

□CH

MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

2 CLASS IMPROVEMENT SCHEME 1320061115

HARISHANKAR KUSHWAHA

DUASIYA DEVI

081  
APRIL 2012

0339 D.Y.PATIL INST.PIMPRI,PNA

SEM.	PASSING/OUT OF	12/30		28/70		40/100	
		INT.	EXT.	TOT			
1	101 PRINCIPLES AND PRACTICE OF MANAGEMENT	15	34	P	49		
	102 PRINCIPLES OF MARKETING	18	39	P	57		
	103 FUNDAMENTALS OF MANAGEMENT ACCOUNTING	13	29	P	42		
	104 MANAGERIAL ECONOMICS	P 14	* 28		42		
	105 RESEARCH METHODOLOGY	12	34	P	46		
	106 CONSUMER BEHAVIOUR	P 17	* 29		46		
	107# BUSINESS COMMUNICATION				P 31		
	108# FUNDAMENTALS OF I.T.				P 30		
2	201 SERVICES MARKETING	18	31	P	49		
	202 RETAIL MARKETING	P 18	* 31		49		
	203 SALES MANAGEMENT & PERSONAL SELLING	P 17	* 33		50		
	204 DISTRIBUTION MANAGEMENT & LOGISTICS	16	38	P	54		
	205 MARKET RESEARCH	16	35	P	51		
	206 RELATIONSHIP MARKETING	19	37	P	56		
	207# INDIAN ECONOMIC ENVIRONMENT				P 30		
	208# FIELD WORK + SPSS				P 38		
3	301 INTERNATIONAL MARKETING	P 17	* 48		65		
	302 MARKETING AND LAWS	17	28	P	45		
	303 FINANCIAL SERVICES MARKETING	17	28	P	45		
	304 MARKETING COMMUNICATION	P 17	* 28		45		
	305 RETAIL OPERATIONS MANAGEMENT	23	46	P	69		
	306 PROJECT WORK AND VIVA	22	40	P	62		
	307# FOREIGN LANGUAGE				P 38		
	308# VIRTUAL MARKETING				P 40		
4	401 BRAND MANAGEMENT	20	35	P	55		
	402 STRATEGIC MARKETING	P 17	* 30		47		
	403 EXPORT DOCUMENTATION & FOREX MANAGEMENT	17	28	P	45		
	404 DIRECT MARKETING	20	36	P	56		
	405 INDUSTRIAL MARKETING	P 18	* 31		49		
	406 RURAL & AGRICULTURAL MARKETING	20	37	P	57		
	407# ENTRE.DEV.& PROJECT MGNT.				P 42		
	408# FOREIGN LANGUAGE				P 40		

(1 : 343)(2 : 377)(3 : 409)(4 : 391) GRAND TOTAL (OUT OF 2800) 1520

# - Internal : Passing/out of 20/50

FAILS

23 JUNE 2012□

MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

3

1320060564

GAUTAM PRADEEP LALJI

ASHA

001  
APRIL 2012

0341 M.MITRA MANDALS INST PUNE4

SEM.	PASSING/OUT OF	12/30	28/70	40/100	
		INT.	EXT.	TOT	
1	101 PRINCIPLES AND PRACTICE OF MANAGEMENT	13	31	P 44	
	102 PRINCIPLES OF MARKETING	17	28	P 45	
	103 FUNDAMENTALS OF MANAGEMENT ACCOUNTING	15	28	P 43	
	104 MANAGERIAL ECONOMICS	17	28	P 45	
	105 RESEARCH METHODOLOGY	17	28	P 45	
	106 CONSUMER BEHAVIOUR	17	28	P 45	
	107# BUSINESS COMMUNICATION			P 35	
	108# FUNDAMENTALS OF I.T.			P 36	
2	201 SERVICES MARKETING	13	34	P 47	
	202 RETAIL MARKETING	15	28	P 43	
	203 SALES MANAGEMENT & PERSONAL SELLING	17	31	P 48	
	204 DISTRIBUTION MANAGEMENT & LOGISTICS	19	35	P 54	
	205 MARKET RESEARCH	18	32	P 50	
	206 RELATIONSHIP MARKETING	17	29	P 46	
	207# INDIAN ECONOMIC ENVIRONMENT			P 28	
	208# FIELD WORK + SPSS			P 41	
3	301 INTERNATIONAL MARKETING	20	35	P 55	
	302 MARKETING AND LAWS	P 21	* AB	21	FF
	303 FINANCIAL SERVICES MARKETING	17	29	P 46	
	304 MARKETING COMMUNICATION	17	28	P 45	
	305 RETAIL OPERATIONS MANAGEMENT	19	34	P 53	
	306 PROJECT WORK AND VIVA	19	38	P 57	
	307# FOREIGN LANGUAGE			P 39	
	308# VIRTUAL MARKETING			P 23	
4	401 BRAND MANAGEMENT	18	32	P 50	
	402 STRATEGIC MARKETING	15	28	P 43	

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403	EXPORT DOCUMENTATION & FOREX MANAGEMENT	16	30	P 46
404	DIRECT MARKETING	17	28	P 45
405	INDUSTRIAL MARKETING	17	28	P 45
406	RURAL & AGRICULTURAL MARKETING	18	38	P 56
407#	ENTRE.DEV.& PROJECT MGNT.			P 32
408#	FOREIGN LANGUAGE			P 37

(1 : 338)(2 : 357)(3 : 339)(4 : 354) GRAND TOTAL (OUT OF 2800) 1388  
 # - Internal : Passing/out of 20/50

FAILS

23 JUNE 2012□

MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

4 1320060541  
 PURANIK MAKRAND NARAYANRAO NALINI

001 0341 M.MITRA MANDALS INST PUNE4  
 APRIL 2012

SEM.	COURSE	PASSING/OUT OF	12/30		28/70		40/100	
			INT.	EXT.	INT.	EXT.	TOT	P
1	101	PRINCIPLES AND PRACTICE OF MANAGEMENT	12		28		P	40
	102	PRINCIPLES OF MARKETING	15		31		P	46
	103	FUNDAMENTALS OF MANAGEMENT ACCOUNTING	15		28		P	43
	104	MANAGERIAL ECONOMICS	17		28		P	45
	105	RESEARCH METHODOLOGY	16		28		P	44
	106	CONSUMER BEHAVIOUR	15		28		P	43
	107#	BUSINESS COMMUNICATION					P	35
	108#	FUNDAMENTALS OF I.T.					P	41
2	201	SERVICES MARKETING	14		28		P	42
	202	RETAIL MARKETING	16		28		P	44
	203	SALES MANAGEMENT & PERSONAL SELLING	17		29		P	46
	204	DISTRIBUTION MANAGEMENT & LOGISTICS	17		43		P	60
	205	MARKET RESEARCH	17		28		P	45
	206	RELATIONSHIP MARKETING	19		33		P	52
	207#	INDIAN ECONOMIC ENVIRONMENT					P	27
	208#	FIELD WORK + SPSS					P	30
3	301	INTERNATIONAL MARKETING	14		30		P	44
	302	MARKETING AND LAWS	15		28		P	43
	303	FINANCIAL SERVICES MARKETING	13		33		P	46

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	304	MARKETING COMMUNICATION	14	31	P 45
	305	RETAIL OPERATIONS MANAGEMENT	12	31	P 43
	306	PROJECT WORK AND VIVA	P 13	* AB	13 FF
	307#	FOREIGN LANGUAGE			P 24
	308#	VIRTUAL MARKETING			P 25
4	401	BRAND MANAGEMENT	16	29	P 45
	402	STRATEGIC MARKETING	13	31	P 44
	403	EXPORT DOCUMENTATION & FOREX MANAGEMENT	14	29	P 43
	404	DIRECT MARKETING	17	28	P 45
	405	INDUSTRIAL MARKETING	17	29	P 46
	406	RURAL & AGRICULTURAL MARKETING	19	42	P 61
	407#	ENTRE.DEV.& PROJECT MGNT.			P 29
	408#	FOREIGN LANGUAGE			P 30
(1 : 337)(2 : 346)(3 : 283)(4 : 343)		GRAND TOTAL (OUT OF 2800)			1309
# - Internal : Passing/out of 20/50					FAILS

23 JUNE 2012□

MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

6 1320060032  
SUSHEEL KUMAR SINGH PARIHAR SHAKUNTALA

001 0662 SURYADATTA'S SIMIR,PUNE30  
APRIL 2012

SEM.		PASSING/OUT OF	12/30	28/70	40/100
			INT.	EXT.	TOT
1	101	PRINCIPLES AND PRACTICE OF MANAGEMENT	20	38	P 58
	102	PRINCIPLES OF MARKETING	22	41	P 63
	103	FUNDAMENTALS OF MANAGEMENT ACCOUNTING	22	40	P 62
	104	MANAGERIAL ECONOMICS	20	43	P 63
	105	RESEARCH METHODOLOGY	24	46	P 70
	106	CONSUMER BEHAVIOUR	20	37	P 57
	107#	BUSINESS COMMUNICATION			P 45
	108#	FUNDAMENTALS OF I.T.			P 43
2	201	SERVICES MARKETING	12	28	P 40
	202	RETAIL MARKETING	12	38	P 50
	203	SALES MANAGEMENT & PERSONAL SELLING	12	32	P 44
	204	DISTRIBUTION MANAGEMENT & LOGISTICS	12	28	P 40

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	205	MARKET RESEARCH	12	30	P 42
	206	RELATIONSHIP MARKETING	12	38	P 50
	207#	INDIAN ECONOMIC ENVIRONMENT			P 20
	208#	FIELD WORK + SPSS			P 23
3	301	INTERNATIONAL MARKETING	21	39	P 60
	302	MARKETING AND LAWS	17	28	P 45
	303	FINANCIAL SERVICES MARKETING	20	37	P 57
	304	MARKETING COMMUNICATION	17	29	P 46
	305	RETAIL OPERATIONS MANAGEMENT	19	34	P 53
	306	PROJECT WORK AND VIVA	18	31	P 49
	307#	FOREIGN LANGUAGE			P 43
	308#	VIRTUAL MARKETING			P 45
4	401	BRAND MANAGEMENT	20	36	P 56
	402	STRATEGIC MARKETING	17	28	P 45
	403	EXPORT DOCUMENTATION & FOREX MANAGEMENT	17	28	P 45
	404	DIRECT MARKETING	18	31	P 49
	405	INDUSTRIAL MARKETING	P 17	* 28	45
	406	RURAL & AGRICULTURAL MARKETING	21	39	P 60
	407#	ENTRE.DEV.& PROJECT MGNT.			P 45
	408#	FOREIGN LANGUAGE			P 43
(1 : 461)(2 : 309)(3 : 398)(4 : 388) GRAND TOTAL (OUT OF 2800)					1556
# - Internal : Passing/out of 20/50					

HIGHER SECOND CLASS

\* \* CONGRATULATIONS \* \*

23 JUNE 2012□

MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

7

1320070235

ANAND MOHAN

MANJU

001  
APRIL 2012

0664 S.PAWAR RITM&CD PUNE 43

SEM.		PASSING/OUT OF	12/30	28/70	40/100
			INT.	EXT.	TOT
1	101	PRINCIPLES AND PRACTICE OF MANAGEMENT	19	34	P 53
	102	PRINCIPLES OF MARKETING	17	29	P 46
	103	FUNDAMENTALS OF MANAGEMENT ACCOUNTING	17	30	P 47
	104	MANAGERIAL ECONOMICS	17	28	P 45
	105	RESEARCH METHODOLOGY	17	30	P 47

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	106	CONSUMER BEHAVIOUR	20	35	P 55	
	107#	BUSINESS COMMUNICATION			P 45	
	108#	FUNDAMENTALS OF I.T.			P 44	
2	201	SERVICES MARKETING	21	38	P 59	
	202	RETAIL MARKETING	23	42	P 65	
	203	SALES MANAGEMENT & PERSONAL SELLING	25	47	P 72	
	204	DISTRIBUTION MANAGEMENT & LOGISTICS	17	28	P 45	
	205	MARKET RESEARCH	17	30	P 47	
	206	RELATIONSHIP MARKETING	24	46	P 70	
	207#	INDIAN ECONOMIC ENVIRONMENT			P 46	
	208#	FIELD WORK + SPSS			P 46	
3	301	INTERNATIONAL MARKETING	18	32	P 50	
	302	MARKETING AND LAWS	P 09	* 11	20	FF
	303	FINANCIAL SERVICES MARKETING	22	41	P 63	
	304	MARKETING COMMUNICATION	19	34	P 53	
	305	RETAIL OPERATIONS MANAGEMENT	18	31	P 49	
	306	PROJECT WORK AND VIVA	25	55	P 80	
	307#	FOREIGN LANGUAGE			P 40	
	308#	VIRTUAL MARKETING			P 41	
4	401	BRAND MANAGEMENT	17	30	P 47	
	402	STRATEGIC MARKETING	17	30	P 47	
	403	EXPORT DOCUMENTATION & FOREX MANAGEMENT	18	31	P 49	
	404	DIRECT MARKETING	18	32	P 50	
	405	INDUSTRIAL MARKETING	20	36	P 56	
	406	RURAL & AGRICULTURAL MARKETING	20	36	P 56	
	407#	ENTRE.DEV.& PROJECT MGNT.			P 43	
	408#	FOREIGN LANGUAGE			P 44	

(1 : 382)(2 : 450)(3 : 396)(4 : 392) GRAND TOTAL (OUT OF 2800) 1620  
 # - Internal : Passing/out of 20/50

FAILS

23 JUNE 2012□

MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

8

1320070237

CHAVAN RAHUL GAJANAN

LAXMI

001  
 APRIL 2012

0664 S.PAWAR RITM&CD PUNE 43

MMM05\_SM

SEM.	COURSE	PASSING/OUT OF	12/30		28/70		40/100	
			INT.	EXT.	TOT	FF		
1	101 PRINCIPLES AND PRACTICE OF MANAGEMENT	P 20	*	36		56		
	102 PRINCIPLES OF MARKETING	P 17	*	28		45		
	103 FUNDAMENTALS OF MANAGEMENT ACCOUNTING	P 23	*	AB		23	FF	
	104 MANAGERIAL ECONOMICS	P 24	*	AB		24	FF	
	105 RESEARCH METHODOLOGY			17		28	P 45	
	106 CONSUMER BEHAVIOUR	P 17	*	28		45		
	107# BUSINESS COMMUNICATION						P 38	
	108# FUNDAMENTALS OF I.T.						P 44	
2	201 SERVICES MARKETING			17		28	P 45	
	202 RETAIL MARKETING			18		31	P 49	
	203 SALES MANAGEMENT & PERSONAL SELLING			19		34	P 53	
	204 DISTRIBUTION MANAGEMENT & LOGISTICS			18		31	P 49	
	205 MARKET RESEARCH			17		28	P 45	
	206 RELATIONSHIP MARKETING			22		48	P 70	
	207# INDIAN ECONOMIC ENVIRONMENT						P 43	
	208# FIELD WORK + SPSS						P 42	
3	301 INTERNATIONAL MARKETING			20		35	P 55	
	302 MARKETING AND LAWS	P 05	*	01		06	FF	
	303 FINANCIAL SERVICES MARKETING	P 20	*	35		55		
	304 MARKETING COMMUNICATION	P 20	*	35		55		
	305 RETAIL OPERATIONS MANAGEMENT	P 18	*	31		49		
	306 PROJECT WORK AND VIVA			20		36	P 56	
	307# FOREIGN LANGUAGE						P 44	
	308# VIRTUAL MARKETING						P 43	
4	401 BRAND MANAGEMENT			AB		29	* 29 FF	
	402 STRATEGIC MARKETING			AB		28	* 28 FF	
	403 EXPORT DOCUMENTATION & FOREX MANAGEMENT			AB		34	* 34 FF	
	404 DIRECT MARKETING			AB		34	* 34 FF	
	405 INDUSTRIAL MARKETING			AB		36	* 36 FF	
	406 RURAL & AGRICULTURAL MARKETING			AB		40	* 40 FF	
	407# ENTRE.DEV.& PROJECT MGNT.						* AB FF	
	408# FOREIGN LANGUAGE						* AB FF	
(1 : 320)(2 : 396)(3 : 363)(4 : 201) GRAND TOTAL (OUT OF 2800)						1280		
# - Internal : Passing/out of 20/50								
							FAILS	

23 JUNE 2012□

036  
APRIL 2012

0742 SINHGAD BA&CA LONAVALA

SEM.	PASSING/OUT OF	12/30	28/70	40/100	
		INT.	EXT.	TOT	
1	101 PRINCIPLES AND PRACTICE OF MANAGEMENT	16	28	P	44
	102 PRINCIPLES OF MARKETING	16	32	P	48
	103 FUNDAMENTALS OF MANAGEMENT ACCOUNTING	14	34	P	48
	104 MANAGERIAL ECONOMICS	P 11	* 16		27 FF
	105 RESEARCH METHODOLOGY	17	32	P	49
	106 CONSUMER BEHAVIOUR	21	40	P	61
	107# BUSINESS COMMUNICATION			P	30
	108# FUNDAMENTALS OF I.T.			P	32
2	201 SERVICES MARKETING	18	32	P	50
	202 RETAIL MARKETING	23	44	P	67
	203 SALES MANAGEMENT & PERSONAL SELLING	18	31	P	49
	204 DISTRIBUTION MANAGEMENT & LOGISTICS	17	28	P	45
	205 MARKET RESEARCH	18	31	P	49
	206 RELATIONSHIP MARKETING	19	35	P	54
	207# INDIAN ECONOMIC ENVIRONMENT			P	31
	208# FIELD WORK + SPSS			P	31
3	301 INTERNATIONAL MARKETING	18	32	P	50
	302 MARKETING AND LAWS	P 17	* 28		45
	303 FINANCIAL SERVICES MARKETING	17	28	P	45
	304 MARKETING COMMUNICATION	16	28	P	44
	305 RETAIL OPERATIONS MANAGEMENT	19	33	P	52
	306 PROJECT WORK AND VIVA	19	34	P	53
	307# FOREIGN LANGUAGE			P	43
	308# VIRTUAL MARKETING			P	31
4	401 BRAND MANAGEMENT	16	29	P	45
	402 STRATEGIC MARKETING	18	31	P	49
	403 EXPORT DOCUMENTATION & FOREX MANAGEMENT	17	30	P	47
	404 DIRECT MARKETING	17	28	P	45
	405 INDUSTRIAL MARKETING	17	29	P	46
	406 RURAL & AGRICULTURAL MARKETING	22	41	P	63
	407# ENTRE.DEV.& PROJECT MGNT.			P	36
	408# FOREIGN LANGUAGE			P	30

(1 : 339)(2 : 376)(3 : 363)(4 : 361) GRAND TOTAL (OUT OF 2800) 1439

# - Internal : Passing/out of 20/50

FAILS

23 JUNE 2012□



MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

10

1320070837

VARUN KUMAR

CHANDRAMA DEVI

108  
APRIL 2012

0743 DR.D.Y.PATIL IMS,AKURDI 44

SEM.	PASSING/OUT OF	12/30	28/70	40/100	
		INT.	EXT.	TOT	
1	101 PRINCIPLES AND PRACTICE OF MANAGEMENT	19	34	P	53
	102 PRINCIPLES OF MARKETING	19	33	P	52
	103 FUNDAMENTALS OF MANAGEMENT ACCOUNTING	17	30	P	47
	104 MANAGERIAL ECONOMICS	P 23	* AB	23	FF
	105 RESEARCH METHODOLOGY	17	28	P	45
	106 CONSUMER BEHAVIOUR	18	31	P	49
	107# BUSINESS COMMUNICATION			P	43
	108# FUNDAMENTALS OF I.T.			P	41
2	201 SERVICES MARKETING	17	29	P	46
	202 RETAIL MARKETING	19	33	P	52
	203 SALES MANAGEMENT & PERSONAL SELLING	19	35	P	54
	204 DISTRIBUTION MANAGEMENT & LOGISTICS	17	28	P	45
	205 MARKET RESEARCH	18	31	P	49
	206 RELATIONSHIP MARKETING	17	28	P	45
	207# INDIAN ECONOMIC ENVIRONMENT			P	35
	208# FIELD WORK + SPSS			P	36
3	301 INTERNATIONAL MARKETING	12	37	P	49
	302 MARKETING AND LAWS	15	28	P	43
	303 FINANCIAL SERVICES MARKETING	14	30	P	44
	304 MARKETING COMMUNICATION	15	37	P	52
	305 RETAIL OPERATIONS MANAGEMENT	12	28	P	40
	306 PROJECT WORK AND VIVA	12	41	P	53
	307# FOREIGN LANGUAGE			P	20
	308# VIRTUAL MARKETING			P	36
4	401 BRAND MANAGEMENT	17	31	P	48
	402 STRATEGIC MARKETING	16	29	P	45
	403 EXPORT DOCUMENTATION & FOREX MANAGEMENT	17	28	P	45
	404 DIRECT MARKETING	16	38	P	54
	405 INDUSTRIAL MARKETING	P 10	* 12	22	FF
	406 RURAL & AGRICULTURAL MARKETING	14	34	P	48
	407# ENTRE.DEV.& PROJECT MGNT.			P	38
	408# FOREIGN LANGUAGE			P	39

(1 : 353)(2 : 362)(3 : 337)(4 : 339) GRAND TOTAL (OUT OF 2800) 1391

# - Internal : Passing/out of 20/50

FAILS

23 JUNE 2012□

MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

11

1320070907

JAIN DHEERAJ

SHAKUNTALA

001  
APRIL 2012

1001 PRESTIGE COLLEGE, PUNE

SEM.	PASSING/OUT OF	12/30	28/70	40/100
		INT.	EXT.	TOT
1	101 PRINCIPLES AND PRACTICE OF MANAGEMENT	19	34	P 53
	102 PRINCIPLES OF MARKETING	20	37	P 57
	103 FUNDAMENTALS OF MANAGEMENT ACCOUNTING	17	30	P 47
	104 MANAGERIAL ECONOMICS	P 17	* 28	45
	105 RESEARCH METHODOLOGY	17	28	P 45
	106 CONSUMER BEHAVIOUR	18	31	P 49
	107# BUSINESS COMMUNICATION			P 44
	108# FUNDAMENTALS OF I.T.			P 45
2	201 SERVICES MARKETING	17	28	P 45
	202 RETAIL MARKETING	17	29	P 46
	203 SALES MANAGEMENT & PERSONAL SELLING	17	28	P 45
	204 DISTRIBUTION MANAGEMENT & LOGISTICS	17	30	P 47
	205 MARKET RESEARCH	17	28	P 45
	206 RELATIONSHIP MARKETING	19	34	P 53
	207# INDIAN ECONOMIC ENVIRONMENT			P 45
	208# FIELD WORK + SPSS			P 44
3	301 INTERNATIONAL MARKETING	17	30	P 47
	302 MARKETING AND LAWS	17	28	P 45
	303 FINANCIAL SERVICES MARKETING	17	29	P 46
	304 MARKETING COMMUNICATION	17	28	P 45
	305 RETAIL OPERATIONS MANAGEMENT	17	29	P 46
	306 PROJECT WORK AND VIVA	17	30	P 47
	307# FOREIGN LANGUAGE			P 50
	308# VIRTUAL MARKETING			P 50
4	401 BRAND MANAGEMENT	17	28	P 45
	402 STRATEGIC MARKETING	19	34	P 53
	403 EXPORT DOCUMENTATION & FOREX MANAGEMENT	18	31	P 49
	404 DIRECT MARKETING	17	28	P 45
	405 INDUSTRIAL MARKETING	19	34	P 53

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406	RURAL & AGRICULTURAL MARKETING	20	36	P 56
407#	ENTRE.DEV.& PROJECT MGNT.			P 46
408#	FOREIGN LANGUAGE			P 45

(1 : 385)(2 : 370)(3 : 376)(4 : 392) GRAND TOTAL (OUT OF 2800) 1523  
# - Internal : Passing/out of 20/50

SECOND CLASS

\* \* CONGRATULATIONS \* \*

23 JUNE 2012□

MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

12

1320061493

PRATIK DHARM BAIDYANATH

BINADEVI

001  
APRIL 2012

1001 PRESTIGE COLLEGE, PUNE

SEM.		PASSING/OUT OF	12/30	28/70	40/100
			INT.	EXT.	TOT
1	101	PRINCIPLES AND PRACTICE OF MANAGEMENT	22	41	P 63
	102	PRINCIPLES OF MARKETING	17	29	P 46
	103	FUNDAMENTALS OF MANAGEMENT ACCOUNTING	P 22	* AB	22 FF
	104	MANAGERIAL ECONOMICS	P 24	* AB	24 FF
	105	RESEARCH METHODOLOGY	17	29	P 46
	106	CONSUMER BEHAVIOUR	18	31	P 49
	107#	BUSINESS COMMUNICATION			P 35
	108#	FUNDAMENTALS OF I.T.			P 36
2	201	SERVICES MARKETING	17	28	P 45
	202	RETAIL MARKETING	19	34	P 53
	203	SALES MANAGEMENT & PERSONAL SELLING	17	28	P 45
	204	DISTRIBUTION MANAGEMENT & LOGISTICS	17	30	P 47
	205	MARKET RESEARCH	18	31	P 49
	206	RELATIONSHIP MARKETING	20	35	P 55
	207#	INDIAN ECONOMIC ENVIRONMENT			P 38
	208#	FIELD WORK + SPSS			P 39
3	301	INTERNATIONAL MARKETING	23	42	P 65
	302	MARKETING AND LAWS	P 28	* AB	28 FF
	303	FINANCIAL SERVICES MARKETING	17	28	P 45
	304	MARKETING COMMUNICATION	20	35	P 55
	305	RETAIL OPERATIONS MANAGEMENT	19	33	P 52
	306	PROJECT WORK AND VIVA	21	39	P 60

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	307# FOREIGN LANGUAGE				P 50
	308# VIRTUAL MARKETING				P 50
4	401 BRAND MANAGEMENT	18	32		P 50
	402 STRATEGIC MARKETING	20	35		P 55
	403 EXPORT DOCUMENTATION & FOREX MANAGEMENT	P 29	* AB	29	FF
	404 DIRECT MARKETING	23	43		P 66
	405 INDUSTRIAL MARKETING	19	34		P 53
	406 RURAL & AGRICULTURAL MARKETING	23	43		P 66
	407# ENTRE.DEV.& PROJECT MGNT.				P 50
	408# FOREIGN LANGUAGE				P 49
(1 : 321)(2 : 371)(3 : 405)(4 : 418) GRAND TOTAL (OUT OF 2800)					1515
# - Internal : Passing/out of 20/50					
					FAILS

23 JUNE 2012□

MASTER IN MARKETING MANAGEMENT (REVISED 2005-06)

13

1320070935

RAHUL PANDEY

KUSUM

001  
APRIL 2012

1044 MATRIX BUSINESS SCHOOL PNA

SEM.		PASSING/OUT OF	12/30	28/70	40/100
			INT.	EXT.	TOT
1	101 PRINCIPLES AND PRACTICE OF MANAGEMENT	20	37		P 57
	102 PRINCIPLES OF MARKETING	20	36		P 56
	103 FUNDAMENTALS OF MANAGEMENT ACCOUNTING	17	28		P 45
	104 MANAGERIAL ECONOMICS	13	28		P 41
	105 RESEARCH METHODOLOGY	15	35		P 50
	106 CONSUMER BEHAVIOUR	18	31		P 49
	107# BUSINESS COMMUNICATION				P 42
	108# FUNDAMENTALS OF I.T.				P 33
2	201 SERVICES MARKETING	16	28		P 44
	202 RETAIL MARKETING	18	35		P 53
	203 SALES MANAGEMENT & PERSONAL SELLING	18	31		P 49
	204 DISTRIBUTION MANAGEMENT & LOGISTICS	17	28		P 45
	205 MARKET RESEARCH	15	29		P 44
	206 RELATIONSHIP MARKETING	17	28		P 45
	207# INDIAN ECONOMIC ENVIRONMENT				P 24

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	208#	FIELD WORK + SPSS				P	38	
3	301	INTERNATIONAL MARKETING	14		28	P	42	
	302	MARKETING AND LAWS	15		28	P	43	
	303	FINANCIAL SERVICES MARKETING	15		30	P	45	
	304	MARKETING COMMUNICATION	18		33	P	51	
	305	RETAIL OPERATIONS MANAGEMENT	16		28	P	44	
	306	PROJECT WORK AND VIVA	* 18		P 31		49	
	307#	FOREIGN LANGUAGE				P	30	
	308#	VIRTUAL MARKETING				P	27	
4	401	BRAND MANAGEMENT	P 11		* 14		25	FF
	402	STRATEGIC MARKETING	12		30	P	42	
	403	EXPORT DOCUMENTATION & FOREX MANAGEMENT	17		28	P	45	
	404	DIRECT MARKETING	12		28	P	40	
	405	INDUSTRIAL MARKETING	12		35	P	47	
	406	RURAL & AGRICULTURAL MARKETING	12		36	P	48	
	407#	ENTRE.DEV.& PROJECT MGNT.				P	20	
	408#	FOREIGN LANGUAGE				*	35	
(1 : 373)(2 : 342)(3 : 331)(4 : 302)		GRAND TOTAL (OUT OF 2800)					1348	
# - Internal : Passing/out of 20/50								FAILS

23 JUNE 2012□