



# SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH  
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR  
**SEMESTER INTERNSHIP**

Name of the Student:

T. SARA NARAYANA

Name of the College:

WINDY DEGREE COLLEGE

Registration Number:

1201 007105

Period of Internship:

From:

To:

Name & Address of the Intern Organization

\_\_\_\_\_  
**University**

YEAR



## An Internship Report on

Digital Marketing by SMART BRIDGE INTERNS

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of  
BBA

Under the Faculty Guideship of

Mrs. K. Sai Saira Kumari Ma'am.

(Name of the Faculty Guide)

Department of

Prism degree College

(Name of the College)

Submitted by:

T. SARANAMRUTHA

(Name of the Student)

Reg.No: 120121607105

Department of BBA,

PRISM DEGREE COLLEGE

(Name of the College)

## Instructions to Students

Please read the detailed Guidelines on Internship hosted on the website of AP State Council of Higher Education <https://apsche.ap.gov.in>

1. It is mandatory for all the students to complete Semester internship either in V Semester or in VI Semester.
2. Every student should identify the organization for internship in consultation with the College Principal/the authorized person nominated by the Principal.
3. Report to the intern organization as per the schedule given by the College. You must make your own arrangements for transportation to reach the organization.
4. You should maintain punctuality in attending the internship. Daily attendance is compulsory.
5. You are expected to learn about the organization, policies, procedures, and processes by interacting with the people working in the organization and by consulting the supervisor attached to the interns.
6. While you are attending the internship, follow the rules and regulations of the intern organization.
7. While in the intern organization, always wear your College Identity Card.
8. If your College has a prescribed dress as uniform, wear the uniform daily, as you attend to your assigned duties.
9. You will be assigned a Faculty Guide from your College. He/She will be creating a WhatsApp group with your fellow interns. Post your daily activity done and/or any difficulty you encounter during the internship.
10. Identify five or more learning objectives in consultation with your Faculty Guide. These learning objectives can address:
  - a. Data and Information you are expected to collect about the organization and/or industry.
  - b. Job Skills you are expected to acquire.
  - c. Development of professional competencies that lead to future career success.
11. Practice professional communication skills with team members, co-interns, and your supervisor. This includes expressing thoughts and ideas effectively through oral, written, and non-verbal communication, and utilizing listening skills.
12. Be aware of the communication culture in your work environment. Follow up and communicate regularly with your supervisor to provide updates on your progress with work assignments.

13. Never be hesitant to ask questions to make sure you fully understand what you need to do your work and to contribute to the organization.
14. Be regular in filling up your Program Book. It shall be filled up in your own handwriting. Add additional sheets wherever necessary.
15. At the end of internship, you shall be evaluated by your Supervisor of the intern organization.
16. There shall also be evaluation at the end of the internship by the Faculty Guide and the Principal.
17. Do not meddle with the instruments/equipment you work with.
18. Ensure that you do not cause any disturbance to the regular activities of the intern organization.
19. Be cordial but not too intimate with the employees of the intern organization and your fellow interns.
20. You should understand that during the internship programme, you are the ambassador of your College, and your behavior during the internship programme is of utmost importance.
21. If you are involved in any discipline related issues, you will be withdrawn from the internship programme immediately and disciplinary action shall be initiated.
22. Do not forget to keep up your family pride and prestige of your College.

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## Student's Declaration

T. Srinamurthy a student of digital marketing  
program, Reg. No. 120121607106 of the Department of Prism degree college (BBA)  
do hereby declare that I have completed the mandatory internship  
from \_\_\_\_\_ to \_\_\_\_\_ in \_\_\_\_\_ (Name of  
the intern organization) under the Faculty Guideship of  
Z. S. Saira Kurnai (Name of the Faculty Guide), Department of  
Prism degree college BBA  
(Name of the College)

G. Sankar  
(Signature and Date)

## Official Certification

This is to certify that T. Saranaveetha (Name of the student) Reg. No. 120131607105 has completed his/her Internship in Smart India (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 BBA in the Department of Prism degree college (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

### Endorsements

H. Seshasaila Devi  
Faculty Guide

[Signature]  
Head of the Department

Principal

[Signature]

PRINCIPAL  
PRISM COLLEGE  
VISAKHAPATNAM-16



## Acknowledgements

I would like to express my indebtedness for appreciation  
to "Govt of Andhra University" for providing an excellent opportunity  
in while working through internship.

I am grateful to "~~govt~~ KII PRO" for this opportunity.

I sincerely thank our principal for their guidance  
and encouragement in carrying out this project work. I also  
wish to express my gratitude to all the mentors &  
others who guided us to complete this project.

I also thank the college for providing me this  
opportunity to embark the ~~proj~~ project.

## Contents

Name of the activity	Pg no.	Sign.
Executive Summary		
Overview of the organisation		
Internship part		
Activity log for 1 <sup>st</sup> week.		
Detailed description - 1 <sup>st</sup> week.		
Activity log for 2 <sup>nd</sup> week.		
Detailed description		
Activity log for 3 <sup>rd</sup> week.		
Detailed description		
Activity log for 4 <sup>th</sup> week		
Detailed description		
Activity log for 5 <sup>th</sup> week		
Detailed description		
Activity log for 6 <sup>th</sup> week		
Detailed description.		
Activity log for 7 <sup>th</sup> week		
Detailed description		
Activity log for 8 <sup>th</sup> week		
Detailed description for 8 <sup>th</sup> week		
Activity log for 9 <sup>th</sup> week		
Detailed description		
Activity log for 10 <sup>th</sup> week.		

Detailed description

Activity log for 11<sup>th</sup> week

Detailed description

Activity log for 12<sup>th</sup> week

Detailed description.

Activity log for 13<sup>th</sup> week

Detailed description

Activity log for 14<sup>th</sup> week

Detailed description.

Activity log for 15<sup>th</sup> week

Detailed description.

Outcomes of description

Real time technical skills

Managerial skills

to improve communication skills

Technological developments

Student self evaluation

Supervision of external assessment.



## 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 is used as the major tool now-a-days to the impact any small life of business into a memorable & huge one. its impact is so much high that even small scale biz are growing their shares in a very huge markets.

Learning Obj:-

Brand awareness Brand awareness is one of the imp aspects of digital marketing. Original digital marketing it will increase your biz reaches & a large number of people will get to know about your biz name & people.

Lead Generation it will surely help you to get a high amt of leads which will fill your email list of potential customers & you will have a much better conversion. Social media platform of digital marketing method is one the best way.

Promotion for new services & products - if your planning to launch new products (or) services? then your marketing obj should be related to promoting those products.

## CHAPTER 2: OVERVIEW OF THE ORGANIZATION

### Suggestive contents

- Introduction of the Organization.
- Vision, Mission, and Values of the Organization.
- Policy of the Organization, in relation to the interest of
- Organizational Structure.
- Roles and responsibilities of the employees in which the interest is placed.
- Performance of the Organization in terms of turnover, profits, market reach and market value.
- Future Plans of the Organization.

### WIPRO PVT LTD:-

Wipro Ltd, often referred to as Wipro Pvt. Ltd, is a leading global info technology, consulting & BPO company based in India. It was founded in 1945 by M.H. Hasham Premji as Western vegetable products Ltd (WVLP).  
India

### Key Information WIPRO:-

Services offered: IT services, BPO, product engineering services.  
Global presence:

- Industries → Technology, banking, health care, FMCG etc.
- Innovative solutions
- Corporate Social Responsibility
- Diverse Workforce.

It's vision is to be a globally respected corporation. It is  
a best in class products, solutions & services of tomorrow that  
are for its stakeholders.

Our mission is to help our clients achieve their business by  
high combination of process excellence, quality framework & service  
innovation.

to choose WIPRO?

Reputation & Experience

Global presence

Diverse services

Customer centric approach

Talent pool

Recognition & Awards



## 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.*

Being a BBA from we have done - the digital marketing is focused on the digital branch of marketing as the name suggest & internet & social media have become strategic develop significantly this program

Primary duties of a digital marketing intern:-







Unlike the school (or) Online digital marketing training the interns get the practical experience of digital marketing with qualified professionals. In the digital marketing internship, interns learn to work on a variety of digital marketing tools, their duties includes multiple tasks.

First, in a digital marketing internship, the intern will also needed to develop new ideas and designs. Second, the interns will also learn about email marketing while assuming their services.

Third an essential function the learn in a digital marketing internship is to prepare optimised content with fast hand knowledge. they get good at development which is impressive skill to learn.

Fourth the newbies of the digital marketing agencies which are the interns.

# 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	<ul style="list-style-type: none"> <li>- What is digital marketing</li> <li>- Advantages</li> </ul>	
Day - 2	Introducing & how is it different from traditional marketing	<ul style="list-style-type: none"> <li>- Traditional marketing</li> <li>- Diff b/w Traditional marketing &amp; digital marketing</li> </ul>	
Day - 3	Introduction to segment of Digital marketing & eg's	SEO, PPE, content, Social media, video, app store, etc.	
Day - 4	Assignment to prepare & create an ad for a famous brand with team members	<ul style="list-style-type: none"> <li>- Interpersonal skills</li> <li>- Leadership skills</li> <li>- Innovation.</li> <li>- Team work</li> </ul>	
Day - 5	Introduction of brand, branding, Customer journey.	<ul style="list-style-type: none"> <li>- stages of customer journey</li> <li>- Adv of Target audience</li> </ul>	
Day - 6	A weekend test was conducted on the basis of the topic.	Paper presentation skills, tight grip on theoretical part of DM.	



## WEEKLY REPORT







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

Objective of the Activity Done: UNDERSTOOD THE CONCEPT OF

Detailed Report: On the first of the week our teacher introduced herself & also that is introduce ourselves she later gave brief explanation about what is digital marketing and its advantages, about what is scope in today's modern world. The next day she taught us how DM is different from traditional marketing that we have been using past the third day they taught us how DM is different from digital marketing. Then The most important topic segment of digital marketing with complex in PPP. The next day she have conducted as fun assignment of creating an for famous brand by dividing us into 4-5 in to groups & our team from it for which we are grateful. The following days of the week she taught is about brand, branding, customer journey target audience & customer person on the day of week she has conducted a test on the past topics to check knowledge about the topics of week - she had from the topic past 5 days to check our knowledge about topic.



# ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction To SEO	<ul style="list-style-type: none"> <li>- What is SEO</li> <li>- Techniques of SEO</li> <li>- Adv, Scope of SEO</li> </ul>	
Day - 2	Introduction of basics of Search engines	<ul style="list-style-type: none"> <li>- What is search engine</li> <li>- What browser</li> <li>- What is</li> </ul>	
Day - 3	Search engine optimization technique	<ul style="list-style-type: none"> <li>- Keyword SEO</li> <li>- on-page SEO</li> <li>- Off-page SEO</li> <li>- Technical SEO</li> </ul>	
Day - 4	Introduction to - - SEO life cycle - Types of search engine - Result type	<ul style="list-style-type: none"> <li>- crawling indexing</li> <li>- Ranking, primary search, etc.</li> </ul>	
Day - 5	Assignment - finding 100 relevant keywords from Google ads keywords planner	<ul style="list-style-type: none"> <li>- What is keyword</li> <li>- how is select a keyword.</li> <li>- Factor to be considered</li> </ul>	
Day - 6	A weekend test will conducted on basis of topics that were thought from D1-D5	presentation skills, theoretical part of D.M1	

## WEEKLY REPORT

WEEK - 2 (From Dt..... to Dt.....)







Objective of the Activity Done: UNDERSTOOD KEY ASPECTS OF DM

Detailed Report: On the first day of our second week internship programme, our train taught us most important segment of Digital marketing i.e search engine optimisation its definition, techniques, advantages, scope in the modern world etc. the second day was followed by teaching us the basics like what is search engine result pages the techniques and tools of search engine optimization technical SEO were taught on the 3rd day of the week fourth day of week, went with learning about the search engine like jek, types of search engine, search result types, local search day to-day search on relevant keywords of any industry from google ad's keyword planner & download keyword analytics as CSV & filter

The last day of the week followed by a weekly test on what have been taught from Day, - Days.



# ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Assignment - Select a local website find client & competitor's data	- Team work - Leadership - Details about on-page & off-page.	
Day - 2	Brain storming - 1 Finding clients keywords A/c to their popularity	- Excel sheet basic - presentation skills - SEO research.	
Day - 3	Brain storming - 2 Finding clients keyword acc to their popularity	What is low, high medium prior keyword bidding, average.	
Day - 4	Brain storming - 3 Finding clients keyword a/c to their popularity	Excel sheet, Prior keywords SEO	
Day - 5	Brain storming - 4 Finding clients keyword a/c to their popularity	low, medium high keywords, angles etc.	
Day - 6	Brain storming - 5 Finding client keyword a/c to their popularity	Finding similar key words and the way to keyword website	



## WEEKLY REPORT

WEEK - 1 From 28

to 29

Objective of the Activity Done: INTRODUCTION AND CONCEPTS OF D.M.







Detailed Report: In the first of the week our teacher introduced herself & also that I introduce ourselves. She let me give brief explanation about what is digital marketing and its advantages, about what its scope in today's modern world. The next day she taught us how DM is different from traditional marketing that we have been using past the third day they taught us how DM is different from digital marketing. Then the most important topic segments of digital marketing with complex in PPP. The next day she has conducted an fun assignment of creating an ppt. problem Mark by dividing the whole class into 5 groups & our team from it for which was our group. The following days of the week she taught us about brand, branding, customer journey target audience & customer person on the day of week. She has conducted a test on the past topics to check knowledge about the topics of week - she had from the topic past 5 days to check our knowledge about topic.







# ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction on Content marketing	- what is content marketing how is it used	
Day - 2	Intro to strategic plan in Content marketing	- who do you want to reach - how will you deliver	
Day - 3	Business case in Content marketing	- what is biz goal What is measured with, targeted result	
Day - 4	Strategic plan in Content marketing	business goal do you need to achieve how will content market bring class.	
Day - 5	Positioning in Content marketing	Brands unique value personality better choice over our competitors	
Day - 6	Value proposition	What value do you provide your audience your content	



## WEEKLY REPORT

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

Objective of the Activity Done: CONTENT MARKETING

Detailed Report: Our trainer in week-5 taught us about another important concept of digital marketing is a marketing strategy used to attract, engage & a marketing strategy to retain & audience by creating and sharing relevant articles, videos, podcasts & other media. top of mind when its time to buy what you sell.

How companies organise for content marketing







→ Content centre of excellence conservative of experts who provide leadership

→ Editor board or content council - Content, creators (or) marketing who meet frequently to align content.

→ Content department - creates high volume

→ cross-functional content chief / senior creation.

# ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Intro to social media marketing	- what is social media marketing - Types, platforms - obj, uses etc.	
Day - 2	Profile optimisation in social media marketing	- Accurate, complete active links to website & has ltd	
Day - 3	Role of posting in social media marketing	- useful, relevant posts, videos etc.	
Day - 4	Role of advertising in social media	like, share, comment & subscribe, follow influencers	
Day - 5	measuring the results in social media marketing	Paid methods of reaching targeted audience, organic methods	
Day - 6	How to keep engaging the audience in social media marketing	use platform & website analysis to see what is working	



Detailed Report: Our trainer in week 4 taught us about another important concept of digital marketing i.e. Social marketing is form of digital marketing that leverages the power of popular social media network to achieve your marketing and branding goals.

Five tips to successful social media marketing -  
i) Create a strategy - each platform needs its strategy every platform is different is some way if it is important of understand who works best to create







ii) Be Consistent - positioning content and engagement  
iii) Create engaging and interesting content it is important to stand out from crowd.

iv) Engagement - engaging with your followers is important in building a community

v) Track & analysis metrics; with the data.

vi) and statistics, you can effectively analyse your strategy.

# ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning, Outcome	Person In-Charge Signature
Day - 1	Intro to EMAIL marketing	- What's email marketing etc in e-m obj, users etc.	
Day - 2	email templates, technical review in e-mail marketing	Reviewing your email template & but looking links to website	
Day - 3	Content creation & the audience analysis in email marketing	- useful, eventual relevant post, video link & stories	
Day - 4	email list maintenance in email marketing	likes, share, comment follow customer followers, influence	
Day - 5	reporting in email marketing	paid methods of reaching audience organic methods	
Day - 6	email campaign and email marketing strategy	- use platform & website analysis to us. what is working	



## WEEKLY REPORT

WEEK - 7 (From Dt..... to Dt.....)

Objective of the Activity Done: CONCEPTS OF SOCIAL MARKETING.

Detailed Report: Our trainer in week 7 taught us about another important concept of digital marketing i.e. social media marketing is a form of digital marketing that marketing message typically to a group of people using email in this broad sense, every email sent to a potential (or) current customers could be considered email marketing, it involves using email to a potential email marketing, it involves using email to send ads request business (or) solicit sales (or) donations

Five tips for marketing money with email:-

- make a targeted list.
- plan a smart email list
- personalise email
- personalise email
- Automatic email

# ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to mobile marketing	what is mobile marketing role in different marketing	R
Day - 2	How does mobile marketing work (practical)	- mobile marketing ad format & styles	R
Day - 3	Types of mobile marketing strategies	- App based - In-game mobile - SMS, MMS	R
Day - 4	mobile marketing google ads enhanced Campaigns	- Enhanced campaigns allow advertisers to manage their google ads	R
Day - 5	Google mobile Ad extension in mobile marketing	- Mobiles like skills - click to call - click to download	R
Day - 6	mobile marketing best practices	- Be clean and concise optimise for local	



## WEEKLY REPORT

WEEK - 8 (From Dt..... to Dt: Dt.....)

Objective of the Activity Done: CONCEPTS OF MOBILE MARKETING.

Detailed Report: Our Trainer in week-8 taught us about another important i.e mobile marketing your business to appeal to mobile device user, when does right mobile device users. Mobile marketing provides customers (1) potential customers using smartphones with personalised, time and get what they need exactly when they need it.

How mobile marketing works - mobile marketing may include promotions send through downloaded apps using a mobile device to scan QR code. Mobile devices to scan targets audience not so much by demographics but as behaviour but as behaviour in mobile marketing, the device especially screen size.



## 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.)

WIPRO Tech. Ltd offered me internship digital market course for which I'm grateful my internship began on 30/6/23. I had ended on the skills I've learned and knowledge. I've gained are priceless. my future careers.

My internship experience looked like this I was signed to a team I reported to a manager I appointed mentor as well as a peer advisor when a joined the team. I was assigned one (or) more projects to work in addition. I will take with me in to my future endeavours are -

Don't ever be afraid to ask questions  
It is okay to make mistakes

Networking  
Recognising work place culture  
The advantages of accepting feedback

→ Enthusiasm is priceless  
→ Independence  
→ Your work is valued.

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).

Managerial skills that we have acquired in this digital marketing programme is -

- project management
- strategy thinking
- Data analysis
- understanding customer experience
- Excellent communication
- Adapability
- Creative
- problem-solving
- Leadership
- Teamwork skills
- presentation skills

The most important thing to remember is that everyone's experience will differ. As a result your experience will differ. As a result your experience will be the one of a kind.

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

- Photo / Video Editing - Video marketing is one of most important segment of digital marketing. it is to promote / Inform audience about your
- SEO (SEARCH ENGINE OPTIMISATION) :- SEO is one of the most important segment of digital marketing, SEO is process to optimise a website.
- ECRM (Electronic customer relationship management) or monitoring customers experience helps companies understand the growing needs of it develop skills of CRM.
- EXCEL SHEET BASICS we have learnt some basics of excel like opening a worksheet, managing, formatting cells, printing & some excel functions.
- Word Document - Used to make professional-quality documents like letters, reports etc. MS word is a word processor developed by Microsoft.
- MS Powerpoint - Some basic tasks for creating (or) power point presentation like choosing & adding shapes, pictures, formatting text etc.



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..)

Communication skills that we have acquired in this digital marketing programme is +

- project management
- strategy thinking
- Data Analysis
- Understanding customer experience
- Excellent Communication
- Adaptability
- Creative
- problem-solving
- Leadership skills
- Teamwork
- presentation skills
- Self-analysis on given topic

It has made us to communicate with our mentor and know how to perform.

Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

SERVE:-

How do others enter into the discussion

How do they ask question

How do they disagree with (or) support the topic.

How do they signal to ask students for question

EARN TO LISTEN :-

An active listener & don't let your attention

Identify the main topic discussed

Test your understanding

PREPARE:-

You can't contribute to a discussion unless you are well prepared. Attend lectures & make sure you're complete

PRACTISE • The course material

• Their opinions

• Information (or) advice about the course.

PARTICIPATE • Ask them to expand on their point

• Answering i.e. question put on the group.

How is machine learning transforming M.L?

- personalised marketing
- Customer Segmentation
- predictive analytics
- Automated Ad bidding
- Chatbots & Virtual assistance.
- Content Creation
- Sentiment analysis
- SEO & SEM
- Website campaign optimization.

How are Chat bots transforming D.M?

- Customer service
- Lead generation
- personalisation
- User engagement
- E-commerce transactions
- Data Collection & analysis
- Cost Saving.



## EVALUATION

## Student Self Evaluation of the Short-Term Internship

Student Name: <u>T. Sasaramkutha</u>	Registration No: <u>120131607105</u>
Term of Internship:                      From:                      To :	
Date of Evaluation:	
Organization Name & Address:	

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	OVERALL PERFORMANCE	1	2	3	(4)	5

Date:

  
 Signature of the Student

**Evaluation by the Supervisor of the Intern Organization**

Student Name:

Registration No:

Course & Institution:

Topic:

Date:

25.12.2023

Participant Name & Address:

Name & Address of the Supervisor:

Cell. Mobile Number:

Please tick the columns as appropriate in the following areas

Please tick the area/s where you shall be doing independent work. Please do not tick the area/s where you will be assisted.

Rating Scale: 1 is lowest and 5 is highest mark

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



# SmartBridge\_SB

Architecture



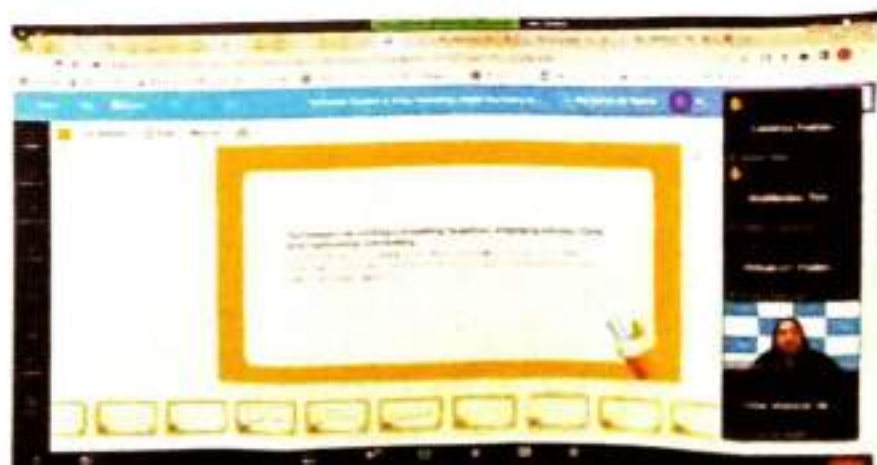
## Project Development Process

Teams that follow the below stages to develop the project





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## INTERNAL ASSESSMENT STATEMENT

Name Of the Student:

Programme of Study:

Year of Study:

Group:

Register No/H.T. No:

Name of the College:

University:

SLNo	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: T. Saranamrutha  
Programme of Study: BBA (Digital Marketing)  
Year of Study: 2023  
Group: BBA  
Register No/H.T. No: 120131607105  
Name of the College: Prism 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	
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	

K. Seshasaila Devi  
Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

  
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PRISM COLLEGE  
VISA KHAPATNAM-18



## ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory Body of the Government of Andhra Pradesh)

2nd, 3rd, 4th and 5th floors, Neeeladri Towers, Sri Kanto Nagar, Gen. Bhanu Singh Road,

Adilabad (N) Mandalgiri (M), Guntur, Andhra Pradesh. Pin - 522 504

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