

# PYDAH DEGREE COLLEGE



PROGRAM BOOK FOR  
**SEMESTER INTERNSHIP**

Name of the Student: Kunduri Anil Kumar

Name of the College: PJDAT degree college

Registration Number: 120131703012

Period of Internship: From: 29-5-23 To: 04-8-23

Name & Address of the Intern Organization

Smart bridge digital  
marketing

Andhra university University  
3rd YEAR

[Redacted]

## An Internship Report on

### DIGITAL MARKETING

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

B.COM [Commerce] [Gen]

Under the Faculty Guideship of

D. ASHA

(Name of the Faculty Guide)

Department of

COMMERCE

(Name of the College)

Submitted by:

K. Anil Kumar

(Name of the Student)

Reg.No: 120131703012

Department of COMMERCE

Pydah degree college

(Name of the College)

## Student's Declaration

I, K. Anil Kumar a student of B.com general Program, Reg. No. 120131703012 of the Department of Commerce College do hereby declare that I have completed the mandatory internship from 29-5-2023 to 04-8-2023 in Smart bridge (Name of the intern organization) under the Faculty Guideship of D.Asha (Name of the Faculty Guide), Department of Commerce, Pydar degree college (Name of the College)

K. Anil Kumar  
(Signature and Date)

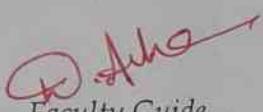
## Official Certification

This is to certify that K. Anil Kumar (Name of the student) Reg. No. 120131703012 has completed his/her Internship in Smart Bridge (Name of the Intern Organization) on Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of Commerce in the Department of Pydah degree college (Name of the College).

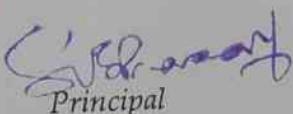
This is accepted for evaluation.

(Signatory with Date and Seal)

### Endorsements

  
Faculty Guide

  
Head of the Department

  
Principal

## Certificate from Intern Organization

This is to certify that Kundisi Anil Kumar (Name of the intern) Reg. No 120131703062 of Pydah degree college (Name of the College) underwent internship in Smart bridge (Name of the Intern Organization) from 29-05-23 to 04-08-2023

The overall performance of the intern during his/her internship is found to be  
satisfactory. (Satisfactory/Not Satisfactory).

*Authorized Signatory with Date and Seal*

## Acknowledgements

I would like to express my sincere appreciation and gratitude to all the individuals and resources that have contributed to my knowledge and growth in the field of digital marketing.

First and foremost, I would like to thank my mentor, D.asha for providing me with valuable insights, guidance, and continuous support throughout my internship.

I would also like to extend my gratitude to the entire digital marketing team at (SEO Tonic Web Solutions Pvt. Ltd.). Their collective expertise and collaborative spirit have provided me with a dynamic learning environment.

In conclusion, I am deeply grateful to everyone who has played a part in my journey in digital marketing.

Sincerely,  
K. anil Kumar

# Contents

## Contents in this intern report

### 1. Introduction :-

- Briefly introduce digital marketing intern and company.
- digital marketing reporting period covered in the report.

### 2. Summary of Activities :-

- Summary of the key activities involved in during the reporting period.
- Include details about specific tasks and projects worked on digital marketing, such as social media management, content creation, email marketing, ppc campaigns etc.

### 3. Skill Development :-

- Highlight the skills developed or enhanced during the reporting period.
- Discuss the skills were applied in internship tasks and projects

### 4. Achievements :-

- Share any notable achievements or milestones reached during the reporting period.

- Include metrics or data achievements, such as increased website traffic, higher social media engagement, improved conversion rates, etc.

## 5. challenges :-

- Discussed challenges or obstacles encountered during the reporting period.

## 6. collaboration and communication:-

- Describing interaction and collaboration with team members, supervisors, or other departments

## 7. knowledge enhancement:-

- Describe any additional knowledge or insights gained during the reporting period.
- Mention training sessions, workshops, webinars or industry-related information.

## 8. Future Goals and Recommendations:-

- Outline goals for the upcoming reporting period or internship duration
- Suggest any areas where you would like to further develop your skills or gain more experience.

## 9. Conclusion :-

- Summarizes the key points covered in the report

## CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

Digital marketing refers to the practice of promoting products, services, or brands using digital channels and technologies. It encompasses a wide range of online marketing tactics aimed at reaching and engaging with target audiences through various digital platforms, such as search engines, websites, social media, email, mobile apps, and more. The goal of digital marketing is to attract and convert leads, build brand awareness, and drive business growth. Some key components and strategies within digital marketing include:

Search Engine Optimization (SEO) :- SEO focuses on improving a website's visibility and organic search engine results pages or other digital platforms. Advertisers pay a fee each time their ad is clicked, hence the name "pay-per-click".

**Pay-per-click Advertising (PPC):-** PPC advertising allows businesses to display ads on search engine results pages or other digital platforms. Advertisers pay a fee each time their ad is clicked, hence the name "pay-per-click".

**Content Marketing:-** Content marketing revolves around creating and sharing valuable, relevant and informative content to attract and engage a target audience. It can take the form of blog posts, of blog posts, articles, videos, infographics, eBooks and more.

**Social Media Marketing:-** Social media marketing leverages social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube to connect with target audiences. It involves creating and sharing content, running targeted ads, engaging with followers, and building brand loyalty.

**Email Marketing :-** Email marketing involves sending targeted messages and promotions to a subscriber list. It is an effective way to nurture leads, build customer relationships, and drive conversions.

## CHAPTER 2: OVERVIEW OF THE ORGANIZATION

### Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission, and Values of the Organization
- C. Policy of the Organization, in relation to the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

### Introduction :-

"Seotonic web solution private limited" is a leading search engine optimization and web development country in India with offices in India and Canada. Our main clients are from US, UK, Spain, Canada, Mexico, Australia, Newzealand and Bermuda

Seotonic Web Solutions offers a wide range of products and services, including :-

Internet Marketing & promotion

Internet Marketing Service

SEO Consultation Service

Branding & Advertising Agencies

Advertising Service

## Social Media Consulting Services.

SEOTonic believes in building long-term relationships with the clients and the capable partners. We work with an ultimate goal of client satisfaction based on quality, consistency and reliability.

Seotonic web solution's operating revenues range is INR 1cr - 100cr for the financial year ending on 31 March, 2022. It's EBITDA has increased by 4.97 % over the previous year. At the same time, it's book networth has increased by 23.30%.

### CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

In this company Search Engine Optimization (SEO) strategies and tactics can increase organic search visibility on Google and assist in leads for client companies

Work culture is rated 5.0 at SEOTonic Web Solutions by 1 employees. While job security is rated 5.0 and work-life balance is rated 5.0

SEOTonic is an award-winning best SEO Service provider company that provides high-level digital marketing and search engine optimization services for online with various skills

Mobile Optimization:-

Optimization for mobile devices is a must-have for search engine rankings. In this organization team will make sure you stay on top of mobile.

**Keyword Thinking :** This organization managing social media, identify effective strategies and helps in identify companies brand voice.

**Web Design :** This organization team can provide a new or revamped website included with built-in SEO, improved performance, usability and accessibility

**SEO Consulting :** This organization will keep business updated on the newest, most effective SEO services and strategies to dominate market

## ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to Digital Marketing	Had an overview of what is Digital Marketing why is DM important	R. Akha
Day - 2	Key terms and concepts in Digital marketing	SEO, PPC Advertising, Social Media Marketing, Email marketing, CPA, CTA, KPIs, ROAS	R. Akha
Day - 3	Intro to SEO Search Engine optimization	Understand what is SEO? on-page & off-page optimization techniques	R. Akha
Day - 4	Technical SEO	What is Technical SEO? Practical on SEO & Audit & Reporting Tool using SEO tools and other suggestions	R. Akha
Day - 5	Keyword Research & Analysis	Writing meta titles & Meta descriptions, writing website copy	R. Akha
Day - 6			

## WEEKLY REPORT

WEEK - 1 (From Dt. 29.5.23 to Dt. 2.6.23)

Objective of the Activity Done: Introduction to Digital Marketing

Detailed Report: \* Learned about course Syllabus, modules, live sessions, Hands on Training, Project work etc.

\* What is Digital Marketing?

It refers to the practice of promoting products or services using digital technologies & platforms.

\* Intro to (SEO) Search Engine optimization

The process of finding & analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose.

\* Keyword Research & Analysis

writing Meta titles & Meta Descriptions

## ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Social Media Marketing	Objectives & Importance of Social Media Marketing	R. Jha
Day - 2	Introduction to facebook Marketing	Overview of facebook Intro to facebook Pages	R. Jha
Day - 3	To create a facebook Page	Created a facebook account & FB page Learned how to add Action buttons & posts Overview of professional Dashboard	R. Jha
Day - 4	Introduction to Instagram	Steps in creating an Instagram account	R. Jha
Day - 5	Opening of Insta Account	Access to professional tools, business insights created a new post on Insta	R. Jha
Day - 6			

## WEEKLY REPORT

WEEK - 2 (From Dt. 5-6-23 to Dt. 9-6-23)

Objective of the Activity Done: Introduction to Social Media Marketing

Detailed Report:

→ It is the use of social media platforms to promote products or services

\* Facebook Marketing

→ Introduction to FB Marketing

→ To create a Facebook account

→ Setting up & managing a Facebook page

\* Instagram Marketing

→ Intro to Insta Marketing

→ Opening of Insta account

→ Setting up & managing an Instagram Business account.

→ Instagram Advertising & Insta Analytics

**ACTIVITY LOG FOR THE THIRD WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-charge Signature</b>
Day - 1	Introduction to Twitter	Overview of Twitter Interface How to sign up?	✓. Jha
Day - 2	Opening of a Twitter Account	Access to professional tools. To create a new post. About Twitter Blue	✓. Jha
Day - 3	Introduction to LinkedIn Marketing	Overview of LinkedIn website Signing up on LinkedIn	✓. Jha
Day - 4	To create a LinkedIn page	Steps in creating LinkedIn page Access to professional tools, insights	✓. Jha
Day - 5	Introduction to Meta Business Suite	Create account in Business Manager To add Business assets viz. FB page to MBS	✓. Jha
Day - 6			

## WEEKLY REPORT

WEEK - 3 (From Dt. 17-6-23 to Dt. 16-6-23)

Objective of the Activity Done: Creating accounts on multiple social media

Detailed Report:

\* Twitter Marketing

→ Intro to Twitter interface & Twitter marketing

→ creating LinkedIn account

→ setting up & managing a LinkedIn page

\* Introduction to meta Business Suite

→ Advertising on Facebook & FB analytics

→ Business Manager & Ads Manager on meta Business Suite

→ Adding assets to Business suite

### ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	To manage Meta Ads Manager	Creating an Ad account Intro to campaigns Ad sets & Ads	W. Akbar
Day - 2	Creating a campaign	Created on Awareness Campaign To create Ad sets & Ads	W. Akbar
Day - 3	Introduction to google ads & paper click Advertising	Important demands for Googleads flow to sign up for SMO googleads	W. Akbar
Day - 4	Overview of Googleads interface	To create an ads analysing key word metrics	W. Akbar
Day - 5	Creating an Ad in Ads Google	To create an effective Ad Adding URLs, sitelinks callouts & keywords under stood Quality Score & Ad Rank	W. Akbar
Day - 6			

## WEEKLY REPORT

WEEK - 4 (From Dt. 19.10.23 to Dt. 23.10.23)

Objective of the Activity Done: Introduction to pay per click Advertising

Detailed Report:

- creating campaigns, Ad sets and Ads on Ads Manager in Meta Business Suite
- \* Introduction to Google Ads
- overview of Google Ads
- signing up & creating a google ads account
- setting up & managing a Google Ads account
- creating Effective Ads
- Measuring & Monitoring performance
- Ad copy writing Techniques
- understanding Quality Score & Ad Rank

## ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Introduction to conversion tracking + knowledge session	Campaign optimization Techniques A/B Testing & Experimental	Q. Alka
Day - 2	Introduction to content marketing + knowledge session	Exploring the key components of a successful content strategy Ideation phase & Brainstorming	Q. Alka
Day - 3	Creating content strategy & Developing Engaging content + knowledge session	Creating video content & using video on social media project Design part - 2	Q. Alka
Day - 4	Introduction to video marketing + knowledge session	Creating video content & Using video on Social media Project Design part - 2	Q. Alka
Day - 5	Measuring and Monitoring content marketing + knowledge session	Defining Key Performance Indicators (KPIs) and Metrics Performance testing & Agile Technologies	Q. Alka
Day - 6			

## WEEKLY REPORT

WEEK - 5 (From Dt. 26.6.23 to Dt. 30.7.23)

Objective of the Activity Done:

Content & videomarketing

Detailed Report:

- \* Crafting an effective content strategy
- \* conducting keyword research & optimizing content for search engine
- \* setting measurable goals & objectives
- \* Establishing brand voice & tone
- \* planning & scripting video content
- \* utilizing various video formats to engage
- \* optimizing video content for different social media platforms
- \* Exploring video editing tools & techniques
- \* utilizing analytics tools to track & analyze content performance, audience engagement & conversions.

→ Knowledge sessions

Github, Trello, Brainstorming, Design Thinking process, Agile technologies, Jira Software

## ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Measuring & Monitoring Content marketing	Monitoring social media conversations and sentiment analysis Leveraging data insights	R. Jale
Day - 2	Introduction to Brand Identity & Audience Persona	Competitor Analysis Demographic & Psychographic Information Audience Behaviors	R. Jale
Day - 3	Introduction to Email marketing	Building an email list & creating effective email campaigns	R. Jale
Day - 4	Email marketing automation and Behavioral Triggers	Measuring & monitoring Email marketing performance Created Email campaign using Klaviya	R. Jale
Day - 5	Introduction to Analysis and Data	Understanding web Analytics KPI's setting & using Google Analytics	R. Jale
Day - 6			

## WEEKLY REPORT

WEEK - 6 (From Dt..3.7.23 to Dt..7.7.23)

Objective of the Activity Done: Email marketing and Analytics & Data

Detailed Report:

- \* Email Marketing enables communication with customers in a personalized & relevant way.
- \* Email Marketing helps grow business by increasing brand awareness, generating leads driving traffic, boosting sales & more
- Types of Email Marketing campaigns
- \* welcome mails
- \* promotion emails
- \* Re-engagement mails
- \* testimonial requests
- created Email campaign using Klaviyo
- Introduction to Analysis & Data
- \* It involves the collection, analysis and interpretation of various types of data related to online consumer behaviour.
- \* setting and using Google Analytics.

## ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to e-mail marketing	Analysis of e-marketing campaigns	✓. Jha
Day - 2	detailed analysis of Email marketing	market campaigns and the content strategy	✓. Jha
Day - 3	Relationship and influences of marketing	Establishing relationships with key influences	✓. Jha
Day - 4	collaboration and webinars	Increasing brand exposure	✓. Jha
Day - 5	Analysing website traffic and user behaviour	continuation of e-marketing targeting goals	✓. Jha
Day - 6			

## WEEKLY REPORT

WEEK - 7 (From Dt. 10-7-23 to Dt. 14-7-23)

Objective of the Activity Done:

detailed analysis of E-mail marketing

Detailed Report:

Email marketing campaign's :-

conducted a detailed analysis of the email marketing campaigns performance and adjusted the content strategy accordingly.

Influence Marketing:-

Exploring influencing marketing and established relationships with key influencers.

Conducted webinars in collaboration with influencers marketing and to increase brand exposure.

Continued to track and analyze website traffic and user behaviour

## ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Intro to Graphic designing	collaboration with GD to create visually appealing social media graphics	R. Ahire
Day - 2	Social media graphics and banners	Media graphics and banners of graphic designing	R. Ahire
Day - 3	Exploration of new advertising channels	New advertising channels like linkedin Ads	R. Ahire
Day - 4	Retargeting campaign for visited customers	Reaching potential customers who visited website but didn't convert	R. Ahire
Day - 5	Exploration and experiments	Infographics and quizzes	R. Ahire
Day - 6			

## WEEKLY REPORT

WEEK - 8 (From Dt. 17-7-23 to Dt. 21-7-23)

Objective of the Activity Done: **Graphic designing**

Detailed Report:

**Media graphics:-**

Collaborated with a graphic designer to create visually appealing social media graphics and banners.

**Advertising channels :-**

Exploring new advertising channels, such as LinkedIn Ads or TikTok Ads to reach a wider audience.

**Retargeting campaign:-**

Launched a retargeting campaign to reach potential customers who visited the website but didn't convert.

Explored and experiment with different contents, formats, such as infographics or quizzes.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-charge Signature
Day - 1	Marketing influences and Roi	Analys's clearly the impact of marketing influences and Roi	Q. file
Day - 2	Social listening tools	utilising these tools to monitorsboard emotions and sentiment online	Q. file
Day - 3	Survey for improvements	conducting customers satisfaction Survey to gather insights for improvements	Q. file
Day - 4	partnership exploration for marketing	complementary brands for co-marketing opportunities	Q. file
Day - 5	The potential of podcast advertising	Evaluation of success of the retargeting campaign as needed by ppa	Q. file
Day -6			

## WEEKLY REPORT

WEEK - 9 (From Dt. 24-7-23 to Dt. 28-7-23)

Objective of the Activity Done: Impact of marketing and measured Roi

Detailed Report:

Influencer Marketing:-

Analysis the impact of influencer marketing and measured Roi

utilized social listening tools to monitor brand mentions and sentiment online

Survey:-

conducting a customer satisfaction survey to gather insights for improvements

explored partnerships with complementary brands for co-marketing opportunities.

Evaluated the success of the retargeting campaign and adjusted the ad creatives as needed. Conducted a user research to identify potential pain points for users. Explored the potential of podcast advertising or sponsorship. Worked on a comprehensive SEO strategy to improve organic search rankings.

## ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	finalising of Digital marketing	finalising for the upcoming months Based on data and insights gathered	D. Jha
Day - 2	Performance and Review of Digital marketing	through digital marketing campaigns know the performance	D. Jha
Day - 3	Discussion towards the performance and implementation	New ideas and opportunities for continuous improvement in digital marketing	D. Jha
Day - 4	campaign to achieve best results	the said table in completion and achieving best result	D. Jha
Day - 5	Regular monitoring analysis	These are crucial throughout the campaign to achieve the best results	D. Jha
Day - 6			

## WEEKLY REPORT

WEEK - 10 (From Dt. 31-7-23 to Dt. 4-8-23.)

Objective of the Activity Done: finalization of Digital marketing

Detailed Report:

Finalising:-

Finalized the digital marketing strategy for the upcoming months based on the data and insights gathered.

performances and Review:-

conducted/conducting a performance review of the entire digital marketing campaigns

Discussions:-

Discussing new ideas and opportunities for continuous improvement in digital marketing efforts.

Depending on the specific business, industries and goals, some activities may be more relevant than others. Regular monitoring, analysis and flexibility are crucial throughout the campaign to achieve the best results.

## CHAPTER 5: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

Seotonic web solution private limited is a leading search engine optimization and web development country in India with offices in India and Canada.

In this company work culture is rated 5.0 while job security is rated 5.0 and work-life balance is rated 5.0

These are various job roles in this organization include:

Digital Marketing Manager

SEO specialist / Manager

content Marketing specialist / Manager

Social Media Manager / specialist

Paid Advertising Specialist / ppc Manager

Email Marketing Specialist

Analytics Manager / Analyst

Digital Marketing Strategist

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

I acquire web analytics & content management skills and other data analytics skills from this internship.

Familiarity with web analytics tools like Google Analytics it is helpful to track website traffic, user behaviour, conversions, and derive insights to improve marketing strategies.

Experience with content Management System platforms are helpful to create, publish, and manage website content and blog posts.

And I acquire other skills like video editing and basic web development skills from this internship Basic video editing skills are helpful to create and edit marketing videos for platforms like youtube or social media

And Basic HTML, CSS, and Javascript skills can be helpful in making simple website changes, creating landing pages, or understanding web development processes.

Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.)

Technical skills are the specialised knowledge and experience required to companies and companies the management skills, life planning, leadership team work behaviour to develop own specific skills.

Social competence :- It helps in understanding others sensing others feelings perspective, and taking an active interest in their concerns.

Self confidence : It is an important trait required to face success. confident people admire the characters in others, their chiefs, their friends, their family and their peers. It also deals with two major factors - self-esteem and self-efficacy

Curiosity, observation, idea, practical are the levels of thinking.

Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.)

During this internship program, I became able to improve my communication skill specially collaborating with several kinds of people which had diverse kind of opinion. The purpose of communication is to get your message across to others clearly and different aged employees unambiguously. During the training, I improved communication skill by working with different aged employees. The skill is definitely important for me to work and deal with different people in early future. It can help me to create better impression about my self and overcome basic complexities, which I may face in certain tasks in life.

Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

observed various types of technological developments in this internship such as Artificial Intelligence (AI) and Machine Learning (ML): These technologies are used for personalized content recommendations, chatbots for customer support, predictive analytics for targeting audiences, and optimizing ad campaigns for better performance.

Voice search and smart speakers: The rise of voice-activated devices like smart speakers (Amazon Echo, Google Home) has changed the way people search for information.

### *Student Self Evaluation of the Short-Term Internship*

Student Name: K. Anil Kumar

Registration No: 12013170342

Term of Internship: Long From: 29-5-23 To: 04-08-2023

Date of Evaluation:

Organization Name & Address:

Smart - bridge - digital marketing

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	<b>OVERALL PERFORMANCE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Date:

  
Signature of the Student

*Evaluation by the Supervisor of the Intern Organization*

Student Name: K. Anil Kumar

Registration No: 120131703012

Term of Internship: From: 29-5-23 To: 04-08-2023

Date of Evaluation:

Organization Name & Address: Smart bridge - digital marketing

Name & Address of the Supervisor  
with Mobile Number

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

Date:

  
Signature of the Supervisor

## **Internal & External Evaluation for Semester Internship**

### **Objectives:**

- Explore career alternatives prior to graduation.
- To assess interests and abilities in the field of study.
- To develop communication, interpersonal and other critical skills in the future job.
- To acquire additional skills required for the world of work.
- To acquire employment contacts leading directly to a full-time job following graduation from college.

### **Assessment Model:**

- There shall be both internal evaluation and external evaluation
- The Faculty Guide assigned is in-charge of the learning activities of the students and for the comprehensive and continuous assessment of the students.
- The assessment is to be conducted for 200 marks. Internal Evaluation for 50 marks and External Evaluation for 150 marks
- The number of credits assigned is 12. Later the marks shall be converted into grades and grade points to include finally in the SGPA and CGPA.
- The weightings for Internal Evaluation shall be:
  - Activity Log 10 marks
  - Internship Evaluation 30 marks
  - Oral Presentation 10 marks
- The weightings for External Evaluation shall be:
  - Internship Evaluation 100 marks
  - Viva-Voce 50 marks
- The External Evaluation shall be conducted by an Evaluation Committee comprising of the Principal, Faculty Guide, Internal Expert and External Expert nominated by the affiliating University. The Evaluation Committee shall also consider the grading given by the Supervisor of the Intern Organization.
- Activity Log is the record of the day-to-day activities. The Activity Log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration

the individual student's involvement in the assigned work.

- While evaluating the student's Activity Log, the following shall be considered -
  - a. The individual student's effort and commitment.
  - b. The originality and quality of the work produced by the individual student.
  - c. The student's integration and co-operation with the work assigned.
  - d. The completeness of the Activity Log.
- The Internship Evaluation shall include the following components and based on Weekly Reports and Outcomes Description
  - a. Description of the Work Environment.
  - b. Real Time Technical Skills acquired.
  - c. Managerial Skills acquired.
  - d. Improvement of Communication Skills.
  - e. Team Dynamics
  - f. Technological Developments recorded.

## INTERNAL ASSESSMENT STATEMENT

Name Of the Student: K. Anil Kumar

Programme of Study: B. Com (general)

Year of Study: 2021

Group: B.com [gen]

Register No/H.T. No: 120131703012

Name of the College: Pycrah degree college

University: Andhra university

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	
2.	Internship Evaluation	30	
3.	Oral Presentation	10	
	GRAND TOTAL	50	

Date:

Signature of the Faculty Guide

## EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: K. Anil Kumar

Programme of Study: B.Com [gen]

Year of Study: 2021

Group: B.Com [gen]

Register No/H.T. No: 120131703012

Name of the College: Pudah degree college

University: Andhra university.

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	
2.	For the grading giving by the Supervisor of the Intern Organization	20	
3.	Viva-Voce	50	
	TOTAL	150	
<b>GRAND TOTAL (EXT. 50 M + INT. 100M)</b>		200	

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal