19 1	20 1	21 1	22 1	23 1	24 1	25 1	26 1	27 1	28 1	29 1	30 1
1	✓ 103	VARADA	1	2	3	4	5	6	A	A	A	A	A	A	7	8	9																	
2	107	VINAY VASANT PATIL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	A	25	26	27	28	29		
3	✓ 110	YUVRAJ B.N	1	2	3	4	5	6	A	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	A	24	25	26	27			
4	115	JASMINE RITA DANTIS	1	2	3	4	A	A	A	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	A	21	22	23	24	25			
5	✓ 116	SNEHA K	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	A		
6	✓ 117	SUBIN VARGHESE	1	2	3	4	5	A	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29		
7																																		
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No. of
Class
Attend

ALVA'S INSTITUTE OF ENGINEERING

MIL

AND TECHNOLOGY

MOODBIDRI - 574 225

Subject :

Classes held : 50

USN	Name	Date / Month	24
✓ 103	VARADA	1	1
107	VINAY VASANT PATIL	1	1
✓ 110	YUVRAJ B.N	1	1
115	JASMINE RITA DANTIS	1	1
116	SNEHA K	1	2
✓ 117	SUBIN VARGHESE	1	1

31	32	33	34	35	36	37	38	39	40	41	42	43	44
26	27	28	29	30	31	32	33	34	35	36	37	38	39
30	31	32	33	34	35	A	A	36	37	38	39	A	A
28	29	A	A	A	30	31	32	33	34	35	36	37	38
26	27	28	A	29	A	30	31	32	33	A	34	35	A
A	A	30	31	32	33	34	35	36	37	38	39	A	40
30	31	32	33	A	A	A	34	35	36	37	38	39	40

46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
41	42	43	44	45										
40	41	42	43	44										
39	40	41	42	43										
38	39	A	40											
41	42	43	44	45										
42	43	44	45	46										

Total

Percentage

No of Class Attended

61

27

1

1

1

1

1

1

1

1

1

1

1

Signature of students
Less than 75% attendance

			Total Class Conducted						No. of Class Attended	% of Attendance	Internal Assessment (25)			Average Marks
83	84	85	12	24	36	48	60	I			II	III		
								88	84	58%	42	42	08	23
								86	97	100%	24	30	28	17
								88	11	92%	27	39	39	22
								90	11	75%	34	37	30	20
								91	11	100%	37	38	38	21
								91	17	92%	17	33	31	18
								</						

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AIET	INTERNAL EXAM RESULT ANALYSIS						Format No.	ACD 12
							Issue No.	01
							Rev. No.	00
Department	MBA.						Semester	III
							Subject Code	20 MBAMM306.
Total No. of Students	65						Academic Year	2022-23
Test	Date	Number of Students				Signature		Remarks
		Attended	0-14	15-20	21-25	Faculty	HOD	
T ₁		65	20	40	5	CN		Good.
T ₂		64	08	59	07	CN		Improved a lot.
T ₃		65	07	53	05	CN		Very good!
T ₄								
T ₅								

Signature of Staff in - charge

HOD's Signature

PROGRAM OUTCOMES (POs)

PO1	Engineering knowledge: Apply the knowledge of mathematics, science, Engineering fundamentals and an engineering specialization to the solution of complex engineering problems.
PO2	Problem analysis: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences and engineering sciences.
PO3	Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal and environmental considerations.
PO4	Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
PO5	Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
PO6	The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
PO7	Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO8	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO9	Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO10	Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
PO11	Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
PO12	Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO1	Graduates will be able to understand, analyse & work with numerical & qualitative data & provide desired support to the stakeholders.
PSO2	Graduates will be able to use technology with care in their specific domain of expertise.
PSO3	Graduates will be endowed with lifelong learning skills, critical thinking skills & research outlook.
PSO4	Prepare graduates for entrepreneurship, ethical leadership & social media (S) Develop graduates for corporate job with global outlook.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO1	Develop Management graduates with theoretical knowledge, skills & attributes to be effective managers.
PEO2	Transform graduates for leadership & managerial roles in corporate world & for starting enterprises.
PEO3	Equip graduates with systems & design thinking, approach to survive & excel in a complex & ever-changing global environment.
PEO4	Instill a strong commitment to embrace cross-cultural diversity & an entrepreneurial mindset.