ALVA'S
Education Foundation®

# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

## PG Department Of Business Administration (MBA)

**Course Name : MARKETING MANAGEMENT**
**( 22MBA25 )**
**Class :** Semester 1


**Mrs. Priya Sequeira**
**Assistant Professor**
**2022-23**

**Mr. Guruprasad Pai**
**Assistant Professor**
**2022-23**

**Alva's Institute of Engineering & Technology**
Shobhavana Campus, Mijar, Moodbidri, D.K – 574225
Phone: 08258-262725, Fax: 08258-262726

## COURSE FILE

1. Vision and Mission of
   (a) Institute
   (b) Department
2. Calendar of events – College & Departmental
3. Attendance Register
4. Time table –
   (a) Individual
   (b) Class
5. Course Syllabus
6. POs, PSOs, PEOs, Cos and CO-PO mapping matrix
7. Lesson plan and coverage details
8. List of students
9. Workload details
10. Students Monitoring list
11. IA question papers with scheme and solution for evaluation
12. IA Test attendance sheet
13. Mark list
    (a) 1 IA Test
    (b) 2 IA Test
    (c) 3 IA Test
    (d) Average
    (e) IA Analysis (Scored <10, 10 – 15, 15 – 20, 20 – 25)
14. Previous years' SEE question papers with scheme and solution
15. Course Material - Notes (Hard Copy) / PPTs / Video clips in a convenient storage device.
16. Assignments Questions (sample responses from students)
17. List of
    (a) Weak students and
    (b) Bright students
18. Tutorial/Remedial Class attendance
19. Lab manual (for lab course)
20. Impact analysis of content beyond syllabus delivered (student feedback )
21. CO-PO attainment sheet.
22. Result Analysis.

**Alva's Institute of Engineering & Technology**

**Shobhavana Campus, Mijar, Moodbidri, D.K – 574225**

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# VISION AND MISSION OF INSTITUTE

## VISION STATEMENT

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

## MISSION STATEMENT

- 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.

Dr. Peter Fernandes
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)
( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email : principalaiet08@gmail.com, Web:www.aiet.org.in


## PG DEPARTMENT OF BUSINESS ADMINISTRATION

## Vision Statement of the Department

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

## Mission Statement of the Department

M1: To provide students with necessary knowledge and skills to enable them to be effective in the field of their specialization.

M2: To foster curiosity, broaden their horizons, and inculcate leadership skills to achieve academic rigour, highly grounded in the real world/job market.

M3: To adopt systems thinking approach to learning to help students excel in a complex and ever-changing global environment.

M4: To develop in them strong commitment to embrace cross cultural diversity and an entrepreneurial mindset.

PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

Chairman
Alva's Education Foundation (R)
MOODBIDRI - 574227, D.K.

# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Email : principalaiet08@gmail.com, Web:www.aiet.org.in


## PG DEPARTMENT OF BUSINESS ADMINISTRATION

### PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

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

### PROGRAM SPECIFIC OBJECTIVES (PSOs)

- **PSO 1:** Graduates will be able to understand, analyze and work with numerical and qualitative data and provide desired solutions to the stakeholders.
- **PSO 2**: Graduates will be able to use technology with ease in their specific domain of expertise.
- **PSO 3:** Graduates will be endowed with life-long learning skills, critical thinking skills and research outlook.
- **PSO 4:** Prepare graduates for entrepreneurship, ethical leadership and social value creation.
- **PSO 5:** Develop graduates for corporate jobs with global outlook.

PRINCIPAL

Chairman

# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation)

Shobhavana Campus, Mijar-574225, Moodbidri , D.K - 574225

Phone: 08258-262725, Fax: 08258-262726

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


## CALENDAR OF EVENTS (ODD SEMESTER 2022-23) BE & MBA

### VISION

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

### MISSION

- 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.

| Week | Month | Days | | | | | | | Activities |
|---|---|---|---|---|---|---|---|---|---|
| | | Mon | Tue | Wed | Thu | Fri | Sat | Sun | |
| 1 | SEP | | | | 1 | 2 | 3 | 4 | 19th : Commencement of VII Semester BE<br>22-23 : Student Mentoring<br>26 – 30 : Technical Talk/Club and Social Activity |
| 2 | | 5 | 6 | 7 | 8 | 9 | 10 | 11 | |
| 3 | | 12 | 13 | 14 | 15 | 16 | 17 | 18 | |
| 4 | | 19 | 20 | 21 | 22 | 23 | 24 | 25 | |
| 5 | | 26 | 27 | 28 | 29 | 30 | | | |
| 6 | OCT | | | | | | 1 | 2 | 4th : Maha Navami & 5th : Vijaya Dashami<br>10th : Commencement of V Semester BE<br>20-21 : Student Mentoring<br>24th : Naraka Chaturdashi<br>24 – 29 : Technical Talk/Club and Social Activity<br>26th : Deepavali<br>31st : Commencement of III Semester BE |
| 7 | | 3 | 4 | 5 | 6 | 7 | 8 | 9 | |
| 8 | | 10 | 11 | 12 | 13 | 14 | 15 | 16 | |
| 9 | | 17 | 18 | 19 | 20 | 21 | 22 | 23 | |
| 10 | | 24 | 25 | 26 | 27 | 28 | 29 | 30 | |
| 11 | | 31 | | | | | | | |
| 12 | NOV | | 1 | 2 | 3 | 4 | 5 | 6 | 1st : Kannada Rajyothsava<br>10th -12th : 1nd IA for VII Semester BE<br>24-25 – Student Mentoring<br>20– 25 Technical Talk/Club / Social Activity<br>28th : Commencement of 3rd Sem MBA |
| 13 | | 7 | 8 | 9 | 10 | 11 | 12 | 13 | |
| 14 | | 14 | 15 | 16 | 17 | 18 | 19 | 20 | |
| 15 | | 21 | 22 | 23 | 24 | 25 | 26 | 27 | |
| 16 | | 28 | 29 | 30 | | | | | |
| 17 | DEC | | | | 1 | 2 | 3 | 4 | 8 - 10 : 2nd IA for VII Semester / 1st IA V Semester BE<br>15 - 17 : 1st IA for BE III Semester BE<br>22-23 : Student Mentoring<br>29 - 31 : 3nd IA for VII Semester BE<br>26 - 31 : Technical Talk/Club / Social Activity<br>**30-31 Second International Conference on Data Analytics & Learning-2022 (DAL'22)**<br>31 : Last Working Day of VII Semester BE |
| 18 | | 5 | 6 | 7 | 8 | 9 | 10 | 11 | |
| 19 | | 12 | 13 | 14 | 15 | 16 | 17 | 18 | |
| 20 | | 19 | 20 | 21 | 22 | 23 | 24 | 25 | |
| 21 | | 26 | 27 | 28 | 29 | 30 | 31 | | |
| 22 | JAN-2023 | | | | | | | 1 | 2 - 4 : 2nd IA for V Semester BE / 1st IA for MBA 3rd Sem<br>14- Makara Sankranti<br>16 -18 : 2nd IA for III Semester BE<br>20-21 : Student Mentoring<br>23 - 28 : Technical Talk/Club / Social Activity<br>24th,25th and 27th : 3nd IA for V Sem BE<br>26-Republic Day<br>27 : Last Working Day of V Semester BE |
| 23 | | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| 24 | | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| 25 | | 16 | 17 | 18 | 19 | 20 | 21 | 22 | |
| 26 | | 23 | 24 | 25 | 26 | 27 | 28 | 29 | |
| 27 | | 30 | 31 | | | | | | |
| 28 | FEB-2023 | | | 1 | 2 | 3 | 4 | 5 | 8 - 10 : 3nd IA for III Semester BE / 2nd IA for MBA 3rd sem<br>18- Maha Shivaratri<br>11 : Last Working Day of III Semester BE |
| 29 | | 6 | 7 | 8 | 9 | 10 | 11 | 12 | |
| 30 | | 13 | 14 | 15 | 16 | 17 | 18 | 19 | |
| 31 | | 20 | 21 | 22 | 23 | 24 | 25 | 26 | |
| 32 | | 27 | 28 | | | | | | |
| 33 | MAR-2023 | | | 1 | 2 | 3 | 4 | 5 | 9 -11 : 3nd IA for MBA 3rd sem<br>18 : Last Working Day of MBA 3rd Sem |
| 34 | | 6 | 7 | 8 | 9 | 10 | 11 | 12 | |
| 35 | | 13 | 14 | 15 | 16 | 17 | 18 | 19 | |

Approved by IQAC Chairman

| Name | Vandana Shenoy | USN | 4AL21BA102 | Class | II MBA |
|---|---|---|---|---|---|

| Student Contact Number | Parents Contact Number | Guardian Contact Number |
|---|---|---|
| 9164093047 | 9448988147 | 9164322329. |

| Backlogs Subject Code | Sem: 1 | Sem: 2 | Sem: 3 | Aggregate Result (%) |
|---|---|---|---|---|
| | NILL | NILL | NILL | |

## STATEMENT OF INTERNAL MARKS AND ATTENDANCE

| Subject | I-IA | | II-IA | | III-IA | | Average | |
|---|---|---|---|---|---|---|---|---|
| | Att % | Marks | Att % | Marks | Att % | Marks | Att % | Marks |
| 20MBA301 (FET) | 88 1. | 30 | 90 1. | 32 | 96 | 35 | | |
| 20MBA302 (TOS) | 88 1. | 30 | 91 1. | 34 | 90 | 36 | | |
| 20MBAFM303 IM | 74 1. | 26 | 74 1. | 22 | 90 | 17 | | |
| 20MBAFM304DT | 76 1. | 12. | 77 1. | | 85 | | | |
| 20MBAHR303RA | 87 1. | 38 | 90 1. | 34 | 91 | 35. | | |
| 20MBAHR304HRA | 78 1. | 30 | 78 1. | 30 | 95 | 19 | | |
| Signature of Class Adviser | | | | | | | | |
| Signature of HOD | | | | | | | | |
| Signature of Principal (if fail in more than 4 subjects) | | | | | | | | |

## LEAVE RECORD

| Subject codes | Date of Leave-1 | Date of Leave-2 | Date of Leave-3 | Date of Leave-4 | Date of Leave-5 | Date of Leave-6 | Date of Leave-7 | Date of Leave-8 |
|---|---|---|---|---|---|---|---|---|
| Sub Code: FET | 30/1/23 | 3/1/23 | 23/2/23 | | | | | |
| Sign of teacher | | | | | | | | |
| Sub Code: TOS | 30/1/23 | 3/1/23 | 23/2/23 | | | | | |
| Sign of teacher | | | | | | | | |
| Sub Code: IM | 30/1/23 | 31/1/23 | 23/2/23 | | | | | |
| Sign of teacher | | | | | | | | |
| Sub Code: DT | 30/1/23 | 3/1/23 | 23/2/23 | | | | | |
| Sign of teacher | CN | CN | CN | | | | | |
| Sub Code: RS | 30/1/23 | 3/1/23 | 23/2/23 | | | | | |
| Sign of teacher | | | | | | | | |
| Sub Code: HRA | 30/1/23 | 3/1/23 | 23/2/23 | | | | | |
| Sign of teacher | Harsha | Harsha | Harsha | | | | | |
| Sub Code: | | | | | | | | |
| Sign of teacher | | | | | | | | |
| Sub Code: | | | | | | | | |
| Sign of teacher | | | | | | | | |
| Sign of Coordinator | | | | | | | | |
| Sign of Coordinator | | | | | | | | |
| Sign of Coordinator | | | | | | | | |
| Sign of Coordinator | | | | | | | | |
| Sign of Coordinator | | | | | | | | |

Signature of the Student

Signature of the HoD

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**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

**TIME TABLE**

| ACADEMIC YEAR | SCHEME | SEM | SECTION | ROOM NO | CLASS COORDINATOR |
|---|---|---|---|---|---|
| 2022-23 | 2022 | I | A | MBA-111 | Mr. Johnson Fernandes |
| | | | B | MBA-112 | Mr. Guruprasad Pai |

| Time / Day | | 9:00am to 9:50am | 9:50am to 10:40am | 10.40 AM to 11.00 pm | 11.00 am to 11.50 pm | 11.50 pm to 12.40 pm | 12.40 pm to 1.40 pm | 1.40 pm to 2.30 pm | 2.30 pm to 3.20 pm | 3:30pm to 5:00pm |
|---|---|---|---|---|---|---|---|---|---|---|
| Mon | A | AM-CN | MM-GP | | ED-PS/HS | MOB-PBK | | SM-NR | BC-JF | ITTC-MA |
| | B | MOB-HS | AM-MA | | SM-VP | MM-PS | | ED-JF/GP | BC-PBK | ITTC-CN |
| Tue | A | SM-NR | AM-CN | | ED-PS/HS | MOB-PBK | | BC-JF | Newspaper Analysis - JF | ITTC-CN |
| | B | AM-MA | MOB-HS | | SM-VP | ED-JF/GP | | BC-PBK | MM-PS | ITTC-MA |
| Wed | A | AM-CN | ED-PS/HS | | MOB-PBK | MM-GP | | SM-NR | Aptitude - PBK | SPSS-NR |
| | B | MOB-HS | AM-MA | | ED-JF/GP | SM-VP | | BC-PBK | Mentoring-MA | ICT - HS |
| Thu | A | SM-NR | BC-JF | | AM-CN | BC-JF | | MOB-PBK | Aptitude - PBK | ICT - HS |
| | B | MOB-HS | BC-PBK | | ED-JF/GP | SM-VP | | MM-PS | Aptitude - NR | SPSS-NR |
| Fri | A | MM-GP | SM-NR | | BC-JF | MM-GP | | ED-PS/HS | AM-CN | Soft Skill Training -NR |
| | B | AM-MA | BC-PBK | | MM-PS | Newspaper Analysis - JF | | SM-VP | ED-JF/GP | Soft Skill Training - JF |
| Sat | A | MOB-PBK | MM-GP | | ED-PS/HS | Mentoring-MA | | | | |
| | B | MM-PS | MOB-HS | | AM-MA | Aptitude - NR | | | .... | |

SHORT BREAK

LUNCH BREAK

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR – 574 225

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Alva's Institute of Engg. & Technology
MOODBIDRI - 574 225, D.K

| Subject Code / Name | | | Staff | Subject Code |
|---|---|---|---|---|
| 1 | 22MBA11 | Principles Of Management And Organisational Behaviour | Mrs. Harshitha Shetty / Mr. Prajwal B K | MOB |
| 2 | 22MBA12 | Entrepreneurship Development | Mrs. Harshitha Shetty/ Mrs. Priya Sequeira/Mr. Guruprasad Pai/Mr. Johnson Fernandes | ED |
| 3 | 22MBA13 | Accounting For Managers | Dr. Catherine N / Mrs. Maithri | AM |
| 4 | 22MBA14 | Statistics For Managers | Mr. Neeraj Rai / Dr.Vishnu Prasanna | SM |
| 5 | 22MBA15 | Marketing Management | Mrs. Priya S. / Mr. Guruprasad Pai | MM |
| 6 | 22MBA16 | Business Communication | Mr. Guruprasad Pai/ Mr. Neeraj Rai | BC |
| 7 | Soft Skill Training | GD, Presentation Skills, Interview Skills, Stress Management, Inter Personal Skills | Mrs. Harshitha Shetty / Mr. Johnson Fernandes / Mrs. Maitri A / Mr. Guruprasad Pai / Mrs. Priya Sequeira | Soft Skill Training |
| 8 | Value Added Course | ITTC | Mrs. Maitri/Dr. Catherine N | ITTC |
| 9 | Value Added Course | SPSS | Mr. Neeraj Rai | SPSS |
| 10 | Value Added Course | ICT | Mrs. Harshitha Shetty/Rural Computers Academy | ICT |
| 11 | Training | Aptitude | Mr. Neeraj Rai / Mr. Prajwal B K | Aptitude |
| 12 | Newspaper Analysis | Newspaper Analysis | Mr. Johnson Fernandes | Newspaper Analysis |

| Faculty Name | Subject Hours | Activity Hours | Total |
|---|---|---|---|
| Mrs. Priya Sequeira | 8 | 0 | 8 |
| Dr. Vishnu Prasanna K N | 5 | 0 | 5 |
| Dr. Catherine N | 5 | 2 | 7 |
| Mr. Johnson Fernandes | 7 | 3 | 10 |
| Mrs. Maithri | 5 | 2 | 7 |
| Mr. Guruprasad Pai | 8 | 0 | 8 |
| Mrs. Harshitha Shetty | 7 | 2 | 9 |
| Mr. Neeraj S Rai | 5 | 5 | 10 |
| Mr. Prajwal B K | 10 | 2 | 12 |

Time Table Coordinator

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR – 574 225

Principal

PRINCIPAL
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225. D.K.

# Alva's Institute of Engineering & Technology

Campus, Mijar, Moodbidri, D.K – 574225

Phone: 08258-262725, Fax: 08258-262726


## PG DEPARTMENT OF BUSINESS ADMINISTRATION
## INDIVIDUAL TIME TABLE FOR 2022-23

| Mrs. Priya Sequeira | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **TIME/ DAY** | **9:00am - 9:50am** | **9:50am - 10:40am** | **11:00am- 11:50am** | **11:50am - 12:40pm** | **12:40pm - 1:40pm** | **1:40pm - 2:30pm** | **2:30pm - 3:20pm** | **3:30pm– 4:30pm** |
| **MON** | RS | | | | LUNCH BREAK | MM | | |
| **TUE** | RS | | | | | | | |
| **WED** | MM | | | | | RS | | |
| **THU** | | | RS | | | MM | | GD |
| **FRI** | RS | MM | | | | | | SOFTSKILL |
| **SAT** | MM | | | | | | | |

Sequeira

Alva's Institute of Engg. & Technology
MIJAR – 574 225

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Phone: 08258-262725, Fax: 08258-262726


## PG DEPARTMENT OF BUSINESS ADMINISTRATION
## INDIVIDUAL TIME TABLE FOR 2022-23

**Mr. Guruprasad Pai**

| TIME/ DAY | 9:00am - 9:50am | 9:50am - 10:40am | 11:00am- 11:50am | 11:50am - 12:40pm | 12:40pm - 1:40pm | 1:40pm - 2:30pm | 2:30pm - 3:20pm | 3:30pm– 4:30pm |
|---|---|---|---|---|---|---|---|---|
| MON | | MC | | EET | LUNCH BREAK | | SM | Research |
| TUE | | | EET | | | EET | MC | |
| WED | | SM | | MC | | | | |
| THU | | SM | | MC | | EET | | |
| FRI | MC | EET | | | | | | SOFTSKILL |
| SAT | SM | | SM | | | | | |

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12.01.2023

| MARKETING MANAGEMENT | | | |
|---|---|---|---|
| **Course Code** | **22MBA15** | **CIE Marks** | **50** |
| **Teaching Hours/Week (L:P:SDA)** | **4:0:0** | **SEE Marks** | **50** |
| **Total Hours of Pedagogy** | **50** | **Total Marks** | **100** |
| **Credits** | **04** | **Exam Hours** | **03** |

**Course Learning objectives:**

- To make students understand the fundamental concepts of marketing and environment in which marketing system operates.
- To gain knowledge on consumer buying behaviour and influencing factors
- To describe major bases for segment marketing, target marketing, and market positioning.
- To develop a Conceptual framework, covering basic elements of the marketing mix.
- To understand fundamental premise underlying market driven strategies and hands on practical approach.

**Module-1 (7 Hours)**

**Introduction to Marketing:** Importance of marketing, Definitions of market and marketing, Types of Needs, Elements of Marketing Concept, Functions of Marketing, evolution of marketing, Marketing V/s Selling, Customer Value and Satisfaction, 4P's of Marketing, Marketing Environment, Techniques used in environment analysis, Characteristics (Micro and Macro), Marketing to the 21st century customer.

**Module-2 (9 Hours)**

**Analysing Consumer Behaviour:** Meaning and Characteristics, Importance of consumer behaviour, Factors influencing Consumer Behaviour, Consumer characteristics influencing buying behaviour personal factors and cultural factors. Consumer Buying Decision Process, Buying Roles, Buying Motives. The black box model of consumer behaviour. Psychological factors consumer.

**Module-3 (9 Hours)**

**Product management and Pricing:** Importance and primary objective of product management, product levels, product hierarchy, Classification of products, product mix, product mix strategies, Managing Product Life Cycle. New Product Development, packing as a marketing tool, Role of labeling in packing. Concept of Branding, Brand Equity, branding strategies, selecting logo, brand extension- effects. Introducing to pricing, Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure.

**Module-4 (9 Hours)**

**Distribution and Promotion:** Roles and purpose of Marketing Channels, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System. Promotions- Marketing communications- Integrated Marketing Communications (IMC)-communication objectives, steps in developing effective communication. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, social media for Advertising. Push-pull strategies of promotion.

**Module-5 (9 Hours)**

**Market segmentation, Targeting and Brand Positioning:** Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Types of Segmentation. Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Tasks involved in Positioning. Monitoring brands performance and positioning. Product Differentiation Strategies.

**Module-6 (7 Hours)**

**Emerging Trends in Marketing:** Marketing Planning. Concepts of B2B marketing, Service Marketing, Digital and social media Marketing, Green Marketing, Event Marketing, Marketing Audit, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations, Relationship marketing, Marketing Strategies for Leaders, Challengers, Followers and Startups. Social Responsibility of marketing, Neuro Marketing, Sensory Marketing, societal marketing concept, premiumization.

**Assessment Details (both CIE and SEE)**

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

**Continuous Internal Evaluation:**

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

**CIE Marks shall be based on:**

a) Tests (for 25Marks) and

b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

**Semester End Examination:**

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.

12.01.2023

**Suggested Learning Resources:**

**Books**

1. Marketing Management- Indian Context, Global Perspective by Ramaswamy & Namakumari by SAGE publication, 6th Edition.
2. Marketing Management: A South Asian Perspective by Kotler, Keller, Koshy & Jha by Pearson publication, Latest Edition.
3. New Product Management by Merle Crawford and Anthony Di Benedetto by McGraw-Hill, Latest Edition.
4. Advertisement Brands & Consumer Behaviour by Ramesh Kumar by Sage Publications, 2020.
5. Marketing in India: Text and Cases by Neelamegham S by Vikas publication, Latest edition.
6. Marketing by Lamb, Hair, Mc Danniel by Cengage Learning, Latest edition.
7. Fundamentals of Marketing Management, Etzel M J BJ Walker & William J Stanton by Tata Macgraw Hill, Latest edition.

**Web links and Video Lectures (e-Resources):**

- https://youtu.be/5fdx5Laavkc
- https://youtu.be/Ule8n6GgE1g
- https://youtu.be/ob5KWs3I3aY?t=131
- https://youtu.be/U1VWUHLhmdk
- https://youtu.be/iWuYUhSHXHg
- https://youtu.be/IErR_YYfP3Y
- https://youtu.be/mLV7MASrDlQ

***Note:* The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.**

**Skill Development Activities Suggested**

- Sensitise the students to the market dynamics by visiting super markets and regulatory markets like APMC, etc.
- Students to study the buying pattern based on demographics of consumers.
- Students to draft advertising copy.
- Students to take any FMCG product and study the PCL of that product.

12.01.2023

**Course outcome**

At the end of the course the student will be able to :

| Sl. No. | Description | Blooms Level |
|---|---|---|
| CO1 | Comprehend the concepts of Marketing Management. | L1 |
| CO2 | Gain knowledge on consumer behaviour and buying process | L3 |
| CO3 | Understand concept of Product and Brand Management, Branding and Pricing strategies | L2 |
| CO4 | Identify marketing channels and the concept of product distribution, techniques of sales promotion | L4 |
| CO5 | Simply ideas into a viable marketing plan for various modes of marketing | L4 |

**Mapping of COS and POs**

| | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|---|---|---|---|---|---|---|---|---|---|
| CO1 | 1 | | | | 2 | 3 | | | |
| CO2 | 1 | | 2 | | | | 2 | | |
| CO3 | | | | 3 | | | | 2 | |
| CO4 | | 2 | | 2 | | | | | 3 |
| CO5 | | 2 | | | 2 | | | | |

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## PG DEPARTMENT OF BUSINESS ADMINISTRATION

## MARKETING MANAGEMENT

| | | | |
|---|---|---|---|
| | | **Priya Sequeira** | |
| | 22MBA15 | CIE Marks | 40 |
| Teaching Hours/Week (L:T:P) | 3:0:2 | SEE Marks | 60 |
| Credits | 04 | Exam Hours | 03 |

**Course Learning Objectives**

- To make students understand the fundamental concepts of marketing and environment in which marketing system operates.
- To gain knowledge on consumer buying behaviour and influencing factors
- To describe major bases for segment marketing, target marketing, and market positioning.
- To develop a Conceptual framework, covering basic elements of the marketing mix.
- To understand fundamental premise underlying market driven strategies and hands on practical approach

**Course Outcome:**

CO1 : Comprehend the concepts of Marketing Management.
CO2 : Gain knowledge on consumer behaviour and buying process
CO3 : Understand concept of Product and Brand Management, Branding and Pricing strategies
CO4 : Identify marketing channels and the concept of product distribution, techniques of sales promotion
CO5: Simply ideas into a viable marketing plan for various modes of marketing

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## PG DEPARTMENT OF BUSINESS ADMINISTRATION

| **Textbooks** | | | | |
|---|---|---|---|---|
| **Sl No** | **Title of the book** | **Name of the Author/s** | **Publisher Name** | **Edition and year** |
| 1 | Marketing Management- Indian Context, Global Perspective. | Ramaswamy & Namakumari | SAGE | 6th Edition |
| 2 | Marketing Management: A South Asian Perspective. | Kotler, Keller, Koshy & Jha | Pearson Education | Latest edition |
| 3 | New Product Management | Merle Crawford and Anthony Di Benedetto | McGraw-Hill | Latest Editon |
| 4 | Advertisement Brands & Consumer Behaviour | Ramesh Kumar | Sage Publications | 2020 |
| **Reference Books** | | | | |
| 1 | Marketing in India: Text and Cases | Neelamegham S | Vikas | Latest edition |
| 2 | Marketing | Lamb, Hair, Mc Danniel | Cengage Learning | Latest edition |
| 3 | Fundamentals of Marketing Management, | Etzel M J BJ Walker & William J Stanton | Tata Macgraw Hill | Latest edition |

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## PG DEPARTMENT OF BUSINESS ADMINISTRATION

### Lesson Plan:

| Sl. No | Week | Topic | Source of Material | Teaching Method |
|---|---|---|---|---|
| | | **Module-1** - Introduction to Marketing | | |
| 1 | 1 & 2nd week | Introduction to Marketing: Importance of marketing, Definitions of market and marketing, Types of Needs, Elements of Marketing Concept, Functions of Marketing, evolution of marketing, Marketing V/s Selling, Customer Value and Satisfaction, 4P's of Marketing, Marketing Environment, Techniques used in environment analysis, Characteristics (Micro and Macro), Marketing to the 21st century customer. | Ramaswamy & Namakumari | 1. Presentation<br>2. Case Study |
| | | **Module -2-** Analysing Consumer Behaviour | | |
| 2 | 3rd & 4th Week | Analysing Consumer Behaviour: Meaning and Characteristics, Importance of consu behaviour, Factors influencing Consumer Behaviour, Consumer characteristics influen buying behaviour personal factors and cultural factors. Consumer Buying Decision Proc Buying Roles, Buying Motives. The black box model of consumer behaviour. Psycholog factors consumer. | Ramaswamy & Namakumari | 1. Presentation<br>2. Case Study |
| | | **Module -3 - Product, Brand Equity, Services Marketing** | | |
| 3 | | Product management and Pricing: Importance and primary objective of product management, product levels, product hierarchy, Classification of products, product mix, product mix strategies, Managing Product Life Cycle. New Product Development, packing as a marketing tool, Role of labeling in packing. Concept of | Marketing Management: A South Asian Perspective. Keller | 1.Presentation<br>2. Case Study |

| | | | | |
|---|---|---|---|---|
| | 4th & 5th Week | Branding, Brand Equity, branding strategies, selecting logo, brand extension- effects. Introducing to pricing, Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure | | |
| | | **Module -4 7 hours** | | |
| 4 | 6th & 7th | Distribution and Promotion: Roles and purpose of Marketing Channels, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System. Promotions-Marketing communications- Integrated Marketing Communications (IMC)-communication objectives, steps in developing effective communication. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, social media for Advertising. Push-pull strategies of promotion. | Ramaswamy & Namakumari | 1. Presentation<br>2. Case Study |
| | | **Module 9 hours** | | |
| 5 | 8th & 9th week | Market segmentation, Targeting and Brand Positioning: Concept of Market Segmentation Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets Market Segmentation Strategies. Types of Segmentation. Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Tasks involved in Positioning. Monitoring brands performance and positioning. Product Differentiation Strategies.<br><br>Market segmentation, Targeting and Brand Positioning: Concept of Market Segmentation Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets Market Segmentation Strategies. Types of Segmentation. Targeting - Bases for identifyin | Ramaswamy & Namakumari | 1. Presentation<br>2. Case Study |

| | | | | |
|---|---|---|---|---|
| | | target Customer target Marketing strategies, Positioning - Meaning, Tasks involved in Positioning. Monitoring brands performance and positioning. Product Differentiation Strategies. | | |
| | | **Module - 6 Physical Evidence in Services 7 hours** | | |
| 6 | 10th & 11th Week | Emerging Trends in Marketing: Marketing Planning. Concepts of B2B marketing, Service Marketing, Digital and social media Marketing, Green Marketing, Event Marketing, Marketing Audit, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations, Relationship marketing, Marketing Strategies for Leaders, Challengers, Followers and Startups. Social Responsibility of marketing, Neuro Marketing, Sensory Marketing, societal marketing concept, premiumization. | Marketing Management: A South Asian Perspective. - Keller | 1. Presentation<br>2. Case study |

**Assignments:**

1. Choosing a company to write the marketing strategies
2. Analyzing the Marketing environment of a company with a detailed report

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**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

# Session Plan

**Subject:** Marketing Management

**Course Code:** 22MBA15

**Academic Year:** 2022-23

**Faculty:** Guruprasad Pai B/Mrs. Priya Sequeira

**Internal Assessment:** 50

**Course Learning objectives:**

- To make students understand the fundamental concepts of marketing and environment in which marketing system operates.
- To gain knowledge on consumer buying behaviour and influencing factors
- To describe major bases for segment marketing, target marketing, and market positioning.
- To develop a Conceptual framework, covering basic elements of the marketing mix.
- To understand fundamental premise underlying market driven strategies and hands on
- practical approach.

**Reference Materials:**

1. Marketing Management: A South Asian Perspective, Kotler, Keller, Koshy & Jha, Pearson Education, latest edition
2. Marketing Management- Indian Context, Global Perspective, Ramaswamy & Namakumari, SAGE publication, 6th Edition
3. Advertisement brands & Consumer behavior, Ramesh kumar, SAGE publication, 2020 edition

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## PG DEPARTMENT OF BUSINESS ADMINISTRATION

| dule | Session | Topics Covered | Referenc materials |
|---|---|---|---|
| 1 | 1,2 | Importance of marketing, Definitions of market and marketing | 1 |
| | 3,4 | Types of Needs, Elements of Marketing Concept, | 1 |
| | 5,6 | Functions of Marketing, evolution of marketing, Marketing V/s S Customer Value and Satisfaction | 1 |
| | 7 | 4P's of Marketing, Marketing Environment, Techniques used in environment analysi | 2 |
| 2 | 8 | Analysing Consumer Behaviour: Meaning and Characteristics | 2 & 3 |
| | 9,10 | Importance of consumer behavior, Factors influencing Consumer Behaviour | 1 |
| | 11,12 | Consumer characteristics influencing buying behavior, Consumer Buying Decision Process | 2 |
| | 13,14 | Buying Roles, Buying Motives | 2 |
| | 15, 16 | The black box model of consumer behavior | 1 & 2 |
| 3 | 17 | Importance and primary objective of product management, product levels | 2 |
| | 18,19 | Product hierarchy, product mix, product mix strategies | 2 |
| | 20,21 | Managing Product Life Cycle. New Product Development | 2 |
| | 22 | Packing as a marketing tool, Role of labeling in packing. Concept of Branding | 2 |
| | 23 | Brand Equity, branding strategies, selecting logo, brand extension- effects | 1 & 3 |
| | 24,25 | Introducing to pricing, Significance of pricing, factor influencing pricing (Internal factor and External factor), Pricing strategies | 2 |
| 4 | 26 | Roles and purpose of Marketing Channels, Factors Affecting Channel Choice | 1 & 2 |
| | 27, 28 | Channel Design, Channel Management Decision, Channel Conflict | 1 & 2 |
| | 29 | Designing a physical Distribution System. Promotions- Marketing communications | 2 |
| | 30,31 | Integrated Marketing Communications (IMC)-communication objectives, steps in developing effective communication | 1 & 2 |
| | 32, 33 | Advertising Advertising Objectives, Advertising Budget, Advertising Copy | 3 |
| | 34 | AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising | 3 |
| 5 | 35, 36 | Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets | 1 & 2 |
| | 37, 38 | Market Segmentation Strategies. Types of Segmentation. | 1 & 2 |
| | 39, 40, 41 | Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Tasks involved in Positioning | 1 & 2 |
| | 42, 43 | Monitoring brands performance and positioning. Product Differentiation Strategies. | 2 |

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**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

| | | |
|---|---|---|
| 44, 45 | Marketing Planning. Concepts of B2B marketing, Service Marketing, Digital and social media Marketing, Green Marketing | 2 |
| 46, 47 | Event Marketing, Marketing Audit, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations | 1 & 2 |
| 48 | Relationship marketing, Marketing Strategies for Leaders, Challengers, Followers and Startups. | 2 |
| 49, 50 | Social Responsibility of marketing, Neuro Marketing, Sensory Marketing, societal marketing concept, premiumization. | 1 & 2 |

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## PG DEPARTMENT OF BUSINESS ADMINISTRATION

## *I YEAR MBA I SEMESTER -STUDENT LIST*

### *SECTION 'A'*

| Sl.No | USN | Student's Name |
|---|---|---|
| 1 | 4AL22BA002 | Abin K P |
| 2 | 4AL22BA005 | Akshatha B Mali |
| 3 | 4AL22BA006 | Akshitha.m |
| 4 | 4AL22BA007 | Alisha Maria |
| 5 | 4AL22BA009 | Apoorva |
| 6 | 4AL22BA010 | Ashwitha Shetty |
| 7 | 4AL22BA011 | Ayesha Ibrahim |
| 8 | 4AL22BA012 | Bhoomika |
| 9 | 4AL22BA013 | Bhoomika DR |
| 10 | 4AL22BA014 | Chaitra |
| 11 | 4AL22BA016 | Chirag |
| 12 | 4AL22BA018 | Deekshitha .N |
| 13 | 4AL22BA019 | Deekshitha Rani K |
| 14 | 4AL22BA023 | Dhanush. K |
| 15 | 4AL22BA024 | Dhruvakumar Av |
| 16 | 4AL22BA027 | Greeshma |
| 17 | 4AL22BA032 | Hrushitha |
| 18 | 4AL22BA033 | Jenisha Lasrado |
| 19 | 4AL22BA036 | Keerthan |
| 20 | 4AL22BA038 | Krithik K M |
| 21 | 4AL22BA041 | Megha |
| 22 | 4AL22BA045 | Nanda DS |
| 23 | 4AL22BA049 | Nithin J. Poojary |
| 24 | 4AL22BA050 | Nithya |
| 25 | 4AL22BA051 | Nithya R S |
| 26 | 4AL22BA057 | Prajeetha Shetty |
| 27 | 4AL22BA060 | Pramod |
| 28 | 4AL22BA061 | Pranava Swaroopa |
| 29 | 4AL22BA062 | Praneetha. J. H |
| 30 | 4AL22BA063 | Prashantha G |
| 31 | 4AL22BA064 | Prathiksha |
| 32 | 4AL22BA065 | Prathiksha Shetty |
| 33 | 4AL22BA069 | Rachana Shenoy |

| | | |
|---|---|---|
| 34 | 4AL22BA070 | Rajendra Prasad K B |
| 35 | 4AL22BA072 | Rakshith Jain |
| 36 | 4AL22BA077 | Rashmitha |
| 37 | 4AL22BA078 | Rithesh B |
| 38 | 4AL22BA079 | Sahana |
| 39 | 4AL22BA080 | Sahithya |
| 40 | 4AL22BA082 | Sandeep Raviprasad Acharya |
| 41 | 4AL22BA085 | Satyajith H Rao |
| 42 | 4AL22BA091 | Shraddha S Shetty |
| 43 | 4AL22BA093 | Shramya |
| 44 | 4AL22BA094 | Shravan Acharya |
| 45 | 4AL22BA096 | Shreshta Jain |
| 46 | 4AL22BA097 | Shreya |
| 47 | 4AL22BA099 | Shreya Kava |
| 48 | 4AL22BA100 | Shreyas H Devadiga |
| 49 | 4AL22BA101 | Shrutha D Shetty |
| 50 | 4AL22BA103 | Sindhu Shiva Kharvi |
| 51 | 4AL22BA105 | Sowndarya |
| 52 | 4AL22BA106 | Srikanth N |
| 53 | 4AL22BA110 | Supritha |
| 54 | 4AL22BA111 | Suvith Shetty |
| 55 | 4AL22BA112 | Suzana Shaikh |
| 56 | 4AL22BA114 | Tekoji Sillikyatar |
| 57 | 4AL22BA116 | Vikas D K |
| 58 | 4AL22BA117 | Vineeth V Devadiga |
| 59 | 4AL22BA118 | Vinutha |
| 60 | 4AL22BA120 | Yogish |

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## PG DEPARTMENT OF BUSINESS ADMINISTRATION

# *I YEAR MBA I SEMESTER -STUDENT LIST*

## *SECTION 'B'*

| Sl.No | USN | Student's Name |
|---|---|---|
| 1 | 4AL22BA001 | Abhiraj K V |
| 2 | 4AL22BA003 | Adarsh |
| 3 | 4AL22BA004 | Akshari Shetty |
| 4 | 4AL22BA008 | Amisha Devadiga |
| 5 | 4AL22BA015 | Chethan |
| 6 | 4AL22BA017 | Ciona Vilceeta Pereira |
| 7 | 4AL22BA020 | Deepthi |
| 8 | 4AL22BA021 | Deepthi Kumari |
| 9 | 4AL22BA022 | Dhanush |
| 10 | 4AL22BA025 | Divyashree |
| 11 | 4AL22BA026 | Fiza S Shaikh |
| 12 | 4AL22BA028 | Harshitha |
| 13 | 4AL22BA030 | Helan K. J |
| 14 | 4AL22BA031 | Hithesh |
| 15 | 4AL22BA034 | K Abhay Pai |
| 16 | 4AL22BA035 | Kavya |
| 17 | 4AL22BA037 | Kishan Kumar |
| 18 | 4AL22BA039 | Kruti K S |
| 19 | 4AL22BA040 | Maithri R Shetty |
| 20 | 4AL22BA042 | Meghana G.U |
| 21 | 4AL22BA043 | Monica M |
| 22 | 4AL22BA044 | Muniraju S |
| 23 | 4AL22BA046 | Navaneeth Gore |
| 24 | 4AL22BA047 | Naveen |
| 25 | 4AL22BA048 | Nireeksha |
| 26 | 4AL22BA052 | Pooja |
| 27 | 4AL22BA053 | Pooja C |
| 28 | 4AL22BA054 | Pooja k s |
| 29 | 4AL22BA055 | Poojary Vinisha |
| 30 | 4AL22BA056 | Prahlad V Acharya |
| 31 | 4AL22BA058 | Prajna |
| 32 | 4AL22BA059 | Prajwal |

| | | |
|---|---|---|
| 33 | 4AL22BA029 | Prerna Hegde |
| 34 | 4AL22BA066 | Priyanka R |
| 35 | 4AL22BA067 | Pruthvika B G |
| 36 | 4AL22BA068 | Pruthviraj |
| 37 | 4AL22BA071 | Rakshith |
| 38 | 4AL22BA073 | Rakshith Shetty |
| 39 | 4AL22BA074 | Rakshitha |
| 40 | 4AL22BA075 | Ramesh |
| 41 | 4AL22BA076 | Ramyashree |
| 42 | 4AL22BA081 | Samyak Jain |
| 43 | 4AL22BA083 | Sanketh S |
| 44 | 4AL22BA084 | Sapan |
| 45 | 4AL22BA086 | Shama |
| 46 | 4AL22BA087 | Sharanya Shetty |
| 47 | 4AL22BA088 | Shashikumar Ramanna Bangi |
| 48 | 4AL22BA089 | Shodhan Jain |
| 49 | 4AL22BA092 | Shraddha Shetty |
| 50 | 4AL22BA090 | Shraddha.m |
| 51 | 4AL22BA095 | Shreni Cs |
| 52 | 4AL22BA098 | Shreya Jain |
| 53 | 4AL22BA102 | Shushank Jain |
| 54 | 4AL22BA104 | Soujanya |
| 55 | 4AL22BA107 | Srushti |
| 56 | 4AL22BA108 | Sudeeksha S Shetty |
| 57 | 4AL22BA109 | Suman.b |
| 58 | 4AL22BA113 | Swathi |
| 59 | 4AL22BA115 | Thrupthi |
| 60 | 4AL22BA119 | Yashwith B Shetty |

# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR
## PG DEPARTMENT OF BUSINESS ADMINISTRATION
## MENTOR MENTEE BATCH 2022-24
## ACADEMIC YEAR 2022-23

| Sl.No | Student's Name | Section | Mentor | Sl.No | Student's Name | Mentor | Section |
|---|---|---|---|---|---|---|---|
| 1 | Abin K P | A | PS | 1 | Abhiraj K V | PS | B |
| 2 | Akshatha B Mali | A | | 2 | Adarsh | | B |
| 3 | Akshitha.m | A | | 3 | Akshari Shetty | | B |
| 4 | Alisha Maria | A | | 4 | Amisha Devadiga | | B |
| 5 | Apoorva | A | VP | 5 | Chethan | VP | B |
| 6 | Ashwitha Shetty | A | | 6 | Ciona Vilceeta Pereira | | B |
| 7 | Ayesha Ibrahim | A | | 7 | Deepthi | | B |
| 8 | Bhoomika | A | | 8 | Deepthi Kumari | | B |
| 9 | Bhoomika DR | A | | 9 | Dhanush | | B |
| 10 | Chaitra | A | | 10 | Divyashree | | B |
| 11 | Chirag | A | | 11 | Fiza S Shaikh | | B |
| 12 | Deekshitha .N | A | CN | 12 | Harshitha | CN | B |
| 13 | Deekshitha Rani K | A | | 13 | Helan K. J | | B |
| 14 | Dhanush. K | A | | 14 | Hithesh | | B |
| 15 | Dhruvakumar Av | A | | 15 | K Abhay Pai | | B |
| 16 | Greeshma | A | | 16 | Kavya | | B |
| 17 | Hrushitha | A | | 17 | Kishan Kumar | | B |
| 18 | Jenisha Lasrado | A | | 18 | Kruti K S | | B |
| 19 | Keerthan | A | JF | 19 | Maithri R Shetty | JF | B |
| 20 | Krithik K M | A | | 20 | Meghana G.U | | B |
| 21 | Megha | A | | 21 | Monica M | | B |
| 22 | Nanda DS | A | | 22 | Muniraju S | | B |
| 23 | Nithin J. Poojary | A | | 23 | Navaneeth Gore | | B |
| 24 | Nithya | A | | 24 | Naveen | | B |
| 25 | Nithya R S | A | | 25 | Nireeksha | | B |
| 26 | Prajeetha Shetty | A | GP | 26 | Pooja | GP | B |
| 27 | Pramod | A | | 27 | Pooja C | | B |
| 28 | Pranava Swaroopa | A | | 28 | Pooja k s | | B |
| 29 | Praneetha. J. H | A | | 29 | Prahlad V Acharya | | B |
| 30 | Prashantha G | A | | 30 | Prajna | | B |
| 31 | Prathiksha | A | | 31 | Prajwal | | B |
| 32 | Prathiksha Shetty | A | | 32 | Prerna Hegde | | B |
| 33 | Rachana Shenoy | A | NR | 33 | Priyanka R | NR | B |
| 34 | Rajendra Prasad K B | A | | 34 | Pruthvika B G | | B |
| 35 | Rakshith Jain | A | | 35 | Pruthviraj | | B |
| 36 | Rashmitha | A | | 36 | Rakshith | | B |
| 37 | Rithesh B | A | | 37 | Rakshith Shetty | | B |
| 38 | Sahana | A | | 38 | Rakshitha | | B |
| 39 | Sahithya | A | | 39 | Ramesh | | B |
| 40 | Sandeep Raviprasad Achar | A | HS | 40 | Ramyashree | HS | B |
| 41 | Satyajeeth H Rao | A | | 41 | Samyak Jain | | B |
| 42 | Shraddha S Shetty | A | | 42 | Sanketh S | | B |
| 43 | Shramya | A | | 43 | Sapan | | B |
| 44 | Shravan Acharya | A | | 44 | Shama | | B |
| 45 | Shreshta Jain | A | | 45 | Sharanya Shetty | | B |
| 46 | Shreya | A | | 46 | Shashikumar Ramanna Ban | | B |
| 47 | Shreya Kava | A | MA | 47 | Shodhan Jain | MA | B |
| 48 | Shreyas H Devadiga | A | | 48 | Shraddha Shetty | | B |
| 49 | Shrutha D Shetty | A | | 49 | Shraddha.m | | B |
| 50 | Sindhu Shiva Kharvi | A | | 50 | Shreni Cs | | B |
| 51 | Sowndarya | A | | 51 | Shreya Jain | | B |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 52 | Stikanth N | A | | 52 | Shushank Jain | | B |
| 53 | Supritha | A | | 53 | Soujanya | | B |
| 54 | Suvith Shetty | A | | 54 | Srushti | | B |
| 55 | Suzana Shaikh | A | | 55 | Sudeeksha S Shetty | | B |
| 56 | Tekoji Sillikyatar | A | | 56 | Suman.b | | B |
| 57 | Vikas D K | A | PBK | 57 | Poojary vinisha | PBK | B |
| 58 | Vineeth V Devadiga | A | | 58 | Swathi | | B |
| 59 | Vinutha | A | | 59 | Thrupthi | | B |
| 60 | Yogish | A | | 60 | Yashwith B Shetty | | B |

# Alva's Institute of Engineering & Technology
## P G Department of Business Administration
### I Internal Assessment

Semester: I -Scheme 2023
Subject: Marketing Management(22MBA15 )
Faculty: Ms. Priya Jyothi Sequeira /Mr. Guruprasad Pai
Max Marks: 50

Date: 29-02-2023
Time: 09:30AM-11:00AM

Instructions to Students :

Part A: Answer any two questions

Part B : Compulsory

PART A

*Answer any2 question(s)*

| Q. No | | | Marks | CO | BT/CL |
|---|---|---|---|---|---|
| 1 | A | Define Marketing management. | 3 | CO1 | L1 |
| | B | List the benefits of Marketing environmental scanning. | 7 | CO1 | L1 |
| | C | Briefly explain the Marketing concepts with proper examples | 10 | CO1 | L3 |
| 2 | A | Define Consumer Behavior? | 3 | CO2 | L3 |
| | B | Briefly explain the Consumer buying process | 7 | CO2 | L3 |
| | C | Identify the various factors affecting Consumer Behaviour. | 10 | CO2 | L2 |
| | | | | | |
| 3 | A | What is customer value? Give an example. | 3 | CO2 | L3 |
| | B | Differentiate between Marketing and Selling | 7 | CO1 | L3 |
| | C | List and discuss the Marketing P's with valid examples. | 10 | CO1 | L1 |
| | | PART B | | | |
| | | Answer all question(s) | | | |
| 1. | | What are the different MACRO environment variables the marketer has to evaluate and analyze in order to introduce NOODLES to the market. | 10 | CO4 | L4 |

**Levels of Bloom's Taxonomy**

| No. | L1 | L2 | L3 | L4 | L5 | L6 |
|---|---|---|---|---|---|---|
| Level | Remember | Understand | Apply | Analyze | Evaluate | Create |

| Sl # | Description | Blooms Level |
|---|---|---|
| CO1 | Understand how to organize, manage, and present the data | L2 |
| CO2 | Use and apply a wide variety of specific statistical tools | L3 |
| CO3 | Understand the applications of probability in business | L4 |
| CO4 | Effectively interpret the results of statistical analysis | L5 |
| CO5 | Develop competence of using computer packages to solve the problems | L6 |

**Alva's Institute of Engineering & Technology**
**P G Department of Business Administration**
**I Internal Assessment**

Semester:I -Scheme2023 Date: 29-02-2023
Subject: Marketing Management(22MBA15 ) Time: 09:30AM-11:00AM
Faculty: Ms. PriyaJyothiSequeira /Mr. Guruprasad Pai
Max Marks:50

Instructions to Students :
Part A: Answer any two questions
Part B : Compulsory

PART A

*Answer any2 question(s)*

| Q.No | | | Marks | CO | BT/CL |
|---|---|---|---|---|---|
| 1 | A | Define Marketing management.<br>**Ans:** It is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value. | 3 | CO1 | L1 |
| | B | List the benefits of Marketing environmental scanning.<br>**Ans:**<br>• **Goal Accomplishment:** The objectives of an organization cannot be fulfilled unless it adapts itself to environmental changes. One has to adjust the strategies to fit in the changing demands of the environment.<br>• **Threats and Weakness Identification:** For an organization to grow, it must minimize its threats and identify its weaknesses. This is made possible with the help of environmental scanning with which better strategies can be developed.tz<br>• **Future Forecast:** Environmental changes are often unpredictable. An organization cannot anticipate all the future events but based on the analysis, it can make better strategic decisions in the future. Hence, environmental analysis helps to forecast the prospects of the business. | 7 | CO1 | L1 |

- **Market Knowledge:** Every organization must be aware of the ongoing changes in the market. If it fails to incorporate strategic changes due to changing demands, it will not be able to achieve its objectives.
- **Focus on the Customer:** Environmental scanning and analysis make an organization sensitive to the changing needs and expectations of the customer.
- **Opportunities Identification:** With the analysis of the current environment, an organization will be able to identify the possible opportunities and take necessary steps.

| | | | | | |
|---|---|---|---|---|---|
| | C | Briefly explain the Marketing concepts with proper examples<br>**Ans:** | 10 | CO1 | L3 |

- **<u>The Production Concept</u>:**
- It holds that consumers will prefer products that are widely available and inexpensive.
- Managers of production-oriented businesses concentrate on achieving high production efficiency.

- **<u>The Product Concept</u>:**
- This concept proposes that consumers favor products that offer the most quality, performance or innovative features.
- Managers in these organizations focus on making superior products and improving them over time.

- **<u>The Selling Concept</u>:**
- This concept holds that consumers and businesses, if left alone, wont buy enough of the organization's products.
- The organization must, therefore, undertake an aggressive selling and promotion effort.

- **<u>The Marketing Concept</u>:**
- The job is not to find the right customers for your products, but to find the right products for your customers.
- This concept holds that the key to achieving organizational goal is being more effective than competitors in creating, delivering, and communicating superior customer value to your chosen target market.

| | | | | | |
|---|---|---|---|---|---|
| 2 | A | Define Consumer Behavior?<br>**Ans:** Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. | 3 | CO2 | L3 |

| | | | | | |
|---|---|---|---|---|---|
| B | Briefly explain the Consumer buying process<br>**Ans:**<br>**1. Need Recognition:**<br>Buying process begins when a person begins to feel that a certain need or desire has arisen. The need may be activated by internal or external factors. The intensity of the want will indicate the speed with which a person will move to fulfil the want.<br>**2. Information Search:**<br>Aroused needs can be satisfied promptly when the desired product is not only known but also easily available. But when it is not clear what type or brand of the product can offer the best satisfaction, the person will have to search for information.<br>**3. Evaluation Alternatives:**<br>• This is the critical stage in the process of buying.<br>• **There are several important elements in the process of evaluation:**<br>(a) A product is viewed as a **bundle of attributes**. These attributes or features are used for evaluating alternative brands. For example, a product like tea has certain common attributes such as taste, flavour, strength, aroma, colour, number of cups per packet, and price.<br>(b) Information cues or hints about a set of **characteristics of the product** in brands such as quality, price, distinctiveness availability, etc.<br>**4. Purchase Decision:**<br>• The purchase decision may be influenced by<br>• Attitudes of spouse,<br>• Friends and relatives,<br>• Cost of the product,<br>• Benefits of the product, etc.<br>**5. Post-Purchase Behaviour:**<br>• Post-purchase satisfaction.<br>• A behaviour refers to the behaviour of the customer after the purchase and it depends upon his experience of using the product and level of satisfied customer may make repeat purchases.<br>• If the customer is not satisfied he may not buy the product again and may talk bad about the product to his friends, colleagues and relatives. | 7 | CO2 | L3 |

C Identify the various factors affecting Consumer Behaviour. 10 CO2 L2

**Ans:**

1. **Psychological Factors:** Human psychology is a major determinant of consumer behavior. These factors are difficult to measure but are powerful enough to influence a buying decision.

a. **Motivation :** When a person is motivated enough, it influences the buying behaviour of the person. A person has many needs such as the social needs, basic needs, security needs, esteem needs and self-actualization needs. Out of all these needs, the basic needs and security needs take a position above all other needs. Hence basic needs and security needs have the power to motivate a consumer to buy products and services.

b. **Consumer Perception:** is a major factor that influences consumer behavior. Customer perception is a process where a customer collects information about a product and interprets the information to make a meaningful image about a particular product.

c. **Learning :** When a person buys a product, he/she gets to learn something more about the product. Learning comes over a period of time through experience. A consumer's learning depends on skills and knowledge. While a skill can be gained through practice, knowledge can be acquired only through experience.

d. **Attitudes and Beliefs:** Consumers have certain attitude and beliefs which influence the buying decisions of a consumer. Based on this attitude, the consumer behaves in a particular way towards a product. This attitude plays a significant role in defining the brand image of a product. Hence, the marketers try hard to understand the attitude of a consumer to design their marketing campaigns.

2. **Social Factors:** Humans are social beings and they live around many people who influence their buying behavior. Human try to imitate other humans and also wish to be socially accepted in the society.

a. **Family:** Family plays a significant role in shaping the buying behavior of a person. A person develops preferences from his childhood by watching family buy products and continues to buy the same products even when they grow up.

b. **Reference Groups:** Reference group is a group of people with whom a person associates himself. Generally, all the people in the reference group have common buying behavior and influence each other.

c. **Roles and status:** A person is influenced by the role that he holds in the society. If a person is in a high position, his

buying behavior will be influenced largely by his status. A person who is a Chief Executive Officer in a company will buy according to his status while a staff or an employee of the same company will have different buying pattern.

3. **Cultural Factors:** A group of people are associated with a set of values and ideologies that belong to a particular community. When a person comes from a particular community, his/her behavior is highly influenced by the culture relating to that particular community.

**a. Culture**: Cultural Factors have strong influence on consumer buyer behavior. Cultural Factors include the basic values, needs, wants, preferences, perceptions, and behaviors that are observed and learned by a consumer from their near family members and other important people around them.

**b. Subculture:** Within a cultural group, there exists many subcultures. These subcultural groups share the same set of beliefs and values. Subcultures can consist of people from different religion, caste, geographies and nationalities. These subcultures by itself form a customer segment.

**c. Social Class:** Each and every society across the globe has form of social class. The social class is not just determined by the income, but also other factors such as the occupation, family background, education and residence location. Social class is important to predict the consumer behavior.

4. **Personal Factors:** Factors that are personal to the consumers influence their buying behavior. These personal factors differ from person to person, thereby producing different perceptions and consumer behavior.

**a. Age:** Age is a major factor that influences buying behavior. The buying choices of youth differ from that of middle-aged people. Elderly people have a totally different buying behavior.

b. **Income:** Income has the ability to influence the buying behavior of a person. Higher income gives higher purchasing power to consumers. When a consumer has higher disposable income, it gives more opportunity for the consumer to spend on luxurious products.

c. **Occupation:** Occupation of a consumer influences the buying behavior. A person tends to buy things that are appropriate to this/her profession. For example, a doctor would buy clothes according to this profession while a professor will have different buying pattern.

5. **Economic Factors:** The consumer buying habits and decisions greatly depend on the economic situation of a

country or a market. When a nation is prosperous, the economy is strong, which leads to the greater money supply in the market and higher purchasing power for consumers. When consumers experience a positive economic environment, they are more confident to spend on buying products.

| | | | | | |
|---|---|---|---|---|---|
| 3 | A | What is customer value? Give an example.<br>**Ans**: Customer Value is the perception of what a product or service is worth to a Customer versus the possible alternatives. Worth means whether the Customer feels He or She got benefits and services over what s/he paid. | 3 | CO2 | L3 |
| | B | Differentiate between Marketing and Selling<br>**Ans:** | 7 | CO1 | L3 |
| | C | List and discuss the Marketing P's with valid examples.<br>**Ans:** | 10 | CO1 | L1 |

| Selling | Marketing |
|---|---|
| Selling starts with the seller, and is preoccupied all the time with needs of the seller and seller's existing products. | Marketing starts with the buyers and focuses constantly on their needs. |
| Seller is the centre of the business universe. | Buyer is the centre of the business universe; activities follow the buyer and his needs. |
| The firm makes the product and then figures out how to sell it. | The product is determined by the buyer. |
| 'Selling' views the customers as the last link in the business. | 'Marketing' views the customer as the very purpose of business. |
| Views business as a 'goods producing process'. | Views business as a 'customer satisfying process'. |
| Emphasis is on staying with the existing technology and reducing cost. | Emphasis is on innovation in every sphere. |

**Price:**

- One very important aspect of any product/success being a success in the market is the price at which it is marketed. The first colour of the marketing mix rainbow is one of the determining factors of what the people will see.
- Marketers tread very carefully while setting a price that is a win-win situation for both the company as well as the consumers.

**Place:**

- It is the channel through which your company's

goods/services get moved from the manufacturer to the consumer.

- Your good/service will need to be brought into the market through a mechanism, and 'place' is exactly that- a way for your offering to be seen by the correct audience.

**Product:**

- In simple terms, what is being sold to the customer is the product. It is the 'Core' which is offered to the customer.
- 'Product' is the offering that your company has for the market whether it is a tangible good or intangible good (services).

**Promotion:**

- The essence of promotion lies in the activities that a marketer does in order to showcase the product in the market in the right sense.
- In a more simplistic sense, these activities are the communications that the companies indulge in like advertising, direct calling, using social media channels, as well as print media.

**Physical Evidence:**

- Physical evidence is a part of the product. If your product is a tangible offering, then all of its material cues (packaging, business cards, brochures, company branding) will be taken notice of, by the consumers.

**People:**

- All the people involved in the making, distributing, and selling of your company's product are also essential. Mostly, services (intangible offerings) have marketing mixes which are focused on the people presenting the product.

**Process:**

- Process involves all the ways the company and its customers can engage in order to facilitate the product to reach the consumer.
- It's a map of how the company and its offerings are accessible to the market.

| | | | | | |
|---|---|---|---|---|---|
| | | PART B | | | |
| | | Answer all question(s) | | | |
| 1. | | What are the different MACRO environment variables the marketer | 10 | CO4 | L4 |

has to evaluate and analyze in order to introduce NOODLES to the market.

**Ans:** Students need to write suitable variable and justify the answer.

**Levels of Bloom's Taxonomy**

| No. | L1 | L2 | L3 | L4 | L5 | L6 |
|---|---|---|---|---|---|---|
| Level | Remember | Understand | Apply | Analyze | Evaluate | Create |

| Sl # | Description | Blooms Level |
|---|---|---|
| CO1 | Understand how to organize, manage, and present the data | L2 |
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| CO3 | Understand the applications of probability in business | L4 |
| CO4 | Effectively interpret the results of statistical analysis | L5 |
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USN | | | | | | | | | | |

# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(Accredited by NAAC)

## P G Department of Business Administration

## Continuous Internal Evaluation Test -2 AY 2022-23

| | | |
|---|---|---|
| Course Title : **Marketing Management** | | Course Code: 22MBA15 |
| Date: 26/05/2023 | Time: 9.30 AM- 11.00 AM | Semester/Section: I |
| Faculty: Mrs. Priya Sequeira/Mr. Guruprasad Pai | | Max. Marks: 50 |

**Note: Part A: Answer any two full set of questions**

**Part B: Compulsory**

| Q. No. | | Questions | Marks | COs | BT L |
|---|---|---|---|---|---|
| | | **Part A** | | | |
| 1 | a) | Define Product | 3 | CO1 | L1 |
| | b) | Explain the different types of Pricing Strategies | 7 | CO1 | L1 |
| | c) | Briefly explain the New Product Development Process | 10 | CO1 | L1 |
| 2 | a) | What is Positioning | 3 | CO1 | L1 |
| | b) | Evaluate the various Product Differentiation Strategies | 7 | CO5 | L4 |
| | c) | Explain the bases of Segmentation with the example. | 10 | CO1 | L1 |
| 3 | a) | Define IMC | 3 | CO1 | L1 |
| | b) | What is channel Conflict? Explain with Illustration | 7 | CO1 | L1 |
| | c) | Explain Advertising, its objectives and various media involved in advertising. | 10 | CO1 | L1 |
| | | **Part B** | | | |
| 4 | | **CASE STUDY**<br><br>HSK Ltd. is a fast growing fast food company. It has 42 product lines consisting of Pizza Burgers, Sandwich, Chats, etc. It had a wide distribution network throughout the country catering through the retailers. It has top brand ambassadors. The products are advertised in various visual and print medias such as, television, magazines, newspapers, etc. The company has earned goodwill and surplus profits. Being successful in fast food industry the management decides to enter into ice-cream segment in all major cities of the country. India's current ice-cream market is worth Rs.3000cr, including the unorganized sector. There are few strong competitors existing in all major cities. The management decided to first conduct a market survey to understand the present market conditions. The company plans to invite top film stars and leading sports stars for inauguration. | | CO5 | L4 |

| | | | | | |
|---|---|---|---|---|---|
| | **Questions:** | | | | |
| | a. What is a product mix? State the product mix of HSK Lid.<br>b. What are the factors that drive the customers towards ice-cream shop? | 5<br>5 | | | |

**Levels of Bloom's Taxonomy**

| No. | L1 | L2 | L3 | L4 | L5 | L6 |
|---|---|---|---|---|---|---|
| Level | Remember | Understand | Apply | Analyze | Evaluate | Create |

**Course Outcomes**

| | |
|---|---|
| CO1 | Comprehend the concepts of Marketing Management. |
| CO2 | Gain knowledge on consumer behaviour and buying process. |
| CO3 | Understand concept of Product and Brand Management, Branding and Pricing strategies. |
| CO4 | Identify marketing channels and the concept of product distribution, techniques of sales promotion. |
| CO5 | Simply ideas into a viable marketing plan for various modes of marketing. |

USN | | | | | | | | | | |

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| | | |
|---|---|---|
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| Date: 26/05/2023 | Time: 9.30 AM- 11.00 AM | Semester/Section: I |
| Faculty: Mrs. Priya Sequeira/Mr. Guruprasad Pai | | Max. Marks: 50 |

**Note: Part A: Answer any two full set of questions**

**Part B: Compulsory**

| Q. No. | | Questions | Marks | COs | BT L |
|---|---|---|---|---|---|
| | | **Part A** | | | |
| 1 | a) | Define Product<br>**Ans:** Product constitutes the core of the offer made by the firm. A product may be a car, a computer, or a pair of jeans. How one conceives and creates this product and successfully markets it to the customer, is the theme of product management. | 3 | CO1 | L1 |
| | b) | Explain the different types of Pricing Strategies<br>**Ans:**<br>- ***Markup pricing*:** Selling price of product is fixed by adding a particular markup or margin to its cost. The markup may vary depending on product, market and company policy. Usually distributive trade who do not have any manufacturing of their own resort to this pricing method.<br>- ***Absorption cost pricing:*** Also called as full cost pricing method that many among the manufacturing firms adopt. It rests on the estimated unit cost of the product at the normal level of production and sales. A profit margin is added to this unit cost.<br>***-Target rate of return pricing:*** In absorption cost pricing, after costs of manufacturing, selling and administration are absorbed on a per unit basis, the firm adds its markup towards profits. Against this, the rate of return pricing uses a rational approach to arrive at the markup.It is arrived at in such a way that the return of investment expected by the firm is met in the process.<br>- ***Skimming pricing:*** Apt strategy for new products. This method literally skims the market in the first instance through high price and subsequently settles down for a lower price. It profitably taps the opportunity for selling product at high prices to those segments of the market that do not bother about price.<br>- ***Surge pricing:*** This method of pricing exploits sudden spurt in demand. Services such as hotels and airlines use surge pricing during peak demand time. As the demand swells and exceeds the supply , the regular fares are increased. | 7 | CO1 | L1 |

. ***Premium pricing:*** It is also demand based pricing in the basic sense because premium pricing assumes that the firm could make its pricing decisions proactively, managing customer perceptions of value, and motivating them to purchase paying premium price.

. ***Penetration pricing:*** As the name indicates, it seeks to achieve greater market penetration through relatively low prices. It is the opposite of skimming pricing. This method too is quite useful in pricing on new products under certain circumstances.

. ***Predatory pricing:*** It is a pricing strategy in which a product or service is set at a very low price with the intention of driving competitors out of the market or creating barriers to entry for potential new competitors.

c) Briefly explain the New Product Development Process

**Ans:**

➢ **Generating new product ideas:**

- New product ideas may emanate from a variety of sources and in variety of ways:
- Company's R&D
- Company's market research
- Employees/suggestion schemes
- Customers
- Dealers
- As a natural happening

➢ **Idea screening:**

- In this stage, the various new product ideas are put under rigorous screening by evaluation committees.
- Is there felt need for new product?
- Is it an improvement over existing product?
- Is it close to our current lines of business?
- Can existing production and marketing organization handle the product?

➢ **Concept development and testing:**

✓ The selected idea is shaped into a 'product concept'- What the proposed product will do, how it will look like, what feature it will carry, etc.

✓ 'Concept testing' is different from market test.

✓ What is tested at this stage is the 'product concept'.

➢ **Business/Market analysis:**

✓ This stage is of special importance as it will decide whether from the financial and market point of view, the project is worth pursuing or not.

✓ Investment analysis and profitability analysis of the project under different assumptions are made at this stage.

➢ **Actual development of new product:**

✓ In this stage, the firm develops the product as such.

✓ In this stage, besides R&D and design people, production and marketing people are actively involved.

| | | |
|---|---|---|
| 10 | CO1 | L1 |

| | | | | |
|---|---|---|---|---|
| | ➢ **Market test:**<br>✓ Here, the new product has to be tried out in selected market segments.<br>✓ Market test is essentially a risk control tool.<br>✓ It is experimental marketing at minimum cost and risk.<br>➢ **Commercialisation:**<br>✓ In this stage, the company takes the decision to go in for large-scale manufacturing and marketing of product.<br>✓ The company fully commits itself to commercialise the new product with required investment in manufacturing and marketing. | | | |
| a) | What is Positioning<br>**Ans:** Positioning refers to the process of defining a product or brand's unique identity and value proposition in the mind of its target audience, relative to its competitors. | 3 | CO1 | L1 |
| b) | Evaluate the various Product Differentiation Strategies<br>**Ans:**<br>• Form: Product can be differentiated in form- size, shape, physical structure.<br>• Features<br>• Performance quality<br>• Conformance quality: The degree to which all produced units are identical and meet promised specifications.<br>• Durability<br>• Reliability<br>• Repairability<br>• Customization | 7 | CO5 | L4 |
| c) | Explain the bases of Segmentation with the example.<br>Ans:<br>**1. Geographic Segmentation:**<br>Geographic location is one of the simplest methods of segmenting the market. People living in one region of the country have purchasing and consuming habit which differs from those living in other regions. For example, life style products sell very well in metro cities, e.g., Mumbai, Delhi, Kolkata and Chennai but do not sell in small towns.<br><br>**2. Demographic Segmentation:**<br>Demographic variables such as age, occupation, education, sex and income are commonly used for segmenting markets.<br><br>**3. Psychographic Segmentation:**<br>Under this method consumers are classified into market segments on the basis of their psychological make-up, i.e., personality, attitude and lifestyle. According to attitude towards life, people may be classified as traditionalists, achievers, etc. | 10 | CO1 | L1 |

**4. Behavioristic Segmentation:**
In this method consumers are classified into market segments not the basis of their knowledge, attitude and use of actual products or product attributes.

**5. Volume Segmentation:**
Consumers are classified light, medium and heavy users of a product. In some cases, 80 per cent of the product may be sold to only 20 per cent of the group. Marketers can decide product features and advertising strategies by finding common characteristics among heavy users. For example, airlines having 'Frequent Flyer' are using user rate as the basis of market segmentation. Generally, marketers are interested in the heavy user group.

| | | | | |
|---|---|---|---|---|
| a) | Define IMC<br>**Ans:** Integrated marketing communications (IMC) is the process of unifying a brand's messaging to make it consistent across all media that the brand uses to reach its target audience. It's a strategic approach that guides communication and tactics used across all marketing channels. | 3 | CO1 | L1 |
| b) | What is channel Conflict? Explain with Illustration<br>**Ans:** Channel conflict describes an issue that arises between two or more parties within a business agreement, such as a retailer and a distributor. When a business is expanding, channel conflict is a problem you might confront. If you handle relationships with third parties, knowing how to manage friction can positively affect the success of your employer's business.<br>***A vertical level*** conflict represents a conflict between two parties at different levels in the distribution chain. For example, if a manufacturer stops using a distributor and sell directly to consumers, it's a vertical-level conflict.<br>***Horizontal Conflict*** is a conflict between two partners who operate at the same level in the distribution chain. A common example is when multiple retailers or wholesalers operate in the same geographical area, creating an imbalance between supply and demand and unproductive competition.<br>A ***multi-channel conflict*** occurs when two or more channels of the same manufacturer compete in the same market and sell the same product at different prices. | 7 | CO1 | L1 |
| c) | Explain Advertising, its objectives and various media involved in advertising.<br>**Ans:** Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor.<br>Advertising objectives can be classified according to whether their aim is to inform, persuade, remind, or reinforce.<br>- ***Informative advertising:*** Aims to create brand awareness and knowledge of new products or new features of existing products.<br>- ***Persuasive advertising:*** Aims to create liking, preference, conviction, and purchase of a product.<br>- ***Reminder Advertising:*** Aims to stimulate repeat purchase of products and services.<br>- ***Reinforcement advertising:*** Aims to convince current purchasers that they made the right choice. | 10 | CO1 | L1 |

## Part B

**CASE STUDY**

HSK Ltd. is a fast growing fast food company. It has 42 product lines consisting of Pizza Burgers, Sandwich, Chats, etc. It had a wide distribution network throughout the country catering through the retailers. It has top brand ambassadors. The products are advertised in various visual and print medias such as, television, magazines, newspapers, etc. The company has earned goodwill and surplus profits. Being successful in fast food industry the management decides to enter into ice-cream segment in all major cities of the country. India's current ice-cream market is worth Rs.3000cr, including the unorganized sector. There are few strong competitors existing in all major cities. The management decided to first conduct a market survey to understand the present market conditions. The company plans to invite top film stars and leading sports stars for inauguration.

**Questions:**

| | | | | |
|---|---|---|---|---|
| a. What is a product mix? State the product mix of HSK Lid.<br>Ans: Students need to justify their answer with valid points | 5 | CO5 | L4 |
| b. What are the factors that drive the customers towards ice-cream shop?<br>Ans: Students need to justify their answer with valid points | 5 | | |

**Levels of Bloom's Taxonomy**

| No. | L1 | L2 | L3 | L4 | L5 | L6 |
|---|---|---|---|---|---|---|
| Level | Remember | Understand | Apply | Analyze | Evaluate | Create |

**Course Outcomes**

| | |
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| CO1 | Comprehend the concepts of Marketing Management. |
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# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(Unit of Alva's Education Foundation (R), Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi & Approved by AICTE, New Delhi. Recognized by Government of Karnataka.

A+, Accredited by NAAC

Shobhavana Campus, MIJAR-574225, Moodbidri, D.K., Karnataka
Ph: 08258-262725; Mob:722262724,7026262725,mail:principalaiet08@gmail

## PG DEPARTMENT OF BUSINESS ADMINISTRATION

### STUDENT ATTENDANCE I SEM SECOND INTERNAL EXAM 2022-2024 BATCH MBA 401

SECTION A

| SLNO | USN | NAME | 24.05.2023 | | 25.05.2023 | | 26.05.2023 | |
|---|---|---|---|---|---|---|---|---|
| | | | AM | PM | AM | PM | AM | PM |
| 1 | | Abin K P | | | | | | |
| 2 | | Akshatha B Mali | | | | | | |
| 3 | | Akshitha m | | | | | | |
| 4 | | Alisha Maria | | | | | | |
| 5 | | Apoorva | | | | | | |
| 6 | | Ashwitha Shetty | | | | | | |
| 7 | | Ayesha Ibrahim | | | | | | |
| 8 | | Bhoomika | | | | | | |
| 9 | | Bhoomika DR | | | | | | |
| 10 | | Chaitra | | | | | | |
| 11 | | Chirag | | | | | | |
| 12 | | Deekshitha .N | | | | | | |
| 13 | | Deekshitha Rani K | | | | | | |
| 14 | | Dhanush. K | | | | | | |
| 15 | | Dhruvakumar Av | | | | | | |
| 16 | | Greeshma | | | | | | |
| 17 | | Hrushitha | | | | | | |
| 18 | | Jenisha Lasrado | | | | | | |
| 19 | | Keerthan | | | | | | |
| 20 | | Krithik K M | | | | | | |
| 21 | | Megha | | | | | | |
| 22 | | Nanda DS | | | | | | |
| 23 | | Nithin J. Poojary | | | | | | |
| 24 | | Nithya | | | | | | |
| 25 | | Nithya R S | | | | | | |
| 26 | | Prajeetha Shetty | | | | | | |
| 27 | | Pramod | | | | | | |
| 28 | | Pranava Swaroopa | | | | | | |
| 29 | | Praneetha. J. H | | | | | | |
| 30 | | Prashantha G | | | | | | |
| 31 | | Prathiksha | | | | | | |
| 32 | | Prathiksha Shetty | | | | | | |
| 33 | | Rachana Shenoy | | | | | | |
| 34 | | Rajendra Prasad K B | | | | | | |
| 35 | | Rakshith Jain | | | | | | |
| 36 | | Rashmitha | | | | | | |
| 37 | | Rithesh B | | | | | | |
| 38 | | Sahana | | | | | | |
| 39 | | Sahithya | | | | | | |
| 40 | | Sandeep Raviprasad Acharya | | | | | | |
| 41 | | Satyajeeth H Rao | | | | | | |
| 42 | | Shraddha S Shetty | | | | | | |
| 43 | | Shramya | | | | | | |
| 44 | | Shravan Acharya | | | | | | |
| 45 | | Shreshta Jain | | | | | | |
| 46 | | Shreya | | | | | | |
| 47 | | Shreya Kava | | | | | | |
| 48 | | Shreyas H Devadiga | | | | | | |
| 49 | | Shrutha D Shetty | | | | | | |
| 50 | | Sindhu Shiva Kharvi | | | | | | |
| 51 | | Sowndarya | | | | | | |
| | FACULTY SIGNATURE | | | | | | | |

# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Shobhavana Campus, MIJAR-574225, Moodbidri, D.K., Karnataka

Ph: 08258-262725; Mob:7022662724,7026262725,mail:principalaiet08@gmail

PG DEPARTMENT OF BUSINESS ADMINISTRATION

## STUDENT ATTENDANCE I SEM FIRST INTERNAL EXAM 2022-2024 BATCH MBA 003

SECTION B

| SLNO | USN | NAME | 27.03.2023 AM | 27.03.2023 PM | 28.03.2023 AM | 28.03.2023 PM | 29.03.2023 AM | 29.03.2023 PM |
|---|---|---|---|---|---|---|---|---|
| 1 | | Abhiraj K V | | | | | | |
| 2 | | Adarsh | | | | | | |
| 3 | | Akshari Shetty | | | | | | |
| 4 | | Amisha Devadiga | | | | | | |
| 5 | | Chethan | | | | | | |
| 6 | | Ciona Vilceeta Pereira | | | | | | |
| 7 | | Deepthi | | | | | | |
| 8 | | Deepthi Kumari | | | | | | |
| 9 | | Dhanush | | | | | | |
| 10 | | Divyashree | | | | | | |
| | | Fiza S Shaikh | | | | | | |
| | | Harshitha | | | | | | |
| 13 | | Helan K. J | | | | | | |
| 14 | | Hithesh | | | | | | |
| 15 | | K Abhay Pai | | | | | | |
| 16 | | Kavya | | | | | | |
| 17 | | Kishan Kumar | | | | | | |
| 18 | | Kruti K S | | | | | | |
| 19 | | Maithri R Shetty | | | | | | |
| 20 | | Meghana G.U | | | | | | |
| 21 | | Monica M | | | | | | |
| 22 | | Muniraju S | | | | | | |
| 23 | | Navaneeth Gore | | | | | | |
| 24 | | Naveen | | | | | | |
| 25 | | Nireeksha | | | | | | |
| 26 | | Pooja | | | | | | |
| 27 | | Pooja C | | | | | | |
| 28 | | Pooja k s | | | | | | |
| 29 | | Prahlad V Acharya | | | | | | |
| 30 | | Prajna | | | | | | |
| 31 | | Prajwal | | | | | | |
| 32 | | Prerna Hegde | | | | | | |
| 33 | | Priyanka R | | | | | | |
| 34 | | Pruthvika B G | | | | | | |
| 35 | | Pruthviraj | | | | | | |
| 36 | | Rakshith | | | | | | |
| 37 | | Rakshith Shetty | | | | | | |
| 38 | | Rakshitha | | | | | | |
| 39 | | Ramesh | | | | | | |
| 40 | | Ramyashree | | | | | | |
| 41 | | Samyak Jain | | | | | | |
| 42 | | Sanketh S | | | | | | |
| 43 | | Sapan | | | | | | |
| 44 | | Shama | | | | | | |
| 45 | | Sharanya Shetty | | | | | | |
| 46 | | Shashikumar Ramanna Bangi | | | | | | |
| 47 | | Shodhan Jain | | | | | | |
| 48 | | Shraddha Shetty | | | | | | |
| 49 | | Shraddha.m | | | | | | |
| 50 | | Shreni C S | | | | | | |
| 51 | | Shreya Jain | | | | | | |
| | | FACULTY SIGNATURE | | | | | | |
| | | No of Students Absent | 01 | NIL | NIL | NIL | NIL | NIL |

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

## STUDENT ATTENDANCE I SEM FIRST INTERNAL EXAM 2022-2024 BATCH MBA 003

SECTION B

| SL. NO. | USN | NAME | 27.03.2023 AM | 27.03.2023 PM | 28.03.2023 AM | 28.03.2023 PM | 29.03.2023 AM | 29.03.2023 PM |
|---|---|---|---|---|---|---|---|---|
| 1 | | Abhirami A V | | | | | | |
| 2 | | Adarsh | | | | | | |
| 3 | | Akshara Shetty | | | | | | |
| 4 | | Amrutha Devadiga | | | | | | |
| 5 | | Chethan | | | | | | |
| 6 | | Cloyna Vilceeta Pereira | | | | | | |
| 7 | | Deepthi | Deepthi | Deepthi | Deepthi | Deepthi | Deepthi | Deepthi |
| 8 | | Deepthi Kumari | | | | | | |
| 9 | | Dhanush | | | | | | |
| 10 | | Divyashree | | | | | | |
| 11 | | Fiza S Shaikh | | | | | | |
| 12 | | Harshitha | | | | | | |
| 13 | | Helan K J | | | | | | |
| 14 | | Hithesh | | | | | | |
| 15 | | K Abhay Pai | | | | | | |
| 16 | | Kavya | | | | | | |
| 17 | | Kishan Kumar | | | | | | |
| 18 | | Kruti K S | | | | | | |
| 19 | | Maithri R Shetty | | | | | | |
| 20 | | Meghana G U | | | | | | |
| 21 | | Monica M | | | | | | |
| 22 | | Muniraju S | | | | | | |
| 23 | | Navaneeth Gore | | | | | | |
| 24 | | Naveen | | | | | | |
| 25 | | Nireeksha | | | | | | |
| 26 | | Pooja | | | | | | |
| 27 | | Pooja C | | | | | | |
| 28 | | Pooja k s | | | | | | |
| 29 | | Prahlad V Acharya | | | | | | |
| 30 | | Prajna | | | | | | |
| 31 | | Prajwal | | | | | | |
| 32 | | Prema Hegde | | | | | | |
| 33 | | Priyanka R | | | | | | |
| 34 | | Pruthvika B G | | | | | | |
| 35 | | Pruthviraj | | | | | | |
| 36 | | Rakshith | | | | | | |
| 37 | | Rakshith Shetty | | | | | | |
| 38 | | Rakshitha | | | | | | |
| 39 | | Ramesh | | | | | | |
| 40 | | Ramyashree | | | | | | |
| 41 | | Samyak Jain | | | | | | |
| 42 | | Sanketh S | | | | | | |
| 43 | | Sapan | | | | | | |
| 44 | | Shama | | | | | | |
| 45 | | Sharanya Shetty | | | | | | |
| 46 | | Shashikumar Ramanna Bangi | | | | | | |
| 47 | | Shodhan Jain | | | | | | |
| 48 | | Shraddha Shetty | | | | | | |
| 49 | | Shraddha.m | | | | | | |
| 50 | | Shreni C S | | | | | | |
| 51 | | Shreya Jain | | | | | | |
| | | FACULTY SIGNATURE | | | | | | |
| | | No of Students Absent | | | | | | |

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

## STUDENT ATTENDANCE I SEM FIRST INTERNAL EXAM 2022-2024 BATCH MBA 002

| SLNO | USN | SECTION A & B NAME | 27.03.2023 AM | 27.03.2023 PM | 28.03.2023 AM | 28.03.2023 PM | 29.03.2023 AM | 29.03.2023 PM |
|---|---|---|---|---|---|---|---|---|
| 1 | | Srikanth N | | | | | | |
| 2 | | Supritha | | | | | | |
| 3 | | Suvith Shetty | | | | | | |
| 4 | | Suzana Shaikh | | | | | | |
| 5 | | Tekoji Sillikyatar | | | | | | |
| 6 | | Vikas D K | | | | | | |
| 7 | | Vineeth V Devadiga | | | | | | |
| 8 | | Vinutha | | | | | | |
| 9 | | Yogish | | | | | | |
| 10 | | Shushank Jain | | | | | | |
| 11 | | Soujanya | | | | | | |
| 12 | | Srushti | | | | | | |
| 13 | | Sudeeksha S Shetty | | | | | | |
| 14 | | Suman.b | | | | | | |
| 15 | | Sumanth.m | | | | | | |
| 16 | | Swathi | | | | | | |
| 17 | | Thrupthi | | | | | | |
| 18 | | Yashwith B Shetty | | | | | | |
| | | FACULTY SIGNATURE | 27/03/23 | | | 28/03/23 | 29/3/2023 | 29/3/23 |
| | | No of Students Absent | 01 | 01 | 01 | 01 | 01 | 01 |

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Ph: 08258-262725; Mob:7022262724,7026262725,mail:principalaiet08@gmail

## PG DEPARTMENT OF BUSINESS ADMINISTRATION

### STUDENT ATTENDANCE I SEM SECOND INTERNAL EXAM 2022-2024 BATCH MBA 101

| SLNO | USN | SECTION A NAME | 24.05.2023 AM | 24.05.2023 PM | 25.05.2023 AM | 25.05.2023 PM | 26.05.2023 AM | 26.05.2023 PM |
|---|---|---|---|---|---|---|---|---|
| 1 | | Abin K P | | | | | | |
| 2 | | Akshatha B Mali | | | | | | |
| 3 | | Akshitha m | | | | | | |
| 4 | | Alisha Maria | | | | | | |
| 5 | | Apoorva | | | | | | |
| 6 | | Ashwitha Shetty | | | | | | |
| 7 | | Ayesha Ibrahim | | | | | | |
| 8 | | Bhoomika | | | | | | |
| 9 | | Bhoomika DR | | | | | | |
| 10 | | Chaitra | | | | | | |
| 11 | | Chirag | | | | | | |
| 12 | | Deekshitha .N | | | | | | |
| 13 | | Deekshitha Rani K | | | | | | |
| 14 | | Dhanush. K | | | | | | |
| 15 | | Dhruvakumar Av | | | | | | |
| 16 | | Greeshma | | | | | | |
| 17 | | Hrushitha | | | | | | |
| 18 | | Jenisha Lasrado | | | | | | |
| 19 | | Keerthan | | | | | | |
| 20 | | Krithik K M | | | | | | |
| 21 | | Megha | | | | | | |
| 22 | | Nanda DS | | | | | | |
| 23 | | Nithin J. Poojary | | | | | | |
| 24 | | Nithya | | | | | | |
| 25 | | Nithya R S | | | | | | |
| 26 | | Prajeetha Shetty | | | | | | |
| 27 | | Pramod | | | | | | |
| 28 | | Pranava Swaroopa | ABSENT | ABSENT | AB | AB | | |
| 29 | | Praneetha. J. H | | | | | | |
| 30 | | Prashantha G | | | | | | |
| 31 | | Prathiksha | | | | | | |
| 32 | | Prathiksha Shetty | | | | | | |
| 33 | | Rachana Shenoy | | | | | | |
| 34 | | Rajendra Prasad K B | | | | | | |
| 35 | | Rakshith Jain | | | | | | |
| 36 | | Rashmitha | | | | | | |
| 37 | | Rithesh B | | | | | | |
| 38 | | Sahana | | | | | | |
| 39 | | Sahithya | | | | | | |
| 40 | | Sandeep Raviprasad Acharya | | | | | | |
| 41 | | Satyajeeth H Rao | | | | | | |
| 42 | | Shraddha S Shetty | | | | | AB | AB |
| 43 | | Shramya | | | | | | |
| 44 | | Shravan Acharya | | | | | | |
| 45 | | Shreshta Jain | | | | | | |
| 46 | | Shreya | | | | | | |
| 47 | | Shreya Kava | | | | | | |
| 48 | | Shreyas H Devadiga | | | | | | |
| 49 | | Shrutha D Shetty | | | | | | |
| 50 | | Sindhu Shiva Kharvi | | | | | | |
| 51 | | Sowndarya | | | | | | |
| | | FACULTY SIGNATURE | | | | | | |

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S

## STUDENT ATTENDANCE I SEM SECOND INTERNAL EXAM 2022-2024 BATCH MBA 003

SECTION B

| SNO | USN | NAME | 24.05.2023 AM | 24.05.2023 PM | 25.05.2023 AM | 25.05.2023 PM | 26.05.2023 AM | 26.05.2023 PM |
|---|---|---|---|---|---|---|---|---|
| 1 | | Abhiraj K V | | | | | | |
| 2 | | Adarsh | | | | | | |
| 3 | | Akshari Shetty | | | | | | |
| 4 | | Amisha Devadiga | | | | | | |
| 5 | | Chethan | | | | | | |
| 6 | | Ciona Vilceeta Pereira. | | | ABSENT | | | |
| 7 | | Deepthi | | | | | | |
| 8 | | Deepthi Kumari | | | | | | |
| 9 | | Dhanush | | | | | | |
| 10 | | Divyashree | | | | | | |
| 11 | | Fiza S Shaikh | | | | | | |
| 12 | | Harshitha | | | | | | |
| 13 | | Helan K. J | | | | | | |
| 14 | | Hithesh | | | | | | |
| 15 | | K Abhay Pai | | | | | | |
| 16 | | Kavya | | | | | | |
| 17 | | Kishan Kumar | | | | | | |
| 18 | | Kruti K S | | | | | | |
| 19 | | Maithri R Shetty | | | | | | |
| 20 | | Meghana G.U | | | | | | |
| 21 | | Monica M | | | | | | |
| 22 | | Muniraju S | | | | | | |
| 23 | | Navaneeth Gore | | | | | | |
| 24 | | Naveen | | | | | | |
| 25 | | Nireeksha | | | | | | |
| 26 | | Pooja | | | | | | |
| 27 | | Pooja C | | | | | | |
| 28 | | Pooja k s | | | | | | |
| 29 | | Prahlad V Acharya | | | | | | |
| 30 | | Prajna | | | | | | |
| 31 | | Prajwal | | | | | | |
| 32 | | Prerna Hegde | | | | | | |
| 33 | | Priyanka R | | | | | | |
| 34 | | Pruthvika B G | | | | | | |
| 35 | | Pruthviraj | | | | | | |
| 36 | | Rakshith | | | | | | |
| 37 | | Rakshith Shetty | | | | | | |
| 38 | | Rakshitha | | | | | | |
| 39 | | Ramesh | | | | | | |
| 40 | | Ramyashree | | | | | | |
| 41 | | Samyak Jain | | | | | | |
| 42 | | Sanketh S | | | | | | |
| 43 | | Sapan | | | | | | |
| 44 | | Shama | | | | | | |
| 45 | | Sharanya Shetty | | | | | | |
| 46 | | Shashikumar Ramanna Bangi | | | | | | |
| 47 | | Shodhan Jain | | | | | | |
| 48 | | Shraddha Shetty | | | | | | |
| 49 | | Shraddha.m | | | | | | |
| 50 | | Shreni C S | | | | | | |
| 51 | | Shreya Jain | | | | | | |
| | | FACULTY SIGNATURE | 24/5/23 | | | | | |
| | | No of Students Absent | Nil | | | | | |

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Ph: 08258-262725; Mob:7222624,7026262725,mail:principalaiet08@gmail

## PG DEPARTMENT OF BUSINESS ADMINISTRATION

### STUDENT ATTENDANCE I SEM SECOND INTERNAL EXAM 2022-2024 BATCH MBA 002

SECTION A & B

| NO | USN | NAME | 24.05.2023 | | 25.05.2023 | | 26.05.2023 | |
|---|---|---|---|---|---|---|---|---|
| | | | AM | PM | AM | PM | AM | PM |
| 1 | | Srikanth N | | | | | | |
| 2 | | Supritha | | | | | | |
| 3 | | Suvith Shetty | | | | | | |
| 4 | | Suzana Shaikh | | | | | | |
| 5 | | Tekoji Sillikyatar | | | | | | |
| 6 | | Vikas D K | | | | | | |
| 7 | | Vineeth V Devadiga | | | | | | |
| 8 | | Vinutha | | | | | | |
| 9 | | Yogish | | | | | | |
| 10 | | Shushank Jain | | | | | | |
| 11 | | Soujanya | | | | | | |
| 12 | | Srushti | | | | | | |
| 13 | | Sudeeksha S Shetty | | | | | | |
| 14 | | Suman.b | | | | | | |
| 15 | | Poojary Vinisha | | | | | | |
| 16 | | Swathi | | | | | | |
| 17 | | Thrupthi | | | | | | |
| | | Yashwith B Shetty | | | | | | |
| | FACULTY SIGNATURE | | | | | 25/04/23 | 26/4/2023 | |
| | No of Students Absent | | NIL | NIL | NIL | 00 | 00 | NIL |

# Coca-Cola collaborates with App Annie.

Coca-Cola is a beloved beverage brand enjoying worldwide recognition and profit. Other than its trademark soft drinks, the company also has several sister brands under its name. Over the years, Coca-Cola has developed into a tech-savvy, modern business, thanks to its innovation strategies.

The latest app developed by Coca-Cola includes the Coca-Cola Freestyle for customers, Coke Notify Service Request for retailers. Read the case study titled "Coca-Cola relies on App Annie to amaze and delight its customers" for more details.

The study describes the significant challenges faced by the brand and how it overcomes them with remarkable success. Towards the end, you also learn about the future prospects of the company.

## Ideal solution format:

- Explain the background of Coca-Cola, and why is it such a relevant brand.
- List down the various sister brands and companies under Coca-Cola.
- Discuss the innovation strategies that the brand adopts
- Explain the three significant apps launched by Coca-Cola
- Summarize the challenges faced by Coca-Cola
- Talk about App Annie Intelligence and its benefits.
- Discuss how App Annie contributes to better customer engagement.

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## PG DEPARTMENT OF BUSINESS ADMINISTRATION

## MARKETING MANAGEMENT-22MBA15

## IA MARKS -SECTION B

| Sl. No | USN | NAME | IA | II IA | Imp Test | Total | AVG (25) | Asismnt( 10) | Presentation | Quiz (5) | Survey( 5) | AVG QUIZ | AVG (25) | TOTAL | SIGN |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 4AL22BA001 | Abhiraj K V | 44 | 46 | | 90 | **23** | 10 | 5 | 21 | 5 | 3.5 | **23.5** | **46** | |
| 2 | 4AL22BA003 | Adarsh | 24 | 18 | | 42 | **11** | 10 | 5 | 24 | 5 | 4.0 | **24.0** | **35** | |
| 3 | 4AL22BA004 | Akshari Shetty | 37 | 47 | | 84 | **21** | 10 | 5 | 23 | 5 | 3.8 | **23.8** | **45** | |
| 4 | 4AL22BA008 | Amisha Devadiga | 27 | 18 | | 45 | **11** | 10 | 5 | 11 | 5 | 1.8 | **21.8** | **33** | |
| 5 | 4AL22BA015 | Chethan | 33 | 32 | | 65 | **16** | 10 | 5 | 18 | 5 | 3.0 | **23.0** | **39** | |
| 6 | 4AL22BA017 | Ciona Vilceeta Pereira | 44 | AB | 45 | 89 | **22** | 10 | 5 | 18 | 5 | 3.0 | **23.0** | **45** | |
| 7 | 4AL22BA020 | Deepthi | 36 | 39 | | 75 | **19** | 10 | 5 | 15 | 5 | 2.5 | **22.5** | **41** | Deepthi |
| 8 | 4AL22BA021 | Deepthi Kumari | 22 | 23 | | 45 | **11** | 10 | 5 | 16 | 5 | 2.7 | **22.7** | **34** | |
| 9 | 4AL22BA022 | Dhanush | 32 | 34 | | 66 | **22** | 10 | 5 | 16 | 5 | 2.7 | **22.7** | 39 | |
| 10 | 4AL22BA025 | Divyashree | 40 | 35 | | 75 | **19** | 10 | 5 | 22 | 5 | 3.7 | **23.7** | **42** | |
| 11 | 4AL22BA026 | Fiza S Shaikh | 43 | 39 | | 82 | **21** | 10 | 5 | 22 | 5 | 3.7 | **23.7** | **44** | |
| 12 | 4AL22BA028 | Harshitha | 32 | 25 | | 57 | **14** | 10 | 5 | 13 | 5 | 2.2 | **22.2** | **36** | Harshitha. |
| 13 | 4AL22BA030 | Helan K. J | 29 | 25 | | 54 | **14** | 10 | 5 | 20 | 5 | 3.3 | **23.3** | **37** | |
| 14 | 4AL22BA031 | Hithesh | 33 | 29 | | 62 | **16** | 10 | 5 | 19 | 5 | 3.2 | **23.2** | **39** | |
| 15 | 4AL22BA034 | K Abhay Pai | 36 | 37 | | 73 | **18** | 10 | 5 | 22 | 5 | 3.7 | **23.7** | **42** | K Abhay Pai |
| 16 | 4AL22BA035 | Kavya | 43 | 44 | | 87 | **22** | 10 | 5 | 18 | 5 | 3.0 | **23.0** | **45** | |
| 17 | 4AL22BA037 | Kishan Kumar | 33 | 27 | | 60 | **15** | 10 | 5 | 21 | 5 | 3.5 | **23.5** | **39** | Kishan |
| 18 | 4AL22BA039 | Kruti K S | 33 | 28 | | 61 | **15** | 10 | 5 | 19 | 5 | 3.2 | **23.2** | **38** | |
| 19 | 4AL22BA040 | Maithri R Shetty | 42 | 33 | | 75 | **19** | 10 | 5 | 21 | 5 | 3.5 | **23.5** | **42** | |
| 20 | 4AL22BA042 | Meghana G.U | 29 | 29 | | 58 | **15** | 10 | 5 | 16 | 5 | 2.7 | **22.7** | **37** | |
| 21 | 4AL22BA043 | Monica M | 30 | 27 | | 57 | **14** | 10 | 5 | 20 | 5 | 3.3 | **23.3** | **38** | Monica M |
| 22 | 4AL22BA044 | Muniraju S | 34 | 24 | | 58 | **15** | 10 | 5 | 22 | 5 | 3.7 | **23.7** | **38** | |
| 23 | 4AL22BA046 | Navaneeth Gore | 40 | 31 | | 71 | **18** | 10 | 5 | 13 | 5 | 2.2 | **22.2** | **40** | |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 24 | 4AL22BA047 | Naveen | 33 | 16 | | 49 | 12 | 10 | 5 | 8 | 5 | 1.3 | 21.3 | 34 | |
| 25 | 4AL22BA048 | Nireeksha | 32 | 47 | | 79 | 20 | 10 | 5 | 23 | 5 | 3.8 | 23.8 | 44 | |
| 26 | 4AL22BA052 | Pooja | 42 | 40 | | 82 | 21 | 10 | 5 | 22 | 5 | 3.7 | 23.7 | 44 | |
| 27 | 4AL22BA053 | Pooja C | 38 | 36 | | 74 | 19 | 10 | 5 | 23 | 5 | 3.8 | 23.8 | 42 | |
| 28 | 4AL22BA054 | Pooja k s | 27 | 30 | | 57 | 14 | 10 | 5 | 15 | 5 | 2.5 | 22.5 | 37 | |
| 29 | 4AL22BA056 | Prahlad V Acharya | 36 | 33 | | 69 | 17 | 10 | 5 | 28 | 5 | 4.7 | 24.7 | 42 | |
| 30 | 4AL22BA058 | Prajna | 32 | 37 | | 69 | 17 | 10 | 5 | 18 | 5 | 3.0 | 23.0 | 40 | |
| 31 | 4AL22BA059 | Prajwal | 26 | 27 | | 53 | 13 | 10 | 5 | 23 | 5 | 3.8 | 23.8 | 37 | |
| 32 | 4AL22BA029 | Prerna Hegde | 22 | 22 | | 44 | 11 | 10 | 5 | 19 | 5 | 3.2 | 23.2 | 34 | |
| 33 | 4AL22BA066 | Priyanka R | 33 | 28 | | 61 | 15 | 10 | 5 | 16 | 5 | 2.7 | 22.7 | 38 | |
| 34 | 4AL22BA067 | Pruthvika B G | 40 | 41 | | 81 | 20 | 10 | 5 | 18 | 5 | 3.0 | 23.0 | 43 | |
| 35 | 4AL22BA068 | Pruthviraj | 39 | 29 | | 68 | 18 | 10 | 5 | 12 | 5 | 2.0 | 22.0 | 40 | |
| 36 | 4AL22BA071 | Rakshith | 36 | 30 | | 66 | 17 | 10 | 5 | 28 | 5 | 4.7 | 24.7 | 41 | |
| 37 | 4AL22BA073 | Rakshith Shetty | 38 | 35 | | 73 | 18 | 10 | 5 | 20 | 5 | 3.3 | 23.3 | 42 | |
| 38 | 4AL22BA074 | Rakshitha | 34 | 27 | | 61 | 15 | 10 | 5 | 19 | 5 | 3.2 | 23.2 | 38 | |
| 39 | 4AL22BA075 | Ramesh | 13 | 23 | 13 | 36 | 9 | 10 | 5 | 18 | 5 | 3.0 | 23.0 | 32 | |
| 40 | 4AL22BA076 | Ramyashree | 37 | 34 | | 71 | 18 | 10 | 5 | 22 | 5 | 3.7 | 23.7 | 41 | |
| 41 | 4AL22BA081 | Samyak Jain | 39 | 41 | | 80 | 20 | 10 | 5 | 12 | 5 | 2.0 | 22.0 | 42 | |
| 42 | 4AL22BA083 | Sanketh S | 36 | 27 | | 63 | 16 | 10 | 5 | 20 | 5 | 3.3 | 23.3 | 39 | |
| 43 | 4AL22BA084 | Sapan | 36 | 34 | | 70 | 18 | 10 | 5 | 19 | 5 | 3.2 | 23.2 | 41 | |
| 44 | 4AL22BA086 | Shama | 33 | 20 | | 53 | 13 | 10 | 5 | 21 | 5 | 3.5 | 23.5 | 37 | |
| 45 | 4AL22BA087 | Sharanya Shetty | 35 | 21 | | 56 | 14 | 10 | 5 | 20 | 5 | 3.3 | 23.3 | 37 | |
| 46 | 4AL22BA088 | Shashikumar Ramanna Bangi | 26 | 25 | | 51 | 13 | 10 | 5 | 20 | 5 | 3.3 | 23.3 | 36 | |
| 47 | 4AL22BA089 | Shodhan Jain | 36 | 24 | | 60 | 15 | 10 | 5 | 22 | 5 | 3.7 | 23.7 | 39 | |
| 48 | 4AL22BA092 | Shraddha Shetty | 38 | 13 | | 51 | 13 | 10 | 5 | 16 | 5 | 2.7 | 22.7 | 35 | |
| 49 | 4AL22BA090 | Shraddha.m | 43 | 34 | | 77 | 19 | 10 | 5 | 19 | 5 | 3.2 | 23.2 | 42 | |
| 50 | 4AL22BA095 | Shreni Cs | 27 | 41 | | 68 | 17 | 10 | 5 | 23 | 5 | 3.8 | 23.8 | 41 | |
| 51 | 4AL22BA098 | Shreya Jain | 36 | 30 | | 66 | 17 | 10 | 5 | 15 | 5 | 2.5 | 22.5 | 39 | |
| 52 | 4AL22BA102 | Shushank Jain | 35 | 29 | | 64 | 16 | 10 | 5 | 19 | 5 | 3.2 | 23.2 | 39 | |
| 53 | 4AL22BA104 | Soujanya | 38 | 37 | | 75 | 19 | 10 | 5 | 16 | 5 | 2.7 | 22.7 | 41 | |
| 54 | 4AL22BA107 | Srushti | 38 | 24 | | 62 | 16 | 10 | 5 | 20 | 5 | 3.3 | 23.3 | 39 | |
| 55 | 4AL22BA108 | Sudeeksha S Shetty | 46 | 48 | | 94 | 24 | 10 | 5 | 19 | 5 | 3.2 | 23.2 | 47 | |
| 56 | 4AL22BA109 | Suman.b | 33 | 33 | | 66 | 17 | 10 | 5 | 22 | 5 | 3.7 | 23.7 | 40 | |
| 57 | 4AL22BA113 | Swathi | 39 | 29 | | 68 | 17 | 10 | 5 | 20 | 5 | 3.3 | 23.3 | 40 | |
| 58 | 4AL22BA115 | Thrupthi | 38 | 47 | | 85 | 21 | 10 | 5 | 19 | 5 | 3.2 | 23.2 | 44 | |
| 59 | 4AL22BA119 | Yashwith B Shetty | 40 | 30 | | 70 | 18 | 10 | 5 | 23 | 5 | 3.8 | 23.8 | 41 | |
| 60 | 4AL22BA055 | Poojary Vinisha | 43 | 36 | | 79 | 20 | 10 | 5 | 15 | 5 | 2.5 | 22.5 | 42 | |

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

# MARKETING MANAGEMENT(22MBA15) - SEMINAR

| Sl.No | Name | Topics | Signature |
|---|---|---|---|
| 1 | Abhiraj K V | Benefits of environmental analysis | |
| 2 | Adarsh | societal marketing concept;merits and demerits | |
| 3 | Akshari Shetty | Process of environmental analysis | |
| 4 | Amisha Devadiga | Limitations of environmental analysis | |
| 5 | Chethan | Packaging and labelling | |
| 6 | Ciona Vilceeta Pereira | Social marketing concept | |
| 7 | Deepthi | Merits of labellinhg | |
| 8 | Deepthi Kumari | Brand equity | |
| 9 | Dhanush | Marketing planning; intro. | |
| 10 | Divyashree | Brand extensions strategy | |
| 11 | Fiza S Shaikh | Marketing concept | |
| 12 | Harshitha | Essentials of marketing planning | |
| 13 | Helan K. J | Types of marketing | |
| 14 | Hithesh | How to write market plan | |
| 15 | K Abhay Pai | Positioning | |
| 16 | Kavya | Marketing plan process | |
| 17 | Kishan Kumar | online planning process | |
| 18 | Kruti K S | concepts of B2 marketing | |
| 19 | Maithri R Shetty | strategies for effective B2 marketing | |
| 20 | Meghana G.U | service marketing ;meaniung;definition, characteristics | |
| 21 | Monica M | difference between service marketing and product | |
| 22 | Muniraju S | digital marketing, components of digital marketing | |
| 23 | Navaneeth Gore | Merits of digital marketing | |
| 24 | Naveen | Demerits of digital marketing | |
| 25 | Nireeksha | social marketing;meaning;definitions | |
| 26 | Pooja | importance of social marketing . | |
| 27 | Pooja C | merits and demerits of social marketing | |
| 28 | Pooja k s | components of social marketing | |
| 29 | Prahlad V Acharya | green marketing ; importance to the company & consumers | |
| 30 | Prajna | market audit;features | |
| 31 | Prajwal | types of market audit | |
| 32 | Prerna Hegde | sponsorship | |
| 33 | Priyanka R | causes related to marketing | |
| 34 | Pruthvika B G | benefits and types | |
| 35 | Pruthviraj | marketing for non profit organisation | |
| 36 | Rakshith | reasons for failure of product | |
| 37 | Rakshith Shetty | relationship marketing; meaning;importance | |
| 38 | Rakshitha | marketing strategies for leaders | |
| 39 | Ramesh | nature of marketing | |
| 40 | Ramyashree | types of marketing strategies | |
| 41 | Samyak Jain | societal marketing concept;functions | |
| 42 | Sanketh S | pricing procedures | |
| 43 | Sapan | social responsibility;types | |

| | | | |
|---|---|---|---|
| 44 | Shama | 7 P's of service marketing | |
| 45 | Sharanya Shetty | corporate social responsibilty;needs | |
| 46 | Shashikumar Ramanna B | arguments of CSR | |
| 47 | Shodhan Jain | neuro marketing | |
| 48 | Shraddha Shetty | neuro marketing | |
| 49 | Shraddha.m | sensory marketing | |
| 50 | Shreni Cs | sensory marketing | |
| 51 | Shreya Jain | Guerilla marketing | |
| 52 | Shushank Jain | target marketing | |
| 53 | Soujanya | Online and mobile advertising strategy | |
| 54 | Srushti | Affiliation Marketing | |
| 55 | Sudeeksha S Shetty | product differenciation | |
| 56 | Suman.b | Affiliation Marketing | |
| 57 | Poojary vinisha | factors affecting market segmentation | |
| 58 | Swathi | Guerilla marketing | |
| 59 | Thrupthi | Marketing analytics | |
| 60 | Yashwith B Shetty | CSR | |

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# PG DEPARTMENT OF BUSINESS ADMINISTRATION

## RESULT ANALYSIS OF I SEM MBA- 2022-2023

| SL NO | USN | NAME | 22MBA11 | | | 22MBA12 | | | 22MBA13 | | | 22MBA14 | | | 22MBA15 | | | 22MBA16 | | | Remarks | MAX MARKS | TOTAL | % | CLASS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Principles of Management & Organisational Behaviour | | | Entrepreneurship Development | | | Accounting for Managers | | | Statistics For Managers | | | Marketing Management | | | Business Communications | | | | | | | |
| | | SECTION A | INT | EXT | TOT | INT | EXT | TOT | INT | EXT | TOT | INT | EXT | TOT | INT | EXT | TOT | INT | EXT | TOT | | | | | |
| 1 | 4AL22BA002 | Abin K P | 32 | 34 | 66 | 28 | 32 | 60 | 30 | 33 | 63 | 32 | 8 | 40 | 33 | 29 | 62 | 38 | 27 | 65 | F | 600 | 356 | 59.33 | SC |
| 2 | 4AL22BA005 | Akshatha B Mali | 44 | 35 | 79 | 40 | 28 | 68 | 41 | 37 | 78 | 45 | 27 | 72 | 41 | 33 | 74 | 44 | 39 | 83 | P | 600 | 454 | 75.67 | FCD |
| 3 | 4AL22BA006 | Akshitha.m | 42 | 36 | 78 | 37 | 31 | 68 | 43 | 38 | 81 | 44 | 23 | 67 | 40 | 31 | 71 | 44 | 32 | 76 | P | 600 | 441 | 73.50 | FCD |
| 4 | 4AL22BA007 | Alisha Maria | 43 | 29 | 72 | 37 | 31 | 68 | 38 | 31 | 69 | 42 | 23 | 65 | 44 | 29 | 73 | 45 | 33 | 78 | P | 600 | 425 | 70.83 | FCD |
| 5 | 4AL22BA009 | Apoorva | 42 | 32 | 74 | 39 | 32 | 71 | 43 | 35 | 78 | 41 | 24 | 65 | 44 | 31 | 75 | 43 | 37 | 80 | P | 600 | 443 | 73.83 | FCD |
| 6 | 4AL22BA010 | Ashwitha Shetty | 44 | 34 | 78 | 43 | 40 | 83 | 43 | 38 | 81 | 43 | 43 | 86 | 44 | 33 | 77 | 45 | 33 | 78 | P | 600 | 483 | 80.50 | FCD |
| 7 | 4AL22BA011 | Ayesha Ibrahim | 41 | 33 | 74 | 39 | 30 | 69 | 32 | 37 | 69 | 36 | 31 | 67 | 44 | 30 | 74 | 43 | 29 | 72 | P | 600 | 425 | 70.83 | FCD |
| 8 | 4AL22BA012 | Bhoomika | 41 | 36 | 77 | 42 | 34 | 76 | 43 | 32 | 75 | 41 | 32 | 73 | 45 | 37 | 82 | 45 | 31 | 76 | P | 600 | 459 | 76.50 | FCD |
| 9 | 4AL22BA013 | Bhoomika DR | 44 | 35 | 79 | 36 | 30 | 66 | 37 | 27 | 64 | 39 | 26 | 65 | 40 | 35 | 75 | 44 | 30 | 74 | P | 600 | 423 | 70.50 | FCD |
| 10 | 4AL22BA014 | Chaitra | 45 | 42 | 87 | 45 | 40 | 85 | 48 | 35 | 83 | 46 | 42 | 88 | 45 | 35 | 80 | 46 | 34 | 80 | P | 600 | 503 | 83.83 | FCD |
| 11 | 4AL22BA016 | Chirag | 41 | 37 | 78 | 39 | 40 | 79 | 45 | 34 | 79 | 47 | 44 | 91 | 41 | 39 | 80 | 41 | 34 | 75 | P | 600 | 482 | 80.33 | FCD |
| 12 | 4AL22BA018 | Deekshitha .N | 37 | 35 | 72 | 38 | 34 | 72 | 33 | 36 | 69 | 40 | 27 | 67 | 39 | 36 | 75 | 41 | 37 | 78 | P | 600 | 433 | 72.17 | FCD |
| 13 | 4AL22BA019 | Deekshitha Rani K | 41 | 28 | 69 | 41 | 41 | 82 | 42 | 32 | 74 | 42 | 20 | 62 | 43 | 35 | 78 | 43 | 35 | 78 | P | 600 | 443 | 73.83 | FCD |
| 14 | 4AL22BA023 | Dhanush. K | 40 | 31 | 71 | 39 | 29 | 68 | 42 | 36 | 78 | 40 | 21 | 61 | 42 | 30 | 72 | 42 | 33 | 75 | P | 600 | 425 | 70.83 | FCD |
| 15 | 4AL22BA024 | Dhruvakumar Av | 38 | 33 | 71 | 35 | 34 | 69 | 31 | 31 | 62 | 39 | 9 | 48 | 40 | 26 | 66 | 41 | 31 | 72 | F | 600 | 388 | 64.67 | FC |
| 16 | 4AL22BA027 | Greeshma | 42 | 33 | 75 | 37 | 38 | 75 | 36 | 28 | 64 | 38 | 29 | 67 | 43 | 31 | 74 | 45 | 32 | 77 | P | 600 | 432 | 72.00 | FCD |
| 17 | 4AL22BA032 | Hrushitha | 43 | 39 | 82 | 39 | 29 | 68 | 40 | 32 | 72 | 43 | 40 | 83 | 43 | 35 | 78 | 44 | 34 | 78 | P | 600 | 461 | 76.83 | FCD |
| 18 | 4AL22BA033 | Jenisha Lasrado | 44 | 33 | 77 | 45 | 35 | 80 | 45 | 41 | 86 | 46 | 29 | 75 | 43 | 39 | 82 | 46 | 39 | 85 | P | 600 | 485 | 80.83 | FCD |
| 19 | 4AL22BA036 | Keerthan | 43 | 29 | 72 | 40 | 38 | 78 | 41 | 36 | 77 | 37 | 23 | 60 | 43 | 36 | 79 | 41 | 37 | 78 | P | 600 | 444 | 74.00 | FCD |
| 20 | 4AL22BA038 | Krithik K M | 44 | 35 | 79 | 38 | 39 | 77 | 34 | 35 | 69 | 42 | 30 | 72 | 41 | 28 | 69 | 46 | 32 | 78 | P | 600 | 444 | 74.00 | FCD |
| 21 | 4AL22BA041 | Megha | 43 | 37 | 80 | 36 | 38 | 74 | 39 | 34 | 73 | 40 | 30 | 70 | 40 | 32 | 72 | 45 | 33 | 78 | P | 600 | 447 | 74.50 | FCD |
| 22 | 4AL22BA045 | Nanda DS | 42 | 36 | 78 | 33 | 30 | 63 | 34 | 21 | 55 | 42 | 37 | 79 | 41 | 36 | 77 | 40 | 37 | 77 | P | 600 | 429 | 71.50 | FCD |
| 23 | 4AL22BA049 | Nithin J. Poojary | 40 | 37 | 77 | 37 | 39 | 76 | 40 | 39 | 79 | 42 | 34 | 76 | 39 | 30 | 69 | 47 | 35 | 82 | P | 600 | 459 | 76.50 | FCD |
| 24 | 4AL22BA050 | Nithya | 44 | 36 | 80 | 40 | 39 | 79 | 40 | 38 | 78 | 41 | 49 | 90 | 42 | 36 | 78 | 47 | 32 | 79 | P | 600 | 484 | 80.67 | FCD |
| 25 | 4AL22BA051 | Nithya R S | 44 | 29 | 73 | 44 | 35 | 79 | 38 | 31 | 69 | 41 | 14 | 55 | 44 | 27 | 71 | 46 | 30 | 76 | F | 600 | 423 | 70.50 | FCD |
| 26 | 4AL22BA057 | Prajeetha Shetty | 45 | 33 | 78 | 43 | 44 | 87 | 44 | 35 | 79 | 45 | 29 | 74 | 45 | 29 | 74 | 46 | 31 | 77 | P | 600 | 469 | 78.17 | FCD |
| 27 | 4AL22BA060 | Pramod | 37 | 38 | 75 | 30 | 38 | 68 | 25 | 40 | 65 | 36 | 25 | 61 | 41 | 33 | 74 | 45 | 30 | 75 | P | 600 | 418 | 69.67 | FC |
| 28 | 4AL22BA061 | Pranava Swaroopa | 42 | 27 | 69 | 42 | 37 | 79 | 43 | 37 | 80 | 43 | 31 | 74 | 41 | 30 | 71 | 45 | 30 | 75 | P | 600 | 448 | 74.67 | FCD |
| 29 | 4AL22BA062 | Praneetha. J. H | 41 | 39 | 80 | 41 | 39 | 80 | 37 | 35 | 72 | 39 | 29 | 68 | 42 | 41 | 83 | 43 | 34 | 77 | P | 600 | 460 | 76.67 | FCD |
| 30 | 4AL22BA063 | Prashantha G | 40 | 25 | 65 | 28 | 34 | 62 | 31 | 31 | 62 | 37 | 11 | 48 | 32 | 21 | 53 | 39 | 27 | 66 | F | 600 | 356 | 59.33 | SC |

| | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 31 | 4AL22BA064 | Prathiksha | 39 | 29 | 68 | 35 | 37 | 72 | 36 | 22 | 58 | 38 | 20 | 58 | 42 | 29 | 71 | 44 | 34 | 78 | P | 600 | 405 | 67.50 | FC |
| 32 | 4AL22BA065 | Prathiksha Shetty | 45 | 35 | 80 | 44 | 32 | 76 | 37 | 35 | 72 | 36 | 20 | 56 | 44 | 29 | 73 | 45 | 33 | 78 | P | 600 | 435 | 72.50 | FCD |
| 33 | 4AL22BA069 | Rachana Shenoy | 44 | 36 | 80 | 45 | 41 | 86 | 49 | 40 | 89 | 48 | 30 | 78 | 46 | 30 | 76 | 46 | 35 | 81 | P | 600 | 490 | 81.67 | FCD |
| 34 | 4AL22BA070 | Rajendra Prasad K B | 40 | 32 | 72 | 40 | 35 | 75 | 39 | 38 | 77 | 40 | 34 | 74 | 42 | 36 | 78 | 43 | 30 | 73 | P | 600 | 449 | 74.83 | FCD |
| 35 | 4AL22BA072 | Rakshith Jain | 37 | 27 | 64 | 39 | 35 | 74 | 35 | 36 | 71 | 41 | 23 | 64 | 41 | 38 | 79 | 41 | 24 | 65 | P | 600 | 417 | 69.50 | FC |
| 36 | 4AL22BA077 | Rashmitha | 35 | 20 | 55 | 33 | 36 | 69 | 30 | 21 | 51 | 37 | 28 | 65 | 38 | 36 | 74 | 39 | 34 | 73 | P | 600 | 387 | 64.50 | FC |
| 37 | 4AL22BA078 | Rithesh B | 45 | 36 | 81 | 43 | 28 | 71 | 48 | 42 | 90 | 44 | 47 | 91 | 45 | 27 | 72 | 46 | 34 | 80 | P | 600 | 485 | 80.83 | FCD |
| 38 | 4AL22BA079 | Sahana | 45 | 35 | 80 | 41 | 32 | 73 | 40 | 40 | 80 | 43 | 37 | 80 | 42 | 32 | 74 | 45 | 35 | 80 | P | 600 | 467 | 77.83 | FCD |
| 39 | 4AL22BA080 | Sahithya | 42 | 33 | 75 | 38 | 35 | 73 | 39 | 31 | 70 | 40 | 40 | 80 | 41 | 28 | 69 | 40 | 34 | 74 | P | 600 | 441 | 73.50 | FCD |
| 40 | 4AL22BA082 | Sandeep Raviprasad Achary | 42 | 23 | 65 | 42 | 31 | 73 | 40 | 31 | 71 | 40 | 27 | 67 | 45 | 26 | 71 | 43 | 29 | 72 | P | 600 | 419 | 69.83 | FC |
| 41 | 4AL22BA085 | Satyajith H Rao | 41 | 35 | 76 | 40 | 35 | 75 | 30 | 39 | 69 | 40 | 26 | 66 | 36 | 37 | 73 | 44 | 32 | 76 | P | 600 | 435 | 72.50 | FCD |
| 42 | 4AL22BA091 | Shraddha S Shetty | 44 | 33 | 77 | 44 | 34 | 78 | 37 | 39 | 76 | 41 | 24 | 65 | 41 | 29 | 70 | 47 | 32 | 79 | P | 600 | 445 | 74.17 | FCD |
| 43 | 4AL22BA093 | Shramya | 48 | 37 | 85 | 45 | 32 | 77 | 38 | 40 | 78 | 42 | 33 | 75 | 44 | 29 | 73 | 46 | 36 | 82 | P | 600 | 470 | 78.33 | FCD |
| 44 | 4AL22BA094 | Shravan Acharya | 43 | 29 | 72 | 41 | 35 | 76 | 39 | 34 | 73 | 38 | 31 | 69 | 43 | 33 | 76 | 44 | 35 | 79 | P | 600 | 445 | 74.17 | FCD |
| 45 | 4AL22BA096 | Shreshta Jain | 46 | 41 | 87 | 47 | 41 | 88 | 47 | 39 | 86 | 48 | 33 | 81 | 47 | 36 | 83 | 47 | 36 | 83 | P | 600 | 508 | 84.67 | FCD |
| 46 | 4AL22BA097 | Shreya | 42 | 29 | 71 | 42 | 29 | 71 | 48 | 41 | 89 | 39 | 41 | 80 | 41 | 34 | 75 | 44 | 35 | 79 | P | 600 | 465 | 77.50 | FCD |
| 47 | 4AL22BA099 | Shreya Kava | 41 | 35 | 76 | 43 | 40 | 83 | 43 | 38 | 81 | 37 | 23 | 60 | 45 | 35 | 80 | 43 | 40 | 83 | P | 600 | 463 | 77.17 | FCD |
| 48 | 4AL22BA100 | Shreyas H Devadiga | 40 | 31 | 71 | 37 | 39 | 76 | 34 | 34 | 68 | 40 | 28 | 68 | 42 | 28 | 70 | 43 | 35 | 78 | P | 600 | 431 | 71.83 | FCD |
| 49 | 4AL22BA101 | Shrutha D Shetty | 42 | 29 | 71 | 41 | 28 | 69 | 38 | 27 | 65 | 41 | 28 | 69 | 41 | 33 | 74 | 45 | 32 | 77 | P | 600 | 425 | 70.83 | FCD |
| 50 | 4AL22BA103 | Sindhu Shiva Kharvi | 43 | 41 | 84 | 43 | 41 | 84 | 42 | 35 | 77 | 39 | 27 | 66 | 43 | 39 | 82 | 44 | 33 | 77 | P | 600 | 470 | 78.33 | FCD |
| 51 | 4AL22BA105 | Sowndarya | 42 | 31 | 73 | 39 | 29 | 68 | 34 | 35 | 69 | 40 | 28 | 68 | 42 | 33 | 75 | 42 | 30 | 72 | P | 600 | 425 | 70.83 | FCD |
| 52 | 4AL22BA106 | Srikanth N | 39 | 28 | 67 | 40 | 31 | 71 | 36 | 25 | 61 | 43 | 31 | 74 | 41 | 30 | 71 | 40 | 36 | 76 | P | 600 | 420 | 70.00 | FCD |
| 53 | 4AL22BA110 | Supritha | 40 | 31 | 71 | 37 | 36 | 73 | 34 | 24 | 58 | 42 | 27 | 69 | 41 | 27 | 68 | 41 | 20 | 61 | P | 600 | 400 | 66.67 | FC |
| 54 | 4AL22BA111 | Suvith Shetty | 38 | 20 | 58 | 35 | 22 | 57 | 35 | 24 | 59 | 39 | 31 | 70 | 37 | 35 | 72 | 42 | 28 | 70 | P | 600 | 386 | 64.33 | FC |
| 55 | 4AL22BA112 | Suzana Shaikh | 43 | 33 | 76 | 39 | 29 | 68 | 34 | 20 | 54 | 36 | 22 | 58 | 41 | 30 | 71 | 43 | 35 | 78 | P | 600 | 405 | 67.50 | FC |
| 56 | 4AL22BA114 | Tekoji Sillikyatar | 37 | 29 | 66 | 34 | 35 | 69 | 34 | 27 | 61 | 44 | 29 | 73 | 36 | 27 | 63 | 42 | 38 | 80 | P | 600 | 412 | 68.67 | FC |
| 57 | 4AL22BA116 | Vikas D K | 40 | 31 | 71 | 34 | 29 | 63 | 31 | 26 | 57 | 41 | 20 | 61 | 39 | 39 | 78 | 42 | 38 | 80 | P | 600 | 410 | 68.33 | FC |
| 58 | 4AL22BA117 | Vineeth V Devadiga | 41 | 27 | 68 | 39 | 36 | 75 | 40 | 31 | 71 | 43 | 27 | 70 | 41 | 26 | 67 | 41 | 39 | 80 | P | 600 | 431 | 71.83 | FCD |
| 59 | 4AL22BA118 | Vinutha | 42 | 31 | 73 | 42 | 35 | 77 | 42 | 39 | 81 | 39 | 37 | 76 | 43 | 30 | 73 | 47 | 37 | 84 | P | 600 | 464 | 77.33 | FCD |
| 60 | 4AL22BA120 | Yogish | 42 | 27 | 69 | 41 | 21 | 62 | 43 | 31 | 74 | 44 | 26 | 70 | 37 | 26 | 63 | 45 | 26 | 71 | P | 600 | 409 | 68.17 | FC |
| **SECTION B** | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 4AL22BA001 | Abhiraj K V | 43 | 41 | 84 | 44 | 38 | 82 | 44 | 41 | 85 | 49 | 42 | 91 | 46 | 36 | 82 | 45 | 32 | 77 | P | 600 | 501 | 83.50 | FCD |
| 2 | 4AL22BA003 | Adarsh | 35 | 20 | 55 | 35 | 17 | 52 | 35 | 15 | 50 | 30 | 21 | 51 | 35 | 30 | 65 | 41 | 24 | 65 | F | 600 | 338 | 56.33 | SC |
| 3 | 4AL22BA004 | Akshari Shetty | 45 | 36 | 81 | 43 | 39 | 82 | 49 | 37 | 86 | 50 | 45 | 95 | 45 | 29 | 74 | 47 | 35 | 82 | P | 600 | 500 | 83.33 | FCD |
| 4 | 4AL22BA008 | Amisha Devadiga | 39 | 27 | 66 | 37 | 35 | 72 | 34 | 20 | 54 | 30 | 21 | 32 | 33 | 26 | 59 | 41 | 22 | 63 | F | 600 | 346 | 57.67 | SC |
| 5 | 4AL22BA015 | Chethan | 35 | 34 | 69 | 40 | 34 | 74 | 35 | 38 | 73 | 30 | 12 | 42 | 39 | 36 | 75 | 42 | 33 | 75 | F | 600 | 408 | 68.00 | FC |
| 6 | 4AL22BA017 | Ciona Vilceeta Pereira | 42 | 35 | 77 | 44 | 38 | 82 | 43 | 39 | 82 | 45 | 33 | 78 | 45 | 34 | 79 | 46 | 31 | 77 | P | 600 | 475 | 79.17 | FCD |
| 7 | 4AL22BA020 | Deepthi | 37 | 32 | 69 | 40 | 30 | 70 | 40 | 26 | 66 | 30 | 24 | 54 | 41 | 33 | 74 | 44 | 34 | 78 | P | 600 | 411 | 68.50 | FC |
| 8 | 4AL22BA021 | Deepthi Kumari | 36 | 38 | 74 | 39 | 31 | 70 | 36 | 29 | 65 | 31 | 22 | 53 | 34 | 25 | 59 | 42 | 32 | 74 | P | 600 | 395 | 65.83 | FC |
| 9 | 4AL22BA022 | Dhanush | 37 | 32 | 69 | 36 | 39 | 75 | 39 | 34 | 73 | 36 | 28 | 64 | 39 | 31 | 70 | 40 | 31 | 71 | P | 600 | 422 | 70.33 | FCD |
| 10 | 4AL22BA025 | Divyashree | 40 | 31 | 71 | 46 | 38 | 84 | 46 | 37 | 83 | 44 | 23 | 67 | 42 | 37 | 79 | 45 | 32 | 77 | P | 600 | 461 | 76.83 | FCD |
| 11 | 4AL22BA026 | Fiza S Shaikh | 37 | 37 | 74 | 40 | 38 | 78 | 38 | 39 | 77 | 30 | 31 | 61 | 44 | 45 | 89 | 44 | 39 | 83 | P | 600 | 462 | 77.00 | FCD |
| 12 | 4AL22BA028 | Harshitha | 37 | 32 | 69 | 37 | 27 | 64 | 42 | 38 | 80 | 42 | 30 | 72 | 36 | 32 | 68 | 46 | 34 | 80 | P | 600 | 433 | 72.17 | FCD |
| 13 | 4AL22BA030 | Helan K. J | 36 | 26 | 62 | 38 | 27 | 65 | 35 | 32 | 67 | 30 | 22 | 52 | 37 | 33 | 70 | 44 | 26 | 70 | P | 600 | 386 | 64.33 | FC |

| 14 | 4AL22BA031 | Hithesh | 35 | 31 | 66 | 38 | 29 | 67 | 36 | 34 | 70 | 34 | 20 | 54 | 39 | 30 | 69 | 44 | 29 | 73 | P | 600 | 399 | 66.50 | FC |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 15 | 4AL22BA034 | K Abhay Pai · | 38 | 31 | 69 | 43 | 34 | 77 | 41 | 31 | 72 | 37 | 27 | 64 | 42 | 29 | 71 | 46 | 38 | 84 | P | 600 | 437 | 72.83 | FCD |
| 16 | 4AL22BA035 | Kavya | 41 | 40 | 81 | 44 | 31 | 75 | 42 | 30 | 72 | 39 | 30 | 69 | 45 | 32 | 77 | 46 | 29 | 75 | P | 600 | 449 | 74.83 | FCD |
| 17 | 4AL22BA037 | Kishan Kumar | 37 | 27 | 64 | 40 | 40 | 80 | 40 | 34 | 74 | 30 | 26 | 56 | 39 | 29 | 68 | 44 | 32 | 76 | P | 600 | 418 | 69.67 | FC |
| 18 | 4AL22BA039 | Kruti K S | 37 | 37 | 74 | 38 | 41 | 79 | 38 | 38 | 76 | 33 | 25 | 58 | 38 | 29 | 67 | 42 | 39 | 81 | P | 600 | 435 | 72.50 | FCD |
| 19 | 4AL22BA040 | Maithri R Shetty | 34 | 33 | 67 | 39 | 38 | 77 | 43 | 40 | 83 | 30 | 20 | 50 | 42 | 34 | 76 | 46 | 29 | 75 | P | 600 | 428 | 71.33 | FCD |
| 20 | 4AL22BA042 | Meghana G.U | 36 | 29 | 65 | 37 | 32 | 69 | 35 | 24 | 59 | 31 | 24 | 55 | 37 | 32 | 69 | 45 | 35 | 80 | P | 600 | 397 | 66.17 | FC |
| 21 | 4AL22BA043 | Monica M | 36 | 31 | 67 | 38 | 41 | 79 | 39 | 22 | 61 | 34 | 28 | 62 | 38 | 23 | 61 | 43 | 31 | 74 | P | 600 | 404 | 67.33 | FC |
| 22 | 4AL22BA044 | Muniraju S | 36 | 36 | 72 | 41 | 30 | 71 | 34 | 31 | 65 | 30 | 26 | 56 | 38 | 34 | 72 | 40 | 35 | 75 | P | 600 | 411 | 68.50 | FC |
| 23 | 4AL22BA046 | Navaneeth Gore | 35 | 30 | 65 | 41 | 30 | 71 | 37 | 25 | 62 | 33 | 26 | 59 | 40 | 38 | 78 | 46 | 28 | 74 | P | 600 | 409 | 68.17 | FC |
| 24 | 4AL22BA047 | Naveen | 30 | 29 | 59 | 34 | 31 | 65 | 34 | 25 | 59 | 30 | [illegible] | 39 | 34 | 33 | 67 | 40 | 29 | 69 | [illegible] | 600 | 358 | 59.67 | SC |
| 25 | 4AL22BA048 | Nireeksha | 41 | 36 | 77 | 41 | 31 | 72 | 45 | 36 | 81 | 40 | 30 | 70 | 44 | 43 | 87 | 46 | 37 | 83 | P | 600 | 470 | 78.33 | FCD |
| 26 | 4AL22BA052 | Pooja | 36 | 40 | 76 | 41 | 39 | 80 | 40 | 30 | 70 | 37 | 27 | 64 | 44 | 30 | 74 | 45 | 34 | 79 | P | 600 | 443 | 73.83 | FCD |
| 27 | 4AL22BA053 | Pooja C | 35 | 36 | 71 | 42 | 29 | 71 | 40 | 28 | 68 | 37 | [illegible] | 51 | 42 | 31 | 73 | 45 | 27 | 72 | [illegible] | 600 | 406 | 67.67 | FC |
| 28 | 4AL22BA054 | Pooja k s | 37 | 38 | 75 | 37 | 38 | 75 | 37 | 39 | 76 | 37 | 31 | 68 | 37 | 31 | 68 | 44 | 23 | 67 | P | 600 | 429 | 71.50 | FCD |
| 29 | 4AL22BA055 | Poojary Vinisha | 40 | 35 | 75 | 40 | 28 | 68 | 44 | 40 | 84 | 44 | 33 | 77 | 42 | 32 | 74 | 46 | 34 | 80 | P | 600 | 458 | 76.33 | FCD |
| 30 | 4AL22BA056 | Prahlad V Acharya | 37 | 33 | 70 | 40 | 27 | 67 | 42 | 31 | 73 | 40 | 31 | 71 | 42 | 31 | 73 | 46 | 35 | 81 | P | 600 | 435 | 72.50 | FCD |
| 31 | 4AL22BA058 | Prajna | 36 | 32 | 68 | 40 | 41 | 81 | 43 | 41 | 84 | 45 | 30 | 75 | 40 | 33 | 73 | 44 | 31 | 75 | P | 600 | 456 | 76.00 | FCD |
| 32 | 4AL22BA059 | Prajwal | 33 | 32 | 65 | 40 | 30 | 70 | 37 | 36 | 73 | 32 | 33 | 65 | 37 | 30 | 67 | 43 | 31 | 74 | P | 600 | 414 | 69.00 | FC |
| 33 | 4AL22BA029 | Prerna Hegde | 35 | 27 | 62 | 36 | 38 | 74 | 34 | 20 | 54 | 31 | 20 | 51 | 34 | 25 | 59 | 40 | 25 | 65 | P | 600 | 365 | 60.83 | FC |
| 34 | 4AL22BA066 | Priyanka R | 36 | 31 | 67 | 42 | 35 | 77 | 39 | 25 | 64 | 32 | 20 | 52 | 38 | 31 | 69 | 43 | 30 | 73 | P | 600 | 402 | 67.00 | FC |
| 35 | 4AL22BA067 | Pruthvika B G | 39 | 37 | 76 | 42 | 27 | 69 | 45 | 35 | 80 | 45 | 38 | 83 | 43 | 33 | 76 | 45 | 34 | 79 | P | 600 | 463 | 77.17 | FCD |
| 36 | 4AL22BA068 | Pruthviraj | 36 | 34 | 70 | 42 | 37 | 79 | 34 | 35 | 69 | 35 | 21 | 56 | 40 | 28 | 68 | 46 | 31 | 77 | P | 600 | 419 | 69.83 | FC |
| 37 | 4AL22BA071 | Rakshith | 40 | 39 | 79 | 43 | 32 | 75 | 43 | 38 | 81 | 45 | 32 | 77 | 41 | 32 | 73 | 45 | 33 | 78 | P | 600 | 463 | 77.17 | FCD |
| 38 | 4AL22BA073 | Rakshith Shetty | 39 | 25 | 64 | 42 | 30 | 72 | 44 | 35 | 79 | 46 | 30 | 76 | 42 | 34 | 76 | 45 | 31 | 76 | P | 600 | 443 | 73.83 | FCD |
| 39 | 4AL22BA074 | Rakshitha | 37 | 35 | 72 | 41 | 37 | 78 | 41 | 40 | 81 | 45 | 31 | 76 | 38 | 29 | 67 | 46 | 37 | 83 | P | 600 | 457 | 76.17 | FCD |
| 40 | 4AL22BA075 | Ramesh | 34 | 27 | 61 | 38 | 35 | 73 | 35 | 30 | 65 | 30 | 22 | 52 | 32 | 30 | 62 | 44 | 35 | 79 | P | 600 | 392 | 65.33 | FC |
| 41 | 4AL22BA076 | Ramyashree | 38 | 33 | 71 | 38 | 35 | 73 | 37 | 39 | 76 | 39 | 22 | 61 | 41 | 33 | 74 | 41 | 34 | 75 | P | 600 | 430 | 71.67 | FCD |
| 42 | 4AL22BA081 | Samyak Jain | 40 | 36 | 76 | 41 | 29 | 70 | 44 | 41 | 85 | 46 | 29 | 75 | 42 | 36 | 78 | 45 | 26 | 71 | P | 600 | 455 | 75.83 | FCD |
| 43 | 4AL22BA083 | Sanketh S | 35 | 29 | 64 | 42 | 31 | 73 | 40 | 36 | 76 | 30 | 20 | 50 | 39 | 28 | 67 | 45 | 31 | 76 | P | 600 | 406 | 67.67 | FC |
| 44 | 4AL22BA084 | Sapan | 38 | 39 | 77 | 43 | 32 | 75 | 42 | 42 | 84 | 39 | 31 | 70 | 41 | 29 | 70 | 46 | 35 | 81 | P | 600 | 457 | 76.17 | FCD |
| 45 | 4AL22BA086 | Shama | 38 | 36 | 74 | 40 | 40 | 80 | 37 | 31 | 68 | 38 | 27 | 65 | 37 | 26 | 63 | 43 | 37 | 80 | P | 600 | 430 | 71.67 | FCD |
| 46 | 4AL22BA087 | Sharanya Shetty | 38 | 37 | 75 | 39 | 34 | 73 | 40 | 31 | 71 | 33 | 24 | 57 | 37 | 35 | 72 | 43 | 38 | 81 | P | 600 | 429 | 71.50 | FCD |
| 47 | 4AL22BA088 | Shashikumar Ramanna Ban | 34 | 29 | 63 | 37 | 26 | 63 | 33 | 36 | 69 | 30 | 22 | 52 | 36 | 24 | 60 | 43 | 29 | 72 | P | 600 | 379 | 63.17 | FC |
| 48 | 4AL22BA089 | Shodhan Jain | 35 | 32 | 67 | 37 | 31 | 68 | 38 | 33 | 71 | 30 | 33 | 63 | 39 | 34 | 73 | 43 | 31 | 74 | P | 600 | 416 | 69.33 | FC |
| 49 | 4AL22BA092 | Shraddha Shetty | 34 | 33 | 67 | 38 | 32 | 70 | 37 | 31 | 68 | 34 | 23 | 57 | 35 | 35 | 70 | 46 | 35 | 81 | P | 600 | 413 | 68.83 | FC |
| 50 | 4AL22BA090 | Shraddha.m | 40 | 36 | 76 | 44. | 37 | 81 | 45 | 41 | 86 | 48 | 30 | 78 | 42 · | 34 | 76 | 46 | 34 | 80 | P | 600 | 477 | .79.50 | FCD |
| 51 | 4AL22BA095 | Shreni Cs | 38 | 38 | 76 | 41 | 35 | 76 | 37 | 35 | 72 | 30 | 29 | 59 | 41 | 37 | 78 | 45 | 34 | 79 | P | 600 | 440 | 73.33 | FCD |
| 52 | 4AL22BA098 | Shreya Jain | 36 | 33 | 69 | 41 | 33 | 74 | 37 | 29 | 66 | 44 | 27 | 71 | 39 | 39 | 78 | 46 | 38 | 84 | P | 600 | 442 | 73.67 | FCD |
| 53 | 4AL22BA102 | Shushank Jain | 35 | 29 | 64 | 38 | 33 | 71 | 37 | 27 | 64 | 33 | 26 | 59 | 39 | 32 | 71 | 40 | 21 | 61 | P | 600 | 390 | 65.00 | FC |
| 54 | 4AL22BA104 | Soujanya | 36 | 35 | 71 | 43 | 26 | 69 | 43 | 36 | 79 | 44 | 38 | 82 | 41 | 37 | 78 | 41 | 33 | 74 | P | 600 | 453 | 75.50 | FCD |
| 55 | 4AL22BA107 | Srushti | 37 | 36 | 73 | 40 | 36 | 76 | 39 | 38 | 77 | 32 | 31 | 63 | 39 | 26 | 65 | 44 | 30 | 74 | P | 600 | 428 | 71.33 | FCD |
| 56 | 4AL22BA108 | Sudeeksha S Shetty | 38 | 34 | 72 | 41 | 37 | 78 | 42 | 39 | 81 | 32 | [illegible] | 45 | 47 | 37 | 84 | 44 | 29 | 73 | [illegible] | 600 | 433 | 72.17 | FCD |
| 57 | 4AL22BA109 | Suman.b | 34 | 26 | 60 | 37 | 35 | 72 | 35 | 29 | 64 | 35 | 26 | 61 | 40 | 25 | 65 | 42 | 24 | 66 | P | 600 | 388 | 64.67 | FC |

| | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 58 | 4AL22BA113 | Swathi | 34 | 37 | 71 | 38 | 26 | 64 | 42 | 35 | 77 | 38 | [illegible] | 51 | 40 | 27 | 67 | 44 | 35 | 79 | [illegible] | [illegible] | [illegible] | [illegible] |
| 59 | 4AL22BA115 | Thrupthi | 42 | 40 | 82 | 40 | 40 | 80 | 37 | 36 | 73 | 41 | 28 | 69 | 44 | 29 | 73 | 46 | 32 | 78 | [illegible] | [illegible] | [illegible] | [illegible] |
| 60 | 4AL22BA119 | Yashwith B Shetty | 36 | 31 | 67 | 42 | 30 | 72 | 39 | 37 | 76 | 39 | 31 | 70 | 41 | 34 | 75 | 44 | 37 | 81 | [illegible] | [illegible] | [illegible] | [illegible] |

| | | % |
|---|---|---|
| TOTAL STUDENTS | 120 | 90.83 |
| PASS | 109 | |
| FAIL | 11 | |
| Absent | 0 | |

| | |
|---|---|
| DISTINCTION | 80 |
| I CLASS | 35 |
| II CLASS | 5 |
| FAIL | 11 |

**CLASS TOPPERS**

| | USN | NAME | Marks | % |
|---|---|---|---|---|
| 1 | 4AL22BA096 | Shreshta Jain | 508 | 84.67% |
| 2 | 4AL22BA014 | Chaitra | 503 | 83.83% |
| 3 | 4AL22BA001 | Abhiraj K V | 501 | 83.50% |
| 4 | 4AL22BA004 | Akshari Shetty | 500 | 83.33% |

| SUB WISE RESULTS | | SECTION | FACULTY NAME | TOTAL | FAIL | ABSENT | Percentage |
|---|---|---|---|---|---|---|---|
| 22MBA11 | Management & Organisational Behaviour | A | Mrs. Harshitha Shetty | 60 | 0 | 0 | 100.00% |
| | | B | Mr. Prajwal B K | 60 | 0 | 0 | |
| 22MBA12 | Entrepreneurship Development | A | Mrs. Priya Sequeira | 60 | 0 | 0 | 99.17% |
| | | B | Mr. Guruprasad Pai/ Mr. Johnson Fernandes | 60 | 1 | 0 | |
| 22MBA13 | Accounting for Managers | A | Dr. Catherine Nirmala | 60 | 0 | 0 | 99.17% |
| | | B | Mrs. Maithri | 60 | 1 | 0 | |
| 22MBA14 | Statistics For Managers | A | Mr. Neeraj Rai | 60 | 4 | 0 | 91.67% |
| | | B | Dr. Vishnu Prasanna K N | 60 | 6 | 0 | |
| 22MBA15 | Marketing Management | A | Mr. Guruprasad Pai | 60 | 0 | 0 | 100.00% |
| | | B | Mrs. Priya Sequeira | 60 | 0 | 0 | |
| 22MBA16 | Business Communications | A | Mr. Johnson Fernandes | 60 | 0 | 0 | 100.00% |
| | | B | Mr. Prajwal B K | 60 | 0 | 0 | |
| Total | | | | | 12 | 0 | |

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR – 574 225

PRINCIPAL
AIET, Mijar

PRINCIPAL
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225, D.K

## COURSE OUTCOMES (COs) ASSESSMENT MATRIX

**Alva's Institute of Engineering and Technology, Moodbidri**

**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

| | |
|---|---|
| **Academic Year:** | 2022-2023 |
| **Course Name & Course Code:** | MARKETING MANAGEMENT/22MBA15 |
| **Faculty Name:** | Mrs. Priya Sequeira, Mr. Guruprasd Pai |

### CO Attainment - Direct

| Cos | Formative Assessment | Summative Assessment | Total Attainment Direct | CO Attainment Indirect | CO Attainment |
|---|---|---|---|---|---|
| 22MBA15.1 | 3 | 3 | 3.00 | 3 | 3 |
| 22MBA15.2 | 3 | 3 | 3.00 | 3 | 3 |
| 22MBA15.3 | 3 | 3 | 3.00 | 3 | 3 |
| 22MBA15.4 | 3 | 3 | 3.00 | 3 | 3 |
| 22MBA15.5 | 3 | 3 | 3.00 | 3 | 3 |
| 22MBA15.6 | 3 | 3 | 3.00 | 0 | 2.7 |
| Average | | | 3.00 | 2.5 | 2.95 |

Attainment Level 1: 50% students rated more than or equal to 50% of maximum marks

Attainment Level 2: 60% students rated more than or equal to 50% of maximum marks

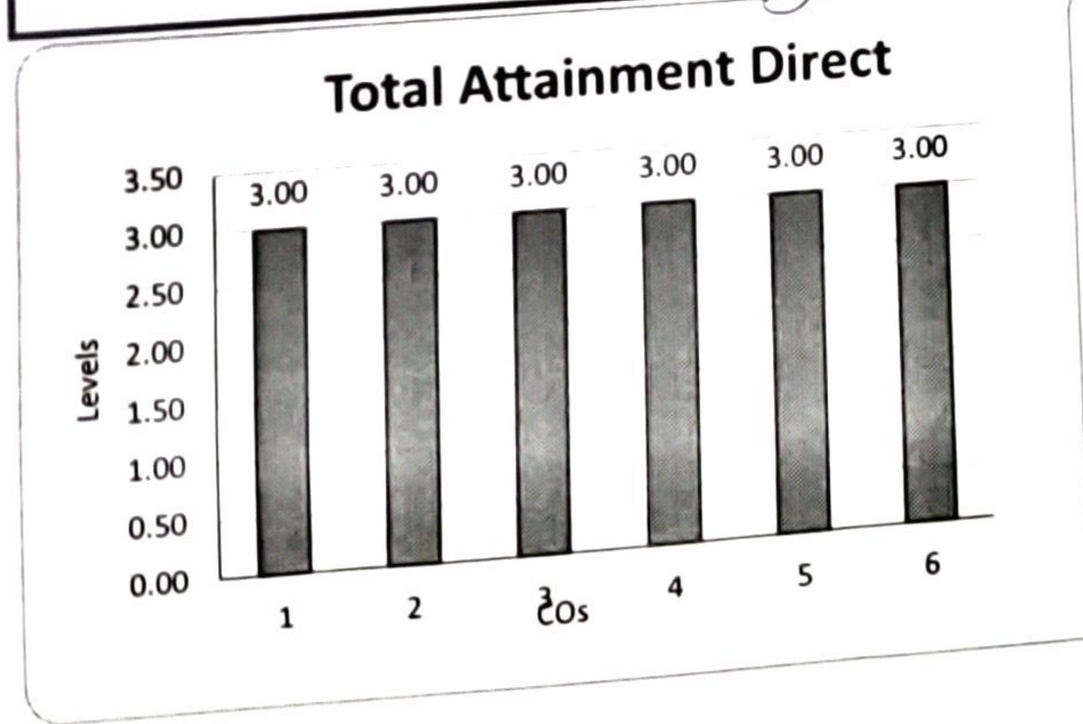
Attainment Level 3: 70% students rated more than or equal to 50% of maximum marks

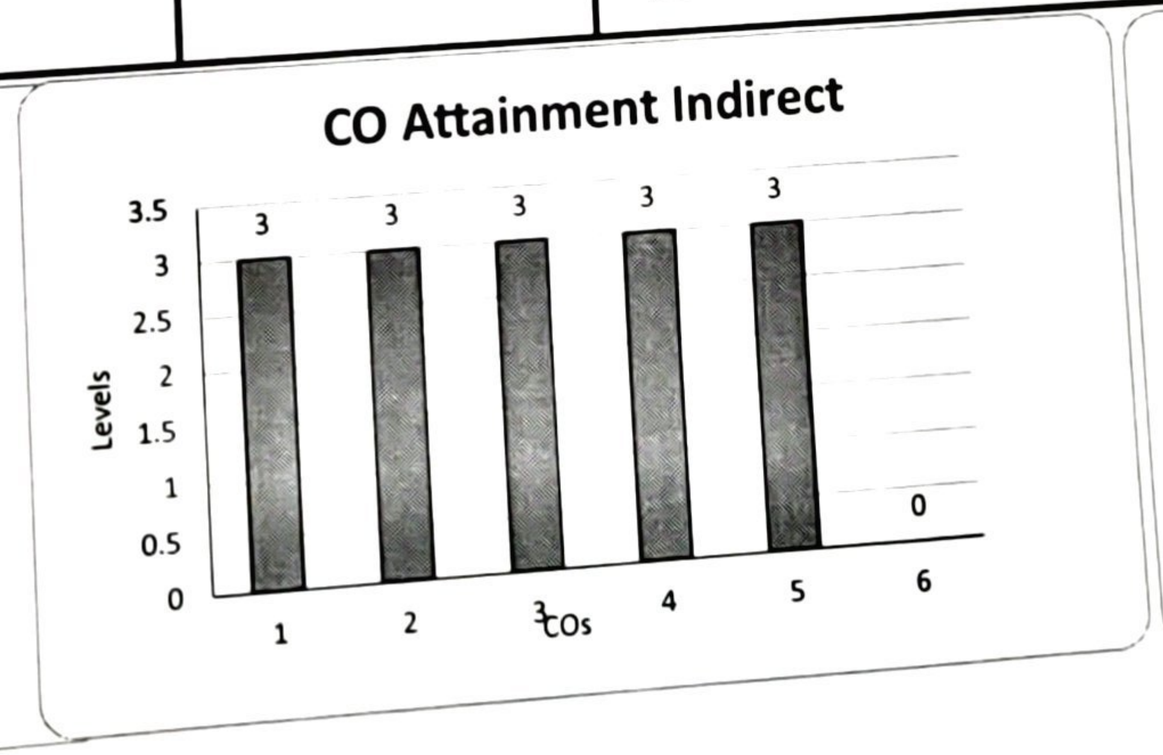
Note:

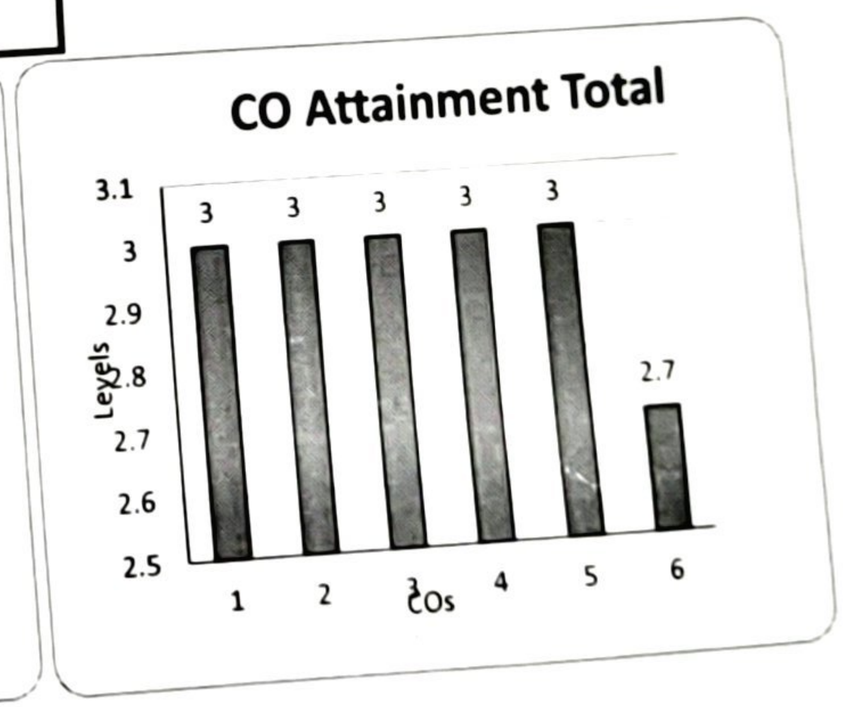
**Total Attainment Direct** = (Weightage*Formative Assessment)+(Weightage*Summative Assessment) Weightage for Formative Assessment = 50%; Weightage for Summative Assessment = 50%

**CO Attainment** = (Weightage*Total Attaiinment Direct)+(Weightage*CO Attainment Indirect) Weightage for Total Attainment Direct = 90%; Weightage for CO Attainment Indirect = 10%

| | | | |
|---|---|---|---|
| **Faculty Name & Signature:** | | **HOD Signature:** | |



| | |
|---|---|
| **Academic Year:** | 2022-2023 |
| **Course Name:** | MARKETING MANAGEMENT |
| **Course Code:** | 22MBA15 |
| **Faculty Name:** | Mrs. Priya Sequeira, Mr. Guruprasd Pai |

## Observations and Action Plan ( Direct)

| Course | Target | Attainment | Gap | Observation | Action Proposed to bridge the Gap |
|---|---|---|---|---|---|
| **22MBA15** | 2 | 3.00 | NIL | Target achieved. Planned to continue the same teaching methodology. | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

## Outcomes on Actions for CAYm1 Observations/Suggestions

| SI. No. | Action Taken | Change Observed |
|---|---|---|
| 1 | Target achieved. Planned to continue the same teaching methodology. | |
| | | |
| | | |
| | | |
| | | |

| | |
|---|---|
| **Faculty Name & Signature:** | |

| | |
|---|---|
| **HOD Signature:** | |