

Name : Dinesh Sullere
Roll No : BA-1118

Course : PGDM-BA Batch : 2011-13
Specialization: Marketing

Semester I

Sr.No.	Subjects	Internal (40)	External (60)	Total (100)
1	Managerial Economics	25	36	61
2	Business Law	30	32	62
3	Principles & Practices of Mgmt	29	47	76
4	Basics of Marketing	30	44	74
5	Organizational Behavior	24	29	53
6	Financial Accounting and Management	31	28	59
7	Quantitative Methods for Business Research	23	22	45
8	Basics of Strategic Management Framework	26	44	70
9	Contemporary Issues in Management	29	28	57

Semester II

Sr.No.	Subjects	Internal (40)	External (60)	Total (100)
1	Macro Economics	22	39	61
2	Strategic Marketing Management & Consumer Behavior	26	40	66
3	Marketing Research & Quantitative Techniques	29	24	53
4	Human Resource Management	28	40	68
5	Financial Management	26	32	58
6	Basics of International Business Management	29	30	59
7	Banking, Financial Services & Insurance	19	41	60
8	Company and Business Law	18	29	47
9	Indian Economy	22	43	65

Semester III

Sr.No.	Subjects	Internal (40)	External (60)	Total (100)
1	Project Management	29	25	54
2	Business Policy & Strategic Management	29	36	65
3	Introduction to Financial Markets	31	33	64
4	Legal & Procedural Aspects In Management	21	28	49
5	Product & Brand Management	21	37	58
6	Advanced Business Research & QT	28	25	53
7	Services Marketing	18	23	41
8	Integrated Marketing Communications	20	48	68
9	Summer Project (Out of 200 Marks)			162

Semester IV

Sr.No.	Subjects	Total (100)
1	Entrepreneurship Development	56
2	Current Trends in Management	71
3	Materials & Operations Management	72
4	Global Business Environment	69
5	Supply Chain Management & Logistics	70
6	International Marketing	69

Semesters : [I] 557 : 900 [II] 537 900 [III] 614 : 1000 [IV] 407: 600

Grand Total : 2075 : 3400

Percentage : 61.03%

Result : First Class

Controller of Examination

Registrar

Director

Seal

Date: 25th July 2013

Below 40%: Fail, 40% & Above: Pass Class, 50% & above: IInd Class, 60% & above: Ist Class, 70% & above: Distinction, 80% & above: AB - Absent