

SNDT WOMEN'S UNIVERSITY, MUMBAI - 400049.
 Master of Business Administration - Marketing Management - Semester III
 (Regular - 2018 Pattern) Examination:Nov/Dec 2023
 Result Date :09 Feb 2024

URL: <http://sndt.digitaluniversity.ac/>

Result Ledger For

Faculty : Faculty of Commerce and Management
 Program : Master of Business Administration - Marketing Management New
 Program Code : 133
 Mode of Learning : Regular
 Pattern : Revised 2018
 Branch : No Branch
 Program Part : Master of Business Administration - Marketing Management New
 Program Part Term : Semester III
 Event : Nov/Dec 2023

Course Level Details:-

Course Code	Course Name	Credits	Grade Template Name	AM	INT		EXT		Course Max Marks
					Min	Max	Min	Max	
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	4.00	10 Point Grading	TH	20	50	20	50	100
3002	Entrepreneurship and Sectoral Specialisation	4.00	10 Point Grading	TH	40	100	--	--	100
3003	Summer Internship	4.00	10 Point Grading	TH	40	100	--	--	100
3004	Integrated Marketing Communication	4.00	10 Point Grading	TH	20	50	20	50	100
3005	Product and Brand Management	4.00	10 Point Grading	TH	20	50	20	50	100
3006	Services Marketing	4.00	10 Point Grading	TH	20	50	20	50	100
3007	Retail Management	4.00	10 Point Grading	TH	20	50	20	50	100
3008	Digital and Social Media Marketing	4.00	10 Point Grading	TH	20	50	20	50	100

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Grade Template Used: :-

Template Name : Grade_10_40_new

Grade Scale : 10 Point Grading

No. Of Intervals : 52

Sr. No.	Grade Abbreviation	From (Marks)	To (Marks)	Status	GradePoint	Description
1	O+	90	100	Pass	10.00	O+
2	O	89	89.99	Pass	9.90	O
3	O	88	88.99	Pass	9.80	O
4	O	87	87.99	Pass	9.70	O
5	O	86	86.99	Pass	9.60	O
6	O	85	85.99	Pass	9.50	O
7	O	84	84.99	Pass	9.40	O
8	O	83	83.99	Pass	9.30	O
9	O	82	82.99	Pass	9.20	O
10	O	81	81.99	Pass	9.10	O
11	O	80	80.99	Pass	9.00	O
12	A+	79	79.99	Pass	8.90	A+
13	A+	78	78.99	Pass	8.80	A+
14	A+	77	77.99	Pass	8.70	A+
15	A+	76	76.99	Pass	8.60	A+
16	A+	75	75.99	Pass	8.50	A+
17	A+	74	74.99	Pass	8.40	A+
18	A+	73	73.99	Pass	8.30	A+
19	A+	72	72.99	Pass	8.20	A+
20	A+	71	71.99	Pass	8.10	A+
21	A+	70	70.99	Pass	8.00	A+
22	A	69	69.99	Pass	7.90	A
23	A	68	68.99	Pass	7.80	A
24	A	67	67.99	Pass	7.70	A
25	A	66	66.99	Pass	7.60	A
26	A	65	65.99	Pass	7.50	A
27	A	64	64.99	Pass	7.40	A
28	A	63	63.99	Pass	7.30	A
29	A	62	62.99	Pass	7.20	A
30	A	61	61.99	Pass	7.10	A
31	A	60	60.99	Pass	7.00	A
32	B+	59	59.99	Pass	6.80	B+
33	B+	58	58.99	Pass	6.60	B+
34	B+	57	57.99	Pass	6.40	B+
35	B+	56	56.99	Pass	6.20	B+
36	B+	55	55.99	Pass	6.00	B+
37	B	54	54.99	Pass	5.90	B
38	B	53	53.99	Pass	5.80	B
39	B	52	52.99	Pass	5.70	B
40	B	51	51.99	Pass	5.60	B
41	B	50	50.99	Pass	5.50	B
42	C	49	49.99	Pass	5.40	C
43	C	48	48.99	Pass	5.30	C
44	C	47	47.99	Pass	5.20	C
45	C	46	46.99	Pass	5.10	C

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Sr. No.	Grade Abbreviation	From (Marks)	To (Marks)	Status	GradePoint	Description
46	C	45	45.99	Pass	5.00	C
47	P	44	44.99	Pass	4.80	P
48	P	43	43.99	Pass	4.60	P
49	P	42	42.99	Pass	4.40	P
50	P	41	41.99	Pass	4.20	P
51	P	40	40.99	Pass	4.00	P
52	F	0	39.99	Fail	0.00	F

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Abbreviations Used:

EXT	External Assessment
INT	Internal Assessment
EX	External
IN	Internal
PR	Practical
PV	Practical/Viva
TH	Theory
TW	Term Work
Cr	Credits
AM	Assessment Method
Gr	Grade Obtained
SGPA	Semester Grade Point Average
CGPA	Cumulative Grade Point Average
EGP	Earned Grade Points
c	Current Performance
NP	Not Permitted
UMC	Unfair Means Case
FF	Fail
RR	Result Reserved
+	Grace applied
AB	Absent
ATKT	Allowed to keep Terms
RMK	Remark
x	Past Performance
App	Appearance
Obt	Obtained

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Name : AGRAWAL PALAK NANDLAL RAJNI

Seat No : 035001

Center : 042

PRN : 2022016100144211

Medium : English

College : 035: Jankidevi Bajaj Institute of Management Studies, Santacruz, Mumbai

Course Code	Course Name	AM	INT		EXT		Total		Grace	Total (100)	Cr	Gr	GP	EGP	App		
			Min/Max	Obt	Min/Max	Obt	Max	Obt									
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	TH	20/50	32	20/50	22	100	54		54/100	4	B	5.90	23.60	c		
3002	Entrepreneurship and Sectoral Specialisation	TH	40/100	61	--	--	100	61		61/100	4	A	7.10	28.40	c		
3003	Summer Internship	TH	40/100	67	--	--	100	67		67/100	4	A	7.70	30.80	c		
3004	Integrated Marketing Communication	TH	20/50	40	20/50	40	100	80		80/100	4	O	9.00	36.00	c		
3005	Product and Brand Management	TH	20/50	38	20/50	35	100	73		73/100	4	A+	8.30	33.20	c		
3006	Services Marketing	TH	20/50	31	20/50	33	100	64		64/100	4	A	7.40	29.60	c		
3007	Retail Management	TH	20/50	40	20/50	38	100	78		78/100	4	A+	8.80	35.20	c		
3008	Digital and Social Media Marketing	TH	20/50	36	20/50	26	100	62		62/100	4	A	7.20	28.80	c		
Sem III	Total Credits: 32												Total EGP: 245.60	SGPA: 7.68	Grade: A	Grand Total: 539/800	Percentage: 67.38

Name : JAISWAL SADHVI VISHNU RADHIKA

Seat No : 035002

Center : 042

PRN : 2017016100077642

Medium : English

College : 035: Jankidevi Bajaj Institute of Management Studies, Santacruz, Mumbai

Course Code	Course Name	AM	INT		EXT		Total		Grace	Total (100)	Cr	Gr	GP	EGP	App		
			Min/Max	Obt	Min/Max	Obt	Max	Obt									
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	TH	20/50	28	20/50	22	100	50		50/100	4	B	5.50	22.00	c		
3002	Entrepreneurship and Sectoral Specialisation	TH	40/100	51	--	--	100	51		51/100	4	B	5.60	22.40	c		
3003	Summer Internship	TH	40/100	47	--	--	100	47		47/100	4	C	5.20	20.80	c		
3004	Integrated Marketing Communication	TH	20/50	20	20/50	28	100	48		48/100	4	C	5.30	21.20	c		
3005	Product and Brand Management	TH	20/50	36	20/50	32	100	68		68/100	4	A	7.80	31.20	c		
3006	Services Marketing	TH	20/50	22	20/50	22	100	44		44/100	4	P	4.80	19.20	c		
3007	Retail Management	TH	20/50	20	20/50	35	100	55		55/100	4	B+	6.00	24.00	c		
3008	Digital and Social Media Marketing	TH	20/50	27	20/50	25	100	52		52/100	4	B	5.70	22.80	c		
Sem III	Total Credits: 32												Total EGP: 183.60	SGPA: 5.74	Grade: B	Grand Total: 415/800	Percentage: 51.88

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Name : KANCHWALA ALIFIYA KUTBUDDIN MEHJABEEN

Seat No : 035003

Center : 042

PRN : 2022016100143962

Medium : English

College : 035: Jankidevi Bajaj Institute of Management Studies, Santacruz, Mumbai

Course Code	Course Name	AM	INT		EXT		Total		Grace	Total (100)	Cr	Gr	GP	EGP	App		
			Min/Max	Obt	Min/Max	Obt	Max	Obt									
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	TH	20/50	32	20/50	29	100	61		61/100	4	A	7.10	28.40	c		
3002	Entrepreneurship and Sectoral Specialisation	TH	40/100	61	--	--	100	61		61/100	4	A	7.10	28.40	c		
3003	Summer Internship	TH	40/100	68	--	--	100	68		68/100	4	A	7.80	31.20	c		
3004	Integrated Marketing Communication	TH	20/50	35	20/50	35	100	70		70/100	4	A+	8.00	32.00	c		
3005	Product and Brand Management	TH	20/50	38	20/50	36	100	74		74/100	4	A+	8.40	33.60	c		
3006	Services Marketing	TH	20/50	35	20/50	33	100	68		68/100	4	A	7.80	31.20	c		
3007	Retail Management	TH	20/50	36	20/50	32	100	68		68/100	4	A	7.80	31.20	c		
3008	Digital and Social Media Marketing	TH	20/50	34	20/50	37	100	71		71/100	4	A+	8.10	32.40	c		
Sem III	Total Credits: 32												Total EGP: 248.40	SGPA: 7.76	Grade: A	Grand Total: 541/800	Percentage: 67.63

Name : MOHITE DIVYA DEEPAK REKHA

Seat No : 035004

Center : 042

PRN : 2019016100137795

Medium : English

College : 035: Jankidevi Bajaj Institute of Management Studies, Santacruz, Mumbai

Course Code	Course Name	AM	INT		EXT		Total		Grace	Total (100)	Cr	Gr	GP	EGP	App		
			Min/Max	Obt	Min/Max	Obt	Max	Obt									
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	TH	20/50	28	20/50	26	100	54		54/100	4	B	5.90	23.60	c		
3002	Entrepreneurship and Sectoral Specialisation	TH	40/100	59	--	--	100	59		59/100	4	B+	6.80	27.20	c		
3003	Summer Internship	TH	40/100	67	--	--	100	67		67/100	4	A	7.70	30.80	c		
3004	Integrated Marketing Communication	TH	20/50	40	20/50	40	100	80		80/100	4	O	9.00	36.00	c		
3005	Product and Brand Management	TH	20/50	35	20/50	33	100	68		68/100	4	A	7.80	31.20	c		
3006	Services Marketing	TH	20/50	29	20/50	32	100	61		61/100	4	A	7.10	28.40	c		
3007	Retail Management	TH	20/50	40	20/50	40	100	80		80/100	4	O	9.00	36.00	c		
3008	Digital and Social Media Marketing	TH	20/50	32	20/50	33	100	65		65/100	4	A	7.50	30.00	c		
Sem III	Total Credits: 32												Total EGP: 243.20	SGPA: 7.60	Grade: A	Grand Total: 534/800	Percentage: 66.75

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Name : PAL AARTI SUBHASH SAROJ

Seat No : 035005

Center : 042

PRN : 2013016100081917

Medium : English

College : 035: Jankidevi Bajaj Institute of Management Studies, Santacruz, Mumbai

Course Code	Course Name	AM	INT		EXT		Total		Grace	Total (100)	Cr	Gr	GP	EGP	App
			Min/Max	Obt	Min/Max	Obt	Max	Obt							
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	TH	20/50	37	20/50	28	100	65		65/100	4	A	7.50	30.00	c
3002	Entrepreneurship and Sectoral Specialisation	TH	40/100	63	--	--	100	63		63/100	4	A	7.30	29.20	c
3003	Summer Internship	TH	40/100	64	--	--	100	64		64/100	4	A	7.40	29.60	c
3004	Integrated Marketing Communication	TH	20/50	38	20/50	40	100	78		78/100	4	A+	8.80	35.20	c
3005	Product and Brand Management	TH	20/50	38	20/50	36	100	74		74/100	4	A+	8.40	33.60	c
3006	Services Marketing	TH	20/50	35	20/50	31	100	66		66/100	4	A	7.60	30.40	c
3007	Retail Management	TH	20/50	39	20/50	35	100	74		74/100	4	A+	8.40	33.60	c
3008	Digital and Social Media Marketing	TH	20/50	33	20/50	37	100	70		70/100	4	A+	8.00	32.00	c
Sem III	Total Credits: 32									Grand Total: 554/800			Percentage: 69.25		

Name : SHINDE RADHA SUNIL SANJANA

Seat No : 035006

Center : 042

PRN : 2019016100036663

Medium : English

College : 035: Jankidevi Bajaj Institute of Management Studies, Santacruz, Mumbai

Course Code	Course Name	AM	INT		EXT		Total		Grace	Total (100)	Cr	Gr	GP	EGP	App
			Min/Max	Obt	Min/Max	Obt	Max	Obt							
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	TH	20/50	38	20/50	26	100	64		64/100	4	A	7.40	29.60	c
3002	Entrepreneurship and Sectoral Specialisation	TH	40/100	63	--	--	100	63		63/100	4	A	7.30	29.20	c
3003	Summer Internship	TH	40/100	72	--	--	100	72		72/100	4	A+	8.20	32.80	c
3004	Integrated Marketing Communication	TH	20/50	38	20/50	40	100	78		78/100	4	A+	8.80	35.20	c
3005	Product and Brand Management	TH	20/50	36	20/50	34	100	70		70/100	4	A+	8.00	32.00	c
3006	Services Marketing	TH	20/50	33	20/50	31	100	64		64/100	4	A	7.40	29.60	c
3007	Retail Management	TH	20/50	38	20/50	40	100	78		78/100	4	A+	8.80	35.20	c
3008	Digital and Social Media Marketing	TH	20/50	32	20/50	31	100	63		63/100	4	A	7.30	29.20	c
Sem III	Total Credits: 32									Grand Total: 552/800			Percentage: 69.00		

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Name : YADAV POOJA NARAYAN SUVARNA

Seat No : 035007

Center : 042

PRN : 2019016100137934

Medium : English

College : 035: Jankidevi Bajaj Institute of Management Studies, Santacruz, Mumbai

Course Code	Course Name	AM	INT		EXT		Total		Grace	Total (100)	Cr	Gr	GP	EGP	App		
			Min/Max	Obt	Min/Max	Obt	Max	Obt									
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	TH	20/50	32	20/50	23	100	55		55/100	4	B+	6.00	24.00	c		
3002	Entrepreneurship and Sectoral Specialisation	TH	40/100	57	--	--	100	57		57/100	4	B+	6.40	25.60	c		
3003	Summer Internship	TH	40/100	60	--	--	100	60		60/100	4	A	7.00	28.00	c		
3004	Integrated Marketing Communication	TH	20/50	35	20/50	33	100	68		68/100	4	A	7.80	31.20	c		
3005	Product and Brand Management	TH	20/50	36	20/50	25	100	61		61/100	4	A	7.10	28.40	c		
3006	Services Marketing	TH	20/50	27	20/50	22	100	49		49/100	4	C	5.40	21.60	c		
3007	Retail Management	TH	20/50	36	20/50	35	100	71		71/100	4	A+	8.10	32.40	c		
3008	Digital and Social Media Marketing	TH	20/50	32	20/50	28	100	60		60/100	4	A	7.00	28.00	c		
Sem III	Total Credits: 32				Total EGP: 219.20								SGPA: 6.85		Grade: B+	Grand Total: 481/800	Percentage: 60.13

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