

COLLEGE RESULT SHEET FOR MASTER OF BUSINESS ADMINISTRATION - MARKETING MANAGEMENT EXAMINATION APRIL 2020  
 Institution: 035 JANKIDEVI BAJAJ INSTITUTE OF MANAGEMENT STUDIES, SANTACRUZ

23/10/2020

Name	Seat No	College	Centre	Per. Reg. No	Medium
FAZALBHOY ALIYA ADIL SHERMIN	45001	035	042	2018-0161-00-131372	1

2018

Code	Sub Name	Credit	Int	Ext	Total	Grc	Total(100)	Grade
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## Semester III

3001	INDIAN ETHOS, BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	4	020/050	028/050	048/100	048		C
3002	ENTERPRENEURSHIP AND SECTORAL SPECIALISATION	4	063/100	---	063/100	063		A
3003	SUMMER INTERNSHIP	4	041/100	---	041/100	041		P
3004	INTEGRATED MARKETING COMMUNICATION	4	020/050	033/050	053/100	053		B
3005	PRODUCT AND BRAND MANAGEMENT	4	040/050	031/050	071/100	071		A+
3006	SERVICES MARKETING	4	020/050	025/050	045/100	045		C
3007	RETAIL MANANGEMENT	4	020/050	033/050	053/100	053		B
3008	DIGITAL AND SOCIAL MEDIA MARKETING	4	032/050	034/050	066/100	066		A

Total Credits: 32    G.P.A.: 6.14    Semester Grade: B+ Total: 440/800    Percentage: 55.00

## Semester IV

*4001	CORPORATE STRATEGY	4	030/050	048/050	078/100	078		A+
*4002	SALES AND DISTRIBUTION MANAGEMENT	4	038/050	050/050	088/100	088		O
*4003	CONSUMER BEHAVIOUR & ADVANCED MARKETING RESEARCH	4	024/050	050/050	074/100	074		A+
*4004	B2B MARKERTING	4	040/050	050/050	090/100	090		O+
*4005	INTERNATIONAL MARKETING	4	037/050	050/050	087/100	087		O
*4006	MARKETING TO BASE OF PYRAMID CONSUMERS	4	016/025	025/025	041/050	082		O
*4007	RESEARCH PROJECT	4	047/100	---	047/100	047		C

Total Credits: 28    G.P.A.: 8.73    Semester Grade: A+ Total: 505/650    Percentage: 77.69

Semester III and IV: Final GPA: 7.44    Final grade: A    Grand Total: 945/1450    Percentage: 65.17

Result: Pass

The result of current appearance is computed as per the U.G.C. Notification dt. 29.04.2020

Minimum 40% is required in both Internal and External separately for passing in each Subject

Notes: \* indicates current appearance, + indicates grace, - indicates adjustment, # indicates adjustment & grace

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23/10/2020

Name	Seat No	College	Centre	Per. Reg. No	Medium
KSHATRIYA RACHITA RATAN NUTAN	45002	035	042	2018-0161-00-131051	1

2018

Code	Sub Name	Credit	Int	Ext	Total	Grc	Total (100)	Grade
Semester III								
3001	INDIAN ETHOS, BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	4	030/050	024/050	054/100	054		B
3002	ENTERPRENEURSHIP AND SECTORAL SPECIALISATION	4	064/100	---	064/100	064		A
3003	SUMMER INTERNSHIP	4	042/100	---	042/100	042		P
3004	INTEGRATED MARKETING COMMUNICATION	4	020/050	030/050	050/100	050		B
3005	PRODUCT AND BRAND MANAGEMENT	4	039/050	028/050	067/100	067		A
3006	SERVICES MARKETING	4	026/050	026/050	052/100	052		B
3007	RETAIL MANANGEMENT	4	020/050	026/050	046/100	046		C
3008	DIGITAL AND SOCIAL MEDIA MARKETING	4	021/050	030/050	051/100	051		B

Total Credits: 32    G.P.A.: 5.91    Semester Grade: B    Total: 426/800    Percentage: 53.25

## Semester IV

*4001	CORPORATE STRATEGY	4	029/050	044/050	073/100	073		A+
*4002	SALES AND DISTRIBUTION MANAGEMENT	4	032/050	030/050	062/100	062		A
*4003	CONSUMER BEHAVIOUR & ADVANCED MARKETING RESEARCH	4	020/050	046/050	066/100	066		A
*4004	B2B MARKERTING	4	020/050	050/050	070/100	070		A+
*4005	INTERNATIONAL MARKETING	4	038/050	050/050	088/100	088		O
*4006	MARKETING TO BASE OF PYRAMID CONSUMERS	4	013/025	021/025	034/050	068		A
*4007	RESEARCH PROJECT	4	049/100	---	049/100	049		C

Total Credits: 28    G.P.A.: 7.73    Semester Grade: A    Total: 442/650    Percentage: 68.00

Semester III and IV: Final GPA: 6.82    Final grade: B+    Grand Total: 868/1450    Percentage: 59.86

Result: Pass

The result of current appearance is computed as per the U.G.C. Notification dt. 29.04.2020

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23/10/2020

Name	Seat No	College	Centre	Per. Reg. No	Medium
MANIVANNAN LITHIKA MANIVANNAN SEETHALAKSHMI	45003	035	042	2018-0161-00-131302	1

2018

Code	Sub Name	Credit	Int	Ext	Total	Grc	Total(100)	Grade
<b>Semester III</b>								
3001	INDIAN ETHOS, BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	4	030/050	026/050	056/100		056	B+
3002	ENTERPRENEURSHIP AND SECTORAL SPECIALISATION	4	056/100	---	056/100		056	B+
3003	SUMMER INTERNSHIP	4	041/100	---	041/100		041	P
3004	INTEGRATED MARKETING COMMUNICATION	4	020/050	031/050	051/100		051	B
3005	PRODUCT AND BRAND MANAGEMENT	4	037/050	031/050	068/100		068	A
3006	SERVICES MARKETING	4	026/050	028/050	054/100		054	B
3007	RETAIL MANANGEMENT	4	020/050	031/050	051/100		051	B
3008	DIGITAL AND SOCIAL MEDIA MARKETING	4	022/050	031/050	053/100		053	B

Total Credits: 32    G.P.A.: 5.91    Semester Grade: B    Total: 430/800    Percentage: 53.75

**Semester IV**

*4001	CORPORATE STRATEGY	4	030/050	044/050	074/100		074	A+
*4002	SALES AND DISTRIBUTION MANAGEMENT	4	031/050	044/050	075/100		075	A+
*4003	CONSUMER BEHAVIOUR & ADVANCED MARKETING RESEARCH	4	030/050	050/050	080/100		080	O
*4004	B2B MARKETING	4	035/050	050/050	085/100		085	O
*4005	INTERNATIONAL MARKETING	4	039/050	050/050	089/100		089	O
*4006	MARKETING TO BASE OF PYRAMID CONSUMERS	4	016/025	021/025	037/050		074	A+
*4007	RESEARCH PROJECT	4	060/100	---	060/100		060	A

Total Credits: 28    G.P.A.: 8.67    Semester Grade: A+    Total: 500/650    Percentage: 76.92

Semester III and IV: Final GPA: 7.29    Final grade: A    Grand Total: 930/1450    Percentage: 64.14

Result: Pass

The result of current appearance is computed as per the U.G.C. Notification dt. 29.04.2020

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23/10/2020

Name	Seat No	College	Centre	Per. Reg. No	Medium
MER CENTHIA AJAY SINGH RAMA	45004	035	042	2018-0161-00-131066	1

2018

Code	Sub Name	Credit	Int	Ext	Total	Grc	Total (100)	Grade
Semester III								
3001	INDIAN ETHOS, BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	4	031/050	026/050	057/100		057	B+
3002	ENTERPRENEURSHIP AND SECTORAL SPECIALISATION	4	061/100	---	061/100		061	A
3003	SUMMER INTERNSHIP	4	054/100	---	054/100		054	B
3004	INTEGRATED MARKETING COMMUNICATION	4	020/050	029/050	049/100		049	C
3005	PRODUCT AND BRAND MANAGEMENT	4	038/050	031/050	069/100		069	A
3006	SERVICES MARKETING	4	031/050	027/050	058/100		058	B+
3007	RETAIL MANANGEMENT	4	020/050	030/050	050/100		050	B
3008	DIGITAL AND SOCIAL MEDIA MARKETING	4	023/050	029/050	052/100		052	B

Total Credits: 32    G.P.A.: 6.31    Semester Grade: B+    Total: 450/800    Percentage: 56.25

## Semester IV

*4001	CORPORATE STRATEGY	4	030/050	044/050	074/100		074	A+
*4002	SALES AND DISTRIBUTION MANAGEMENT	4	033/050	050/050	083/100		083	O
*4003	CONSUMER BEHAVIOUR & ADVANCED MARKETING RESEARCH	4	030/050	050/050	080/100		080	O
*4004	B2B MARKERTING	4	020/050	050/050	070/100		070	A+
*4005	INTERNATIONAL MARKETING	4	040/050	050/050	090/100		090	O+
*4006	MARKETING TO BASE OF PYRAMID CONSUMERS	4	016/025	021/025	037/050		074	A+
*4007	RESEARCH PROJECT	4	050/100	---	050/100		050	B

Total Credits: 28    G.P.A.: 8.37    Semester Grade: A+    Total: 484/650    Percentage: 74.46

Semester III and IV: Final GPA: 7.34    Final grade: A    Grand Total: 934/1450    Percentage: 64.41

Result: Pass

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23/10/2020

Name	Seat No	College	Centre	Per. Reg. No	Medium
SHAikh ASMA FAKIRUDDIN FARZANA	45005	035	042	2018-0161-00-130643	1

2018

Code	Sub Name	Credit	Int	Ext	Total	Grc	Total (100)	Grade
Semester III								
3001	INDIAN ETHOS, BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	4	033/050	025/050	058/100	058		B+
3002	ENTERPRENEURSHIP AND SECTORAL SPECIALISATION	4	060/100	---	060/100	060		A
3003	SUMMER INTERNSHIP	4	054/100	---	054/100	054		B
3004	INTEGRATED MARKETING COMMUNICATION	4	040/050	031/050	071/100	071		A+
3005	PRODUCT AND BRAND MANAGEMENT	4	041/050	028/050	069/100	069		A
3006	SERVICES MARKETING	4	025/050	023/050	048/100	048		C
3007	RETAIL MANANGEMENT	4	040/050	032/050	072/100	072		A+
3008	DIGITAL AND SOCIAL MEDIA MARKETING	4	038/050	035/050	073/100	073		A+

Total Credits: 32    G.P.A.: 7.16    Semester Grade: A    Total: 505/800    Percentage: 63.13

## Semester IV

*4001	CORPORATE STRATEGY	4	034/050	044/050	078/100	078		A+
*4002	SALES AND DISTRIBUTION MANAGEMENT	4	035/050	046/050	081/100	081		O
*4003	CONSUMER BEHAVIOUR & ADVANCED MARKETING RESEARCH	4	027/050	048/050	075/100	075		A+
*4004	B2B MARKETING	4	035/050	048/050	083/100	083		O
*4005	INTERNATIONAL MARKETING	4	038/050	044/050	082/100	082		O
*4006	MARKETING TO BASE OF PYRAMID CONSUMERS	4	016/025	022/025	038/050	076		A+
*4007	RESEARCH PROJECT	4	057/100	---	057/100	057		B+

Total Credits: 28    G.P.A.: 8.56    Semester Grade: A+    Total: 494/650    Percentage: 76.00

Semester III and IV: Final GPA: 7.86    Final grade: A    Grand Total: 999/1450    Percentage: 68.90

Result: Pass

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23/10/2020

Name	Seat No	College	Centre	Per. Reg. No	Medium
VARGHESE ABIYA VARGHESE P.V SUSAN	45006	035	042	2018-0161-00-130635	1

2018

Code	Sub Name	Credit	Int	Ext	Total	Grc	Total (100)	Grade
Semester III								
3001	INDIAN ETHOS, BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	4	035/050	031/050	066/100		066	A
3002	ENTERPRENEURSHIP AND SECTORAL SPECIALISATION	4	071/100	---	071/100		071	A+
3003	SUMMER INTERNSHIP	4	055/100	---	055/100		055	B+
3004	INTEGRATED MARKETING COMMUNICATION	4	040/050	032/050	072/100		072	A+
3005	PRODUCT AND BRAND MANAGEMENT	4	041/050	034/050	075/100		075	A+
3006	SERVICES MARKETING	4	031/050	028/050	059/100		059	B+
3007	RETAIL MANANGEMENT	4	040/050	033/050	073/100		073	A+
3008	DIGITAL AND SOCIAL MEDIA MARKETING	4	038/050	038/050	076/100		076	A+

Total Credits: 32    G.P.A.: 7.76    Semester Grade: A    Total: 547/800    Percentage: 68.38

## Semester IV

*4001	CORPORATE STRATEGY	4	035/050	050/050	085/100		085	O
*4002	SALES AND DISTRIBUTION MANAGEMENT	4	037/050	050/050	087/100		087	O
*4003	CONSUMER BEHAVIOUR & ADVANCED MARKETING RESEARCH	4	033/050	044/050	077/100		077	A+
*4004	B2B MARKETING	4	040/050	050/050	090/100		090	O+
*4005	INTERNATIONAL MARKETING	4	042/050	030/050	072/100		072	A+
*4006	MARKETING TO BASE OF PYRAMID CONSUMERS	4	019/025	017/025	036/050		072	A+
*4007	RESEARCH PROJECT	4	067/100	---	067/100		067	A

Total Credits: 28    G.P.A.: 8.86    Semester Grade: A+    Total: 514/650    Percentage: 79.08

Semester III and IV: Final GPA: 8.31    Final grade: A+    Grand Total: 1061/1450    Percentage: 73.17

Result: Pass

The result of current appearance is computed as per the U.G.C. Notification dt. 29.04.2020

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Notes: \* indicates current appearance, + indicates grace, - indicates adjustment, # indicates adjustment & grace

