



SAVITRIBAI PHULE PUNE UNIVERSITY
(formerly University of Pune)
GANESHKHIND, PUNE 411007.



Branch : MASTER OF BUSINESS ADMINISTRATION (REV.2019) - APRIL 2021

SeatNo :54770 Centre: 0331 Perm Reg No(PRN) : 2051900341

Student Name : SURYAWANSHI SRUSHTI GAJANAN Mother Name : USHA

Col/Inst.Name : 0331 AUDYOGIK SHIKSHAN MANDAL'S INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH CHINCHWAD

SUBJECT : MARKETING MANAGEMENT

SEM	SUBCODES	SUBJECT NAME	INT GRADE	UEX GP	TOT	CREDITS
1	101	GC-01 MANAGERIAL ACCOUNTING	32	24	56	P 3 D 018
	102	GC-02 ORGANIZATIONAL BEHAVIOUR	33	26	59	P 3 D 018
	103	GC-03 ECONOMIC ANALYSIS FOR BUSINESS DECISIONS	32	25	57	P 3 D 018
	104	GC-04 BUSINESS RESEARCH METHODS	29	36	65	P 3 C 021
	105	GC-05 BASICS OF MARKETING	32	33	65	P 3 C 021
	106	GC-06 DIGITAL BUSINESS	32	27	59	P 3 D 018
	107	GE-UL-01 MANAGEMENT FUNDAMENTALS		27	27	P 2 D 012
	109	GE-UL-03 ENTREPRENEURSHIP DEVELOPMENT		30	30	P 2 C 014
	111	GE-UL-05 LEGAL ASPECTS OF BUSINESS		20	20	P 2 P 008
	115	GE-IL-03 SELLING & NEGOTIATION SKILLS LAB	30		30	P 2 C 014
	116	GE-IL-04 MS EXCEL	34		34	P 2 C 014
	118	GE-IL-06 MANAGING INNOVATION	32		32	P 2 C 014
	191	HUMAN RIGHTS - I	18		18	P 1 B !
	192	INTRODUCTION TO CYBER SECURITY - I	18		18	P 1 B !
2	201	GC-07 MARKETING MANAGEMENT	30	29	59	P 3 D 018
	202	GC-08 FINANCIAL MANAGEMENT	33	31	64	P 3 C 021
	203	GC-09 HUMAN RESOURCES MANAGEMENT	31	30	61	P 3 C 021
	204	GC-10 OPERATIONS & SUPPLY CHAIN MANAGEMENT	36	32	68	P 3 C 021
	205 MKT	SC-MKT-01 MARKETING RESEARCH	31	30	61	P 3 C 021
	206 MKT	SC-MKT-02 CONSUMER BEHAVIOUR	33	31	64	P 3 C 021
	207	GE-UL-07 CONTEMPORARY FRAMEWORKS IN MANAGEMENT		27	27	P 2 D 012
	209	GE-UL-09 START UP AND NEW VENTURE MANAGEMENT		27	27	P 2 D 012
	211	GE-UL-11 BUSINESS, GOVERNMENT & SOCIETY		27	27	P 2 D 012
	214	GE-IL-09 INDUSTRY ANALYSIS & DESK RESEARCH	30		30	P 2 C 014
	217 MKT	SE-IL-MKT-01 INTEGRATED MARKETING COMMUNICATIONS	31		31	P 2 C 014
	218 MKT	SE-IL-MKT-02 PRODUCT & BRAND MANAGEMENT	33		33	P 2 C 014
	291	HUMAN RIGHTS - II	19		19	P 1 B !
	292	INTRODUCTION TO CYBER SECURITY - II	21		21	P 1 A !
3	301	GC-11 STRATEGIC MANAGEMENT	31	25	56	P 3 D 018
	302	GC-12 DECISION SCIENCE	32	24	56	P 3 D 018
	303	GC-13 SUMMER INTERNSHIP PROJECT	35	38	73	P 6 B 048
	304 HR	SC-HRM-03 STRATEGIC HUMAN RESOURCE MANAGEMENT	34	32	66	P 3 C 021
	305 MKT	SC-MKT-04 SALES & DISTRIBUTION MANAGEMENT	32	25	57	P 3 D 018
	306	GE-UL-13 INTERNATIONAL BUSINESS ECONOMICS		29	29	P 2 D 012
	310	GE-UL-17 CORPORATE GOVERNANCE		24	24	P 2 E 010
	311	GE-UL-18 MANAGEMENT OF NON-PROFIT ORGANIZATIONS		37	37	P 2 B 016
	312 HRM	SE-IL-HRM-07 TALENT MANAGEMENT	34		34	P 2 C 014
	313 MKT	SE-IL-MKT-08 INTERNATIONAL MARKETING	33		33	P 2 C 014
	314 MKT	SE-IL-MKT-09 DIGITAL MARKETING - II	32		32	P 2 C 014
	392	INTRODUCTION TO CYBER SECURITY - III	19		19	P 1 B !
	394	SKILL DEVELOPMENT - I	40		40	P 2 A !
	395	INTRODUCTION TO CONSTITUTION	38		38	P 2 B !
4	401	GC-14 ENTERPRISE PERFORMANCE MANAGEMENT	23	35	58	* 3 D 018
	402	GC-15 INDIAN ETHOS & BUSINESS ETHICS	21	32	53	* 3 D 018
	403 HR	SC-HRM-05 ORGANIZATIONAL DIAGNOSIS & DEVELOPMENT	25	24	49	* 3 E 015
	404 MKT	SC-MKT-06 MARKETING STRATEGY	25	34	59	* 3 D 018
	405	GE-UL-19 GLOBAL STRATEGIC MANAGEMENT		32	32	* 2 C 014
	408	GE-UL-22 CORPORATE SOCIAL RESPONSIBILITY & SUSTAINA		45	45	* 2 O 020
	412 MKT	SE-IL-MKT-16 RETAIL MARKETING	24		24	* 2 E 010
	414 HRM	SE-IL-HRM-20 LEADERSHIP & SUCCESSION PLANNING	34		34	* 2 C 014
	492	INTRODUCTION TO CYBER SECURITY - IV	19		19	* 1 B !
	494	SKILL DEVELOPMENT - II	30		30	* 2 C !

GRAND TOTAL(OUT OF3200) 1937

SGPA : (1) 6.33 (2) 6.70 (3) 6.77 (4) 6.35

GRADE POINTS 721

TOT.MARKS : 1937/3200 (60.53%) CGPA : 6.550 RESULT : HIGHER SECOND CLASS

RESULT DATE : 12 November 2021

TOTAL : CREDITS 110