



PSD Shastri Educational Foundation's  
ASMA INSTITUTE OF MANAGEMENT  
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code: 6164)  
Shastri Campus: S. No. 85, NDA Road, Shivane, Pune - 411 023.  
Ph.: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461  
E-mail: enquiry@asma.in, director@asma.in Website: [www.asma.in](http://www.asma.in)

**Metric 2.6.2**

**Attainment of POs and COs**



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### LIST OF SUPPORTING DOUMENTS

<u>Sr. No</u>	<u>Name of Documents</u>
<u>1.</u>	<u>Sample of Course Outcomes (COs) &amp; Programme Outcomes (POs) of MBA &amp; MCA 2022-23</u>



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## Internal Assessment Policy

In Order to do the continuous evaluation (CCE) for each subject, institute has identified following parameters for the overall assessment of the student for the particular subject course the total marks obtained after considering following four parameters will be communicated to the university

The same mark will be reflected in the student university marks statement.

The student will be evaluated on 50 marks of each course on following parameters:

S. No.	Parameters	Marks
1	Attendance	10
2	Assessment	10
3	Presentation	10
4	Internal Exam (Team End)	20
Total		50

## Overall marks for CCE for the subject 201: Marketing Management AY 2021-2022

Sr. No	Seat No	Name	Attendance	Internal Exam	Assignment	Presentation	201 Total
			Parmeter I	Parmeter II	Parmeter III	Parmeter IV	Total 50 Marks
			10	20	10	10	
1	46173	Anita D	8	16	9	8	41
2	46175	ROHINEE BABU SHEDGE	7	12	6	7	32
3	46176	Chandra Jyoti Pandey	9	18	8	9	44
4	46177	Abhishek Kumar	8	18	9	9	44
5	46178	Aayushi Bisen	9	15	9	8	41
6	46179	Aditya Joshi	8	14	6	7	35
7	46180	Akshita Badhekar	8	16	9	9	42
8	46181	Aman Pathak	8	18	9	9	44
9	46182	Amey Tambhakhe	7	17	9	9	42
10	46183	ANNIRUDH SHINDE	6	15	7	9	37



  
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11	46184	AVINASH ANIL KANBARKAR	6	13	6	7	32
12	46185	Shivam Bhosale	5	10	5	5	25
13	46186	Ahmed Basha	4	11	5	5	25
14	46187	Kunal Chandkhede	7	17	9	9	42
15	46188	Shivani Choudhary	8	18	8	8	42
16	46189	Chinmay Bhosale	7	17	9	8	41
17	46190	Pranay Doke	8	16	9	9	42
18	46191	Sachin Dighole	5	10	5	5	25
19	46192	Harsha Kalamkar	9	17	7	9	42
20	46193	Prashant Hingmire	8	17	9	8	42
21	46194	Rahul Irkar	6	9	6	4	25
22	46195	Rahul Jadhav	9	18	9	9	45
23	46196	Kavleen Kaur	9	17	9	9	44
24	46197	KETANKUMAR PRADIPRAO PUSDEKAR	7	12	6	7	32
25	46198	Hardik Vasant Khamankar	8	17	8	9	42
26	46199	Kranti Sawant	9	16	9	8	42
27	46200	MAHESH GOLHAR	8	16	8	9	41
28	46201	Manesh Tathe	9	18	7	8	42
29	46202	Manoj Rathod	4	10	5	6	25
30	46203	Siddhant Mote	9	16	8	8	41
31	46204	Murtuza Sadriwala Hussain	7	15	8	7	37
32	46205	Rajeshwari Pachghare	8	18	7	9	42
33	46206	Somnath Palwe	5	10	5	5	25
34	46207	Deven Panhakshari	8	18	8	8	42
35	46208	Tej Patel	9	19	8	8	44
36	46209	HARSHAL PATIL	8	18	8	8	42
37	46210	Pawan Pardeshi	8	17	9	8	42
38	46211	Naresh Pawar	5	9	6	5	25
39	46212	Peddolla Chetan Venkatnarsimha	9	18	8	7	42
40	46213	Pooja Shaw	8	18	8	7	41
41	46214	Radhika Atal	9	18	8	9	44
42	46215	Ganesh Raut	9	16	8	8	41




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43	46216	RESHMA DATTARAM PAWAR	7	12	7	6	32
44	46217	RISHABH ANKUSH YADAV	8	14	8	8	38
45	46218	Hurishikesh Morey	2	3	3	2	10
46	46219	SAHIL GAJANAN DEOTALE	5	13	8	6	32
47	46220	Sarthak Dixit	9	17	7	9	42
48	46221	Snehal Sawant	8	16	9	9	42
49	46222	Alif Hajimalang Shaikh	6	9	5	5	25
50	46223	Sunil Shinde	8	19	8	7	42
51	46224	Shruti Gathe	9	18	9	8	44
52	46225	SHUBHAM VASANT SANGAMNERKAR	7	16	5	4	32
53	46226	Shewta Jamale	8	19	7	8	42
54	46227	Simrithi Choudhary	9	19	7	8	43
55	46228	Sourabh Sawant	9	16	8	9	42
56	46229	OMKAR SUL	8	17	8	9	42
57	46230	Sumit Kumar Tanti	9	18	8	8	43
58	46231	SURBHI PATEL	7	19	9	6	41
59	46232	SURBHI SHARMA	8	17	9	8	42
60	46233	Syed Samir Ali	9	18	8	7	42
61	46234	Rohan Thorat	9	18	7	8	42
62	46235	Vitthal Gupta	9	19	8	8	44
63	46236	Amol Wadkar	5	11	6	6	28
64	46237	Yash Jain	9	16	9	7	41
65	46238	NAYKAL ABHIJIT YUVRAJ	7	12	6	7	32
66	46239	Hritik Shah	9	18	8	9	44
67	46240	Ashish Naik	8	19	9	8	44
68	46241	Prajwal Jamdapure	7	17	8	9	41
69	46242	Pranjal Mishra	8	18	8	8	42
70	46243	AISHWARYA LAXMANSINGH RAJPUT	6	13	6	7	32
71	46244	Devanshu Rajput	9	18	8	9	44
72	46245	Ritushree Agrawal	8	17	9	8	42
73	46246	VARAD VIVEK SAHASRABUDHE	5	14	7	6	32
74	46247	Piyush Sanone	8	17	8	9	42

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102	46275	JAYDEEP SUBHASHRAO WAYCHAL	6	14	6	6	32
103	46276	AKHILESH UDAY KULKARNI	7	13	6	6	32
104	46277	MOHINI DASHRATH PISE	7	14	5	6	32
105	46278	SHAIKH SHAKIR ASHPAK	6	13	6	7	32
106	46279	MAPLE TEJSWINI SAMBHAJI	7	12	6	7	32

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Product and Service Customization and Personalization. **Fintech:** E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications. **Digital Government:** Government-to-Citizens, Government-to-Business, Government-to-Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government. **E-Learning, E-Training, and E-Books:** Basics of E-Learning, Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books. **(7+2)**

5. **Digital Business Applications - II: Online Travel and Tourism Services:** Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services. **E-Employment:** Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market. **E-Health:** Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance. **Entertainment, Media & Gaming:** Service Industry Consumer Applications. Digital Products, Internet TV and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Providers, Entertainment in Cars; Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games; Mobile Gambling, Mobility and Sports; Social Entertainment. **(7+2)**

Note: The focus of the entire course should be on business issues and not merely on technology.

**Suggested Text Books:**

1. Introduction to E Commerce & Social Commerce, Turban E , Whiteside J , King D, Outland J Springer
2. E-Business and E-Commerce Management- Strategy, Implementation and Practice, Dave Chaffey, Pearson Education.
3. Electronic Commerce – A Managerial Perspective, Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education.

<b>Semester II</b>		<b>201 – Marketing Management</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	EVALUATING	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

1. **Product:** Meaning, The Role of Product as a market offering, Goods & Services Continuum, Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products- materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, The Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition, Commodity Vs. Brand, Product Vs Brand, Concept of Brand equity. **(7 + 2)**
2. **Pricing:** Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes. **(7 + 2)**
3. **Place:** Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design Decisions - Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying &

evaluating major channel alternatives. Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics. (7 + 2)

4. **Promotion:** Meaning, The role of marketing communications in marketing effort. Communication Mix Elements - Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing, Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, Choosing media, Selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies. (7 + 2)

5. **Product Level Planning:** Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control - Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit. (7 + 2)

**Note:** Real world examples / cases are expected to be analyzed in the class as well as included in the examination.

**Suggested Text Books:**

1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson
2. Marketing Management, Rajan Saxena, TMGH
3. Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning

**Suggested Reference Books:**

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.
4. Marketing Whitebook

Semester II		202 – Financial Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO202.4	ANALYSING	ANALYZE the situation and <ul style="list-style-type: none"> <li>• comment on financial position of the firm</li> <li>• estimate working capital required</li> <li>• decide ideal capital structure</li> <li>• evaluate various project proposals</li> </ul>
CO202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

1. **Business Finance:** Introduction to Business Finance, Meaning and Definition of Financial Management, Objectives of Financial Management- (Profit Maximization and Wealth Maximization), Modern Approach to Financial Management- (Investment Decision, Financing Decision, Dividend Policy Decision), Finance and its relation with other disciplines, Functions of Finance Manager (3+2)

2. **Techniques of Financial Statement Analysis:** Introduction, Objectives of financial statement analysis, various techniques of analysis viz Common Size Statements, Comparative Statements, Trend Analysis, Ratio Analysis, Funds Flow Statement & Cash Flow Statement (10 + 2)

3. **Working Capital Management:** Meaning of Working Capital, its components & types, Operating Cycle, Factors affecting working capital, Estimation of working capital requirement. (Total Cost Method & Cash Cost Method) (8 + 2)



### Attendance Policy

Internal examination evaluation policy (Team end Assessment) for each course student will be evaluated by conducting the written examination for the 50marks. The examination covers all the units prescribe in the syllabus. The marks obtain will be scale down to 20 marks and will be added in final evaluation of the internal assessment:-

Attendance	Marks
95-100%	10
95-90%	8-9
90-80%	6-7
80-75%	5
Less than 75-60%	4

### Attendance evaluation for the subject 201: Marketing Management for the Academic year 2022-2023

Sr. No	Seat No	Name	Attendance Parameter I
			<b>10</b>
1	46173	Anita D	8
2	46175	ROHINEE BABU SHEDGE	7
3	46176	Chandra Jyoti Pandey	9
4	46177	Abhishek Kumar	8
5	46178	Aayushi Bisen	9
6	46179	Aditya Joshi	8
7	46180	Akshita Badhekar	8
8	46181	Aman Pathak	8
9	46182	Amey Tambhakhe	7
10	46183	ANNIRUDH SHINDE	6
11	46184	AVINASH ANIL KANBARKAR	6
12	46185	Shivam Bhosale	5
13	46186	Ahmed Basha	4
14	46187	Kunal Chandkhede	7
15	46188	Shivani Choudhary	8
16	46189	Chinmay Bhosale	7
17	46190	Pranay Doke	8
18	46191	Sachin Dighole	5

  
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19	46192	Harsha Kalamkar	9
20	46193	Prashant Hingmire	8
21	46194	Rahul Irkar	6
22	46195	Rahul Jadhav	9
23	46196	Kavleen Kaur	9
24	46197	KETANKUMAR PRADIPRAO PUSDEKAR	7
25	46198	Hardik Vasant Khamankar	8
26	46199	Kranti Sawant	9
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31	46204	Murtuza Sadriwala Hussain	7
32	46205	Rajeshwari Pachghare	8
33	46206	Somnath Palwe	5
34	46207	Deven Panhakshari	8
35	46208	Tej Patel	9
36	46209	HARSHAL PATIL	8
37	46210	Pawan Pardeshi	8
38	46211	Naresh Pawar	5
39	46212	Peddolla Chetan Venkatnarsimha	9
40	46213	Pooja Shaw	8
41	46214	Radhika Atal	9
42	46215	Ganesh Raut	9
43	46216	RESHMA DATTARAM PAWAR	7
44	46217	RISHABH ANKUSH YADAV	8
45	46218	Hurishikesh Morey	2
46	46219	SAHIL GAJANAN DEOTALE	5
47	46220	Sarthak Dixit	9
48	46221	Snehal Sawant	8
49	46222	Alif Hajimalang Shaikh	6
50	46223	Sunil Shinde	8
51	46224	Shruti Gathe	9
52	46225	SHUBHAM VASANT SANGAMNERKAR	7
53	46226	Shewta Jamale	8
54	46227	Simrithi Choudhary	9



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55	46228	Sourabh Sawant	9
56	46229	OMKAR SUL	8
57	46230	Sumit Kumar Tanti	9
58	46231	SURBHI PATEL	7
59	46232	SURBHI SHARMA	8
60	46233	Syed Samir Ali	9
61	46234	Rohan Thorat	9
62	46235	Vitthal Gupta	9
63	46236	Amol Wadkar	5
64	46237	Yash Jain	9
65	46238	NAYKAL ABHIJIT YUVRAJ	7
66	46239	Hritik Shah	9
67	46240	Ashish Naik	8
68	46241	Prajwal Jamdapure	7
69	46242	Pranjal Mishra	8
70	46243	AISHWARYA LAXMANSINGH RAJPUT	6
71	46244	Devanshu Rajput	9
72	46245	Ritushree Agrawal	8
73	46246	VARAD VIVEK SAHASRABUDHE	5
74	46247	Piyush Sanone	8
75	46248	Swetank Pushp	6
76	46249	Arushi Singh	9
77	46250	Snehal Deshmukh	9
78	46251	Shweta Dhanaji	8
79	46252	HRISHIKESH NANDIP GADEKAR	7
80	46253	GAVALI AKSHATA SANJAY	6
81	46254	GUPCHUP SIDDHI MUKUND	8
82	46255	JAGTAP SONALI SHIVAJI	5
83	46256	NARKHEDE KALPESH RAVINDRA	7
84	46257	MADUGULA SHRAVANA LAKSHMI	5
85	46258	RUTUJA PRAKASH MAGADE	6
86	46259	Sujata Maity	8
87	46260	Sneha Pralhad Nalawade	8
88	46261	Preeti Shukla	7
89	46262	Prerana Kamble	6
90	46263	Priyanka Patle	9



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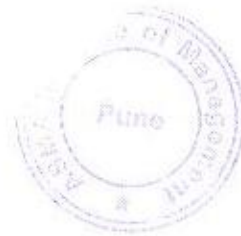


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91	46264	RAMCHANDANI ANIKET VIJAYKUMAR	7
92	46265	CHOUDHARI SAURABH GANESH	6
93	46266	ZEBASLAM KHALIFA	9
94	46267	DIGVIJAY DILIP KULKARNI	5
95	46268	MOHAN ABAJI PATIL	7
96	46269	ATOLE NIKHIL VIKAS	8
97	46270	VAIBHAV VILAS PANCHAL	6
98	46271	PINTU PRAVEEN KUMAR	5
99	46272	ABHIJEET GANESH GORE	6
100	46273	PATEL ASIF YOUSUF	7
101	46274	DIGAMBAR SHIVAJI LONDHE	6
102	46275	JAYDEEP SUBHASHRAO WAYCHAL	6
103	46276	AKHILESH UDAY KULKARNI	7
104	46277	MOHINI DASHRATH PISE	7
105	46278	SHAIKH SHAKIR ASHPAK	6
106	46279	MAPLE TEJSWINI SAMBHAJI	7

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**INTERNAL EXAMINATION (TERM END EXAMINATION)**

Internal examination evaluation policy (Team end Assessment) for each course student will be evaluated by conducting the written examination for the 50marks. The examination covers all the units prescribe in the syllabus. The marks obtain will be scale down to 20 marks and will be added in final evaluation of the internal assessment.

**Internal Examination Score card for the subject 202:**

**Marketing Management academic year 2021-2022**

Sr. No	Seat No	Name	Internal Exam
			<b>Parameter II</b>
			<b>20</b>
1	46173	Anita D	16
2	46175	ROHINEE BABU SHEDGE	12
3	46176	Chandra Jyoti Pandey	18
4	46177	Abhishek Kumar	18
5	46178	Aayushi Bisen	15
6	46179	Aditya Joshi	14
7	46180	Akshita Badhekar	16
8	46181	Aman Pathak	18
9	46182	Amey Tambhakhe	17
10	46183	ANNIRUDH SHINDE	15
11	46184	AVINASH ANIL KANBARKAR	13
12	46185	Shivam Bhosale	10
13	46186	Ahmed Basha	11
14	46187	Kunal Chandkhede	17
15	46188	Shivani Choudhary	18
16	46189	Chinmay Bhosale	17
17	46190	Pranay Doke	16
18	46191	Sachin Dighole	10
19	46192	Harsha Kalamkar	17
20	46193	Prashant Hingmire	17
21	46194	Rahul Irkar	9
22	46195	Rahul Jadhav	18

23	46196	Kavleen Kaur	17
24	46197	KETANKUMAR PRADIPRAO PUSDEKAR	12
25	46198	Hardik Vasant Khamankar	17
26	46199	Kranti Sawant	16
27	46200	MAHESH GOLHAR	16
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40	46213	Pooja Shaw	18
41	46214	Radhika Atal	18
42	46215	Ganesh Raut	16
43	46216	RESHMA DATTARAM PAWAR	12
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46	46219	SAHIL GAJANAN DEOTALE	13
47	46220	Sarthak Dixit	17
48	46221	Snehal Sawant	16
49	46222	Alif Hajimalang Shaikh	9
50	46223	Sunil Shinde	19
51	46224	Shruti Gathe	18
52	46225	SHUBHAM VASANT SANGAMNERKAR	16
53	46226	Shewta Jamale	19
54	46227	Simrithi Choudhary	19
55	46228	Sourabh Sawant	16
56	46229	OMKAR SUL	17
57	46230	Sumit Kumar Tanti	18
58	46231	SURBHI PATEL	19




59	46232	SURBHI SHARMA	17
60	46233	Syed Samir Ali	18
61	46234	Rohan Thorat	18
62	46235	Vitthal Gupta	19
63	46236	Amol Wadkar	11
64	46237	Yash Jain	16
65	46238	NAYKAL ABHIJIT YUVRAJ	12
66	46239	Hritik Shah	18
67	46240	Ashish Naik	19
68	46241	Prajwal Jamdapure	17
69	46242	Pranjal Mishra	18
70	46243	AISHWARYA LAXMANSINGH RAJPUT	13
71	46244	Devanshu Rajput	18
72	46245	Ritushree Agrawal	17
73	46246	VARAD VIVEK SAHASRABUDHE	14
74	46247	Piyush Sanone	17
75	46248	Swetank Pushp	18
76	46249	Arushi Singh	18
77	46250	Snehal Deshmukh	17
78	46251	Shweta Dhanaji	17
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88	46261	Preeti Shukla	19
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95	46268	MOHAN ABAJI PATIL	12
96	46269	ATOLE NIKHIL VIKAS	13
97	46270	VAIBHAV VILAS PANCHAL	15
98	46271	PINTU PRAVEEN KUMAR	13
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106	46279	MAPLE TEJSWINI SAMBHAI	12

  
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### Internal Examination

**Subject: BASICS OF MARKETING**

**Max Marks 50**

**Time: 2 hrs.**

**All questions are compulsory & carry equal Marks**

**SET B**

- Q1: Describe the suitable strategies to be adopted at each stage of PLC for a two wheeler of your choice.
- Q2: Enlist the steps involved in the buying decision process of a Laptop for personal Use.
- Q3: Explain the terms "Targeting" and "Positioning." How are these concepts used by BATA, TATA Salt and Dish TV?
- Q4: Explain the concept of PESTEL with reference to launch of Tata Nano in India
- Q5: Explain the impact of Globalization on Marketing managers with examples like Mc Donalds and Kelloggs Corn Flakes.



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### **ASSIGNMENT POLICY**

Students are given assignment Questions by the faculty member during the academic session of the particular subject student need to solve this Question as a homework by reviewing good subject literature, reference books or study material. The answer book need to be submitted to the subject teacher and evaluation for the same will be done by the concern faculty member.

**Total marks allocated for assignment evaluation: 10marks**

#### **Sample assignment Questions for the subject**

#### **201: marketing management for academic year 2021-2022**

**Q1) Solve any FIVE.**

**[10]**

- a) Introducing the new product into the market takes place in which stage of the new product Development Process.
  - i) Commercialization.
  - ii) Test Marketing.
  - iii) Product Development.
  - iv) Marketing Strategy.
- b) \_\_\_\_\_ pricing strategy is used to achieve the objective of increasing market share.
  - i) Skimming
  - ii) Penetration
  - iii) Mark-Up
  - iv) Bundle Pricing
- c) Define "Premium" Pricing?
- d) Enlist different types of product?



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- e) What is marketing Audit?
- f) State the concept of "Brand Equity"?
- g) Recall the term "Whole Selling"?
- h) Define the term "Personal Selling"?

**Q2) Solve any two. [10]**

- a) Compare between FMCG and industrial products?
- b) differentiate between direct marketing and public relation?
- c) Describe the role of pricing.

**Q3) Solve any one. [10]**

- a) Being a distribution and sales Head of an Electronic company design a Distribution channel for its latest version & LED Television Set?

OR

- b) Elaborate an a NDD process of a Health Care-co. want to introduce new hair oil in the Indian Market, which helps in reducing hair fall.

**Q4) Solve any one. [10]**

- a) "Nazara Communication" company is planning to launch online gaming plat form. Design an Integrated Marketing Communication (IMC) plan.
- b) Develop an Integrated marketing plan for "KBC TV game show"?



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**Q5) Solve any one.**

**[10]**

- A leading “Coffee Brand” in planning to for a into a new brand of “Coffee”. you are appointed as marketing consultant by the company prepare a detailed marketing plan make suitable assumptions.
- You are appointed as a marketing manager for an “Online Education portal. the company offer online education for various Examinations like GEE, NEET, MPSC, UPSC, create a marketing plan for the company . make suitable assumptions.

**ASSIGNMENT EVALUATION SCORE CARD FOR THE SUBJECT**

**201: MARKETING MANAGEMENT AY 2021-2022**

Sr. No		Name	Assignment
			ParmeterIII
			10
1	46173	Anita D	9
2	46175	ROHINEE BABU SHEDGE	6
3	46176	Chandra Jyoti Pandey	8
4	46177	Abhishek Kumar	9
5	46178	Aayushi Bisen	9
6	46179	Aditya Joshi	6
7	46180	Akshita Badhekar	9
8	46181	Aman Pathak	9
9	46182	Amey Tambhakhe	9
10	46183	ANNIRUDH SHINDE	7
11	46184	AVINASH ANIL KANBARKAR	6
12	46185	Shivam Bhosale	5
13	46186	Ahmed Basha	5
14	46187	Kunal Chandkhede	9
15	46188	Shivani Choudhary	8
16	46189	Chinmay Bhosale	9



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17	46190	Pranay Doke	9
18	46191	Sachin Dighole	5
19	46192	Harsha Kalamkar	7
20	46193	Prashant Hingmire	9
21	46194	Rahul Irkar	6
22	46195	Rahul Jadhav	9
23	46196	Kavleen Kaur	9
24	46197	KETANKUMAR PRADIPRAO PUSDEKAR	6
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31	46204	Murtuza Sadriwala Hussain	8
32	46205	Rajeshwari Pachghare	7
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39	46212	Peddolla Chetan Venkatnarsimha	8
40	46213	Pooja Shaw	8
41	46214	Radhika Atal	8
42	46215	Ganesh Raut	8
43	46216	RESHMA DATTARAM PAWAR	7
44	46217	RISHABH ANKUSH YADAV	8
45	46218	Hurishikesh Morey	3
46	46219	SAHIL GAJANAN DEOTALE	8
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54	46227	Simrithi Choudhary	7
55	46228	Sourabh Sawant	8
56	46229	OMKAR SUL	8
57	46230	Sumit Kumar Tanti	8
58	46231	SURBHI PATEL	9
59	46232	SURBHI SHARMA	9
60	46233	Syed Samir Ali	8
61	46234	Rohan Thorat	7
62	46235	Vitthal Gupta	8
63	46236	Amol Wadkar	6
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### **PRESENTATION POLICY**

Students are given Presentation Topics by the faculty member during the academic session of the particular subject student need to give 15 min PPT presentation for the particular topic in front of the class. Student will be evaluated based on the Content of the presentation/subject knowledge/ Question Answer Session/ Presentation Skills.

**Total marks allocated for Presentation evaluation: 10marks**

#### **Sample Presentation Topics for the subject**

#### **201: marketing management for academic year 2021-2022**

SR NO	TOPIC
1	PRODUCT HIERARCY
2	NEW PRODUCT DEVELOPMENT
3	IDEA GENERATION AND COMMERCIALIZATION
4	COMMODITY VS BRAND
5	GEOGRAPHICAL PRICING
6	CONCEPT OF TRANSFER PRICING
7	DYNAMIC PRICING
8	CHANNEL FUNCTIONS AND PRICING
9	CHANNEL LEVEL
10	CHANNEL DESIGN DECISION
11	FRANCHISE
12	SALES PROMOTION
13	PERSONAL SELLING
14	DIRECT MARKETING
15	PROMOTION MIX STRATEGY
16	PUSH-PULL STRATEGIES
17	TYPES OF CONTROL
18	MARKETING AUDIT
19	STRATEGIC MARKETING CONTROL
20	SITUATION ANALYSIS



Sr. No	Seat No	Name	Presentation
			<b>Parameter IV</b>
			<b>10</b>
1	46173	Anita D	8
2	46175	ROHINEE BABU SHEDGE	7
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## MCA Course Outcomes

### First Year M.C.A. - Semester: I & II Course Outcome

Subject (Course Name) and Code	CO	BT-Level	Description
<b>IT-11 Java Programming</b>	CO1	Understand	Understand Basic Concepts of OOPs, Java, Inheritance, Package.
	CO2	Understand	Understand Exception handling, arrays and Strings and multi-threading in Java
	CO3	Understand	Understand collection framework
	CO4	Apply	Develop GUI using Abstract Windows Toolkit (AWT) and event handling
	CO5	Apply	Develop Web application using JSP and Servlet, JDBC
<b>IT-12 Data Structure and Algorithms</b>	CO1	Apply	Demonstrate linear data structures linked list, stack and queue
	CO2	Apply	implement tree, graph, hash table and heap data structures
	CO3	Apply	apply brute force and backtracking techniques
	CO4	Apply	demonstrate greedy and divide-

  
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conquer approaches

	CO5	Apply	implement dynamic programming technique
<b>IT- 13 OOSE</b>	CO1	Understand	Distinguish different process model for a software development.
	CO2	Analyze	Design software requirements specification solution for a given problem definitions of a software system.
	CO3	Analyze	Apply software engineering analysis/design knowledge to suggest solutions for simulated problems
	CO4	Apply	Design user interface layout for different types of applications
	CO5	Understand	Recognize and describe current trends in software engineering
<b>IT- 14 Operating System Concepts</b>	CO1	Understand	Understand structure of OS, process management and synchronization.
	CO2	Understand	Understand multicore and multiprocessing OS
	CO3	Understand	explain Realtime and embedded OS
	CO4	Understand	understand Windows and Linux OS fundamentals and administration.
		Apply	solve shell scripting problems

CO5			
<b>IT-15 Network Technologies</b>	CO1	Understand	Understand the basic concepts of Computer Network, and principle of layering
	CO2	Apply	Apply the error detection and correction techniques used in data transmission
	CO3	Apply	Apply IP addressing schemes and sub netting
	CO4	Understand	Understand the concept of routing protocols, Application layer protocols and Network Security
	CO5	Apply	Apply the socket programming basics to create a simple chat application
<b>IT-11L Practicals</b>	CO1	Apply	Demonstrate Collection framework
	CO2	Apply	Develop GUI using awt and swing
	CO3	Apply	Develop Web application using JSP and Servlet, JDBC
	CO4	Apply	Apply Data Structure to solve problems using JavaScript
	CO1	Create	Create working project using tools and techniques learnt in this semester

  
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<b>IT-21 Python Programming</b>	CO1	Understand	Understand Demonstrate the concepts of python and modular programming.
	CO2	Apply	Apply the concepts of concurrency control in python
	CO3	Apply	Solve the real-life problems using object-oriented concepts and python libraries
	CO4	Apply	Demonstrate the concept of IO, Exception Handling, database
	CO5	Analyze	Analyze the given dataset and apply the data analysis concepts and data visualization
<b>IT-21 Software Project Management</b>	CO1	Apply	Understand the process of Software Project Management Framework and Apply estimation techniques.
	CO2	Understand	Learn the philosophy, principles and lifecycle of an agile project.
	CO3	Apply	Demonstrate Agile Teams and Tools and Apply agile project constraints and trade-offs for estimating project size and schedule
	CO4	Apply	Explain Project Tracking and Interpretation of Progress Report

  
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	CO5	Analyze	Analyze Problem statement and evaluate User Stories
<b>MT-21 Optimization Techniques</b>	CO1	Understand	Understand the role and principles of optimization techniques in business world
	CO2	Apply	Demonstrate specific optimization technique for effective decision making
	CO3	Apply	Apply the optimization techniques in business environments
	CO4	Analyze	Illustrate and infer for the business scenario
	CO5	Analyze	Analyze the optimization techniques in strategic planning for optimal gain
<b>IT-23 Advance Internet Technologies</b>	CO1	Understand	Outline the basic concepts of Advance Internet Technologies
	CO2	Apply	Design appropriate user interfaces and implements webpage based on given problem Statement
	CO3	Apply	Implement concepts and methods of NodeJS
	CO4	Apply	Implement concepts and methods of Angular



	CO5	Apply	Build Dynamic web pages using server-side PHP programming with Database Connectivity
<b>IT-24 Advanced ADBMS</b>	CO1	Understand	Describe the core concepts of DBMS and various databases used in real applications
	CO2	Apply	Design relational database using E-R model and normalization
	CO3	Apply	Demonstrate XML database and nonprocedural structural query languages for data access
	CO4	Understand	Explain concepts of Parallel, Distributed and Object-Oriented Databases and their applications
	CO5	Apply	Apply transaction management, recovery management, backup and security & privacy concepts for database applications
<b>IT-21L Practical</b>	CO1	Apply	Implement python programming concepts for solving real life problems.
	CO2	Apply	Implement Advanced Internet Technologies
<b>ITC21 Mini Project</b>	CO1	Create	Create working project using tools and techniques learnt in this semester

  
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## Second Year M.C.A. - Semester: III & VI Course Outcome

Subject (Course Name) and Code	CO	BT-Level	Description
<b>IT-31 Mobile Application Development</b>	CO1	Understand	Understand Various Mobile Application Architectures.
	CO2	Apply	Apply different types of widgets and Layouts.
	CO3	Understand	Describe Web Services and Web Views in mobile applications.
	CO4	Apply	Implement data storing and retrieval methods in android.
	CO5	Apply	Demonstrate Hybrid Mobile App Framework
<b>IT-32 Data Warehousing and Data Mining</b>	CO1	Understand	Understand Data warehouse concepts, architecture and models
	CO2	Understand	Learn and understand techniques of preprocessing on various kinds of data
	CO3	Apply	Apply association Mining and

  
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			Classification Techniques on Data Sets
	CO4	Apply	Apply Clustering Techniques and Web Mining on Data Sets
	CO5	Understand	Understand other approaches of Data mining
<b>IT-33 Software Testing and Quality Assurance</b>	CO1	Understand	Understand the role of software quality assurance in contributing to the efficient delivery of software solutions.
	CO2	Apply	Demonstrate specific software tests with well-defined objectives and targets.
	CO3	Apply	Apply the software testing techniques in commercial environments
	CO4	Analyze	Construct test strategies and plans for software testing
	CO5	Apply	Demonstrate the usage of software testing tools for test effectiveness, efficiency and coverage
<b>IT-34 Knowledge Representation and Artificial Intelligence: ML, DL</b>	CO1	Understand	Understand basic building block of Artificial Intelligence and Knowledge Representation.
	CO2	Apply	Apply Propositional Logic for knowledge representation

	CO3	Apply	Design various models based on Machine Learning methodology	
	CO4	Apply	Design various models based on Deep Learning methodology	
	CO5	Understand	Understand various hardware and software aspect used for AI and its application.	
	<b>IT-35 Cloud Computing</b>	CO1	Understand	Describe the concepts of Cloud Computing and its Service Models& Deployment Models.
		CO2	Understand	Classify the types of Virtualization.
CO3		Understand	Describe the Cloud Management and relate Cloud to SOA	
CO4		Apply	Interpret Architecture and Pharrell Programing of Cloud Computing.	
CO5		Apply	Demonstrate practical implementation of Cloud computing.	
<b>IT-31L Course Name: Practical</b>	CO1	Apply	Develop mobile application.	

	CO2	Apply	Develop ML, DL models using Python
<b>ITC31 Mini Project</b>	CO1	Create	Create working project using tools and techniques learnt in this semester
<b>IT-41 DevOps</b>	CO1	Understand	describe the evolution of technology & timeline
	CO2	Remember	explain Introduction to various Devops platforms
	CO3	Understand	demonstrate the building components / blocks of Devops and gain an insight of the Devops Architecture.
	CO4	Apply	apply the knowledge gain about Devops approach across various domains
	CO5	Apply	build DevOps application
<b>BM-41 PPM-OB</b>	CO1	Understand	Describe and analyze the interactions between multiple aspects of management.
	CO2	Analyze	Analyze the role of planning and decision making in Organization
	CO3	Analyze	Justify the role of leadership qualities, Motivation and Team Building.
	CO4	Analyze	Analyze stress management



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		and conflict management
	CO5 Understand	Describe Personality and Individual Behavior
<b>ITC41 Project</b>	CO1 Create	Create working project using tools and techniques learnt in the program

  
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**Sub: OOSE**

- 1) Which of the following describes the state of an object?
  - a. Methods
  - b. Data
  - c. Attributes**
  - d. None of the above
  
- 2) Which of the following represents the relationship between object and classes?
  - a. Generalization
  - b. Classification
  - c. Aggregation
  - d. Association**
  
- 3) The goal of the object-oriented analysis is to identify -----and ----- that support the problem domain and system requirement.
  - a. classes, objects**
  - b. user problem
  - c. Entities
  - d. None of the above
  
- 4) How is generalization implemented in Object Oriented programming languages?
  - a) Inheritance**
  - b) Polymorphism

- c) Encapsulation  
d) Abstract Classes
- 5) Which of the following is a disadvantage of OOD ?  
a) Easier maintenance  
b) Objects may be understood as stand-alone entities  
c) Objects are potentially reusable components  
d) **None of the mentioned**
- 6) **UML stands for**  
A. **unified modeling language**  
B. unified marketing language  
C. unified modeling syntax  
D. unifie modeling language
- 7) **Which among these are the rules to be considered to form Class diagrams**  
A. **class symbols must have at least a name compartment**  
B. compartment can be in random order  
C. attributes and operations can be listed at any suitable place  
D. none of the mentioned
- 8) Which among the following are not the valid notations for package and component diagram  
A. notes  
B. **box**  
C. extension mechanisms  
D. packages



- 9) Which of the following models doesn't necessitate defining requirements at the earliest in the lifecycle?
- RAD & Waterfall
  - Prototyping & Waterfall
  - Spiral & Prototyping**
  - Spiral & RAD
- 10) The agile software development model is built based on \_\_\_\_\_.
- Linear Development
  - Incremental Development
  - Iterative Development
  - Both Incremental and Iterative Development**

  
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## Sub: OPERATING SYSTEM CONCEPTS

1. What is an operating system?
  - a) interface between the hardware and application programs
  - b) collection of programs that manages hardware resources
  - c) system service provider to the application programs
  - d) all of the mentioned**
2. Which one of the following is a synchronization tool?
  - (a) thread
  - (b) pipe
  - (c) semaphore**
  - (d) socket
3. CPU scheduling is the basis of \_\_\_\_\_
  - a) multiprogramming operating systems**
  - b) larger memory sized systems
  - c) multiprocessor systems
  - d) none of the mentioned
4. For real time operating systems, interrupt latency should be \_\_\_\_\_
  - (a) minimal**
  - (b) maximum
  - (c) zero
  - (d) dependent on the scheduling
5. If a process fails, most operating system write the error information to a \_\_\_\_\_
  - a) new file
  - b) another running process
  - c) log file**
  - d) none of the mentioned
6. Which one of the following is not a real time operating system?
  - a) RTLinux
  - b) Palm OS**
  - c) QNX
  - d) VxWorks
7. Which module gives control of the CPU to the process selected by the short-term scheduler?
  - a) dispatcher**
  - b) interrupt
  - c) scheduler
  - d) none of the mentioned
8. Which are of the following is a real time operating system?
  - i) RT Linux
  - ii) Windows CE**
  - iii) VX works

  
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iv) All of the above

9. What a virtual-memory miss is called?

- a) Hit miss
- b) Page hit
- c) Page miss
- d) Page fault**

10. In Unix, Which system call creates the new process?

- (a) fork**
- (b) create
- (c) new
- (d) none of the mentioned

  
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### Sub: NETWORK TECHNOLOGIES

1) Frames from one LAN can be transmitted to another LAN via the device

- A. Bridge
- B. Router
- C. Modem
- D. Repeater

2) In cyclic redundancy checking what is the CRC?

A. the divisor

B. the quotient

C. the dividend

D. the remainder

3) The IPV4 addresses are \_\_\_\_\_.

- i) unique
- ii) universal
- iii) unique and universal
- v) common

4) The address space of IPV6.

- i) 8 bits
- ii) 32 bits
- iii) 64 bits
- iv) 128 bits

5) DHCP provides \_\_\_\_\_ to the client.

- i) IP address
- ii) MAC address



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iii) URL

iv) None of the mentioned

6) SMTP uses which of the following TCP port?

- a) 22
- b) 23
- c) 21
- d) 25**

7) Which type of topology is best suited for large businesses which must carefully control and coordinate the operation of distributed branch outlets?

- a. Ring
- b. Local area
- c. Hierarchical
- d. Star**

8) Which of the following transmission directions listed is not a legitimate channel?

- a. Simplex
- b. Half Duplex
- c. Full Duplex
- d. Double Duplex**

9) Which software prevents the external access to a system?

- a. Firewall**
- b. Gateway
- c. Router
- d. Virus checker

10) Which one of the following is the most common internet protocol?

- a. HTML
- b. NetBEUI
- c. TCP/IP**



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d. IPX/SPX

  
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**ASMA Institute Of Management**  
**MCA Internal Marks for Semester 5**  
**2020-21**

Sr.no	Subject Name	501				502				503				504
		10	10	10	30	10	10	10	30	10	10	10	30	50
1	YASH SUNILKUMAR DARA	10	10	9	29	10	8	8	26	10	8	10	28	49
2	LOVE SANTOSH GUPTA	10	10	9	29	10	10	9	29	10	8	10	28	49
3	SAKSHI RAVI GUPTA	10	10	9	29	10	9	9	28	10	8	10	28	48
4	PRIYANKA PANDHARINATH RAKSHE	10	9	9	28	10	10	9	29	10	10	9	29	48
5	KSHITIJA RAJENDRA KULKARNI	10	9	9	28	10	10	9	29	10	8	10	28	49
6	HAKIMUDDIN SHABBIR RANGWALA	10	9	9	28	10	8	10	28	10	10	9	29	48
7	SHRIPAD RAVINDRA KHATAVKAR	10	10	9	29	8	9	9	28	10	10	9	29	48
8	SHUBHAM DNYANESHWAR MANDAVGADE	10	9	9	28	10	10	9	29	10	8	10	28	49
9	ASHWINI ANIL GAVALI	9	10	9	28	10	10	9	29	10	10	9	29	48
10	AJINKYA DHANANJAY DESHMUKH	9	10	9	28	10	10	9	29	10	10	8	28	48
11	FIROJ RAJU SAYYAD	10	10	9	29	10	9	9	28	10	8	10	28	49
12	SHUBHAM BHARAT THOKAL	9	10	9	28	10	10	8	28	10	8	10	28	48
13	NIKHIL RAJESH PATIL	10	9	9	28	10	10	8	28	10	10	9	29	48
14	GAURI SHARADCHANDRA WADKE	10	10	8	28	10	10	9	29	9	10	10	29	48
15	SOHAM SUNIL SHENDE	10	8	10	28	10	10	9	29	9	10	10	29	48
16	PUJA SHRIKRUSHNA SHETE	8	10	10	28	10	9	10	29	10	10	9	29	49
17	NEHA DILIP PATIL	10	10	9	29	10	9	10	29	10	8	10	28	49
18	HEMALI PRATAP Singh BAIS	10	9	10	29	10	10	9	29	10	9	10	29	49
19	AKSHAY RUPRAO GAWANDE	10	10	8	28	10	10	9	29	10	8	10	28	48
20	VIDYA CHANDRAKANT PATIL	10	10	9	29	10	10	9	29	10	10	9	29	49
21	NARENDRA RAJU HINGE	10	8	10	28	10	10	9	29	8	10	10	28	49
22	SHWETA DHONDU PEDAMKAR	10	10	8	28	9	10	10	29	10	10	8	28	48
23	MAYUR KHEMCHAND INGALE	9	10	10	29	10	8	10	28	9	10	10	29	48
24	VYANKATESH JEEVAN KAWARASE	7	7	9	23	6	6	8	20	8	7	10	25	49
25	TWINKLE SADASHIV SHINDE	10	10	9	29	10	10	9	29	10	10	9	29	48
26	MAHESH HARIBHAU WAGH	10	10	9	29	10	10	9	29	10	10	9	29	49
27	PRADIP DILIP WANJALE	10	10	8	28	10	10	8	28	10	10	8	28	48
28	ROHIT DINESH SURVASE	10	10	9	29	8	10	10	28	10	9	9	28	48
29	PRAFULLA UMESH PRAJAPATI	10	9	10	29	10	8	10	28	10	9	9	28	49



  
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30	RAGHAVENDRA PRAKASH BORSE	10	10	9	29	8	10	10	28	10	9	9	28	49
31	SHITAL GANPAT SONDKAR	10	10	8	28	10	8	10	28	9	9	10	28	49
32	KULDEEP PRAKASH GOSAVI	10	10	9	29	10	10	9	29	9	9	10	28	48
33	SAI SANJAY JILLEWAR	10	10	8	28	10	10	8	28	10	10	9	29	48
34	POOJA SHAHURAJ MANE	8	10	10	28	8	8	10	26	9	10	10	29	48
35	RAVINDRA NANA GAWANDE	10	10	8	28	9	9	10	28	10	8	10	28	49



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