



# SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)

GANESHKHIND, PUNE 411 007.



## STATEMENT OF MARKS FOR MASTER OF BUSINESS ADMINISTRATION (REV.2013)

SEAT NO. 19702 CENTRE 1 PERM REG. NO.: 2051309208  
 NAME HARSHWARDHAN WATE MOTHER: MADHURI  
 COLLEGE 1241 SKNSSBM, AMBEGAON, PUNE 41

| YEAR : OCTOBER 2015            | NAME OF THE COURSE                         | OL. | INT | UEX | TOT | CRE-<br>DITS | GR-<br>ADE | GP  |
|--------------------------------|--------------------------------------------|-----|-----|-----|-----|--------------|------------|-----|
| SUBJECT : MARKETING MANAGEMENT |                                            |     |     |     |     |              |            |     |
| 1                              | ACCOUNTING FOR BUSINESS DECISIONS          | 11  | 16  | 22  | 49  | P 03         | D          | 006 |
|                                | ECONOMIC ANALYSIS FOR BUSINESS DECISIONS   | 07  | 19  | 19  | 45  | * 03         | D          | 006 |
|                                | LEGAL ASPECTS OF BUSINESS                  | 08  | 19  | 19  | 46  | P 03         | D          | 006 |
|                                | BUSINESS RESEARCH METHODS                  | 06  | 23  | 26  | 55  | P 03         | B          | 012 |
|                                | ORGANIZATIONAL BEHAVIOUR                   | 10  | 12  | 20  | 42  | P 03         | E          | 003 |
|                                | BASICS OF MARKETING                        | 08  | 20  | 22  | 50  | P 03         | C          | 009 |
|                                | MANAGEMENT FUNDAMENTALS                    | -   | 41  | -   | 41  | P 02         | O          | 012 |
|                                | BUSINESS COMMUNICATION LAB                 | -   | 30  | -   | 30  | P 02         | B          | 008 |
|                                | SELLING & NEGOTIATION SKILLS LAB           | -   | 39  | -   | 39  | P 02         | O          | 012 |
|                                | PERSONALITY DEVELOPMENT LAB                | -   | 40  | -   | 40  | P 02         | O          | 012 |
|                                | HUMAN RIGHTS - I                           | -   | 22  | -   | 22  | P 01         | O          | !   |
|                                | INTRODUCTION TO CYBER SECURITY - I         | -   | 22  | -   | 22  | P 01         | O          | !   |
| 2                              | MARKETING MANAGEMENT                       | 09  | 17  | 16  | 42  | P 03         | E          | 003 |
|                                | FINANCIAL MANAGEMENT                       | 08  | 21  | 23  | 52  | P 03         | C          | 009 |
|                                | HUMAN RESOURCE MANAGEMENT                  | 07  | 25  | 29  | 61  | P 03         | B          | 012 |
|                                | DECISION SCIENCE                           | 06  | 18  | 22  | 46  | P 03         | D          | 006 |
|                                | OPERATIONS & SUPPLY CHAIN MANAGEMENT       | 08  | 19  | 21  | 48  | P 03         | D          | 006 |
|                                | MANAGEMENT INFORMATION SYSTEMS             | 07  | 20  | 21  | 48  | P 03         | D          | 006 |
|                                | EMOTIONAL INTELL. & MANAGERIAL EFFECT. LAB | -   | 41  | -   | 41  | P 02         | O          | 012 |
|                                | LIFE SKILLS LAB                            | -   | 40  | -   | 40  | P 02         | O          | 012 |
|                                | BUSINESS SYSTEMS & PROCEDURES              | -   | 40  | -   | 40  | P 02         | O          | 012 |
|                                | INDUSTRY ANALYSIS - DESK RESEARCH          | -   | 37  | -   | 37  | P 02         | A          | 010 |
|                                | HUMAN RIGHTS - II                          | -   | 23  | -   | 23  | P 01         | O          | !   |
|                                | INTRODUCTION TO CYBER SECURITY - II        | -   | 19  | -   | 19  | P 01         | O          | !   |
| 3                              | STRATEGIC MANAGEMENT                       | 10  | 18  | 18  | 46  | P 03         | D          | 006 |
|                                | ENTERPRISE PERFORMANCE MANAGEMENT          | 09  | 17  | 15  | 41  | P 03         | E          | 003 |
|                                | STARTUP & NEW VENTURE MANAGEMENT           | 09  | 19  | 19  | 47  | P 03         | D          | 006 |
|                                | SUMMER INTERNSHIP PROJECT                  | -   | 44  | 75  | 119 | P 06         | O          | 036 |
|                                | CONTEMPORARY MARKETING RESEARCH            | 08  | 19  | 19  | 46  | P 03         | D          | 006 |
|                                | CONSUMER BEHAVIOUR                         | 09  | 19  | 19  | 47  | P 03         | D          | 006 |
|                                | INTEGRATED MARKETING COMMUNICATIONS        | -   | 43  | -   | 43  | P 02         | O          | 012 |
|                                | STRATEGIC BRAND MANAGEMENT                 | -   | 45  | -   | 45  | P 02         | O          | 012 |
|                                | CUSTOMER RELATIONSHIP MANAGEMENT           | -   | 45  | -   | 45  | P 02         | O          | 012 |
|                                | MARKETING OF FINANCIAL SERVICES-I          | -   | 41  | -   | 41  | P 02         | O          | 012 |
|                                | INTRODUCTION TO CYBER SECURITY - III       | -   | 21  | -   | 21  | P 01         | O          | !   |
|                                | SKILL DEVELOPMENT - I                      | -   | 45  | -   | 45  | P 02         | O          | !   |

CONTINUED .....

CONTROLLER OF EXAMINATIONS

#=0.4 & = 0.163

STATEMENT NO.:

\$=0.1 @=0.1&0.163

DATE:

\*= CURRENT APPEARANCE

AA-ABSENT P-PREVIOUS FFF-FAIL IN COURSE INT-INTERNAL UEX-UNIVERSITY EXAMINATION PR-PRACTICAL EXAMINATION