AMBEDKAR COLLEGE OF ARTS & SCIENCE, WANDOOR
(Aided by Govt. of Kerala & Affiliated to University of Calicut)
Wandoor (PO), Pin 679328, Ph: 04931-249666
acaswandoor@gmail.com, Website: www.ambedkarcollegewdr.in

COURSE PLAN

Course code and title	**BCM2C02 MARKETING MANAGEMENT**		
Class	!st year B.Com	**Semester**	V / ODD
Regulation	R-2019	**Academic year**	2023-24
Course prerequisites	Basic knowledge in Higher Secondary Education Business Management		
Course objectives	• To provide basic knowledge about the concepts,principles,tools and techniques of marketing		
	To impart necessary knowledge which help the student to choose a career in the field of marketing		
	To expose the students to the latest trends in marketing		

COURSE OUTCOMES

At the end of the course the student would be able to...

CO1	Develop basic knowledge about the concepts, principles, tools and techniques of marketing
CO2	Analyze consumer behavior and decision making processes to identify market opportunities and develop effective marketing strategies.
CO3	Apply marketing frameworks and models to analyze the competitive landscape and develop positioning strategies.
CO4	Communicate marketing concepts, strategies, and recommendations effectively through written reports and oral presentations.
CO5	Create innovative marketing solution.

MAPPING OF PROGRAM OUTCOMES

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	✓	✓		✓		✓	✓	✓	✓	✓
CO2	✓	✓	✓			✓	✓	✓	✓	✓
CO3	✓	✓				✓		✓	✓	✓
CO4	✓	✓	✓			✓		✓	✓	✓
CO5	✓		✓	✓			✓	✓	✓	✓

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PO1	**Knowledge Acquisiton**	**PO6**	**Ethics and Social responsibility.**
PO2	**Communication, &leadership.**	**PO7**	**Research,Innovation& entrepreneurship.**
PO3	**Professional Skills.**	**PO8**	**Lifelong Learning**
PO4	**Digital intelligence.**	**PO9**	**Global perspective.**
PO5	**Scientific Awareness and Critical Thinking.**	**PO10**	**Democratic Co-existence.**

PROGRAM SPECIFIC OUTCOMES

PSO1	Exhibit the skills to analyse and apply the learned knowledge to carry out the functions of business related problems,and ensure overall employability.
PSO2	Demonstrate a basic understanding of the latest concepts and trends in the field of Commerce such as Entrepreneurship, Professional Accounting, Investment and Financial Services, Marketing, Business Analytics, Tourism & Hospitality Management
PSO3	Develop and apply research attitude and skills to solve real-life problems in the world of Commerce

MAPPING OF COURSE OUTCOMES TO PROGRAM EDUCATIONAL OUTCOMES

PROGRAM EDUCATIONAL OUTCOMES	COURSE OUTCOMES				
	CO1	CO2	CO3	CO4	CO5
PEO1: Development of Leadership Qualities Graduates will demonstrate leadership qualities by utilizing their full intellectual potential ,engaging with their communities, and contributing to the social ,cultural ,and economic development of society.	✓		✓	✓	
PEO2: Lifelong Learning and Societal Contribution Graduates will be equipped with core values and intellectual capabilities, enabling them to pursue lifelong learning and meaningfully contribute to societal well-being through innovative thinking and service.	✓	✓	✓		✓
PEO3: Entrepreneurial and Global Competence Graduates will possess entrepreneurial skill and a global perspective, promoting sustainable national growth through ethical leadership, innovative ventures, and responsible citizenship .	✓	✓		✓	

References

TEXT BOOKS:

1. Philip Kotler Principles of Marketing

REFERENCES:

1. George E Belch Advertising & Promotion

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e-learning resources	
Mode of Evaluation	Internal Examination (20%) End Semester Examination (80%)
Faculty	**MANEESHA V Assistant Professor**/ Commerce Department
e-mail id	sanumaneesha@gmail,com

COURSE PLAN BCM2C02 MARKETING MANAGEMENT

No of lecture hours	Planned Date	Topics to be covered		Reference/ Teaching aids and methods	Actual date	Weekly review
15		**MODULE I - Marketing Management**				
1		The value of marketing,core marketing concepts		T1/BB		
2		The new marketing realities, philosophy of marketing		T1/PPT		
3		Marketing management tasks,longterm loyalty relationship		T1/BB		
4,5		Analysing consumer market,factors influencing consumer behavious		R1/ PPT		
6		Buying decision process		T1/ PPT		
7		Market segmentation,bases for segmenting consumer markets		T1/ PPT		
8		Market targeting		R1/ BB		
9,10		Marketing of services		T1/BB		
11		Rural marketing in India, potential ,challenges & strategies		T1/BB		
12						

Planned hours	Actual hours	Date	Sign of Faculty	Review by HoD		Review by Principal
15						

13		**MODULE II – Creating & Capturing value**				
14		The fundamentals of product management,		T1/BB		
15		Product levels		R1/BB		
16		Customer value hierarchy, classification of product		, T1/BB		
17		Managing brands & brand equity		T1/BB		
18		Product & service differentiation		R1/BB		
19		Product & brand relationship		T1/BB		
20		Product life cycle		T1/PPT		
21		New product development		R1/T1		

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22		Packaging,labelling,warrantics guarantees				T1/BB	
23		Pricing to capture value,setting the price				T1/BB	
24		Pricing strategies, pricing for rural markets				R1/BB	
Planned hours	**Actual hours**	**Date**	**Sign of Faculty**	**Review by HoD**		**Review by Principal**	
25							
	UNIT III - Delivering Value						
25		Distribution				T1/BB	
26,27		Marketing channels & value networks				R1/BB	
28		Role of marketing channels				T1/BB	
29		Channel design & management decision				R1/BB	
30		Channel integration & system				R1/BB	
31		Conflict,cooperation & competition				R1/BB	
32,33		Managing retailing,wholesaling & logistics				T1/BB	
34		Direct & online marketing				T1/BB	
Planned hours	**Actual hours**			**Review by HoD**		**Review by Principal**	
15							
	MODULE IV Communicating Value						
35		Integrated marketing communications				T1/BB	
36		Role of marketing communications				R1/BB	
37		Developing effective communication				T1/BB	
38		Marketing communication mix				R1/BB	
39		Managing advertising,deciding on media and measuring effectiveness				R1/BB	
40		Communicating to rural audience				R1/BB	
41		Sales promotion				T1/BB	
42		Personal selling				T1/BB	
43		Principles of personal selling				T1/BB	
44,45,46		Event& experiences,public relation,interactive marketing ,word of mouth marketing					
Planned hours	**Actual hours**	**Date**	**Sign of Faculty**	**Review by HoD**		**Review by Principal**	
10							
	MODULE V E-commerce & E-Marketing						
47		Concept & nature, Reasons for growth of e-marketing				T1/BB	
48		Types of e-commerce				R1/BB	
49		e-commerce business models				T1/BB	
51		e-commerce marketing strategies				R1/BB	
52		M-commerce marketing practices				R1/BB	
53		Electronic Payment System				T1/BB	

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54		Security Issues in E-commerce				T1/BB		
Planned hours	**Actual hours**	**Date**	**Sign of Faculty**	**Review by HoD**		**Review by Principal**		

FACULTY HOD PRINCIPAL

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Course outcome – Program outcome Mapping Table

BCM2C02 MARKETING MANAGEMENT		**Cognitive level**	**Program outcomes** 1- Moderate Correlation 2- High correlation											
			PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
DIRECT METHOD														
CO1	Understand the basic concepts of quantitative methods in statistics for business data collection in a structured framework	**Remember**	2	1										
CO2	Apply different quantitative and probability concepts for commercial operations of the business functions and computations.	**Apply**												
CO3	Study and implement quantitative methods and algorithms to analyze the existing data and statistics for developing solutions to business needs.	**Apply & Analyze**												
CO4	Evaluate and examine the feasibilities to apply probability distribution concepts in business data analysis and new business process design.	**Create**												
CO5	Evaluate and create in design of new concepts for decision making process and to formulate newer decision-making models to business applications futuristic commercial market requirements.	**Innovate**												
INDIRECT METHOD														
Class Room contests		**Analyze**	1					1	2					2

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	& Create												

Course Faculty IQAC Member HoD

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COURSE PRE-ANALYSIS

Dear Students,

Welcome back to class, I would like to thank all of you for sparing your time in filling up this Course Pre-Analysis survey for the effective conduct of Computer Aided Design and Manufacturing Course. As you know that this survey is meant for knowing the knowledge level of the students with respect to this course, please fill it very carefully. At this juncture, I am glad to welcome the suggestions from you all (if any).

Rate your prior knowledge about the topics mentioned below

Course Outcomes	Description	Rate your prior knowledge about the topics			
		Excellent (4)	Good (3)	Moderate (2)	Fair (1)
CO1	Understand the basic concepts of quantitative methods in statistics for business data collection in a structured framework				
CO2	Apply different quantitative and probability concepts for commercial operations of the business functions and computations.				
CO3	Study and implement quantitative methods and algorithms to analyze the existing data and statistics for developing solutions to business needs.				
CO4	Evaluate and examine the feasibilities to apply probability distribution concepts in business data analysis and new business process design.				
CO5	Evaluate and create in design of new concepts for decision making process and to formulate newer decision-making models to business applications futuristic commercial market requirements.				

Name of the student: Signature of the student

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BCM2C02 : MARKETING MANAGEMENT

Syllabus

Module I: Marketing Management: The value of marketing–Core marketing concepts–The new marketing realities–Philosophy of marketing- Creating long term loyalty relationships– Marketing management tasks–Analyzing consumer markets-Factors influencing consumer behaviour-Buying decision process- market segmentation; bases for segmenting consumer markets– market targeting-marketing of services- rural marketing in India; potential, challenges and strategies. (20 Hours, 20 marks)

Module II: Creating and Capturing Value: The fundamentals of product management; product levels; customer value hierarchy– Classification of product–Managing brands and brand equity- Product and Services differentiation-Product and brand relationships- Product Life Cycle Marketing Strategies- New product development-Packaging, labeling, Warranties and Guarantees. Pricing to capture value; setting the price; methods of pricing; pricing strategies; pricing for rural markets. (20 Hours, 20 marks)

Module III: Delivering Value: Distribution-marketing channels and value networks-role of marketing channels-channel design and management decision-channel integration and system-conflict, cooperation and competition-Managing retailing, wholesaling and logistics-Direct and online marketing (10 Hours, 10 marks)

Module IV: Communicating Value: Integrated Marketing Communications; role of marketing communication; developing effective communication; marketing communication mix- managing advertising; deciding on media and measuring effectiveness ; communicating to rural audience- Sales Promotion-Personal selling; principles of personal selling-Events and experiences-Public relation-Interactive marketing-word of mouth marketing. (15 Hours, 15 marks)

Module V: E-commerce and E-marketing: Concept and nature; Reason for growth of e-marketing–Ecommerce marketing practices; types of E-commerce; E-commerce business models; Ecommerce marketing strategies M-commerce marketing practices- Electronic Payment System-Security issues in E commerce. (15 Hours, 15 marks) Specific Outcomes: 1. The learner understands the core marketing concepts and consumer buying behavio

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Course outcome –Program Specific outcome Mapping Table

Course outcomes	Program Specific outcomes		
	PSO1	PSO2	PSO3
CO1	2	2	1
CO2	2	2	2
CO3	2	1	2
CO4	1	2	1
CO5	1	1	2

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DIRECT ASSESSMENT OF COURSE OUTCOMES

INTERNAL ASSESSMENT TEST 50 MARKS (made up for 100 marks then reduced to 20 marks at the end semester)			
Objective	To Identify What Students Have Learned and also to identify students strength and weakness		
To file	Answer scripts	**Frequency**	3 times in a semester on dates specified by University
Format	Part –A 5 x 2 =10 marks, Part –B 2 x 13 = 26 marks, Part –C 1 x 14 = 14 marks, Total marks = 50, Converted into 100 marks with 1hour and 30 minutes duration of testing, with an improvement test on the following week with different question paper and the students are allowed to improve further by submission of assignment out of questions from QP 1 & 2 for 10 marks.		
Evaluation	Based on answer given in the scripts		

Marks out of 100	50-64	65- 80	81-100	0-50
Levels of attainment	1	2	3	Counseling / Coaching classes.

IMPROVEMENT TEST	
Objective	To make all weaker students to enrich the subject knowledge
Product	Answer Scripts
Frequency	After every internal assessment
Format	Part –A 5 x 2 =10 marks, Part –B 2 x 13 = 26 marks, Part –C 1 x 14 = 14 marks, Total marks = 50, Duration : 1hour and 30 minutes
Evaluation	Based on answer given in the scripts

Marks out of 100	50-64	65- 80	81-100	0-50
Levels of attainment	1	2	3	Counseling / Coaching classes.

ASSIG NMENT: 10 MARKS	
Objective	To enhance students understanding of a complex structural problems
Product	Hand written assignment sheets
Frequency	Monthly or after completing improvement test
Format	Questions from both question papers
Evaluation	Based on rubrics
Criteria	No. of assignments: 3 to 5, Submit on or before the date of submission
END SEMESTER EXAMINATION 100 MARKS (Reduced to 80Marks)	
Objective	**To assess the each student's knowledge of the course**
Product	Result analysis
Frequency	Semester
Format	Part –A 10 x 2 =20 marks, Part –B 5 x 16 = 80 marks, Total marks = 100, Duration : 3hours
Evaluation	Based on answer given in the scripts

Marks out of 100	30-50	50- 70	71-100	0-50
Levels of attainment	1	2	3	Counseling / Coaching classes.

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SECOND SEMESTER B.COM CO-OPERATION

2023 ADMISSION

SUBJECT: BCM2C02 : MARKETING MANAGEMENT

Sl.No	Reg.No	Name	MARK
1	UFAXBCM001	AYISHA DILNA CHELADATHIL	28
2	UFAXBCM002	FAMINA A P	28
3	UFAXBCM003	FATHIMA NAJIYA	AB
4	UFAXBCM004	FATHIMA SHERIN. C. P	34
5	UFAXBCM005	JINSHA JABIN. K	7
6	UFAXBCM006	JINSHA K	34
7	UFAXBCM007	NADIYA.T	24
8	UFAXBCM008	NAJIYA NASRIN N T	34
9	UFAXBCM009	NASIYA NASRIN . M	38
10	UFAXBCM010	NIDHA SALEEM . T T	32
11	UFAXBCM011	RASHA	23
12	UFAXBCM012	SADIKA SHAHANAS K	28
13	UFAXBCM013	SHIBINA .P	20
14	UFAXBCM014	SHIBLA.T.M	26
15	UFAXBCM015	SHIFA NARSHA. K	36
16	UFAXBCM016	SHUHAILA .K	20
17	UFAXBCM017	SILSHA M K	34
18	UFAXBCM018	THABSHEERA.T.M	25
19	UFAXBCM019	ANSIF V	16
20	UFAXBCM021	MOHAMMED NIHAL V	ab
21	UFAXBCM022	MUHAMMED HAFEEZ T	10
22	UFAXBCM023	MUHAMMED NIHAJ . T . P	18
23	UFAXBCM024	NASIB RAHMAN K	24
24	UFAXBCM025	RAMEEZ T P	15
25	UFAXBCM026	ADHITHYA . P	11
26	UFAXBCM027	ADITHYA C.	2
27	UFAXBCM028	AJANYA . K	4
28	UFAXBCM029	ANAGHA M	11
29	UFAXBCM030	ANASWARA ANIL.P K	26
30	UFAXBCM031	ANJANA. M	10
31	UFAXBCM032	ANJUSHA P	22
32	UFAXBCM033	APARNA P	10
33	UFAXBCM034	ASWANI KRISHNA. M	32
34	UFAXBCM035	BABITHA K B	8
35	UFAXBCM036	FAMINA . K . P	AB
36	UFAXBCM037	KHADHEEJATHU SANIYYA T	18
37	UFAXBCM038	NAMITHA . P	14
38	UFAXBCM039	NANDANA K M	2
39	UFAXBCM040	NILSHA C.M	20
40	UFAXBCM041	NIRANJANA C	28
41	UFAXBCM042	NIVYA RAJ K	4

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42	UFAXBCM043	PAVITHRA. V P	30
43	UFAXBCM044	PRAJISHA E C	2
44	UFAXBCM045	SANDRA V	9
45	UFAXBCM046	SIJISHA.M	13
46	UFAXBCM047	VIHANYA M	7
47	UFAXBCM048	VINAYA N	10
48	UFAXBCM049	VRINDHA K M	5
49	UFAXBCM050	ABHIJITH M	7
50	UFAXBCM051	ADARSH A	14
51	UFAXBCM052	ATHUL K	14
52	UFAXBCM053	ATHUL RAJ	4
53	UFAXBCM054	MUHAMMED HISHAM. P	0
54	UFAXBCM055	MUHAMMED SAFVAN . K . S	14
55	UFAXBCM056	MUHAMMED SINAN . P	20
56	UFAXBCM057	RISHAL K. C.	16
57	UFAXBCM058	ROHITH. M	4
58	UFAXBCM059	SOORYA PRASAD. T	12
59	UFAXBCM060	VINAY A	4
60	UFAXBCM061	VIVEK MV	4

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Second Semester B.com – First Internal Examination July 2023

MARKETING MANAGEMENT

Time: 1 Hour and 15 minutes **Maximum Marks : 40**

Answer at least Eight Questions each carries two marks. All questions can be attended.

(Overall ceiling 15)

1. Define Buying Behaviour.
2. Diferentiate customer and Consumer.
3. Listout two Psychological factors of purchase decition.
4. Define market segmentation?
5. State any two advantages of market segmentaion?
6. What you mean target marketting?
7. Define self image?
8. Give any four examples of economic factors influenced by buying decision.
9. What you mean by psychographic segmentation?
10. Define personality?

Answer at least Three Questions each carries Five marks. All questions can be attended.
(Overall ceiling 15)

11. State about consumer Buying process
12. What are the advantages of market segmentation.
13. Define buying motives? Explain about human needs described by Abraham Maslow.
14. Explain about market segmentation process.
15. What are he advantages of target marketting?

Answer at any One Question carries 10 marks.

16. What are the factors influenced by consumer behaviour or Buying decitions.
17. Explain about the bases or methods of market segmentation

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SECOND SEMESTER B.COM CO-OPERATION
2023 ADMISSION
List of Students

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1	UFAXBCM001	AYISHA DILNA CHELADATHIL
2	UFAXBCM002	FAMINA A P
3	UFAXBCM003	FATHIMA NAJIYA
4	UFAXBCM004	FATHIMA SHERIN. C. P
5	UFAXBCM005	JINSHA JABIN. K
6	UFAXBCM006	JINSHA K
7	UFAXBCM007	NADIYA.T
8	UFAXBCM008	NAJIYA NASRIN N T
9	UFAXBCM009	NASIYA NASRIN . M
10	UFAXBCM010	NIDHA SALEEM . T T
11	UFAXBCM011	RASHA
12	UFAXBCM012	SADIKA SHAHANAS K
13	UFAXBCM013	SHIBINA .P
14	UFAXBCM014	SHIBLA.T.M
15	UFAXBCM015	SHIFA NARSHA. K
16	UFAXBCM016	SHUHAILA .K
17	UFAXBCM017	SILSHA M K
18	UFAXBCM018	THABSHEERA.T.M
19	UFAXBCM019	ANSIF V
20	UFAXBCM020	DILSHAD. K
21	UFAXBCM021	MOHAMMED NIHAL V
22	UFAXBCM022	MUHAMMED HAFEEZ T
23	UFAXBCM023	MUHAMMED NIHAJ . T . P
24	UFAXBCM024	NASIB RAHMAN K
25	UFAXBCM025	RAMEEZ T P
26	UFAXBCM026	ADHITHYA . P
27	UFAXBCM027	ADITHYA C.
28	UFAXBCM028	AJANYA . K
29	UFAXBCM029	ANAGHA M
30	UFAXBCM030	ANASWARA ANIL.P K
31	UFAXBCM031	ANJANA. M
32	UFAXBCM032	ANJUSHA P
33	UFAXBCM033	APARNA P
34	UFAXBCM034	ASWANI KRISHNA. M
35	UFAXBCM035	BABITHA K B
36	UFAXBCM036	FAMINA . K . P
37	UFAXBCM037	KHADHEEJATHU SANIYYA T
38	UFAXBCM038	NAMITHA . P
39	UFAXBCM039	NANDANA K M
40	UFAXBCM040	NILSHA C.M
41	UFAXBCM041	NIRANJANA C
42	UFAXBCM042	NIVYA RAJ K
43	UFAXBCM043	PAVITHRA. V P
44	UFAXBCM044	PRAJISHA E C
45	UFAXBCM045	SANDRA V
46	UFAXBCM046	SIJISHA.M
47	UFAXBCM047	VIHANYA M
48	UFAXBCM048	VINAYA N
49	UFAXBCM049	VRINDHA K M
50	UFAXBCM050	ABHIJITH M
51	UFAXBCM051	ADARSH A
52	UFAXBCM052	ATHUL K

53	UFAXBCM053	ATHUL RAJ
54	UFAXBCM054	MUHAMMED HISHAM. P
55	UFAXBCM055	MUHAMMED SAFVAN . K . S
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59	UFAXBCM059	SOORYA PRASAD. T
60	UFAXBCM060	VINAY A
61	UFAXBCM061	VIVEK MV

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SECOND SEMESTER B.COM CO-OPERATION

2023 ADMISSION

SUBJECT: MARKETING MANAGEMENT

Sl. No	Reg.No	Name	ATTENDANCE	ASSIGNMENT	SEMINAR	EXAM	TOTAL	Signature
1	UFAXBCM001	AYISHA DILNA CHELADATHIL	4	4	4	6	**18**	
2	UFAXBCM002	FAMINA A P	2	4	4	6	**16**	
3	UFAXBCM003	FATHIMA NAJIYA	4	4	4	0	**12**	
4	UFAXBCM004	FATHIMA SHERIN. C. P	4	4	4	8	**20**	
5	UFAXBCM005	JINSHA JABIN. K	4	4	4	1	**13**	
6	UFAXBCM006	JINSHA K	4	4	4	8	**20**	
7	UFAXBCM007	NADIYA.T	4	4	4	4	**16**	
8	UFAXBCM008	NAJIYA NASRIN N T	4	4	4	8	**20**	
9	UFAXBCM009	NASIYA NASRIN . M	4	4	4	8	**20**	
10	UFAXBCM010	NIDHA SALEEM . T T	2	4	4	6	**16**	
11	UFAXBCM011	RASHA	4	4	4	4	**16**	
12	UFAXBCM012	SADIKA SHAHANAS K	4	4	4	6	**18**	
13	UFAXBCM013	SHIBINA .P	4	4	4	3	**15**	
14	UFAXBCM014	SHIBLA.T.M	4	4	4	6	**18**	
15	UFAXBCM015	SHIFA NARSHA. K	4	4	4	8	**20**	
16	UFAXBCM016	SHUHAILA .K	4	4	4	3	**15**	
17	UFAXBCM017	SILSHA M K	4	4	4	8	**20**	
18	UFAXBCM018	THABSHEERA.T.M	4	4	4	4	**16**	
19	UFAXBCM019	ANSIF V	4	4	4	2	**14**	
20	UFAXBCM020	DILSHAD. K	1	0	0	0	**1**	
21	UFAXBCM021	MOHAMMED NIHAL V	4	0	4	0	**8**	
22	UFAXBCM022	MUHAMMED HAFEEZ T	2	0	0	1	**3**	
23	UFAXBCM023	MUHAMMED NIHAJ . T . P	2	4	4	3	**13**	
24	UFAXBCM024	NASIB RAHMAN K	2	4	4	4	**14**	
25	UFAXBCM025	RAMEEZ T P	2	4	4	2	**12**	
26	UFAXBCM026	ADHITHYA . P	4	4	4	1	**13**	
27	UFAXBCM027	ADITHYA C.	4	4	4	1	**13**	
28	UFAXBCM028	AJANYA . K	4	4	4	1	**13**	
29	UFAXBCM029	ANAGHA M	4	4	4	1	**13**	
30	UFAXBCM030	ANASWARA ANIL.P K	4	4	4	6	**18**	
31	UFAXBCM031	ANJANA. M	4	4	4	1	**13**	
32	UFAXBCM032	ANJUSHA P	2	4	4	4	**14**	
33	UFAXBCM033	APARNA P	4	4	4	1	**13**	
34	UFAXBCM034	ASWANI KRISHNA. M	4	4	4	6	**18**	
35	UFAXBCM035	BABITHA K B	2	4	4	1	**11**	
36	UFAXBCM036	FAMINA . K . P	4	0	4	0	**8**	
37	UFAXBCM037	KHADHEEJATHU SANIYYA T	4	4	4	3	**15**	
38	UFAXBCM038	NAMITHA . P	4	4	4	2	**14**	
39	UFAXBCM039	NANDANA K M	4	0	0	1	**5**	

40	UFAXBCM040	NILSHA C.M	2	4	4	3	**13**	
41	UFAXBCM041	NIRANJANA C	4	4	4	6	**18**	
42	UFAXBCM042	NIVYA RAJ K	2	4	0	1	**7**	
43	UFAXBCM043	PAVITHRA. V P	4	4	4	6	**18**	
44	UFAXBCM044	PRAJISHA E C	4	4	4	1	**13**	
45	UFAXBCM045	SANDRA V	4	4	4	1	**13**	
46	UFAXBCM046	SIJISHA.M	4	4	4	1	**13**	
47	UFAXBCM047	VIHANYA M	4	4	4	1	**13**	
48	UFAXBCM048	VINAYA N	4	4	4		**12**	
49	UFAXBCM049	VRINDHA K M	4	4	4	1	**13**	
50	UFAXBCM050	ABHIJITH M	4	0	4	1	**9**	
51	UFAXBCM051	ADARSH A	4	4	4	2	**14**	
52	UFAXBCM052	ATHUL K	4	4	4	1	**13**	
53	UFAXBCM053	ATHUL RAJ	4	4	4	1	**13**	
54	UFAXBCM054	MUHAMMED HISHAM. P	2	4	4	0	**10**	
55	UFAXBCM055	MUHAMMED SAFVAN . K . S	2	4	4	2	**12**	
56	UFAXBCM056	MUHAMMED SINAN . P	2	4	4	3	**13**	
57	UFAXBCM057	RISHAL K. C.	4	4	4	2	**14**	
58	UFAXBCM058	ROHITH. M	4	4	4	1	**13**	
59	UFAXBCM059	SOORYA PRASAD. T	4	4	4	1	**13**	
60	UFAXBCM060	VINAY A	4	0	4	1	**9**	
61	UFAXBCM061	VIVEK MV	4	4	4	1	**13**	

DHANYA. M
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Department of Commerce
Ambedkar College of Arts & Science
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AMBEDKAR COLLEGE OF ARTS AND SCIENCE, WANDOOR

SECOND SEMESTER B.COM CO-OPERATION

2023 ADMISSION

LIST OF SLOW LEARNERS

Sl.No	Reg.No	Name	MARK
5	UFAXBCM005	JINSHA JABIN. K	7
19	UFAXBCM019	ANSIF V	16
21	UFAXBCM022	MUHAMMED HAFEEZ T	10
22	UFAXBCM023	MUHAMMED NIHAJ . T . P	18
24	UFAXBCM025	RAMEEZ T P	15
25	UFAXBCM026	ADHITHYA . P	11
26	UFAXBCM027	ADITHYA C.	2
27	UFAXBCM028	AJANYA . K	4
28	UFAXBCM029	ANAGHA M	11
30	UFAXBCM031	ANJANA. M	10
32	UFAXBCM033	APARNA P	10
34	UFAXBCM035	BABITHA K B	8
36	UFAXBCM037	KHADHEEJATHU SANIYYA T	18
37	UFAXBCM038	NAMITHA . P	14
38	UFAXBCM039	NANDANA K M	2
41	UFAXBCM042	NIVYA RAJ K	4
43	UFAXBCM044	PRAJISHA E C	2
44	UFAXBCM045	SANDRA V	9
45	UFAXBCM046	SIJISHA.M	13
46	UFAXBCM047	VIHANYA M	7
47	UFAXBCM048	VINAYA N	10
48	UFAXBCM049	VRINDHA K M	5
49	UFAXBCM050	ABHIJITH M	7
50	UFAXBCM051	ADARSH A	14
51	UFAXBCM052	ATHUL K	14
52	UFAXBCM053	ATHUL RAJ	4
53	UFAXBCM054	MUHAMMED HISHAM. P	0
54	UFAXBCM055	MUHAMMED SAFVAN . K . S	14
56	UFAXBCM057	RISHAL K. C.	16
57	UFAXBCM058	ROHITH. M	4
58	UFAXBCM059	SOORYA PRASAD. T	12
59	UFAXBCM060	VINAY A	4
60	UFAXBCM061	VIVEK MV	4

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DEPARTMENT OF COMMERCE

CO ATTAINMENT - IA TEST MARKS (ODD SEM. 2023-2024)

Sem.: 2 Course: BCM2C02-MARKETING MANAGEMENT

Name of the faculty member: MANEESHA V

Sl. No.	Name of the student	REG NO	IA TEST	COURSE OUTCOMES	
			Q1 TO Q14	IA TEST	
			CO1 TO CO5	CO1 TO CO5	
		Max. Marks	40	%age	Y/N
1	AYISHA DILNA CHELADATHIL	UFAXBCM001	14	35	Y
2	FAMINA A P	UFAXBCM002	14	35	Y
3	FATHIMA NAJIYA	UFAXBCM003	AB	0	N
4	FATHIMA SHERIN. C. P	UFAXBCM004	AB	0	N
5	JINSHA JABIN. K	UFAXBCM005	4	10	N
6	JINSHA K	UFAXBCM006	17	43	Y
7	NADIYA.T	UFAXBCM007	12	30	N
8	NAJIYA NASRIN N T	UFAXBCM008	17	43	Y
9	NASIYA NASRIN . M	UFAXBCM009	19	48	Y
10	NIDHA SALEEM . T T	UFAXBCM010	16	40	Y
11	RASHA	UFAXBCM011	12	30	N
12	SADIKA SHAHANAS K	UFAXBCM012	14	35	Y
13	SHIBINA .P	UFAXBCM013	10	25	N
14	SHIBLA.T.M	UFAXBCM014	AB	0	N
15	SHIFA NARSHA. K	UFAXBCM015	18	45	Y
16	SHUHAILA .K	UFAXBCM016	20	50	Y
17	SILSHA M K	UFAXBCM017	17	43	Y
18	THABSHEERA.T.M	UFAXBCM018	13	33	N
19	ANSIF V	UFAXBCM019	8	20	N
20	DILSHAD. K	UFAXBCM020	AB	0	N
21	MOHAMMED NIHAL V	UFAXBCM021	AB	0	N
22	MUHAMMED HAFEEZ T	UFAXBCM022	4	10	N
23	MUHAMMED NIHAJ . T . P	UFAXBCM023	9	23	N
24	NASIB RAHMAN K	UFAXBCM024	12	30	N

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DEPARTMENT OF COMMERCE

25	RAMEEZ T P	UFAXBCM025	8	20	N
26	ADHITHYA . P	UFAXBCM026	6	15	N
27	ADITHYA C.	UFAXBCM027	1	3	N
28	AJANYA . K	UFAXBCM028	2	5	N
29	ANAGHA M	UFAXBCM029	6	15	N
30	ANASWARA ANIL.P K	UFAXBCM030	13	33	N
31	ANJANA. M	UFAXBCM031	5	13	N
32	ANJUSHA P	UFAXBCM032	11	28	N
33	APARNA P	UFAXBCM033	5	13	N
34	ASWANI KRISHNA. M	UFAXBCM034	17	43	Y
35	BABITHA K B	UFAXBCM035	4	10	N
36	FAMINA . K . P	UFAXBCM036	AB	0	N
37	KHADHEEJATHU SANIYYA T	UFAXBCM037	18	45	Y
38	NAMITHA . P	UFAXBCM038	7	18	N
39	NANDANA K M	UFAXBCM039	1	3	N
40	NILSHA C.M	UFAXBCM040	10	25	N
41	NIRANJANA C	UFAXBCM041	14	35	Y
42	NIVYA RAJ K	UFAXBCM042	2	5	N
43	PAVITHRA. V P	UFAXBCM043	15	38	Y
44	PRAJISHA E C	UFAXBCM044	1	3	N
45	SANDRA V	UFAXBCM045	5	13	N
46	SIJISHA.M	UFAXBCM046	7	18	N
47	VIHANYA M	UFAXBCM047	4	10	N
48	VINAYA N	UFAXBCM048	AB	0	N
49	VRINDHA K M	UFAXBCM049	3	8	N
50	ABHIJITH M	UFAXBCM050	4	10	N
51	ADARSH A	UFAXBCM051	7	18	N
52	ATHUL K	UFAXBCM052	7	18	N
53	ATHUL RAJ	UFAXBCM053	2	5	N
54	MUHAMMED HISHAM. P	UFAXBCM054	AB	0	N

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DEPARTMENT OF COMMERCE

55	MUHAMMED SAFVAN . K . S	UFAXBCM055	7	18	N
56	MUHAMMED SINAN . P	UFAXBCM056	10	25	N
57	RISHAL K. C.	UFAXBCM057	8	20	N
58	ROHITH. M	UFAXBCM058	4	10	N
59	SOORYA PRASAD. T	UFAXBCM059	6	15	N
60	VINAY A	UFAXBCM060	2	5	N
61	VIVEK MV	UFAXBCM061	2	5	N
				14	
				26.42	

FOR LAL (ENG5B09)	CO1 to CO5
	26.4

TARGET: 50% OF STUDENTS WILL SCORE 35% OF MARKS

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DEPARTMENT OF COMMERCE

CO ATTAINMENT - ASSIGNEMENT(ODD SEM. 2023-2024)

Sem. 2 Course: BCM2C02-MARKETING MANAGEMENT

Name of the faculty member: MANEESHA V

Sl. No.	Name of the student	REG NO	ASSIGNMENT	SEMINAR	ATTENDANCE	COURSE OUTCOMES				ATTENDANCE	
			CO1 to CO3	CO4 to CO5		CO1 - 3		CO4 - 5			
		Max. Marks	4	4	4	%age	Y/N	%age	Y/N	%age	Y/N
1	AYISHA DILNA CHELADATHIL	UFAXBCM001				0	N	0	N	0	N
2	FAMINA A P	UFAXBCM002				0	N	0	N	0	N
3	FATHIMA NAJIYA	UFAXBCM003				0	N	0	N	0	N
4	FATHIMA SHERIN. C. P	UFAXBCM004				0	N	0	N	0	N
5	JINSHA JABIN. K	UFAXBCM005				0	N	0	N	0	N
6	JINSHA K	UFAXBCM006				0	N	0	N	0	N
7	NADIYA.T	UFAXBCM007				0	N	0	N	0	N
8	NAJIYA NASRIN N T	UFAXBCM008				0	N	0	N	0	N
9	NASIYA NASRIN . M	UFAXBCM009				0	N	0	N	0	N
10	NIDHA SALEEM . T T	UFAXBCM010				0	N	0	N	0	N
11	RASHA	UFAXBCM011				0	N	0	N	0	N
12	SADIKA SHAHANAS K	UFAXBCM012				0	N	0	N	0	N
13	SHIBINA .P	UFAXBCM013				0	N	0	N	0	N
14	SHIBLA.T.M	UFAXBCM014				0	N	0	N	0	N
15	SHIFA NARSHA. K	UFAXBCM015				0	N	0	N	0	N
16	SHUHAILA .K	UFAXBCM016				0	N	0	N	0	N

17	SILSHA M K	UFAXBCM017				0	N	0	N	0	N
18	THABSHEERA.T.M	UFAXBCM018				0	N	0	N	0	N
19	ANSIF V	UFAXBCM019				0	N	0	N	0	N
20	DILSHAD. K	UFAXBCM020				0	N	0	N	0	N
21	MOHAMMED NIHAL V	UFAXBCM021				0	N	0	N	0	N
22	MUHAMMED HAFEEZ T	UFAXBCM022				0	N	0	N	0	N
23	MUHAMMED NIHAJ . T . P	UFAXBCM023				0	N	0	N	0	N
24	NASIB RAHMAN K	UFAXBCM024				0	N	0	N	0	N
25	RAMEEZ T P	UFAXBCM025				0	N	0	N	0	N
26	ADHITHYA . P	UFAXBCM026				0	N	0	N	0	N
27	ADITHYA C.	UFAXBCM027				0	N	0	N	0	N
28	AJANYA . K	UFAXBCM028				0	N	0	N	0	N
29	ANAGHA M	UFAXBCM029				0	N	0	N	0	N
30	ANASWARA ANIL.P K	UFAXBCM030				0	N	0	N	0	N
31	ANJANA. M	UFAXBCM031				0	N	0	N	0	N
32	ANJUSHA P	UFAXBCM032				0	N	0	N	0	N
33	APARNA P	UFAXBCM033				0	N	0	N	0	N
34	ASWANI KRISHNA. M	UFAXBCM034				0	N	0	N	0	N
35	BABITHA K B	UFAXBCM035				0	N	0	N	0	N
36	FAMINA . K . P	UFAXBCM036				0	N	0	N	0	N
37	KHADHEEJATHU SANIYYA T	UFAXBCM037				0	N	0	N	0	N
38	NAMITHA . P	UFAXBCM038				0	N	0	N	0	N
39	NANDANA K M	UFAXBCM039				0	N	0	N	0	N
40	NILSHA C.M	UFAXBCM040				0	N	0	N	0	N
41	NIRANJANA C	UFAXBCM041				0	N	0	N	0	N
42	NIVYA RAJ K	UFAXBCM042				0	N	0	N	0	N
43	PAVITHRA. V P	UFAXBCM043				0	N	0	N	0	N
44	PRAJISHA E C	UFAXBCM044				0	N	0	N	0	N
45	SANDRA V	UFAXBCM045				0	N	0	N	0	N

46	SIJISHA.M	UFAXBCM046				0	N	0	N	0	N
47	VIHANYA M	UFAXBCM047				0	N	0	N	0	N
48	VINAYA N	UFAXBCM048				0	N	0	N	0	N
49	VRINDHA K M	UFAXBCM049				0	N	0	N	0	N
50	ABHIJITH M	UFAXBCM050				0	N	0	N	0	N
51	ADARSH A	UFAXBCM051				0	N	0	N	0	N
52	ATHUL K	UFAXBCM052				0	N	0	N	0	N
53	ATHUL RAJ	UFAXBCM053				0	N	0	N	0	N
54	MUHAMMED HISHAM. P	UFAXBCM054				0	N	0	N	0	N
55	MUHAMMED SAFVAN . K . S	UFAXBCM055				0	N	0	N	0	N
56	MUHAMMED SINAN . P	UFAXBCM056				0	N	0	N	0	N
57	RISHAL K. C.	UFAXBCM057				0	N	0	N	0	N
58	ROHITH. M	UFAXBCM058				0	N	0	N	0	N
59	SOORYA PRASAD. T	UFAXBCM059				0	N	0	N	0	N
60	VINAY A	UFAXBCM060				0	N	0	N	0	N
61	VIVEK MV	UFAXBCM061				0	N	0	N	0	N
						0		0		0	
						0.00		0.00		0.00	

	CO1 TO 3	CO4 TO 5	ATTENDANCE
FOR LAL (ENG5B09)	0.00	0.00	0.00

TARGET: 1) 90% OF STUDENTS WILL SCORE 35% OF MARKS IN ASSIGNMENT

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DEPARTMENT OF COMMERCE

CO ATTAINMENT - FINAL EXAM MARKS (ODD SEM . 2023-2024)

Sem.: 2

Course: BCM2C02-MARKETING MANAGEMENT

Sl. No.	Name of the student	REG NO	COURSE OUTCOMES	CO ATTAINMENT	
			CO 1 TO CO5	CO 1 TO CO5	
		Max. Marks		%age	Y/N
1	AYISHA DILNA CHELADATHIL	UFAXBCM001	28	70	Y
2	FAMINA A P	UFAXBCM002	28	70	Y
3	FATHIMA NAJIYA	UFAXBCM003	24	60	Y
4	FATHIMA SHERIN. C. P	UFAXBCM004	32	80	Y
5	JINSHA JABIN. K	UFAXBCM005	16	40	Y
6	JINSHA K	UFAXBCM006	24	60	Y
7	NADIYA.T	UFAXBCM007	28	70	Y
8	NAJIYA NASRIN N T	UFAXBCM008	28	70	Y
9	NASIYA NASRIN . M	UFAXBCM009	36	90	Y
10	NIDHA SALEEM . T T	UFAXBCM010	16	40	Y
11	RASHA	UFAXBCM011	28	70	Y
12	SADIKA SHAHANAS K	UFAXBCM012	28	70	Y
13	SHIBINA .P	UFAXBCM013	20	50	Y
14	SHIBLA.T.M	UFAXBCM014	32	80	Y
15	SHIFA NARSHA. K	UFAXBCM015	32	80	Y
16	SHUHAILA .K	UFAXBCM016	24	60	Y
17	SILSHA M K	UFAXBCM017	28	70	Y
18	THABSHEERA.T.M	UFAXBCM018	24	60	Y

19	ANSIF V	UFAXBCM019		0	N
20	DILSHAD. K	UFAXBCM020		0	N
21	MOHAMMED NIHAL V	UFAXBCM021		0	N
22	MUHAMMED HAFEEZ T	UFAXBCM022		0	N
23	MUHAMMED NIHAJ . T . P	UFAXBCM023		0	N
24	NASIB RAHMAN K	UFAXBCM024	**20**	50	Y
25	RAMEEZ T P	UFAXBCM025	**16**	40	Y
26	ADHITHYA . P	UFAXBCM026	**16**	40	Y
27	ADITHYA C.	UFAXBCM027	**16**	40	Y
28	AJANYA . K	UFAXBCM028	**0**	0	N
29	ANAGHA M	UFAXBCM029	**16**	40	Y
30	ANASWARA ANIL.P K	UFAXBCM030	**24**	60	Y
31	ANJANA. M	UFAXBCM031	**24**	60	Y
32	ANJUSHA P	UFAXBCM032	**20**	50	Y
33	APARNA P	UFAXBCM033	**24**	60	Y
34	ASWANI KRISHNA. M	UFAXBCM034	**32**	80	Y
35	BABITHA K B	UFAXBCM035	**0**	0	N
36	FAMINA . K . P	UFAXBCM036	**16**	40	Y
37	KHADHEEJATHU SANIYYA T	UFAXBCM037	**24**	60	Y
38	NAMITHA . P	UFAXBCM038	**24**	60	Y
39	NANDANA K M	UFAXBCM039	**0**	0	N
40	NILSHA C.M	UFAXBCM040	**16**	40	Y
41	NIRANJANA C	UFAXBCM041	**32**	80	Y
42	NIVYA RAJ K	UFAXBCM042	**20**	50	Y
43	PAVITHRA. V P	UFAXBCM043	**24**	60	Y
44	PRAJISHA E C	UFAXBCM044	**16**	40	Y
45	SANDRA V	UFAXBCM045	**16**	40	Y
46	SIJISHA.M	UFAXBCM046	**16**	40	Y
47	VIHANYA M	UFAXBCM047	**20**	50	Y
48	VINAYA N	UFAXBCM048	**20**	50	Y

49	VRINDHA K M	UFAXBCM049	20	50	Y
50	ABHIJITH M	UFAXBCM050	16	40	Y
51	ADARSH A	UFAXBCM051	16	40	Y
52	ATHUL K	UFAXBCM052	20	50	Y
53	ATHUL RAJ	UFAXBCM053	16	40	Y
54	MUHAMMED HISHAM. P	UFAXBCM054	0	0	N
55	MUHAMMED SAFVAN . K . S	UFAXBCM055	16	40	Y
56	MUHAMMED SINAN . P	UFAXBCM056	20	50	Y
57	RISHAL K. C.	UFAXBCM057	28	70	Y
58	ROHITH. M	UFAXBCM058		0	N
59	SOORYA PRASAD. T	UFAXBCM059		0	N
60	VINAY A	UFAXBCM060	16	40	Y
61	VIVEK MV	UFAXBCM061		0	N
				49	
				80.33	

FOR L&L (ENG5B09)	CO1 to CO5
	80.33

TARGET: 75% OF STUDENTS WILL SCORE 35% OF MARKS

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DEPARTMENT OF COMMERCE

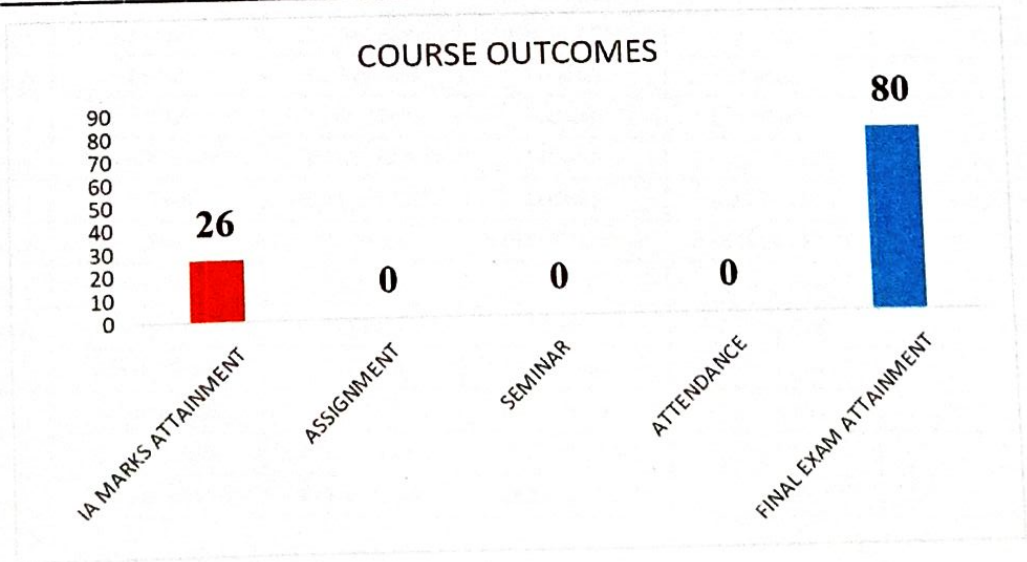
DIRECT ASSESSMENT METHOD - CO ATTAINMENT (ODD SEM . 2023-2024)

Semester: 2 Course:BCM2C02-MARKETING MANAGEMENT

Name of the faculty member: MANEESHA V

TARGET: 60% ATTAINMENT

COs	CO1 to CO5
IA MARKS ATTAINMENT	26
ASSIGNMENT	0
SEMINAR	0
ATTENDANCE	0
FINAL EXAM ATTAINMENT	80
AVERAGE	**21**



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DEPARTMENT OF COMMERCE

COURSE EXIT SURVEY RESPONSES (ODD SEM . 2023-2024)

Semester: 2

Name of the faculty member: MANEESHA V

Course: BCM2C02-MARKETING MANAGEMENT

Sl. No.	NAME OF THE STUDENT	REG NO	Are you able to Recognize and recall the key concepts of Linguistics and develop awareness of latest trends in language study.	Are you able to Develop a conceptual understanding of the features of language, their sounds, their ways of forming words, their sentence structures and their systems of expressing	Are you able to Apply the acquired knowledge of pronunciation and their general standards in every day conversation and in meaning.	Are you able to Analyze the fundamental topics in semantics and develop a concept of different semantic levels	Are you able to Generate innovative and effective communication strategies by synthesizing knowledge from pronunciation, semantics, syntax, morphology and linguistics to address specific communicative challenges.
	COURSE OUTCOMES		CO1	CO2	CO3	CO4	CO5
1	AYISHA DILNA CHELADATHIL	UFAXBCM001	1 (Fair)	5 (EXCELLENT)	5 (EXCELLENT)	5 (EXCELLENT)	5 (EXCELLENT)
2	FAMINA A P	UFAXBCM002	1 (Fair)	2 (Very Fair)	5 (EXCELLENT)	1 (Fair)	5 (EXCELLENT)
3	FATHIMA NAJIYA	UFAXBCM003	1 (Fair)	2 (Very Fair)	3 (Good)	1 (Fair)	2 (Very Fair)
4	FATHIMA SHERIN. C. P	UFAXBCM004	1 (Fair)	2 (Very Fair)	3 (Good)	1 (Fair)	2 (Very Fair)
5	JINSHA JABIN. K	UFAXBCM005	5 (EXCELLENT)	5 (EXCELLENT)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)
6	JINSHA K	UFAXBCM006	1 (Fair)	5 (EXCELLENT)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)
7	NADIYA.T	UFAXBCM007	1 (Fair)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)	5 (EXCELLENT)
8	NAJIYA NASRIN N T	UFAXBCM008	4 (Very Good)	3 (Good)	3 (Good)	2 (Very Fair)	1 (Fair)
9	NASIYA NASRIN . M	UFAXBCM009	4 (Very Good)	3 (Good)	3 (Good)	2 (Very Fair)	1 (Fair)
10	NIDHA SALEEM . T T	UFAXBCM010	4 (Very Good)	3 (Good)	3 (Good)	2 (Very Fair)	1 (Fair)
11	RASHA	UFAXBCM011	4 (Very Good)	3 (Good)	3 (Good)	2 (Very Fair)	1 (Fair)
12	SADIKA SHAHANAS K	UFAXBCM012	2 (Very Fair)	5 (EXCELLENT)	5 (EXCELLENT)	2 (Very Fair)	1 (Fair)
13	SHIBINA .P	UFAXBCM013	2 (Very Fair)	4 (Very Good)	5 (EXCELLENT)	1 (Fair)	1 (Fair)

14	SHIBLA.T.M	UFAXBCM014	2 (Very Fair)	4 (Very Good)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)
15	SHIFA NARSHA. K	UFAXBCM015	5 (EXCELLENT)	4 (Very Good)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)
16	SHUHAILA .K	UFAXBCM016	5 (EXCELLENT)	4 (Very Good)	5 (EXCELLENT)	3 (Good)	5 (EXCELLENT)
17	SILSHA M K	UFAXBCM017	5 (EXCELLENT)	5 (EXCELLENT)	5 (EXCELLENT)	3 (Good)	2 (Very Fair)
18	THABSHEERA.T.M	UFAXBCM018	4 (Very Good)	1 (Fair)	5 (EXCELLENT)	3 (Good)	2 (Very Fair)
19	ANSIF V	UFAXBCM019	4 (Very Good)	1 (Fair)	5 (EXCELLENT)	3 (Good)	2 (Very Fair)
20	DILSHAD. K	UFAXBCM020	4 (Very Good)	1 (Fair)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)
21	MOHAMMED NIHAL V	UFAXBCM021	4 (Very Good)	1 (Fair)	3 (Good)	5 (EXCELLENT)	1 (Fair)
22	MUHAMMED HAFEEZ T	UFAXBCM022	4 (Very Good)	5 (EXCELLENT)	3 (Good)	2 (Very Fair)	1 (Fair)
23	MUHAMMED NIHAJ . T . P	UFAXBCM023	4 (Very Good)	5 (EXCELLENT)	3 (Good)	2 (Very Fair)	5 (EXCELLENT)
24	NASIB RAHMAN K	UFAXBCM024	5 (EXCELLENT)	5 (EXCELLENT)		2 (Very Fair)	5 (EXCELLENT)
25	RAMEEZ T P	UFAXBCM025	1 (Fair)	5 (EXCELLENT)	4 (Very Good)	5 (EXCELLENT)	5 (EXCELLENT)
26	ADHITHYA . P	UFAXBCM026	1 (Fair)	5 (EXCELLENT)	4 (Very Good)	5 (EXCELLENT)	3 (Good)
27	ADITHYA C	UFAXBCM027	1 (Fair)	2 (Very Fair)	5 (EXCELLENT)	5 (EXCELLENT)	3 (Good)
28	AJANYA . K	UFAXBCM028	1 (Fair)	2 (Very Fair)	5 (EXCELLENT)	5 (EXCELLENT)	3 (Good)
29	ANAGHA M	UFAXBCM029	5 (EXCELLENT)	2 (Very Fair)	5 (EXCELLENT)	2 (Very Fair)	5 (EXCELLENT)
30	ANASWARA ANIL.P K	UFAXBCM030	5 (EXCELLENT)	5 (EXCELLENT)	1 (Fair)	2 (Very Fair)	5 (EXCELLENT)
31	ANJANA. M	UFAXBCM031	5 (EXCELLENT)	5 (EXCELLENT)	1 (Fair)		5 (EXCELLENT)
32	ANJUSHA P	UFAXBCM032	5 (EXCELLENT)	5 (EXCELLENT)	1 (Fair)	4 (Very Good)	2 (Very Fair)
33	APARNA P	UFAXBCM033	5 (EXCELLENT)	5 (EXCELLENT)	1 (Fair)	4 (Very Good)	2 (Very Fair)
34	ASWANI KRISHNA. M	UFAXBCM034	5 (EXCELLENT)	5 (EXCELLENT)	5 (EXCELLENT)	4 (Very Good)	2 (Very Fair)
35	BABITHA K B	UFAXBCM035	5 (EXCELLENT)	2 (Very Fair)	5 (EXCELLENT)	4 (Very Good)	
36	FAMINA . K . P	UFAXBCM036	5 (EXCELLENT)	2 (Very Fair)	4 (Very Good)	4 (Very Good)	4 (Very Good)
37	KHADHEEJATHU SANIYYA T	UFAXBCM037	5 (EXCELLENT)	5 (EXCELLENT)	4 (Very Good)	5 (EXCELLENT)	4 (Very Good)
38	NAMITHA . P	UFAXBCM038	5 (EXCELLENT)	5 (EXCELLENT)	4 (Very Good)	5 (EXCELLENT)	4 (Very Good)
39	NANDANA K M	UFAXBCM039	2 (Very Fair)	5 (EXCELLENT)	4 (Very Good)	2 (Very Fair)	5 (EXCELLENT)
40	NILSHA C.M	UFAXBCM040	2 (Very Fair)	5 (EXCELLENT)	4 (Very Good)	2 (Very Fair)	5 (EXCELLENT)
41	NIRANJANA C	UFAXBCM041	2 (Very Fair)	3 (Good)	2 (Very Fair)	2 (Very Fair)	5 (EXCELLENT)
42	NIVYA RAJ K	UFAXBCM042	2 (Very Fair)	3 (Good)	2 (Very Fair)	5 (EXCELLENT)	5 (EXCELLENT)
43	PAVITHRA. V P	UFAXBCM043	2 (Very Fair)	3 (Good)	5 (EXCELLENT)	4 (Very Good)	2 (Very Fair)

44	PRAJISHA E C	UFAXBCM044	5 (EXCELLENT)	3 (Good)	5 (EXCELLENT)	4 (Very Good)	2 (Very Fair)
45	SANDRA V	UFAXBCM045	5 (EXCELLENT)	3 (Good)	5 (EXCELLENT)	4 (Very Good)	2 (Very Fair)
46	SIJISHA.M	UFAXBCM046	5 (EXCELLENT)	3 (Good)	5 (EXCELLENT)	4 (Very Good)	2 (Very Fair)
47	VIHANYA M	UFAXBCM047	5 (EXCELLENT)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)	5 (EXCELLENT)
48	VINAYA N	UFAXBCM048	4 (Very Good)	5 (EXCELLENT)	5 (EXCELLENT)	1 (Fair)	5 (EXCELLENT)
49	VRINDHA K M	UFAXBCM049	4 (Very Good)	5 (EXCELLENT)	5 (EXCELLENT)	1 (Fair)	5 (EXCELLENT)
50	ABHIJITH M	UFAXBCM050	4 (Very Good)	2 (Very Fair)	5 (EXCELLENT)	1 (Fair)	2 (Very Fair)
51	ADARSH A	UFAXBCM051	4 (Very Good)	2 (Very Fair)	3 (Good)	5 (EXCELLENT)	2 (Very Fair)
52	ATHUL K	UFAXBCM052	4 (Very Good)	2 (Very Fair)	3 (Good)	5 (EXCELLENT)	2 (Very Fair)
53	ATHUL RAJ	UFAXBCM053	1 (Fair)	2 (Very Fair)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)
54	MUHAMMED HISHAM. P	UFAXBCM054	1 (Fair)	5 (EXCELLENT)	4 (Very Good)	3 (Good)	5 (EXCELLENT)
55	MUHAMMED SAFVAN . K . S	UFAXBCM055	1 (Fair)	5 (EXCELLENT)	4 (Very Good)	3 (Good)	5 (EXCELLENT)
56	MUHAMMED SINAN . P	UFAXBCM056	1 (Fair)	5 (EXCELLENT)	4 (Very Good)	3 (Good)	1 (Fair)
57	RISHAL K. C.	UFAXBCM057	1 (Fair)	3 (Good)	2 (Very Fair)	3 (Good)	1 (Fair)
58	ROHITH. M	UFAXBCM058	4 (Very Good)	3 (Good)	2 (Very Fair)	3 (Good)	1 (Fair)
59	SOORYA PRASAD. T	UFAXBCM059	4 (Very Good)	3 (Good)	5 (EXCELLENT)	3 (Good)	1 (Fair)
60	VINAY A	UFAXBCM060	4 (Very Good)	5 (EXCELLENT)	5 (EXCELLENT)	3 (Good)	1 (Fair)
61	VIVEK MV	UFAXBCM061	4 (Very Good)	5 (EXCELLENT)	5 (EXCELLENT)	5 (EXCELLENT)	1 (Fair)
		No. of graded "0"	0	0	0	0	0
		No. of graded "1"	15	4	4	7	14
		No. of graded "2"	8	12	4	13	0
		No. of graded "3"	0	15	17	11	3
		No. of graded "4"	19	4	10	9	3
		No. of graded "5"	19	26	25	20	25

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COURSE EXIT SURVEY RESPONSES (ODD SEM . 2023-2024)

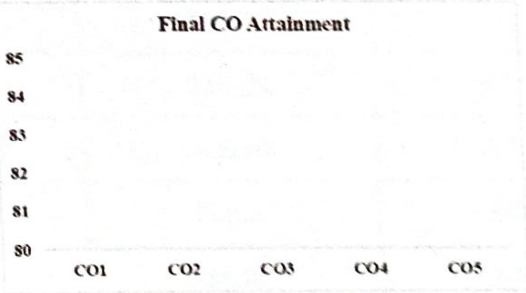
Semester: 2

Course:BCM2C02-MARKETING MANAGEMENT

Name of the faculty member: MANEESHA V

CO No.	CO description	Course Exit Survey Questions	No. of students given the ratings						Total Responses	Weighted Average	CO Max. Count	%age CO attainment
			0	1	2	3	4	5				
CO1	Recognize and recall the key concepts of Linguistics and develop awareness of latest trends in language study.	Are you able to Recognize and recall the key concepts of Linguistics and develop awareness of latest trends in language study.	0	15	8	0	19	19	61	5.32	5	106.32
CO2	Develop a conceptual understanding of the features of language, their sounds, their ways of forming words, their sentence structures and their systems of expressing meaning.	Are you able to Develop a conceptual understanding of the features of language, their sounds, their ways of forming words, their sentence structures and their systems of expressing meaning.	0	4	12	15	4	26	61	5.76	5	115.26
CO3	Apply the acquired knowledge of pronunciation and their general standards in every day conversation and in meaning.	Are you able to Apply the acquired knowledge of pronunciation and their general standards in every day conversation and in meaning.	0	4	4	17	10	25	60	6.00	5	120.00
CO4	Analyze the fundamental topics in semantics and develop a concept of different semantic levels	Are you able to Analyze the fundamental topics in semantics and develop a concept of different semantic	0	7	13	11	9	20	60	5.32	5	106.32
CO5	Generate innovative and effective communication strategies by synthesizing knowledge from pronunciation, semantics, syntax, morphology and linguistics to address specific communicative challenges.	Are you able to Generate innovative and effective communication strategies by synthesizing knowledge from pronunciation, semantics, syntax, morphology and linguistics to address specific communicative challenges.	0	14	0	3	3	25	45	4.21	5	84.21

CO Assessment method	CO1	CO2	CO3	CO4	CO5
Direct method (IA Test, Assignment/quiz and exam)	21	21	21	21	21
Weightage (80%)	17	17	17	17	17
Indirect method (Course Exit Survey)	106.32	115.26	120.00	106.32	84.21
Weightage (20%)	21.26	23.05	24.00	21.26	16.84
Final CO Attainment	**38.34**	**40.13**	**41.08**	**38.34**	**33.92**



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CO-PO-PSO MAPPING (ODD SEM . 2023-2024)

Semester: 2

Course: BCM2C02-MARKETING MANAGEMENT

Name of the faculty member: MANEESHA V

(I) CO Attainment

A: Direct assessment (80%)-Tests, Assignment, Examination

B: Indirect assessment (20%)-Course end survey

COs	Mapping of POs	Mapping of PSOs	Direct Assessment (a)	Indirect Assessment (b)	Overall Attainment 0.8 (a) + 0.2(b)	Target (%)	Attainment
CO1	PO1, PO7 & PO8	PSO3	21	106.32	38	75	YES
CO2	PO1, PO3, PO5 & PO9	PSO1, PSO2 & PSO3	21	115.26	40		
CO3	PO2, PO6 & PO10	PSO2 & PSO3	21	120.00	41		
CO4	PO1, PO5 & PO6	PSO1, PSO2 & PSO3	21	106.32	38		
CO5	PO2, PO3, PO4 & PO7	PSO1, PSO2 & PSO3	21	84.21	34		

FACULTY

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HOD

PRINCIPAL