



Alva's Institute of Engineering & Technology

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

Phone: 08258-262725, Fax: 08258-262726

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 Engineering & 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.



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(Accredited by NAAC with A+ Grade)

PG DEPARTMENT OF BUSINESS ADMINISTRATION

DEPARTMENT VISION

2022-23 EVEN sem

"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"

DEPARTMENT MISSION

- **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 a strong commitment to embrace cross cultural diversity and an entrepreneurial mindset.

Week	Month	Days							Activities
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	
1	MAY	1	2	3	4	5	6	7	1 : Labor day 06: Sports Day 29 : Commencement of IV Semester
2		8	9	10	11	12	13	14	
3		15	16	17	18	19	20	21	
4		22	23	24	25	26	27	28	
5		29	30	31					
6	JUN				1	2	3	4	26 : Commencement of II Semester 26, 27 & 28 : I IA for IV Semester 29- Bakrid
7		5	6	7	8	9	10	11	
8		12	13	14	15	16	17	18	
9		19	20	21	22	23	24	25	
10		26	27	28	29	30			
11	JULY						1	2	11 & 12: Management Fest 14: VANAS - OUTDOOR ACTIVITY 24, 25 & 26 : II IA for IV Semester 29 : Last Day of Moharamm 31: I IA for II Semester
12		3	4	5	6	7	8	9	
13		10	11	12	13	14	15	16	
14		17	18	19	20	21	22	23	
15		24	25	26	27	28	29	30	
16		31							
17	AUG		1	2	3	4	5	6	1 & 2 :I IA for II Semester 15 : Independence Day 28, 29 & 30 :II IA for II Semester 28, 29 & 30 : III IA for IV Semester
18		7	8	9	10	11	12	13	
19		14	15	16	17	18	19	20	
20		21	22	23	24	25	26	27	
21		28	29	30	31				
22	SEP					1	2	3	09 : Last Working Day of IV Semester 09: Farewell for 2021-23 batch 26, 27 & 28 :III IA for II Semester 30 : Last Working Day of II Semester
23		4	5	6	7	8	9	10	
24		11	12	13	14	15	16	17	
25		18	19	20	21	22	23	24	
26		25	26	27	28	29	30		





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PG DEPARTMENT OF BUSINESS ADMINISTRATION

BRANCH : MBA

TIME TABLE 2022-2024 BATCH ACADEMIC YEAR :2023-24

SEM : III

W.e.f: 15/12/2023

Academic Year		Scheme	Sem	Class Coordinator				Room No			
2023-24		2022	III	CF :Dr. Vishnu Prasanna K N HM: Mrs. Harshitha Shetty FHR : Mrs. Maithri FM: Dr. Catherine N. D. FB: Ms. Sharel Disha Cutinha				MBA-002-CF/BA MBA-003-FM/HM/FBA MBA-101-CF/FHR			
TIME DAY	9:00am to 9:50am	9:50am to 10:40am	10:40a m to 11:00p m	11:00am to 11:50am	11:50am to 12:40pm	12:40p m to 1:40p m	1:40pm to 2:30pm	2:30pm to 3:20pm	3:30 pm to 4:40pm		
M O N	CF	LSCM-SN	ITM-GP		SCM-MA	AFM-VP		SAPM-VP	BSO-MA	Aptitude - SN	
	FHR	LSCM-SN	ITM-GP		SCM-MA	R&S-HS		SAPM-VP	IRL-AK	Aptitude - SC	
	FM	ITM-AK	LSCM-JF		CB-PS	SCM-CN		SRM-SN	SAPM-AR		
	HM	ITM-AK	LSCM-JF		CB-PS	R&S-HS		SRM-SN	IRL-AK		
	FBA	ITM-AK	LSCM-JF		PDC-SC	SCM-CN		EDA-SC	SAPM-AR		
T U E	CF	SCM-MA	LSCM-SN		AFM-VP	BSO-MA		SAPM-VP	ITM-GP	Research -CN	
	FHR	SCM-MA	LSCM-SN		R&S-HS	IRL-AK		SAPM-VP	ITM-GP	Aptitude - SN	
	FM	CB-PS	ITM-AK		SCM-CN	SAPM-AR		SRM-SN	LSCM-JF		
	HM	CB-PS	ITM-AK		R&S-HS	IRL-AK		SRM-SN	LSCM-JF		
	FBA	PDC-SC	ITM-AK		SCM-CN	SAPM-AR		EDA-SC	LSCM-JF		
W E D	CF	AFM-VP	LSCM-SN		ITM-GP	SCM-MA	L U N C H	SAPM-VP	ICT-JF	Aptitude - SC	
	FHR	R&S-HS	LSCM-SN		ITM-GP	SCM-MA		SAPM-VP			
	FM	SCM-CN	ITM-AK		LSCM-JF	CB-PS		SRM-SN	Mentoring- AK	ICT-GP	
	HM	R&S-HS	ITM-AK		LSCM-JF	CB-PS		SRM-SN			
	FBA	SCM-CN	ITM-AK		LSCM-JF	PDC-SC		EDA-SC			
T H U	CF	ITM-GP	AFM-VP		B	SAPM-VP	BSO-MA	B R	LSCM-SN	Mentoring- AK	ICT-MA
	FHR	ITM-GP	R&S-HS		R	SAPM-VP	IRL-AK		LSCM-SN		
	FM	LSCM-JF	SCM-CN		E	SRM-SN	SAPM-AR		ITM-AK	ICT-HS	Research -CN
	HM	LSCM-JF	R&S-HS		A	SRM-SN	IRL-AK		ITM-AK		
	FBA	LSCM-JF	SCM-CN			EDA-SC	SAPM-AR		ITM-AK		



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BRANCH : MBA			TIME TABLE 2022-2024 BATCH		ACADEMIC YEAR :2023-24		SEM : III		
F R I	CF	BSO-MA	K	Softskill - VP	Softskill - PS	E A K	SCM-MA	AFM-VP	ITM-GP
	FHR	IRL-AK					SCM-MA	R&S-HS	ITM-GP
	FM	SAPM-AR					CB-PS	SCM-CN	LSCM-JF
	HM	IRL-AK					CB-PS	R&S-HS	LSCM-JF
	FBA	SAPM-AR					PDC-SC	SCM-CN	LSCM-JF
S A T	CF	LSCM-SN	K	BSO-MA	SAPM-VP	E A K	****		
	FHR	LSCM-SN		IRL-AK	SAPM-VP				
	FM	ITM-AK		SAPM-AR	SRM-SN				
	HM	ITM-AK		IRL-AK	SRM-SN				
	FBA	ITM-AK		SAPM-AR	EDA-SC				

Allocation of Courses

Course Initial	Course Code	Couse Title	Name of the Faculty	Faculty Initial	No of Hours
G1	22MBA301	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Mr. Johnson Fernandes/ Mr. Sohil Nargundkar	JF/ SN	5Hrs/ 5Hrs
G2	22MBA302	INFORMATION TECHNOLOGY FOR MANAGERS	Mr. Guruprasad Pai/ Mrs. Amritha Kumar	GP/ AK	5Hrs/ 5Hrs
F1	22MBAFM303	STRATEGIC COST MANAGEMENT	Dr. Catherine N/ Mrs. Maithri	CN/ MA	5Hrs/ 5Hrs
F2	22MBAFM304	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	Dr. Vishnu Prasanna K N/ Mr. Ashok Rao	VP/ AR	5Hrs/ 5Hrs
F3	22MBAFM305	ADVANCED FINANCIAL MANAGEMENT	Dr. Vishnu Prasanna K N	VP	5Hrs
F4	20MBAFM306	BANKING & SERVICES OPERATIONS	Mrs. Maithri	MA	5Hrs
M1	22MBAMM303	CONSUMER BEHAVIOUR	Mrs. Priya Sequeira	PS	5Hrs
M2	22MBAMM304	SALES AND RETAIL MANAGEMENT	Mr. Sohil Nargundkar	SN	5Hrs
H1	22MBAHR303	RECRUITMENT AND SELECTION	Mrs. Harshitha Shetty	HS	5Hrs
H2	22MBAHR304	INDUSTRIAL RELATIONS AND LEGISLATIONS	Mrs. Amritha Kumar	AK	5Hrs
B1	22MBABA303	INTRODUCTION TO PYTHON, DATA AND CONTROL SYSTEMS	Ms. Sharel Disha Cutinha	SC	5Hrs
B2	22MBABA304	EXPLORATORY DATA ANALYSIS FOR BUSINESS	Ms. Sharel Disha Cutinha	SC	5Hrs
Aptitude			Mr. Sohil Nargundkar/ Ms. Sharel Disha Cutinha	SN/ SC	2Hrs
ICT			Mrs. Harshitha Shetty/ Mr. Guruprasad Pai/ Mr. Johnson Fernandes/ Mrs. Maithri	HS/ GP/ JF/ MA	2Hrs



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BRANCH : MBA

TIME TABLE 2022-2024 BATCH

ACADEMIC YEAR :2023-24

SEM : III

Softskill	Dr. Vishnu Prasanna K N/ Mrs. Priya Sequeira / Mr. Ashok Rao	PS/ VP/ AR	3 Hrs
Mentoring	All Faculty	**	1 Hrs

Timetable Coordinator

HOD

HOD
Dept. of Business Administration
Alva's Institute of Engg. & Technology
Mijar-574225

Principal

PRINCIPAL

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



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Individual Time Table – Odd Semester – 2023-24 – III & I SEM

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			CB- FM, HM		LUNCH BREAK	MM- B SEC		
TUE	CB- FM, HM		MM- B SEC					
WED			CB- FM, HM					
THU			MM- B SEC					
FRI	MM- B SEC			Softskill- CF, FHR, FM, HM, FBA		CB- FM, HM		
SAT		CB- FM, HM						

HOD
PG Dept. of Business Administration
Alva's Institute of Engg. & Technology
Mijar - 574225



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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.


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Mijar, MOODBIDRI - 574 225, D.K.


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

SEMESTER III

Course Code: 22MBAMM303

Course Name: CONSUMER BEHAVIOUR

Course Teacher: Mrs. Priya Sequeira

Course Outcomes: After studying this course, students will be able to:

CO Numbers	Course Outcomes	Blooms Level	Target Level
22MBAMM303.1	The students will be able understand the background and concepts of consumer behaviour.	(L1)	2
22MBAMM303.2	The students will be able to identify the dynamics of consumer behaviour and the basic factors that influence the consumers decision process	(L3)	2
22MBAMM303.3	The students will be able to demonstrate how concepts may be applied to marketing strategy.	(L2)	2
22MBAMM303.4	Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.	(L4)	2

CO-PO/CO-PSO Mapping Matrix:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	2			2			2	
CO2			2			3			
CO3				3			3	2	
CO4		2	3	2			3		3

CO-PO/CO-PSO Mapping Matrix Justification: Student should have

CO Numbers	PO	Level	Justification
CO1	PO1	1	Students are given sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/institutions of importance
	PO2	2	Students are provided effective communication skills with a high degree of lateral and critical hinking that enhances learn ability, developed for being continuously employable
	PO5	2	Students are equipped with self-sustaining entrepreneurship qualities that encourages calculated risk taking
	PSO3	2	Graduates will be endowed with life-long learning skills, critical thinking skills and research outlook
CO2	PO3	2	Students are instilled with leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness
	PSO1	3	Graduates will be able to understand, analyze and work with numerical and qualitative data and provide desired solutions to the stakeholders

C03	PO4	3	Students are trained for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment
	PSO2	3	Graduates will be able to use technology with ease in their specific domain of expertise
	PSO3	2	Graduates will be endowed with life-long learning skills, critical thinking skills and research outlook
— C04	PO2	2	Students are provided effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable
	PO3	3	Students are instilled with leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness
	PO4	2	Students are trained for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment
	PSO2	3	Graduates will be able to use technology with ease in their specific domain of expertise
	PSO4	3	Prepare graduates for entrepreneurship, ethical leadership and social value creation

Course Teacher
Signature with date

IQAC Member
Signature with date

IQAC Chairman
Signature with date



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

LIST OF STUDENTS

Finance & Marketing

Sl.No	USN	NAME
1	4AL22BA003	Adarsh
2	4AL22BA023	Dhanush. K
3	4AL22BA034	K.Abhay.Pai
4	4AL22BA036	Keerthan
5	4AL22BA045	NANDA DS
6	4AL22BA047	Naveen
7	4AL22BA050	Nithya Jain
8	4AL22BA052	Pooja
9	4AL22BA053	Pooja C
10	4AL22BA056	Prahlad V Acharya
11	4AL22BA059	Prajwal
12	4AL22BA068	PRUTHVIRAJ
13	4AL22BA076	Ramyashree
14	4AL22BA081	Samyak Jain
15	4AL22BA083	Sanketh s
16	4AL22BA087	Sharanya Shetty
17	4AL22BA088	Shashikumar Ramanna Bangi
18	4AL22BA089	Shodhan jain
19	4AL22BA096	Shreshta Jain
20	4AL22BA098	Shreya Jain
21	4AL22BA100	Shreyas H Devadiga
22	4AL22BA107	Srushti
23	4AL22BA109	Suman B
24	4AL22BA111	Suvith shetty
25	4AL22BA113	Swathi
26	4AL22BA116	Vikas D K
27	4AL22BA119	Yashwith B Shetty

HR & Marketing		
Sl.No	USN	NAME
1	4AL22BA008	Amisha devadiga
2	4AL22BA024	Dhruvakumar AV
3	4AL22BA029	Perna Hegde
4	4AL22BA051	Nithya R S
5	4AL22BA077	Rashmitha
6	4AL22BA085	Sathyajit H Rao
7	4AL22BA091	Shraddha S Shetty
8	4AL22BA112	Suzana sheikh



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Individual Time Table – Odd Semester – 2023-24 – III & I SEM

FACULTY NAME	SUBJECT	Hours	TOTAL
Mrs. Priya Sequeira	Marketing Management CONSUMER BEHAVIOUR	4 5	9
Dr. Vishnu Prasanna K N	Statistics For Managers SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT ADVANCED FINANCIAL MANAGEMENT	5 5 5	15
Dr. Catherine Nirmala	Accounting For Managers STRATEGIC COST MANAGEMENT Research ITTC	5 5 5 3	18
Mr. Johnson Fernandes	Principles of Management And Organisational Behaviour Business Communication LOGISTICS AND SUPPLY CHAIN MANAGEMENT	4 4 5	13
Mr. Guruprasad Pai	Entrepreneurship Development Marketing Management INFORMATION TECHNOLOGY FOR MANAGERS	4 4 5	13
Mr. Ashok	Entrepreneurship Development Accounting For Managers SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4 5 5	14
Mrs. Maithri	Accounting For Managers STRATEGIC COST MANAGEMENT BANKING & SERVICES OPERATIONS ITTC	5 5 5 3	18
Mrs. Harshitha Shetty	Principles Of Management And Organisational Behaviour Entrepreneurship Development RECRUITMENT AND SELECTION	4 4 5	13
Mr. Sohil Nargundkar	Marketing Management LOGISTICS AND SUPPLY CHAIN MANAGEMENT SALES AND RETAIL MANAGEMENT Aptitude	4 5 5 5	19
Mrs. Amritha Kumar	Principles Of Management And Organisational Behaviour INFORMATION TECHNOLOGY FOR MANAGERS INDUSTRIAL RELATIONS AND LEGISLATIONS	4 5 5	14
Mrs. Archana D P	Statistics For Managers Aptitude	10 3	13
Mr. Ruchiranand	Business Communication Newspaper Analysis	8 4	12

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR
PG DEPARTMENT OF BUSINESS ADMINISTRATION



ACADEMIC YEAR 2023-24

MENTOR MENTEE BATCH 2022-24

Sl.No	Student's Name	Mentor
1	Abin K P	PS
2	Akshatha B Mali	
3	Akshitha.m	
4	Alisha Maria	
5	Abhiraj K V	
6	Adarsh	
7	Akshari Shetty	
8	Amisha Devadiga	
1	Apoorva	VP
2	Ashwitha Shetty	
3	Ayesha Ibrahim	
4	Bhoomika	
5	Bhoomika DR	
6	Chaitra	
7	Chirag	
8	Chethan	
9	Ciona Vilceeta Pereira	
10	Deepthi	
11	Deepthi Kumari	
12	Dhanush	
13	Divyashree	
14	Fiza S Shaikh	
1	Deekshitha .N	CN
2	Deekshitha Rani K	
3	Dhanush. K	
4	Dhruvakumar Av	
5	Greeshma	
6	Hrushitha	
7	Jenisha Lasrado	
8	Harshitha	
9	Helan K. J	
10	Hithesh	
11	K Abhay Pai	
12	Kavya	
13	Kishan Kumar	

14	Kruti K S	JF
1	Keerthan	
2	Krithik K M	
3	Megha	
4	Nanda DS	
5	Nithin J. Poojary	
6	Nithya	
7	Nithya R S	
8	Maithri R Shetty	
9	Meghana G.U	
10	Monica M	
11	Muniraju S	
12	Navaneeth Gore	
13	Naveen	
14	Nireeksha	
1	Prajeetha Shetty	GP
2	Pramod	
3	Pranava Swaroopa	
4	Praneetha. J. H	
5	Prashantha G	
6	Prathiksha	
7	Prathiksha Shetty	
8	Pooja	
9	Pooja C	
10	Pooja k s	
11	Prahlad V Acharya	
12	Prajna	
13	Prajwal	
14	Prerna Hegde	
1	Sandeep Raviprasad Acharya	HS
2	Satyajeeth H Rao	
3	Shraddha S Shetty	
4	Shramya	
5	Shravan Acharya	
6	Shreshta Jain	
7	Shreya	
8	Ramyashree	
9	Samyak Jain	
10	Sanketh S	
11	Sapan	
12	Shama	
13	Sharanya Shetty	
14	Shashikumar Ramanna Bangi	
1	Shreya Kava	

2	Shreyas H Devadiga	MA
3	Shrutha D Shetty	
4	Sindhu Shiva Kharvi	
5	Sowndarya	
6	Stikanth N	
7	Supritha	
8	Shodhan Jain	
9	Shraddha Shetty	
10	Shraddha.m	
11	Shreni Cs	
12	Shreya Jain	
13	Shushank Jain	
14	Soujanya	
1	Rachana Shenoy	SN
2	Rajendra Prasad K B	
3	Rakshith Jain	
4	Rashmitha	
5	Rithesh B	
6	Sahana	
7	Sahithya	
8	Suvith Shetty	
9	Suzana Shaikh	
1	Tekoji Sillikyatar	AR
2	Vikas D K	
3	Vineeth V Devadiga	
4	Vinutha	
5	Yogish	
6	Priyanka R	
7	Pruthvika B G	
8	Pruthviraj	
9	Rakshith	
1	Rakshith Shetty	AK
2	Rakshitha	
3	Ramesh	
4	Srushti	
5	Sudeeksha S Shetty	
6	Suman.b	
7	Poojary vinisha	
8	Swathi	
9	Thrupthi	
10	Yashwith B Shetty	



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
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Shobhavana Campus, MIJAR-574225, Moodbidri, D.K., Karnataka
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PG DEPARTMENT OF BUSINESS ADMINISTRATION

STUDENT ATTENDANCE III SEM FIRST INTERNAL EXAM 2022-2024 BATCH MBA 101

SLNO	USN	FM & FBA NAME	30.01.2024		31.01.2024		01.02.2024	
			AM	PM	AM	PM	AM	PM
1	4AL22BA003	Adarsh						
2	4AL22BA023	Dhanush K						
3	4AL22BA034	K Abhay.Pai						
4	4AL22BA036	Keerthan						
5	4AL22BA045	NANDA DS						
6	4AL22BA047	Naveen						
7	4AL22BA050	Nithya Jain						
8	4AL22BA052	Pooja						
9	4AL22BA053	Pooja C						
10	4AL22BA056	Prahlad V Achiarya						
11	4AL22BA059	Prajwal						
12	4AL22BA068	PRUTHVIRAJ						
13	4AL22BA076	Ramyashree						
14	4AL22BA081	Samyak Jain						
15	4AL22BA083	Sanketh s						
16	4AL22BA087	Sharanya Shetty						
17	4AL22BA088	Shashikumar Ramanna Bangi						
18	4AL22BA089	Shodhan Jain						
19	4AL22BA096	Shreshtha Jain						
20	4AL22BA098	Shreya Jain						
21	4AL22BA100	Shreyas H Devadiga						
22	4AL22BA107	Srushti						
23	4AL22BA109	Suman B						
24	4AL22BA111	Suvith shetty						
25	4AL22BA113	Swathi						
26	4AL22BA116	Vikas D K						
27	4AL22BA119	Yashwith B Shetty						
28	4AL22BA002	ABIN K P						
29	4AL22BA016	Chirag						
30	4AL22BA017	CIONA VILCEETA PEREIRA						
31	4AL22BA027	Greeshma						
32	4AL22BA028	Harshitha						
33	4AL22BA032	Hrushitha						
34	4AL22BA033	Jenisha Lasrado						
35	4AL22BA038	Krithik km						
36	4AL22BA041	Megha						
37	4AL22BA046	Navaneeth gore						
38	4AL22BA049	Nithin J Poojary						
39	4AL22BA057	Prajeetha Shetty						
40	4AL22BA061	Pranava Swaroopa						
41	4AL22BA063	PRASHANTHA G						
42	4AL22BA064	Prathiksha						
43	4AL22BA067	Pruthvika B G						
44	4AL22BA072	Rakshitha jain						
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46	4AL22BA082	Sandeep Raviprasad Acharya						
47	4AL22BA084	Sapan						
48	4AL22BA094	Shravan Acharya						
49	4AL22BA097	Shreya						
50	4AL22BA099	Shreya Kava						
51	4AL22BA101	Shrutha D shetty						
FACULTY SIGNATURE								
No of Students Absent			Nil	Nil	Nil	Nil	Nil	00

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

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

SLNO	USN	CF & FHR NAME	30.01.2024		31.01.2024		01.02.2024	
			AM	PM	AM	PM	AM	PM
1	4AL22BA001	ABHIRAJ K V						
2	4AL22BA004	Akshari shetty						
3	4AL22BA006	Akshitha M						
4	4AL22BA009	Apoorva						
5	4AL22BA010	Ashwitha Shetty						
6	4AL22BA012	Bhoomika						
7	4AL22BA014	Chaitra						
8	4AL22BA019	Deekshitha rani k						
9	4AL22BA022	Dhanush						
10	4AL22BA025	Divyashree						
11	4AL22BA035	Kavya						
12	4AL22BA044	Muniraju S						
13	4AL22BA055	Poojary Vinisha Vishwanath						
14	4AL22BA058	Prajna						
15	4AL22BA060	Pramod						
16	4AL22BA069	Rachana Shenoy						
17	4AL22BA070	RAJENDRA PRASAD K B						
18	4AL22BA071	Rakshith						
19	4AL22BA073	Rakshith Shetty						
20	4AL22BA074	Rakshitha						
21	4AL22BA090	Shraddha.m						
22	4AL22BA106	SRIKANTH N						
23	4AL22BA115	Thrupthi						
24	4AL22BA005	Akshatha.B.Mali						
25	4AL22BA007	Alisha Maria						
26	4AL22BA011	Ayesha Ibrahim						
27	4AL22BA013	Bhoomika DR						
28	4AL22BA015	Chethan						
29	4AL22BA018	Deekshitha.N						
30	4AL22BA020	Deepthi						
31	4AL22BA021	Deepthi Kumari						
32	4AL22BA026	Fiza. S shaikh						
33	4AL22BA030	Helan K.J						
34	4AL22BA031	Hithesh						
35	4AL22BA037	Kishan Kumar						
36	4AL22BA039	Kruti K S						
37	4AL22BA040	Maithri R Shetty						
38	4AL22BA042	Meghana G U						
39	4AL22BA043	Monica M						
40	4AL22BA048	Nireeksha						
41	4AL22BA054	Pooja ks						
42	4AL22BA062	Praneetha J H						
43	4AL22BA065	Prathiksha Shetty						
44	4AL22BA066	Priyanka R						
45	4AL22BA075	RAMESH						
46	4AL22BA079	Sahana						
47	4AL22BA080	Sahithya						
48	4AL22BA086	Shama						
49	4AL22BA092	Shraddha Shetty						
50	4AL22BA093	Shramya						
51	4AL22BA095	Shreni C S						
FACULTY SIGNATURE								
No of Students Absent			01	01	02	02	01	01

[Signature]
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PG DEPARTMENT OF BUSINESS ADMINISTRATION

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

SLNO	FHR, FBA & HM		30.01.2024		31.01.2024		01.02.2024	
	USN	NAME	AM	PM	AM	PM	AM	PM
1	4AL22BA103	Sindhu Shiva Kharvi						
2	4AL22BA104	Soujanya						
3	4AL22BA105	Sowndarya						
4	4AL22BA108	Sudeeksha S Shetty						
5	4AL22BA118	Vinutha C						
6	4AL22BA102	Shushank jain			ABSENT	ABSENT	ABSENT	ABSENT
7	4AL22BA110	Supritha						
	4AL22BA114	TEKOJI JAYAPPA SILLIKYATAR						
9	4AL22BA117	Vineeth v devadiga						
10	4AL22BA120	Yogish						
11	4AL22BA008	Amisha devadiga						
12	4AL22BA024	Dhruvakumar AV						
13	4AL22BA029	Prerna Hegde						
14	4AL22BA051	Nithya R S						
15	4AL22BA077	Rashmitha						
16	4AL22BA085	Sathyajit H Rao						
17	4AL22BA091	Shraddha S Shetty						
18	4AL22BA112	Suzana sheikh	ABSENT	ABSENT	ABSENT	ABSENT	ABSENT	ABSENT
FACULTY SIGNATURE								
No of Students Absent			01	01	02	02	02	02

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

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

SLNO	USN	CF & FHR NAME	05.03.2024		06.03.2024		07.03.2024	
			AM	PM	AM	PM	AM	PM
1	4AL22BA001	ABHIRAJ K V	✓	✓	✓	✓	✓	✓
2	4AL22BA004	Akshari shetty	✓	✓	✓	✓	✓	✓
3	4AL22BA006	Akshitha M	✓	✓	✓	✓	✓	✓
4	4AL22BA009	Apoorva	✓	✓	✓	✓	✓	✓
5	4AL22BA010	Ashwitha Shetty	✓	✓	✓	✓	✓	✓
6	4AL22BA012	Bhoomika	✓	✓	✓	✓	✓	✓
7	4AL22BA014	Chaitra	✓	✓	✓	✓	✓	✓
8	4AL22BA019	Deekshitha rani k	✓	✓	✓	✓	✓	✓
9	4AL22BA022	Dhanush	✓	✓	✓	✓	✓	✓
10	4AL22BA025	Divyashree	✓	✓	✓	✓	✓	✓
11	4AL22BA035	Kavya	✓	✓	✓	✓	✓	✓
12	4AL22BA044	Muniraju S	✓	✓	✓	✓	✓	✓
13	4AL22BA055	Poojary Vinisha Vishwanath	✓	✓	✓	✓	✓	✓
14	4AL22BA058	Prajna	✓	✓	✓	✓	✓	✓
15	4AL22BA060	Pramod	✓	✓	✓	✓	✓	✓
16	4AL22BA069	Rachana Shenoy	✓	✓	✓	✓	✓	✓
17	4AL22BA070	RAJENDRA PRASAD K B	✓	✓	✓	✓	✓	✓
18	4AL22BA071	Rakshith	✓	✓	✓	✓	✓	✓
19	4AL22BA073	Rakshith Shetty	✓	✓	✓	✓	✓	✓
20	4AL22BA074	Rakshitha	✓	✓	✓	✓	✓	✓
21	4AL22BA090	Shraddha.m	✓	✓	✓	✓	✓	✓
22	4AL22BA106	SRIKANTH N	✓	✓	✓	✓	✓	✓
23	4AL22BA115	Thrupthi	✓	✓	✓	✓	✓	✓
24	4AL22BA005	Akshatha.B.Mali	✓	✓	✓	✓	✓	✓
25	4AL22BA007	Alisha Maria	✓	✓	✓	✓	✓	✓
26	4AL22BA011	Ayesha Ibrahim	✓	✓	✓	✓	✓	✓
27	4AL22BA013	Bhoomika DR	✓	✓	✓	✓	✓	✓
28	4AL22BA015	Chethan	✓	✓	✓	✓	✓	✓
29	4AL22BA018	Deekshitha.N	✓	✓	✓	✓	✓	✓
30	4AL22BA020	Deepthi	✓	✓	✓	✓	✓	✓
31	4AL22BA021	Deepthi Kumari	✓	✓	✓	✓	✓	✓
32	4AL22BA026	Fiza. S shaikh	✓	✓	✓	✓	✓	✓
33	4AL22BA030	Helan KJ	✓	✓	✓	✓	✓	✓
34	4AL22BA031	Hiithesh	✓	✓	✓	✓	✓	✓
35	4AL22BA037	Kishan Kumar	✓	✓	✓	✓	✓	✓
36	4AL22BA039	Kruti K S	✓	✓	✓	✓	✓	✓
37	4AL22BA040	Maithri R Shetty	✓	✓	✓	✓	✓	✓
38	4AL22BA042	Meghana G U	✓	✓	✓	✓	✓	✓
39	4AL22BA043	Monica M	✓	✓	✓	✓	✓	✓
40	4AL22BA048	Nireeksha	✓	✓	✓	✓	✓	✓
41	4AL22BA054	Pooja ks	✓	✓	✓	✓	✓	✓
42	4AL22BA062	Praneetha J H	✓	✓	✓	✓	✓	✓
43	4AL22BA065	Prathiksha Shetty	✓	✓	✓	✓	✓	✓
44	4AL22BA066	Priyanka R	✓	✓	✓	✓	✓	✓
45	4AL22BA075	RAMESH	✓	✓	✓	✓	✓	✓
46	4AL22BA079	Sahana	✓	✓	✓	✓	✓	✓
47	4AL22BA080	Sahithya	✓	✓	✓	✓	✓	✓
48	4AL22BA086	Shama	✓	✓	✓	✓	✓	✓
49	4AL22BA092	Shraddha Shetty	✓	✓	✓	✓	✓	✓
50	4AL22BA093	Shranya	✓	✓	✓	✓	✓	✓
51	4AL22BA095	Shreni C S	✓	✓	✓	✓	✓	✓
FACULTY SIGNATURE			✓	✓	✓	✓	✓	✓
No of Students Absent			00	00	00	00	00	00



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

SLNO	USN	FM & FBA NAME	05.03.2024		06.03.2024		07.03.2024	
			AM	PM	AM	PM	AM	PM
1	4AL22BA003	Adarsh						
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4	4AL22BA036	Keerthan						
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26	4AL22BA116	Vikas D K						
27	4AL22BA119	Yashwith B Shetty						
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30	4AL22BA017	CIONA VILCEETA PEREIRA						
31	4AL22BA027	Greeshma						
32	4AL22BA028	Harshitha						
33	4AL22BA032	Ilrushitha						
34	4AL22BA033	Jenisha Lasrado						
35	4AL22BA038	Krithik km						
36	4AL22BA041	Megha						
37	4AL22BA046	Navaneeth gore						
38	4AL22BA049	Nithin J Poojary						
39	4AL22BA057	Prajeetha Shetty						
40	4AL22BA061	Pranava Swaroopa						
41	4AL22BA063	PRASHANTHA G						
42	4AL22BA064	Prathiksha						
43	4AL22BA067	Pruthivika B G						
44	4AL22BA072	Rakshith jain						
45	4AL22BA078	Rithesh B						
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47	4AL22BA084	Sapan						
48	4AL22BA094	Shravan Acharya						
49	4AL22BA097	Shreya						
50	4AL22BA099	Shreya Kava						
51	4AL22BA101	Shrutha D shetty						
FACULTY SIGNATURE								
No of Students Absent			00	00	00	00	00	00

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

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

SLNO	USN	FHR, FBA & HM NAME	05.03.2024		06.03.2024		07.03.2024	
			AM	PM	AM	PM	AM	PM
1	4AL22BA103	Sindhu Shiva Kharvi						
2	4AL22BA104	Soujanya						
3	4AL22BA105	Sowndarya						
4	4AL22BA108	Sudeeksha S Shetty						
5	4AL22BA118	Vinutha C						
6	4AL22BA102	Shushank jain						
7	4AL22BA110	Supritha						
8	4AL22BA114	TEKOJI JAYAPPA SILLIKYATAR						
9	4AL22BA117	Vineeth v devadiga						
10	4AL22BA120	Yogish						
11	4AL22BA008	Amisha devadiga						
12	4AL22BA024	Dhruvakumar AV						
13	4AL22BA029	Prerna Hegde						
14	4AL22BA051	Nithya R S						
15	4AL22BA077	Rashmitha						
16	4AL22BA085	Sathyajit H Rao						
17	4AL22BA091	Shraddha S Shetty						
18	4AL22BA112	Suzana sheikh						
FACULTY SIGNATURE								
No of Students Absent			NIL	NIL	NIL	NIL	NIL	NIL

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PG Dept. of Business Administration
Alva's Institute of Engg. & Technology
Mijar - 574225

I Internal Assessment - AY 2023-24



Course Title : Consumer Behaviour		Course Code: 22MBAMM303
Date: 31-01-2024	Time: 09:30AM-11:00AM	Semester/Section: III/FM & FM
Faculty: Mrs. Priya Sequeira		Max. Marks: 50

Note: Answer TWO FULL question.

: Question No 4 is compulsory.

Q. No.	Questions	Marks	COs	BT L
1	a) Define consumer behavior	3	CO1	L1
	b) When we buy commodities we find that the price charged is sometimes higher or lower than the Maximum Retail Price printed on the pack. Discuss the possible reasons. Should consumer groups do something about this?	7	CO3	L2
	c) Briefly explain the benefits of consumerism	10	CO1	L1
2	a) What is impulse buying?	3	CO3	L2
	b) With neat diagram, explain Maslow's hierarchy of needs theory and which level of needs can be used to motivate purchase of following product /services. • Multivitamin tablets • Motors bikes • Pension plans	7	CO3	L2
	c) Describe the input-process output model of consumer decision making.	10	CO2	L3
3	a) What are the levels of consumer buying behavior	3	CO2	L3
	b) What purchase process would occur for a family in the purchase of a car? Who according to you would play the role of initiator, decider, buyer, influences and uses? To what extent it would change with regard to mobile	7	CO3	L2
	c) What is personality? Describe the Freudian theory of personality in understanding consumer behavior	10	CO4	L4
4	Case Study : Consumers are becoming health conscious and would like to consume foods which are balanced, and have all the required nutrients, in proper quantities. These ingredients are cholesterol, salt, sugar, fibre, calories and additives. The			

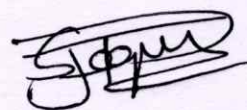
	consumers are not only concerned about such goods for themselves, but also their families. A survey was made by a Company to find out the food attitudes of consumers. This was done to find out how products could be designed, advertised and positioned to attract health conscious consumers. The survey of food attitude was carried out as food related items. These attitudes were food conscious, cooking attitudes, brand loyalty, instant foods, price sensitivity, value, etc. The analysis revealed that basically customers could be classified into three categories. Category 1: Older consumers These were health conscious older people, who because of medical consideration, had little choice, and these people were concerned about sugar, salt greasy foods, etc. They ate meals regularly, at regular timings, and took great precautions for their food. They used branded products and played very safe in eating outside and not consuming food not prescribed for them. Category II: Buyers of convenience food These are younger consumers keeping busy mostly outside the house, who skip lunch or breakfast. They rely on convenience food and fast foods. They have a hectic lifestyle. They are upwardly mobile, use ready to eat and frozen foods. They work mostly outside the house and are pressed for time. They have an irregular schedule for meals. They also dislike cooking and want to utilize time for leisure and other activities rather than for cooking. They are not very concerned about a balanced diet, and would have greasy burgers or any other fast foods to suit their convenience. They can also be categorized under impulse buyers, rather than careful shoppers. If the product has appeal, it will be bought, and the price and brand name are not the main considerations. Category III : Cooking own food They like to cook their own food and get involved in the kitchen. They love to make an assortment of dishes. This is also done to cut costs. They like to buy their own groceries and cooking stuff, and do not want to waste money on fancy packings. They do not try new products, i.e. they are not innovators, but try to be a late majority and buy a thing, when it has established itself in the market. They tend to have a big family, and have to economise, as well. Questions : 1. What inferences can be drawn by marketers from the above study? 2. How does it help to formulate strategies for advertisement, positioning, etc. with respect to the categories mentioned in the case study? 3. Which factors has to be considered by marketers in order to collect the information.			
		10	CO1 CO3 CO2	L1 L2 L3

Levels of Bloom's Taxonomy

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

Course Outcomes

CO1	The students will be able understand the background and concepts of consumer behaviour.
CO2	The students will be able to identify the dynamics of consumer behaviour and the basic factors that influence the consumers decision process.
CO3	The students will be able to demonstrate how concepts may be applied to marketing strategy.
CO4	Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.



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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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PG Department of Business Administration

II Internal Assessment - AY 2023-24



Course Title : Consumer Behaviour		Course Code: 22MBAMM303
Date: 06-03-2024	Time: 09:30AM-11:00AM	Semester/Section: III/FM & HM
Faculty: Mrs. Priya Sequeira		Max. Marks: 50

Note: Answer TWO FULL question.

: Question No 4 is compulsory.

Q. No.	Questions	Marks	COs	BT L
1	a) Define reference groups.	3	CO1	L1
	b) Elaborate the factors affecting reference group influence?	7	CO2	L2
	c) Illustrate the stages of family life cycle.	10	CO3	L1
2	a) What is diffusion of innovation	3	CO2	L2
	b) Who are opinion leaders? Describe their characteristics.	7	CO2	L2
	c) Describe the tri-component attitude model.	10	CO4	L3
3	a) What is post purchase dissonance?	3	CO2	L3
	b) Briefly explain the adoption process with the examples.	7	CO3	L2
	c) Discuss the marketing applications of behavioral learning theories.	10	CO4	L4
4	Case Study: Marketers are now working to harness the new-found communications power of their everyday customers by turning them into influential brand ambassadors. Companies like Sony, Microsoft and McDonald's are now developing a new breed of brand ambassador programs that organize and multiply consumer to consumer interactions about their brands. Marketers select their brand ambassadors very carefully, based on customers' devotion to brand and the size of their social circles. For the ambassador, rewards include product samples, gifts discounts and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company's information about new product and services about to be launched. One such success story was Sony. Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and			

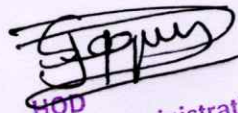
	later map them out using Google maps. Out of 2000 or more online applicants, Sony picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lesson on how to use them. They were encouraged to show the camera to friends, associates, and anyone else who asked hand out discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Sony micro sit. Questions: a) Based on your own understanding of reference groups, determine how effective would brand ambassadors be as reference groups for relatively expensive, infrequently bought product and services? b) In your view, in the Indian marketing context, is the concept of brand ambassadors likely to succeed?	5	CO4	L2
		5	CO4	L2

Levels of Bloom's Taxonomy

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

Course Outcomes

CO1	The students will be able understand the background and concepts of consumer behaviour.
CO2	The students will be able to identify the dynamics of consumer behaviour and the basic factors that influence the consumers decision process.
CO3	The students will be able to demonstrate how concepts may be applied to marketing strategy.
CO4	Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.


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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(Accredited by NAAC with A+ Grade)

PG Department of Business Administration

Special Assessment - AY 2023-24



Course Title : Consumer Behaviour		Course Code: 22MBAMM303
Date: 13-03-2024	Time: 9:30am-12:30pm	Semester/Section: III/FM & HM
Faculty: Mrs. Priya Sequeira		Max. Marks: 100

Note: Answer TWO FULL question.

: Question No 8 is compulsory.

Q. No.	Questions	Marks	COs	BT L
1	a) Distinguish between consumer and customer with example	3	CO1	L1
	b) With neat diagram, explain Maslow's hierarchy of needs theory and which level of need can be used to motivate purchase of following product i) Multivitamin tablets ii) Motor bikes iii) Pension plans	7	CO3	L2
	c) Describe the in-put process output model of decision making.	10	CO1	L1
2	a) What is visual communication and what are called verbalisers?	3	CO3	L2
	b) Describe the characteristics of Indian consume	7	CO3	L2
	c) What do you mean by consumer behavior? Explain the factors influencing consumer behavior.	10	CO2	L3
3	a) What do you mean by impulse buying?	3	CO2	L3
	b) Describe the various types measurement in social class.	7	CO3	L2
	c) What is personality? Describe the Freudian theory of personality in understanding consumer behavior.	10	CO4	L4
4	a) What is called reference group?	3	CO2	L3
	b) What is perceived risk? Explain in detail various types of perceived risk.	7	CO3	L2
	c) What purchase process would occur for a family in the purchase of a car? Who according to you would play the role of initiator, decider, buyer, influences and uses? To what extent it would change with regard to mobile.	10	CO4	L4

5	a)	Distinguish between online and traditional marketing.	3	CO2	L3
	b)	Describe the strategic marketing application of classical conditioning in consumer behaviour.	7	CO3	L2
	c)	What is diffusion of innovation? Describe the 5 adaptor categories for diffusion of innovation.	10	CO4	L4
6	a)	Define CRM? Name the types of CRM.	3	CO2	L3
	b)	What is sub culture? Describe the types of sub culture.	7	CO3	L2
	c)	Describe the brand personality frame work	10	CO4	L4
7	a)	What are the levels of consumer buying behavioral.	3	CO2	L3
	b)	Describe the Tri component attitude model with example.	7	CO3	L2
	c)	Based on your own experience and observation. What are the changes the demonetization has brought in Indian consumer behavior	10	CO4	L4
8	Case Study: A certain store was keeping a number of brands of washing machines They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL., National, Godrej and local made washing machines as well They had automatic semi-automatic and manual machine. The automatic machines were bought by the higher income group. The middle income groups were content with semi-automatic machines. Manual hand operated machine were for the lower class of client and also those living in the rural areas, where electrification was not comple the electricity went off for days together. It was observed that when consumer came to usually came with their spouses and they looked mainly at the automatic machine they style of functioning. Electricity consumption, care for handling, price factors etc., and Many customers would not buy on their first visit. They would come back after an interval of time and bought the machine after careful considerations of the attributes that they were looking for many would lower their choice and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the housewives in buying these, as they were the ultimate users. With a lot of information imparted by the media and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes and had a				

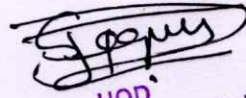
	great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize rather than pushing any particular brand the salesmen are directed to satisfy the customers or the family. This should be their first consideration.			
	Questions :	5	CO1	L1
	1. Do you feel that group interaction helps the buyers too, in his decision – making process? Elaborate.	5	CO3	L2
	2. What should be the role of the marketer in the above case regarding advertisement promotion, persuasion and closing the sales?			

Levels of Bloom's Taxonomy

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

Course Outcomes

CO1	The students will be able understand the background and concepts of consumer behaviour.
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Case I Factors Affecting Consumer Behaviour

Martin Incorp. was a company carrying on business in cosmetics and perfumes. They were not following the marketing concept and were catering to a target market which was using their products. In other words, they only concentrated on what they would make, and did not bother about changes in preferences of their target market.

They were later joined by Mr. Ash, a marketing graduate who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the product. He emphasised upon the income factors, and social factors only. He modernised the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales.

The assistant manager and the product manager were not very happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behaviour had been neglected.

Questions

1. Do you agree with the assistant and product managers, and why?
2. What other factors, if any, could have been considered? Elaborate in detail.

IA

3	Name	USN NO	1 (Max: 20)			2 (Max: 20)			3 (Max: 20)			4 (Max: 10)			Total Marks (Max: 50.0)
			a (Max: 3.0)	b (Max: 7.0)	c (Max: 10)	a (Max: 3.0)	b (Max: 7.0)	c (Max: 10)	a (Max: 3.0)	b (Max: 7.0)	c (Max: 10)	(Max: 10)			
	Course Outcomes		CO1	CO3	CO1	CO3	CO3	CO2	CO2	CO3	CO4	CO2	CO2		
	BloomTaxonomy Level		L1	L2	L1	L2	L2	L3	L3	L2	L4	L3	L3		
SI no.	Student Names														
1	Adarsh	4AL22BA003	2	4	2		4						6.5	19	
2	Dhanush. K	4AL22BA023	2	6.5	6	2	6	8					6	37	
3	K.Abhay.Pai	4AL22BA034	1.5	6	8.5	2	6	7.5					8	40	
4	Keerthan	4AL22BA036	2	4	8				0	6	7		7	34	
5	NANDA DS	4AL22BA045					2	6					8	25	
6	Naveen	4AL22BA047	1	5	2				0	2	3		3.5	17	
7	Nithya Jain	4AL22BA050	3		9	2	6.5	9.5					7.5	38	
8	Pooja	4AL22BA052	2.5	7	7.5	0	5	9					7	38	
9	Pooja C	4AL22BA053				2.5	6.5	6	3	6	8.5		9.5	42	
10	Prahlad V Acharya	4AL22BA056				2	6.5	8	0	6	8.5		6	37	
11	Prajwal	4AL22BA059	1	0	2	1	4.5	8.5					8	25	
12	PRUTHIVIRAJ	4AL22BA068	2	5	8.5				0	6	3		6	31	
13	Ramyashree	4AL22BA076				2.5	6.5	7	3	6.5	8.5		9	43	
14	Samyak Jain	4AL22BA081	3	7	7	3	7	9.5					5	42	
15	Sanketh s	4AL22BA083				0	6.5	9	0	6.5	8.5		6	37	
16	Sharanya Shetty	4AL22BA087				2	4.5	6	3	6	3		4	29	
17	Shashikumar Ramanna Bangi	4AL22BA088	3								6.5		6.5	16	
18	Shodhan jain	4AL22BA089	2.5	6	8.5	1.5	6.5	8.5					8	42	
19	Shreshtha Jain	4AL22BA096	3	7	10	2.5	7	9.5					10	49	
20	Shreya Jain	4AL22BA098	2.5	7	7.5				0	4	9		8.5	39	
21	Shreyas H Devadiga	4AL22BA100	1.5	5	9				3	6	8.5		7.5	41	
22	Srushti	4AL22BA107	0	6.5	7				0	5	7.5		6.5	33	
23	Suman B	4AL22BA109				0	4.5	8.5	0	4	7		7.5	32	
24	Suvith shetty	4AL22BA111	2.5	4	7.5				0	6	8.5		8	37	
25	Swathi	4AL22BA113				0	6	8	2	6	7		6.5	36	
26	Vikas D K	4AL22BA116	2	4.5	3				0	4	4		6	24	
27	Yashwith B Shetty	4AL22BA119	2	2	8	2	6	8					7.5	36	

3	Name	USN NO	1 (Max: 20)			2 (Max: 20)			3 (Max: 20)			4 (Max: 10)		Total Marks (Max: 50.0)			
			a (Max: 3.0)	b (Max: 7.0)	c (Max: 10)	a (Max: 3.0)	b (Max: 7.0)	c (Max: 10)	a (Max: 3.0)	b (Max: 7.0)	c (Max: 10)	a (Max: 3.0)	b (Max: 7.0)				
			CO1	CO3	CO1	CO3	CO3	CO2	CO2	CO3	CO4	CO2	CO3				
			L1	L2	L1	L2	L2	L3	L3	L2	L4	L3	L3				
	Course Outcomes																
	BloomTaxonomy Level																
Sl no.	Student Names																
28	4AL22BA008	Amisha devadiga	0	3.5	7				0	6.5	8.5				9.5	35	
29	4AL22BA024	Dhruvakumar AV							0	6.5	2		0	5	7	6.5	27
30	4AL22BA029	Prerna Hegde	2	4	5								2	5	2	0.5	21
31	4AL22BA051	Nithya R S							3	7	8.5		3	7	9.5	8.5	47
32	4AL22BA077	Rashmitha	1	5	1				1	5	3					7	23
33	4AL22BA085	Sathyajit H Rao	0	6	6				2	4	6					9	33
34	4AL22BA091	Shraddha S Shetty	2.5	5.5	8.5				0	6.5	8.5					8	40
35	4AL22BA112	Suzana sheikh							2	6.5	8.5		2.5	5	7.5		32

Signature

1

3	Name	USN NO	1 (Max: 20)			2 (Max: 20)			3 (Max: 20)			4 (Max: (Max: 10)	Total Marks (Max: 50.0)
			a (Max: 3.0)	b (Max: 7.0)	c (Max: 10)	a (Max: 3.0)	b (Max: 7.0)	c (Max: 10)	a (Max: 3.0)	b (Max: 7.0)	c (Max: 10)		
	Course Outcomes		CO1	CO2	CO3	CO2	CO2	CO4	CO2	CO3	CO4		
	BloomTaxonomy Level		L1	L2	L1	L2	L2	L3	L3	L2	L4	L2	
Sl no.	USN NO												
1	4AL22BA003	Adarsh	2	2.5	8	2	3.5	4				7.5	30
2	4AL22BA023	Dhanush. K	2.5	6.5	8	2.5	6	2				6.5	34
3	4AL22BA034	K.Abhay.Pai	2.5	6.5	9	2.5	6	8.5				6.5	42
4	4AL22BA036	Keerthan	2.5	5	8	3	6.5					8	33
5	4AL22BA045	NANDA DS	2	7	8					1	7	8	41
6	4AL22BA047	Naveen	2	6	6					2	2	1	25
7	4AL22BA050	Niithya Jain				3	7	9.5		3	7	2	40
8	4AL22BA052	Pooja	2.5	6.5	9.5					3	6.5	8	44
9	4AL22BA053	Pooja C	2.5	6	8.5	3	6.5	8.5				8	43
10	4AL22BA056	Prahlad V Acharya	2.5	0	10	2.5	5	9.5				5	35
11	4AL22BA059	Prajwal	1	3	8	1.5	4	7				5.5	30
12	4AL22BA068	PRUTHVIRAJ				1	5	8		0	6	8.5	35
13	4AL22BA076	Ramyashree	2	6.5	9	1	6.5	8				7.5	41
14	4AL22BA081	Samyak Jain				3	7	8.5		2	7	9	43
15	4AL22BA083	Sanketh s				2.5	7	8.5		3	7	8.5	44
16	4AL22BA087	Sharanya Shetty	2	4	8.5		7	8.5				4	34
17	4AL22BA088	Shashikumar Ramanna Bangi	2.5	6	8					3	2	7	36
18	4AL22BA089	Shodhan jain				3	7	2		3	7	8	37
19	4AL22BA096	Shreshtha Jain	3	6	10	3	7	10				10	49
20	4AL22BA098	Shreya Jain				2.5	7	9		2.5	7	8.5	42
21	4AL22BA100	Shreyas H Devadiga				2	6.5	7		2.5	6.5	8.5	40
22	4AL22BA107	Srushti	2.5	6.5	8.5	2.5	6.5	8				6	41
23	4AL22BA109	Suman B	2	5	8					2	6	7	37
24	4AL22BA111	Suvith shetty				0	6.5	0		1	2	3	21
25	4AL22BA113	Swathi	2.5	6	8	1	6.5	8.5				5	38
26	4AL22BA116	Vikas D K	2.5	6	8					0	6.5	8	38
27	4AL22BA119	Yashwith B Shetty	2	6	7.5					2	6.5	6	36

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

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A+, Accredited by NAAC

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

Ph: 08258-262725; Mob: 722262724, 7026262725, mail: principalat08@gmail.com

PG DEPARTMENT OF BUSINESS ADMINISTRATION**CONSUMER BEHAVIOR (22MBAMM303)****FINAL IA MARKS - 2022-24 BATCH**

Sl. No	USN	NAME	IA	IIA	AVG	Quiz(5)	PRE+ASSIGNMENT+Survey	Total	SIGN
1	4AL22BA003	Adarsh	19	30	12.25	3.1	23.10	35	
2	4AL22BA023	Dhanush. K	37	34	17.75	4	24.00	42	
3	4AL22BA034	K. Abhay. Pai	40	42	20.50	2.9	22.90	43	
4	4AL22BA036	Keerthan	34	33	16.75	1.7	21.70	38	
5	4AL22BA045	NANDA DS	25	41	16.50	4	24.00	41	
6	4AL22BA047	Naveen	17	25	10.50	3.3	23.30	34	
7	4AL22BA050	Nithya Jain	38	40	19.50	4.1	24.10	44	
8	4AL22BA052	Pooja	38	44	20.50	3.6	23.60	44	
9	4AL22BA053	Pooja C	42	43	21.25	3.3	23.30	45	
10	4AL22BA056	Prahlad V Acharya	37	35	18.00	4.1	24.10	42	
11	4AL22BA059	Prajwal	25	30	13.75	4.4	24.40	38	
12	4AL22BA068	PRUTHVIRAJ	31	35	16.50	3.4	23.40	40	
13	4AL22BA076	Ramyashree	43	41	21.00	3.5	23.50	45	
14	4AL22BA081	Samyak Jain	42	43	21.25	3.6	23.60	45	
15	4AL22BA083	Sanketh s	37	44	20.25	3.4	23.40	44	
16	4AL22BA087	Sharanya Shetty	29	34	15.75	4.5	24.50	40	
17	4AL22BA088	Shashikumar Ramanna Bangi	16	36	13.00	4.3	24.30	37	
18	4AL22BA089	Shodhan jain	42	37	19.75	2.8	22.80	43	
19	4AL22BA096	Shreshtha Jain	49	49	24.50	4	24.00	49	

20	4AL22BA098	Shreya Jain	39	42	20.25	2.9	22.90	43	
21	4AL22BA100	Shreyas H Devadiga	41	40	20.25	2.7	22.70	43	
22	4AL22BA107	Srushti	33	41	18.50	3.8	23.80	42	
23	4AL22BA109	Suman B	32	37	17.25	2.9	22.90	40	
24	4AL22BA111	Suvith shetty	37	21	14.50	3.7	23.70	38	
25	4AL22BA113	Swathi	36	38	18.50	4.4	24.40	43	
26	4AL22BA116	Vikas D K	24	38	15.50	2.6	22.60	38	
27	4AL22BA119	Yashwith B Shetty	36	36	18.00	4.2	24.20	42	
28	4AL22BA008	Amisha devadiga	35	33	17.00	2.4	22.40	39	
29	4AL22BA024	Dhruvakumar AV	27	25	13.00	1.8	21.80	35	
30	4AL22BA029	Purna Hegde	21	27	12.00	2.5	22.50	35	
31	4AL22BA051	Nithya R S	47	46	23.25	2.7	22.70	46	
32	4AL22BA077	Rashmitha	23	31	13.50	3.8	23.80	37	
33	4AL22BA085	Sathyajit H Rao	33	32	16.25	2.5	22.50	39	
34	4AL22BA091	Shraddha S Shetty	40	45	21.25	2.8	22.80	44	
35	4AL22BA112	Suzana sheikh	31	19	12.50	2.8	22.80	35	

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Weak Students List 2022-2024

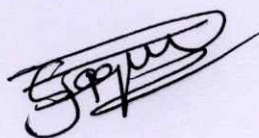
SI No	USN	Name	I IA	II IA
1	4AL22BA003	Adarsh	19	
2	4AL22BA029	Prerna Hegde	21	
3	4AL22BA047	Naveen	17	25
4	4AL22BA077	Rashmitha	23	
5	4AL22BA088	Shashikumar Ramanna Bangi	16	
6	4AL22BA116	Vikas D K	24	

Bright Students List 2022-2024

1	4AL22BA008	Amisha devadiga	35	33
2	4AL22BA023	Dhanush. K	37	34
3	4AL22BA024	Dhruvakumar AV	27	25
4	4AL22BA034	K.Abhay.Pai	40	42
5	4AL22BA036	Keerthan	34	33
6	4AL22BA050	Nithya Jain	38	40
7	4AL22BA051	Nithya R S	47	46
8	4AL22BA052	Pooja	38	44
9	4AL22BA053	Pooja C	42	43
10	4AL22BA056	Prahlad V Acharya	37	35
11	4AL22BA068	PRUTHVIRAJ	31	35
12	4AL22BA076	Ramyashree	43	41
13	4AL22BA081	Samyak Jain	42	43
14	4AL22BA083	Sanketh s	37	44
15	4AL22BA085	Sathyajit H Rao	33	32
16	4AL22BA087	Sharanya Shetty	29	34
17	4AL22BA089	Shodhan jain	42	37
18	4AL22BA091	Shraddha S Shetty	40	45
19	4AL22BA096	Shreshta Jain	49	49
20	4AL22BA098	Shreya Jain	39	42
21	4AL22BA100	Shreyas H Devadiga	41	40
22	4AL22BA107	Srushti	33	41
23	4AL22BA109	Suman B	32	37
24	4AL22BA111	Suvith shetty	37	
25	4AL22BA113	Swathi	36	38
26	4AL22BA119	Yashwith B Shetty	36	36

Sl NO.	USN	22MBAMM303
37	4AL22BA037	-
38	4AL22BA038	-
39	4AL22BA039	-
40	4AL22BA040	-
41	4AL22BA041	-
42	4AL22BA042	-
43	4AL22BA043	-
44	4AL22BA044	-
45	4AL22BA045	41
46	4AL22BA046	-
47	4AL22BA047	34
48	4AL22BA048	-
49	4AL22BA049	-
50	4AL22BA050	44
51	4AL22BA051	46
52	4AL22BA052	44
53	4AL22BA053	45
54	4AL22BA054	-
55	4AL22BA055	-
56	4AL22BA056	42
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61	4AL22BA061	-
62	4AL22BA062	-
63	4AL22BA063	-
64	4AL22BA064	-
65	4AL22BA065	-
66	4AL22BA066	-
67	4AL22BA067	-
68	4AL22BA068	40
69	4AL22BA069	-
70	4AL22BA070	-
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72	4AL22BA072	-
73	4AL22BA073	-
74	4AL22BA074	-
75	4AL22BA075	-

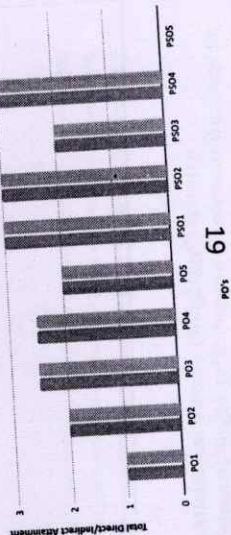
Sl NO.	USN	22MBAMM303
115	4AL22BA115	-
116	4AL22BA116	38
117	4AL22BA117	-
118	4AL22BA118	-
119	4AL22BA119	42
120	4AL22BA120	-



HOD
PG Dept. of Business Administration
(Alva's Institute of Engg. & Technology
Mijar - 574225)

Draft, As Entered in VTU CIE Portal on 2024-04-08 15:58:03

PO Attainment Chart



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PROGRAMME OUTCOME & PROGRAMME SPECIFIC OUTCOME ASSESSMENT MATRIX
Alva's Institute of Engineering and Technology, Moodbidri
PG Department of Business Administration
2022-2024
Consumer Behaviour
22MBAMM303
Mrs. Priya Sequiera

Academic Year:	CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
Course Name:	22MBAMM303.1	1	2	2	2	2	3	3	2	2	0
Course Code:	22MBAMM303.2										
Faculty Name:	22MBAMM303.3										
	22MBAMM303.4										
AVG		1	2	2.5	2.5	2	3	3	2	3	0

Key Words (POs)	PSO 1					PSO 2					PSO 3					PSO 4					PSO 5				
22MBAMM303 Direct (X)	1	2	2.5	2.5	2	2				3	3	2	3	3	0										
22MBAMM303 Indirect (Y)	1	2	2.5	2.5	2	2				3	3	2	3	3	0										
Attainment Level	1	2	2.5	2.5	2	2				3	3	2	3	3	0										
PO Attainment Calculation Direct																									
COs	CO Attainment Grade					PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5										
	3					1	2	0	0	2	0	0	2	0	0										
	3.00					0	0	2	0	0	3	0	2	0	0										
	3.00					0	0	0	3	0	0	3	0	3	0										
	3.00					0	2	3	2	2	3	6	4	3	0										
	3.00					1	4	5	5	2	3	6	4	3	0										
Weighted Sum -->					1	4	5	5	2	100.00	100.00	100.00	100.00	0.00											
Max Weight ----->					100.00	100.00	100.00	100.00	100.00	100.00	PSO1	PSO2	PSO3	PSO4	PSO5										
PO Attainment in percentage					100.00	100.00	100.00	100.00	100.00	100.00	PSO1	PSO2	PSO3	PSO4	PSO5										
:----->					100.00	100.00	100.00	100.00	100.00	100.00	3	3	2	3	0										

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
22MBAMM303.1	1	2	0	0	2	0	0	2	0	0
22MBAMM303.2	0	0	2	0	0	3	0	0	0	0
22MBAMM303.3	0	0	0	3	0	0	3	2	0	0
22MBAMM303.4	0	2	3	2	2	0	3	4	3	0
Weighted Sum --->	1	4	5	5	2	3	6	4	3	0
Max Weight ----->	1	4	5	5	2	3	6	4	3	0
PO Attainment in percentage	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
PO Attained Grade	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
	1	2	2.5	2.5	2	3	3	2	3	0

Faculty Name & Signature:

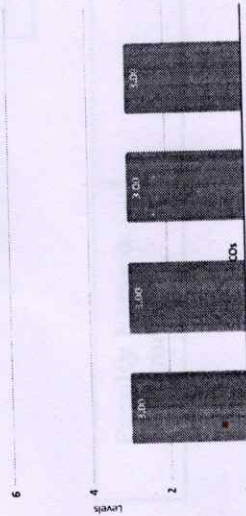
HOD Signature

COURSE OUTCOMES (COs) ASSESSMENT MATRIX						
Alva's Institute of Engineering and Technology, Moodbidri						
PG Department of Business Administration						
2022-2024						
Academic Year:	Consumer Behaviour/22MBAMM303					
Course Name & Course Code:	Mrs. Priya Sequeira					
Faculty Name:	CO Attainment - Direct					
Cos	Formative Assessment	Summative Assessment	Total Attainment Direct		CO Attainment Indirect	CO Attainment
22MBAMM303.1	3	3	3.00		3	3
22MBAMM303.2	3	3	3.00		3	3
22MBAMM303.3	3	3	3.00		3	3
22MBAMM303.4	3	3	3.00		3	3
Average			3.00		3	3

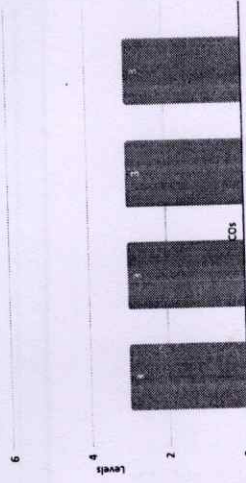
Note:
Total Attainment Direct = (Weightage*Formative Assessment)+(Weightage*Summative Assessment) Weightage for Formative Assessment = 50%; Weightage for Summative Assessment = 50%
CO Attainment = (Weightage*Total Attainment Direct)+(Weightage*CO Attainment Indirect) Weightage for Total Attainment Direct = 90%; Weightage for CO Attainment Indirect = 10%

Faculty Name & Signature:	HOD Signature:
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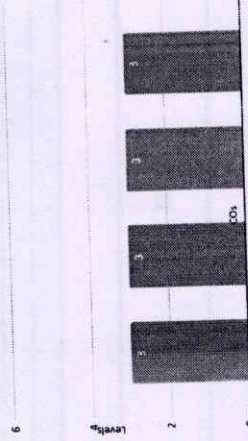
Total Attainment Direct



CO Attainment Indirect



CO Attainment Total



2022-2024			
Academic Year:		Consumer Behaviour	
Course Name:		22MBAMM303	
Course Code:		Mrs. Priya Sequeira	
Faculty Name:			
Observations and Action Plan (Direct)			
Course	Target	Attainment	Gap
22MBAMM303	3	3.00	Target achieved.
Outcomes on Actions for CAYm1 Observations/Suggestions			Change Observed
SI. No.	Action Taken		Planned to continue the same teaching methodology.
1	Target achieved.		

Faculty Name & Signature:

HOD



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

RESULT ANALYSIS OF III SEMESTER MBA- 2023-2024 (BATCH 2022-24)

RESULT ANALYSIS OF III SEMESTER MBA- 2023-2024 (BATCH 2022-24)																																															
Sl.No	USN	22MBA301						22MBA302						22MBAMM303						22MBAMM304						22MBAHR303						22MBAHR304						22MBAIN307						REMARKS	MAX MARKS	GRADE	Class
		LOGISTICS AND SUPPLY CHAIN MANAGEMENT			HR - MARKETING			INFORMATION TECHNOLOGY FOR MANAGERS			CONSUMER BEHAVIOUR			SALES AND RETAIL MANAGEMENT			RECRUITMENT AND SELECTION			INDUSTRIAL RELATIONS AND LEGISLATIONS			INTERNSHIP			MAX MARKS																					
		IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT		IN	EXT	TOT																		
1	4AL22BA008	43	30	73	40	32	72	39	23	62	35	32	67	37	26	63	42	28	70	40	40	80	700	487	69.57	FC																					
2	4AL22BA024	43	29	72	46	30	76	35	31	66	35	31	66	36	34	70	43	28	71	44	40	84	700	505	72.14	FC																					
3	4AL22BA029	39	25	64	36	25	61	35	27	62	38	22	60	35	24	59	38	25	63	43	38	81	700	450	64.29	FC																					
8	4AL22BA051	47	26	73	48	31	79	46	30	76	45	32	77	44	34	78	47	30	77	45	44	89	700	549	78.43	FC																					
4	4AL22BA077	38	28	66	40	28	68	37	26	63	39	29	68	37	31	68	40	30	70	46	38	84	700	487	69.57	FC																					
5	4AL22BA085	40	28	68	45	32	77	39	37	76	37	26	63	39	32	71	45	31	76	45	38	###	700	514	73.43	FC																					
6	4AL22BA091	47	32	79	46	37	83	44	35	79	41	31	72	45	35	80	45	38	83	48	38	86	700	562	80.29	FC																					
7	4AL22BA112	42	32	74	43	25	68	35	43	78	40	31	71	41	32	73	42	37	79	42	40	82	700	525	75.00	FC																					
Sl.No	USN	FINANCE MARKETING			INFORMATION TECHNOLOGY FOR MANAGERS			STRATEGIC COST MANAGEMENT			SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT			CONSUMER BEHAVIOUR			SALES AND RETAIL MANAGEMENT			INTERNSHIP			MAX MARKS	GRADE	Class																						
		IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT																									
1	4AL22BA003	42	22	64	41	30	71	35	26	61	42	0	42	35	26	61	36	26	62	41	42	83	700	444	63.43	FC																					
2	4AL22BA023	44	30	74	45	30	75	45	24	69	45	33	78	42	36	78	39	30	69	45	42	87	700	530	75.71	FC																					
3	4AL22BA034	46	28	74	46	41	87	43	31	74	43	27	70	43	41	84	41	30	71	45	42	87	700	547	78.14	FC																					
4	4AL22BA036	43	32	75	45	44	89	38	26	64	44	20	64	38	35	73	40	32	72	45	45	90	700	527	75.29	FC																					
5	4AL22BA045	41	26	66	48	32	80	38	26	64	45	39	84	41	34	75	37	33	70	45	40	85	700	524	74.86	FC																					
6	4AL22BA047	40	28	68	37	29	66	35	20	55	38	24	62	34	26	60	32	30	62	45	42	87	700	460	65.71	FC																					
7	4AL22BA050	46	32	78	45	35	80	44	34	78	43	30	73	44	34	78	42	31	73	48	43	91	700	551	78.71	FC																					
8	4AL22BA052	46	34	80	49	36	85	42	29	71	46	30	76	44	39	83	40	32	72	44	40	84	700	551	78.71	FC																					
9	4AL22BA053	46	27	73	46	45	91	39	32	71	45	30	75	45	36	81	44	31	75	47	46	93	700	559	79.86	FC																					
10	4AL22BA056	44	25	69	45	28	73	42	37	79	46	30	76	42	31	73	39	27	66	45	44	89	700	525	75.00	FC																					
11	4AL22BA059	42	31	73	42	31	73	40	23	63	38	29	67	38	30	68	36	26	62	46	48	94	700	500	71.43	FC																					
12	4AL22BA068	45	34	79	46	41	87	39	21	60	41	29	70	40	37	77	40	29	69	47	36	83	700	525	75.00	FC																					
13	4AL22BA076	45	26	71	43	31	74	43	31	74	44	30	74	45	30	75	41	29	70	46	38	84	700	522	74.57	FC																					
14	4AL22BA081	46	33	79	48	42	90	48	29	77	46	30	76	45	31	76	48	30	78	45	38	83	700	559	79.86	FC																					

[illegible]

	4AL22BA072	Rakshith jain	42	31	73	43	31	74	37	27	64	40	20	60	41	32	73	42	35	77	42	32	74	P	700	495	70.71	FC																		
18	4AL22BA078	Rithesh B	47	30	77	47	29	76	47	25	72	45	30	75	48	32	80	45	30	75	48	42	90	P	700	545	77.86	FC																		
19	4AL22BA082	Sandeep Raviprasad Acharya	46	30	76	46	31	77	43	26	66	45	21	66	40	30	70	43	20	63	48	38	86	P	700	504	72.00	FC																		
20	4AL22BA084	Sapan	47	35	82	45	30	75	45	25	70	45	28	73	46	36	82	46	33	79	48	38	86	P	700	547	78.14	FC																		
21	4AL22BA094	Shravan Acharya	44	31	75	46	34	80	41	28	69	44	26	70	40	34	74	45	34	79	47	35	###	P	700	529	75.57	FC																		
22	4AL22BA097	Shreya	45	31	76	43	32	75	48	27	75	46	32	78	46	37	83	42	28	70	48	42	90	P	700	547	78.14	FC																		
23	4AL22BA099	Shreya Kava	45	34	79	46	32	78	44	35	79	42	32	74	42	29	71	42	32	74	46	35	81	P	700	536	76.57	FC																		
24	4AL22BA101	Shrutha D shetty	45	31	76	46	29	75	42	31	73	45	30	75	46	30	76	45	33	78	48	40	88	P	700	541	77.29	FC																		
25	4AL22BA102	Shushank jain	42	28	70	41	29	70	34	26	60	40	33	73	37	36	73	36	29	65	42	35	77	P	700	488	69.71	FC																		
26	4AL22BA110	Supritha	45	29	74	44	34	78	36	29	65	41	27	68	39	36	75	39	33	72	46	41	87	P	700	519	74.14	FC																		
27	4AL22BA114	TEKOJI JAYAPPA SILLIKYATAR	44	28	72	43	30	73	33	24	57	39	20	59	39	32	71	39	28	67	43	37	80	P	700	479	68.43	FC																		
28	4AL22BA117	Vineeth v devadiga	42	27	69	39	37	76	38	32	70	43	31	74	45	37	82	38	33	71	42	38	80	P	700	522	74.57	FC																		
29	4AL22BA120	Yogish	41	29	70	42	33	75	42	32	74	40	20	60	44	35	79	39	34	73	46	40	86	P	700	517	73.86	FC																		
			22MBA301						22MBA302						22MBAFM303						22MBAFM304						22MBAFM305						20MBAFM306						22MBAIN307						GRA ND	
	USN	CORE FINANCE	LOGISTICS AND SUPPLY CHAIN MANAGEMENT		INFORMATION TECHNOLOGY FOR MANAGERS		STRATEGIC COST MANAGEMENT		SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		ADVANCED FINANCIAL MANAGEMENT		BANKING & SERVICES OPERATIONS		INTERNSHIP		REMARK		MAX MAR		KS AL		TOT		%																					
		NAME	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT																							
1	4AL22BA001	ABHIRAJ K V	50	36	86	49	32	81	45	27	72	49	42	91	50	33	83	47	32	79	49	42	91	P	700	583	83.29	FC																		
2	4AL22BA004	Akshari shetty	50	30	80	49	31	80	50	29	79	49	36	85	49	33	82	49	33	82	49	46	95	P	700	583	83.29	FC																		
3	4AL22BA006	Akshitha M	41	35	76	40	34	74	43	27	70	38	28	66	42	32	74	46	37	83	44	40	84	P	700	527	75.29	FC																		
4	4AL22BA009	Apoorva	40	32	72	43	44	87	47	31	78	44	39	83	46	32	78	45	33	78	47	42	89	P	700	565	80.71	FC																		
5	4AL22BA010	Ashwitha Shetty	45	35	80	41	35	76	45	27	72	40	36	76	42	30	72	47	36	83	46	42	88	P	700	547	78.14	FC																		
6	4AL22BA012	Bhoomika	40	37	77	42	36	78	45	29	74	46	35	81	46	32	78	44	37	81	43	42	85	P	700	554	79.14	FC																		
7	4AL22BA014	Chaitra	44	33	77	46	45	91	50	28	78	50	40	90	49	31	80	50	37	87	49	43	92	P	700	595	85.00	FCD																		
8	4AL22BA019	Deekshitha rani k	39	34	73	41	32	73	42	29	71	41	28	69	42	33	75	42	31	73	46	40	86	P	700	520	74.29	FC																		
9	4AL22BA022	Dhanush	40	35	75	36	32	68	40	25	65	35	24	59	39	31	70	40	32	72	46	40	86	P	700	495	70.71	FC																		
10	4AL22BA025	Divyashree	42	32	74	42	30	72	44	23	67	42	38	80	43	31	74	48	34	82	45	41	86	P	700	535	76.43	FC																		
11	4AL22BA035	Kavya	41	32	73	44	37	81	43	29	72	44	30	74	43	31	74	45	37	82	47	41	88	P	700	544	77.71	FC																		
12	4AL22BA044	Muniraju S	40	35	75	38	30	68	37	30	67	35	26	61	43	29	72	40	30	70	43	40	83	P	700	496	70.86	FC																		
13	4AL22BA055	Poojary Vinisha Vishwanath	42	34	76	40	24	64	44	28	72	39	37	76	42	32	74	44	35	79	47	41	88	P	700	529	75.57	FC																		
14	4AL22BA058	Prajna	41	35	76	40	34	74	45	32	77	43	24	67	46	32	78	46	35	81	43	44	87	P	700	540	77.14	FC																		
15	4AL22BA060	Pramod	37	34	71	37	38	75	39	33	72	36	32	68	39	36	75	36	39	75	42	39	81	P	700	517	73.86	FC																		
16	4AL22BA069	Rachana Shenoy	50	32	82	49	43	92	50	36	86	50	34	84	49	31	80	50	35	85	46	42	88	P	700	597	85.29	FCD																		
17	4AL22BA070	RAJENDRA PRASAD K B	40	26	66	42	32	74	43	25	68	40	27	67	46	32	78	45	30	75	45	40	85	P	700	513	73.29	FC																		

	4AL22BA071	Rakshith	41	36	77	43	32	75	44	30	74	41	26	67	43	31	74	46	34	80	49	40	89	P	700	536	76.57	FC
	4AL22BA073	Rakshith Shetty	45	30	75	42	40	82	43	24	67	42	30	72	46	32	78	46	33	79	49	38	87	P	700	540	77.14	FC
20	4AL22BA074	Rakshitha	43	32	75	41	29	70	42	30	72	44	31	75	46	29	75	41	32	73	43	38	81	P	700	521	74.43	FC
21	4AL22BA090	Shraddha.m	42	34	76	44	31	75	44	33	77	49	41	90	48	32	80	47	37	84 ^e	45	38	83	P	700	565	80.71	FC
22	4AL22BA106	SRIKANTH N	43	28	71	41	34	75	48	30	78	47	34	81	47	31	78	45	34	79	47	43	90	P	700	552	78.86	FC
23	4AL22BA115	Thrupthi	40	29	69	44	36	80	45	29	74	43	35	78	45	32	77	45	39	84	47	42	89	P	700	551	78.71	FC
Sl.No	USN	FINANCE HR NAME	22MBA301			22MBA302			22MBAFM304			22MBAHR303			22MBAHR304			22MBAIN307			REM ARK	MAX MAR	GRA ND TOT					
			IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT	IN	EXT	TOT								
1	4AL22BA005	Akshatha B.Mali	42	34	76	42	41	83	43	30	73	39	34	73	39	34	74	47	38	85	43	40	83	P	700	547	78.14	FC
2	4AL22BA007	Alisha Maria	39	29	68	44	29	73	38	22	60	40	30	70	38	34	72	44	33	77	46	42	88	P	700	508	72.57	FC
4	4AL22BA011	Ayesha Ibrahim	39	32	71	40	30	70	32	26	58	32	31	63	37	31	68	42	31	73 ^e	42	40	82	P	700	485	69.29	FC
5	4AL22BA013	Bhoomika DR	40	30	70	39	32	71	41	31	72	40	29	69	40	37	77	46	29	75	43	41	84	P	700	518	74.00	FC
6	4AL22BA015	Chethan	40	33	73	37	35	72	39	24	63	36	22	58	41	31	72	40	27	67	45	44	89	P	700	494	70.57	FC
7	4AL22BA018	Deekshitha.N	36	29	65	35	32	67	32	32	64	36	26	62	35	32	67	41	32	73	46	41	87	P	700	485	69.29	FC
8	4AL22BA020	Deepthi	40	31	71	36	35	71	41	25	66	38	29	67	41	37	78	44	31	75	44	40	84	P	700	512	73.14	FC
9	4AL22BA021	Deepthi Kumari	37	29	66	39	28	67	35	27	62	36	27	63	37	35	72	44	34	78	46	44	90	P	700	498	71.14	FC
10	4AL22BA026	Fiza. S shaikh	38	34	72	38	32	70	38	29	67	35	32	67	37	34	71	43	30	73	42	40	82	P	700	502	71.71	FC
11	4AL22BA030	Helan K.J	36	29	65	36	27	63	36	27	63	35	24	59	38	27	65	39	25	64 ^e	43	44	87	P	700	466	66.57	FC
12	4AL22BA031	Hithesh	38	29	67	35	31	66	36	32	68	35	21	56	41	30	71	42	30	72 ^e	41	45	86	P	700	486	69.43	FC
13	4AL22BA037	Kishan Kumar	41	26	67	40	34	74	39	30	69	33	30	63	41	33	74	43	39	82	45	44	89	P	700	518	74.00	FC
14	4AL22BA039	Kruti K S	42	33	75	39	38	77	42	34	76	40	31	71	42	33	75	46	27	73	45	47	92	P	700	539	77.00	FC
15	4AL22BA040	Maithiri R Shetty	38	34	72	38	32	70	42	28	70	35	33	68	41	36	77	45	38	83	46	41	87	P	700	527	75.29	FC
16	4AL22BA042	Meghana G U	41	31	72	37	31	68	37	32	69	38	26	64	41	34	75	48	39	87	46	39	85	P	700	520	74.29	FC
17	4AL22BA043	Monica M	41	32	73	38	29	67	44	28	72	37	26	63	44	31	75	45	32	77	48	43	91	P	700	518	74.00	FC
18	4AL22BA048	Nireeksha	45	31	76	43	45	88	43	33	76	38	30	68	44	35	79	46	44	90	48	40	88	P	700	565	80.71	FC
19	4AL22BA054	Pooja ks	42	33 ^e	75	38	35	73	44	24	68	37	34	71	40	6	76	48	31	79 ^e	45	40	85	P	700	527	75.29	FC
20	4AL22BA062	Praneetha J H	38	33	71	43	27	70	38	25	63	37	34	71	41	36	77	46	41	87 ^e	47	41	88	P	700	527	75.29	FC
21	4AL22BA065	Prathiksha Shetty	39	29	68	41	36	77	35	21	56	35	31	66	45	34	79	44	30	74	47	40	87	P	700	507	72.43	FC
22	4AL22BA066	Priyanka R	43	28	71	40	29	69	41	20	61	38	29	67	42	32	74	46	29	75	45	38	83	P	700	500	71.43	FC
23	4AL22BA075	RAMESH	37	35	72	40	27	67	36	20	56	38	24	62	37	35	72	45	30	75	48	35	83	P	700	487	69.57	FC
24	4AL22BA079	Sahana	44	32	76	41	32	73	39	33	72	39	37	76	43	38	81	48	29	77	47	32	79	P	700	534	76.29	FC
25	4AL22BA080	Sahithya	37	37	74	40	38	78	43	26	69	40	25	65	40	34	74	45	34	79	46	35	81	P	700	520	74.29	FC
26	4AL22BA086 ^{e,f}	Shama	46	29	75	43	31	74	36	29	65	36	24	60	39	35	74	45	31	76	45	38	83	P	700	507	72.43	FC

28	4AL22BA092	Shraddha Shetty	38	29	67	41	30	71	42	35	77	37	31	68	39	34	73	46	29	75	47	35	82	P	700	513	73.29	FC
29	4AL22BA093	Shramya	40	34	74	44	32	76	45	34	79	42	33	75	43	37	80	50	38	88	43	38	81	P	700	553	79.00	FC
30	4AL22BA095	Shreni C S	41	32	73	37	38	75	41	34	75	36	31	67	40	36	76	47	27	74	46	35	81	P	700	521	74.43	FC
31	4AL22BA103	Sindhu Shiva Kharvi	40	32	72	38	32	70	39	32	71	39	36	75	42	37	79	47	31	78	44	42	86	P	700	531	75.86	FC
32	4AL22BA104	Soujanya	42	31	73	37	38	75	46	32	78	39	40	79	42	34	76	46	27	73	44	38	82	P	700	536	76.57	FC
33	4AL22BA105	Sowndarya	45	31	76	39	33	72	41	33	74	43	25	68	42	55	77	47	33	80	43	41	84	P	700	531	75.86	FC
34	4AL22BA108	Sudeeksha S Shetty	38	31	69	36	32	68	40	27	67	36	33	69	42	36	78	46	37	83	46	40	86	P	700	520	74.29	FC
	4AL22BA118	Vinutha C	45	37	82	40	33	73	42	29	71	41	29	70	45	35	80	49	44	93	45	44	89	P	700	558	79.71	FC

TOTAL NUMBER OF STUDENTS		Pass %	DISTINCTION		3
PASS	120		I CLASS		116
FAIL	119	99%	II CLASS		0
	1				

CLASS TOPPERS	USN		Name		Total	%
	4AL22BA096		Shreshtha Jain		604	86.29%
	4AL22BA069		Rachana Shenoy		597	85.29%
	4AL22BA014		Chaitra		595	85.00%

SUBJECT WISE RESULT

SUBJECT CODE	SUBJECT NAME	FACULTY	PASS	FAIL	%
22MBA301	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Mr. Johnson Fernandes	120		100%
22MBA302	INFORMATION TECHNOLOGY FOR MANAGERS	Mr. Sohil Nargundkar	120		100%
22MBA303	CONSUMER BEHAVIOUR	Mr. Guruprasad Pai	120		100%
22MBAFM303	SALES AND RETAIL MANAGEMENT	Mrs. Amritha Kumar	120		100%
22MBAFM304	STRATEGIC COST MANAGEMENT	Mrs. Priya Sequeira	120		100%
		Mr. Sohil Nargundkar	120		100%
		Dr. Catherine N	119	1	99%
		Mrs. Maithri	120		100%
		Dr. Vishnu Prasanna K N	119	1	99%
22MBAFM305	ADVANCED FINANCIAL MANAGEMENT	Mr. Ashok Rao	120		100%
22MBAFM306	BANKING & SERVICES OPERATIONS	Dr. Vishnu Prasanna K N	120		100%
22MBAHR303	RECRUITMENT AND SELECTION	Mrs. Maithri	120		100%
22MBAHR304	INDUSTRIAL RELATIONS AND LEGISLATIONS	Mrs. Harshitha Shetty	120		100%
22MBABA303	INTRODUCTION TO PYTHON, DATA AND CONTROL	Mrs. Amritha Kumar	120		100%
22MBABA304	EXPLORATORY DATA ANALYSIS FOR BUSINESS	Ms. Sharel	120		100%
		Ms. Sharel	120		100%

Signature
HOD

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HOD of Business Administration
Mijar - 574225

Signature
PRINCIPAL

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