

*Post - Graduate Diploma in Management
(Marketing Management)*

(Hybrid Program)

(PGDM-MM-HB)



Awarded to

Arvindkumar Rajendra Sharma
(HPGD/OC14/1641)

For having Successfully completed the Two-Year Post-Graduate Diploma in Management (Marketing Management) during the academic year 2017 with Second Class

Dated the Thirtieth day of the Month September in the Year 2017



Prof. Dr. Uday Salunkhe
Group Director

Advanced Diploma
in
Business Administration
(ADBA)

Awarded to



Arvindkumar Rajendra Sharma
(HPGD/OC14/1641)

*For having Successfully completed one-year Advanced Diploma
in Business Administration during the academic year 2016 with
Second Class*

Dated the Thirty First day of the Month March in the Year 2016



Prof. Dr. Uday Salunkhe
Director

Prin. L. N. Welingkar Institute of Management Development & Research
L. Nappo Road, Matunga (Central Rly), Mumbai-400 019

Advanced Diploma in Business Administration

Name : Arvindkumar Rajendra Sharma
Admission No : HPGD/OC14/1641
Batch : October 2014 (PG)
Semester : Semester I & II
Examyear : March-2016



Sno.	Subject Name	Mid-Term	Semester	Total	Result
1	Principles of Management	13	37	50	Pass
2	Financial Accounting	7	43	50	Pass
3	Marketing Management	11	40	51	Pass
4	Managerial Economics	13	37	50	Pass
5	Human Resource Management	16	40	56	Pass
6	Fundamentals of communication & Interview prep	9	46	55	Pass
7	Strategic Management	10	40	50	Pass
8	Project "We Like"	--	--	68	Pass
9	Innovation Management	13	38	51	Pass
10	Cost Accounting	9	41	50	Pass
11	Mastering the interview & Networking skills	16	37	53	Pass
12	The Integrative Manager	10	40	50	Pass
13	Value Added Activities (out of 50)	--	--	43	

Grade : Second Class

Total Marks : 677

Percentage : 56

Grade Details

Above 75 : Distinction
Above 60 and Below 75 : First Class
Above 50 and Below 60 : Second Class
Below 50 : Fail

Ab - Absent W - Waiver

Prepared by

Checked by

**For. Prin. L.N. Welingkar Institute of
Management Development & Research**

Director

Prin. L. N. Welingkar Institute of Management Development & Research
L. Nappo Road, Matunga (Central Rly), Mumbai-400 019

Post - Graduate Diploma in Management (Marketing Management)

Hybrid Program

Name : Arvindkumar Rajendra Sharma

Admission No : HPGD/OC14/1641

Batch : October 2014 (PG)

Semester : Semester III & IV

Examyyear : September-2017



S.No.	Subject Name	Mid-Term (20)	Semester (80)	Total (100)
1	Marketing Research and Consumer Buyer Behavior	10	41	51
2	Advertising & Sales Promotion	9	41	50
3	Distribution Management	10	40	50
4	CRM	8	42	50
5	Marketing Finance	10	40	50
6	Project ISR	--	--	74
7	Product : Brand Management	8	43	51
8	E:Commerce	12	40	52
9	Internet Marketing	17	42	59
10	Social media marketing	12	44	56
11	Project Work (out of 200)	--	--	152

Grade : Second Class

Total Marks : 695

Percentage : 58 %

Grade Details

Above 75 : Distinction

Above 60 and Below 75 : First Class

Above 50 and Below 60 : Second Class

W - Waiver

Prepared by

Checked by

For. Prin. L.N. Welingkar Institute of Management Development & Research

Group Director