

NO.: 20- 0304070



SAVITRIBAI PHULE PUNE UNIVERSITY

(formerly University of Pune)
GANESHKHIND PUNE 411 007



STATEMENT OF MARKS/GRADES FOR MASTER OF BUSINESS ADMINISTRATION (REV. 2016)

SEAT NO. 25802 CENTRE 1
NAME ADITYA RADHESHYAMJI SAWARKAR
COLLEGE 1483 INDIRA SCHOOL OF B.S.

PERM REG. NO.: 2051812761
MOTHER : KANCHAN

YEAR : APRIL 2020
SEM. NAME OF THE COURSE

<--- MARKS ---> CRE- GR-
OL. INT UEX TOT DITS ADE GP

SUBJECT : MARKETING MANAGEMENT

1	ACCOUNTING FOR BUSINESS DECISIONS	06	18	17	41	P	03	P	012
	ECONOMIC ANALYSIS FOR BUSINESS DECISIONS	12	19	42	73	*	03	A+	027
	LEGAL ASPECTS OF BUSINESS	08	17	15	40	P	03	P	012
	BUSINESS RESEARCH METHODS	09	19	19	47	P	03	C	015
	ORGANIZATIONAL BEHAVIOUR	07	17	16	40	P	03	P	012
	BASICS OF MARKETING	11	24	28	63	P	03	A	024
	MANAGEMENT FUNDAMENTALS	-	40	-	40	P	02	O	020
	BUSINESS COMMUNICATION LAB	-	40	-	40	P	02	O	020
	MS EXCEL & ADVANCED EXCEL LAB	-	47	-	47	P	02	O	020
	BUSINESS GOVERNMENT & SOCIETY	-	42	-	42	P	02	O	020
	HUMAN RIGHTS - I	-	22	-	22	P	01	O	!
	INTRODUCTION TO CYBER SECURITY - I	-	21	-	21	P	01	O	!
2	MARKETING MANAGEMENT	09	21	23	53	P	03	B	018
	FINANCIAL MANAGEMENT	14	15	15	44	P	03	P	012
	HUMAN RESOURCE MANAGEMENT	12	13	20	45	P	03	C	015
	DECISION SCIENCE	16	15	35	66	*	03	A	024
	OPERATIONS & SUPPLY CHAIN MANAGEMENT	07	15	18	40	P	03	P	012
	MANAGEMENT INFORMATION SYSTEMS	08	20	21	49	P	03	C	015
	EMOTIONAL INTELL. & MANAGERIAL EFFECT. LAB	-	38	-	38	P	02	A+	018
	GEOPOLITICS & THE WORLD ECONOMIC SYSTEM	-	38	-	38	P	02	A+	018
	COMP. AIDED PERSONAL PRODUCTIVITY TOOLS LAB	-	40	-	40	P	02	O	020
	INDUSTRY ANALYSIS - DESK RESEARCH	-	42	-	42	P	02	O	020
	HUMAN RIGHTS - II	-	22	-	22	P	01	O	!
	INTRODUCTION TO CYBER SECURITY - II	-	22	-	22	P	01	O	!
3	STRATEGIC MANAGEMENT	06	18	22	46	P	03	C	015
	ENTERPRISE PERFORMANCE MANAGEMENT	12	17	15	44	P	03	P	012
	STARTUP & NEW VENTURE MANAGEMENT	12	17	43	72	*	03	A+	027
	SUMMER INTERNSHIP PROJECT	-	30	40	70	P	04	A+	036
	CONTEMPORARY MARKETING RESEARCH	10	18	21	49	P	03	C	015
	CONSUMER BEHAVIOUR	18	18	18	54	P	03	B	018
	INTEGRATED MARKETING COMMUNICATIONS	-	42	-	42	P	02	O	020
	CUSTOMER RELATIONSHIP MANAGEMENT	-	42	-	42	P	02	O	020
	MARKETING OF FINANCIAL SERVICES-I	-	35	-	35	P	02	A+	018
	BUSINESS TO BUSINESS MARKETING	-	41	-	41	P	02	O	020
	INTRODUCTION TO CYBER SECURITY - III	-	21	-	21	P	01	O	!
	SKILL DEVELOPMENT - I	-	41	-	41	P	02	O	!

CONTINUED

Director

Board of Examinations & Evaluation

DATE :



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PAGE : 2

4	MANAGING FOR SUSTAINABILITY	18	20	45	83	*	03	0	030
	DISSERTATION	-	40	35	75	*	04	A+	036
	SERVICES MARKETING	14	20	35	69	*	03	A	024
	SALES & DISTRIBUTION MANAGEMENT	19	22	48	99	*	03	0	030
	RETAIL MARKETING	-	38	-	38	*	02	A+	018
	MARKETING STRATEGY	-	39	-	39	*	02	A+	018
	E-MARKETING & ANALYTICS	-	41	-	41	*	02	0	020
	MARKETING OF FINANCIAL SERVICES II	-	40	-	40	*	02	0	020
	INTRODUCTION TO CYBER SECURITY - IV	-	20	-	20	*	01	0	!
	SKILL DEVELOPMENT - II	-	20	-	20	*	02	P	!
SGPA : (1) 7.000(2) 6.620(3) 7.440(4) 9.330		TOTAL 100							751
TOT.MARKS : 1897/3000 (63.23%)		CGPA : 7.510		FINAL GRADE : A					0.1

Director

! - Not considered for calculation of final grade
Medium of instruction: English

Board of Examinations & Evaluation

DATE 14 DEC 2020