

APIMR, Landewadi, Manchar

(SSR 2.5.1)

Reforms in continuous internal evaluation (CIE System)

In APIMR as a policy of internal evaluation; continuous process of evaluating students' performance is initiated from start of Term and ends with term end exams. As a robust mechanism students' academic performances have been assessed with the help of assignments, presentations, participation in activities and submission of various mini projects.

According to CBCS, 'Generic Core Courses' have marks allocation as 70 for university and 30 with institute as well as 'Elective Core Courses' have 50 marks, all with institute. The APIMR have system of assessment for these 50 and 30 marks based on four criteria, namely, attendance, viva voce, assignment and discipline. Individual weightage is assigned to each dimension for final evaluation. In *attendance* dimension, not only the presence of lecture sessions are considered but attendance for each activity such as, gatherings, cultural fests, industrial visits and management games etc. is considered. In second dimension, namely, *viva-voce*; presentation skills, body language, subject knowledge as well as confidence is assessed. The third dimension for assessment, that is *written assignment*, is uploaded on APIMR's website and can be accessible to the appeared students as an open source. It is expected from the students to justify the application oriented questions asked in the assignment. Overall *discipline* is also considered in this assessment and given appropriate weightage.

This robust method and weightage for each dimensions has been presented in below diagram.



**Assignment: - Economic Analysis of Business Decision
(102)**

1. Define Managerial Economics. Explain its scope and importance for managerial decision
2. Explain the circular flow of income and expenditure in two sector and three sector economy
3. Explain the various determinant of market demand.
4. What is price illustrate the pricing under monopolistic competition in the long run market
5. Differentiate between monopoly and oligopoly
6. Define cost describe costs with examples
7. Explain the Opportunity cost, Marginal cost, Incremental cost
8. Discuss meaning of risk. Explain decision making under risk in detail.



9. Explain role of RBI in Indian Economy in detail?
 10. Discuss role of securities of Exchange board (SEBI) in monitoring of regulating capital market in INDIA?
 11. Explain concept of National budget of India Explain its importance in Indian Economy
 12. What is WTO? Explain its role in foreign trade
 13. Explain Circular flow of economic Activity in Four Sector model
 14. What do you mean the term Market in Economics? Explain Different Types of Market Structure
 15. Explain Break Even Analysis with assumption and Also Explain Various Types of Cost In Short.
 16. Explain Role and Function Of Capital Market.
 17. Explain the various method of calculating GDP in India.
 18. Write short note on
 - 1] micro-economy
 - 2] Objective of demand analysis
 - 3] Decision making under uncertainty
 - 4] SEBI
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SBSPM ADHALRAO PATIL INSTITUTE OF MANAGEMENT AND RESEARCH
INTERNAL ASSESMENT Record MBA I 2017-2018 (DIV -A)

Faculty Name:- Prof. Amit Ghotane

Subject -EABD(102)

Sr. No.	NAME OF STUDENTS	ATTENDANCE CE5	VIVA - VOCE 5	ASSIGNMENT/ EXAM 15	DISCIPLINE 5	TOTAL 30
23164	Adak Balu Shantaram	0	3	12	3	18
23165	Asware Tejas Rajesh	0	3	13	3	19
23166	Badhekar Shrutika Sandip	3	3	14	3	23
23167	Bagal Gaurav Lahu	0	3	12	3	18
23168	Bangar Ganesh Jijabhau	0	3	13	3	19
23169	Bangar Pratik Devendra	0	3	13	2	18
23170	Bankhele Aniket vasant	0	3	13	2	18
23171	Bhagwat Akash Ashok	0	3	12	3	18
23172	Bhalerao Pallavi Dilip	0	3	13	3	19
23173	Bhalerao Prajakta Bharat	2	3	14	3	22
23174	Bhaskar Swapnil Kailas	0	3	12	3	18
23175	Bhor Amit Kaluram	0	3	13	2	18
23176	Bhor Priyanka Dattatray	4	3	14	3	24
23177	Bora Jagruti Mishrilal	3	4	14	4	25
23178	Borhade Chetan Arun	3	2	14	3	22
23179	Chaudhari Shradhdha Ashok	0	3	13	2	18
23180	Dake Jyoti Avinash	0	3	12	3	18
23181	Darekar Sagar Maruti	3	3	13	2	21
23182	Deshmukh Priyanka Rajendra	0	3	12	3	18
23183	Dhadwad Vijaya Vasant	0	2	13	3	18
23184	Dhage Shital Dattatray	4	2	13	3	22
23185	Dhavale Supriya Shirish	0	2	14	2	18
23186	Dherange Mahesh D.	3	3	14	3	23
23187	Dhobale Rahul Ramdas	1	2	12	3	18
23188	Doke Pravin Babaji	2	2	12	3	19
23189	Doke Vaibhav Kondibhau	0	3	12	3	18
23190	Gaikwad Navanth Baburao	2	2	13	3	20
23191	Gavhane Pratiksha Rangnath	0	3	13	3	19
23192	Gaware Akash Suresh	1	3	12	2	18
23193	Gengaje Rupali Laxman	0	2	13	3	18
23194	Ghode Ramdas Honaji	0	3	12	3	18
23195	Ghodekar Sanket Shridhar	0	2	13	3	18
23196	Ghule Prajakta Dilip	3	3	12	3	21
23197	Giri Dhananjay Vilas	0	2	13	3	18
23198	Gujar Laxman Ganpat	0	3	12	3	18
23199	Gulankar Vinod Rajaram	3	2	14	2	21
23200	Gulave Pradip Kisan	0	3	12	3	18
23201	Gurav Krishna Dattatray	0	2	13	3	18
23202	Hande Pratima Sanjay	3	3	13	4	23
23203	Jagtap Ashlesha Ravindra	2	3	14	3	22
23204	Jore Akash Suresh	0	3	13	2	18
23205	Jore Pravin Shankar	0	2	13	3	18
23206	Kahadane Akash Sunil	2	3	14	4	23
23207	Kale Bakulesh Kishor	4	3	14	3	24



23208	Kale Gauri Raju	3	2	12	3	20
23209	Kale Sagar Kundlik	2	2	12	2	18
23210	Kale somnath Kundalik	2	2	12	2	18
23211	Karale Madhuri Ashok	0	2	13	3	18
23212	Khinvasara Suyog Santosh	0	3	12	3	18
23213	Khomane Akshay Balasaheb	0	3	13	2	18
23214	Kukarni Onkar Pramod	0	3	11	3	17
23215	Kurhade Pravin Babaji	0	3	14	3	20
23216	Lende Tushar Keshav	0	2	14	2	18
23217	Mande Jyoti Shakumar	0	2	13	3	18
23218	Mengade Pankaj Jaysing	0	2	13	3	18
23219	Mule Shweta Vilas	3	3	14	4	24
23220	Munot Shubham Sanjay	0	3	13	2	18
23221	Mutha Shubham Ashoklal	0	3	13	2	18
23222	Naik Nikhil Vasant	0	3	13	2	18
23223	Neharkar Pooja Shantaram	0	2	13	3	18
23224	Nighot Sonal Babaji	0	3	13	3	19
23225	Nikam Rupali Kailas	4	2	13	4	23
23226	Padwal Ankita Vijay	0	2	13	3	18
23227	Pardeshi Ankita Sunil	0	2	14	3	19
23228	Pate Amruta Balu	2	3	14	3	22
23229	Pate Dhanesh Pradip	0	3	12	3	18
23230	Pate Pranjali Vilas	2	2	13	2	19
23231	Patil Akshay Digambar	0	3	12	3	18
23232	Phalke Supriya Sopan	0	3	13	2	18
23233	Phalake Monika Machindra	3	2	14	3	22
23234	Phalke Rupali Shivdas	0	3	13	2	18
23235	Pokharkar Mayur Lahu	0	2	13	3	18
23236	Pote Pradip Bhima	0	3	12	3	18
23237	Rajguru Krushna Dilip	0	3	12	3	18
23238	Rakh Digambar Tatyaba	0	2	13	3	18
23239	Rakshe Shrirang Ram	3	3	14	3	23
23240	Rasal Panchali Shivdas	2	2	14	2	20
23241	Sandbhor Sagar Nathu	3	3	14	3	23
23242	Sankpal Suraj Dattatray	0	2	13	3	18
23243	Shewale Jyoti Gulab	0	0	0	0	0
23244	Shinde Rahul Dinkar	1	2	13	2	18
23245	Shirole Somnath Laxman	0	1	12	2	15
23246	Temkar Monali Tukaram	4	3	14	3	24
23247	Thakare Swapnil Baburao	0	2	12	2	16
23248	Varpe Sonali Mangesh	0	3	13	2	18
23249	Nighot Vijay Sanjay	0	3	12	3	18
23250	Walunj Suraj Ashok	3	2	14	3	22
23251	Yewale Mangesh Ashok	0	3	12	3	18
23252	Zodage Vikas Sharad	1	3	13	1	18



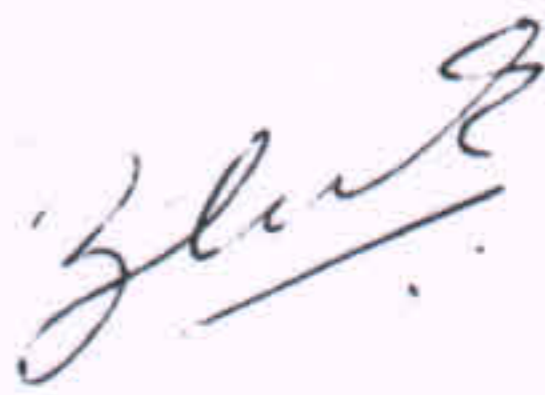


Shri Bhairavnath Shikshan Prasarak Mandal's
ADHALRAO PATIL
Institute of Management and Research
Approved by AICTE & Affiliated to University of Pune

NOTICE

ASSIGNMENT SUBMISSION

This is informed to all the students of APIMR to submit their assignment from 17th March 2018 till 17th April 2018. The student should give viva at the time of Submission.


16-Mar-18

Director

Shri Bhairavnath Shikshan Prasarak Mandal's
Adhalrao Patil Institute of Management & Research
P: Landewadi (Chinchodi), Tal. Ambegaon, Dist. Pune





Shri Bhairavnath Shikshan Prasarak Mandal's
ADHILRAO PATIL
 Institute of Management and Research
Approved by AICTE & Affiliated to University of Pune.

Name of the Faculty: Prof. Mayur Chikhale

Name of the Subject with Code: 107 Management Fundamentals

Type: Internal

Class: MBA Sem.: I

No. of Sessions Per Week:

Lecture No.	Day & Date	Unit	Topic/s to be Covered	Book/s referred with page no.	Teaching Methodology
1			Introduction of Students		
2		1	Basics Introduction of Subject Definition		Board/ PPT, Discussion
3		1	Approaches to Management, Managerial Competencies		Board/ PPT, Discussion
4		2	Organization, Organizational Culture		Board/ PPT, Discussion
5		3	Planning & Decision Making	Management by Koontz and Wehrich, TMGH & Fundamentals of Management by Robbins	Board/ PPT, Discussion
6		4 & 5	Controlling & Challenges in Management		Board/ PPT, Discussion
7			Open Book Test		Library Session
8			PPT		



Reference Books

Book 1 Management by Koontz and Wehrich, TMGH

Book 2 Fundamentals of Management by Robbins

SBSPM ADHALRAO PATIL INSTITUTE OF MANAGEMENT AND RESEARCH
INTERNAL ASSESMENT Record MBA I 2017-2018 (DIV -A)

Faculty Name:- Prof. Mayur Chikhale

Subject -MF(107)

Sr. No.	NAME OF STUDENTS	ATTENDANCE 5	VIVA - VOCE 10	ASSIGNMENT/ EXAM 30	DISCIPLINE 5	TOTAL 50
23164	Adak Balu Shantaram	0	7	25	3	35
23165	Asware Tejas Rajesh	0	7	25	3	35
23166	Badhekar Shrutika Sandip	4	8	27	4	43
23167	Bagal Gaurav Lahu	0	5	25	3	33
23168	Bangar Ganesh Jijabhau	1	8	27	4	40
23169	Bangar Pratik Devendra	3	7	26	4	40
23170	Bankhele Aniket vasant	0	6	26	3	35
23171	Bhagwat Akash Ashok	0	6	26	3	35
23172	Bhalerao Pallavi Dilip	2	6	26	4	38
23173	Bhalerao Prajakta Bharat	3	8	27	3	41
23174	Bhaskar Swapnil Kailas	1	8	27	4	40
23175	Bhor Amit Kaluram	0	7	25	3	35
23176	Bhor Priyanka Dattatray	4	8	28	4	44
23177	Bora Jagruti Mishrilal	4	9	28	4	45
23178	Borhade Chetan Arun	3	8	27	4	42
23179	Chaudhari Shradhdha Ashok	0	8	27	3	38
23180	Dake Jyoti Avinash	0	7	25	3	35
23181	Darekar Sagar Maruti	2	8	28	4	42
23182	Deshmukh Priyanka Rajendra	0	7	25	3	35
23183	Dhadwad Vijaya Vasant	0	7	26	3	36
23184	Dhage Shital Dattatray	4	8	27	4	43
23185	Dhavale Supriya Shirish	0	7	26	4	37
23186	Dherange Mahesh D.	4	8	26	4	42
23187	Dhobale Rahul Ramdas	2	8	26	4	40
23188	Doke Pravin Babaji	2	8	26	3	39
23189	Doke Vaibhav Kondibhau	1	8	27	4	40
23190	Gaikwad Navanth Baburao	3	7	28	4	42
23191	Gavhane Pratiksha Rangnath	1	8	27	4	40
23192	Gaware Akash Suresh	2	8	28	3	41
23193	Gengaje Rupali Laxman	3	7	28	4	42
23194	Ghode Ramdas Honaji	0	7	25	3	35
23195	Ghodekar Sanket Shridhar	0	7	25	3	35
23196	Ghule Prajakta Dilip	4	8	27	4	43
23197	Giri Dhananjay Vilas	0	7	25	3	35
23198	Gujar Laxman Ganpat	0	7	25	3	35
23199	Gulankar Vinod Rajaram	3	8	27	4	42
23200	Gulave Pradip Kisan	0	7	27	3	37
23201	Gurav Krishna Dattatray	0	7	25	3	35
23202	Hande Pratima Sanjay	4	8	28	4	44
23203	Jagtap Ashlesha Ravindra	4	8	27	4	43
23204	Jore Akash Suresh	0	7	25	3	35
23205	Jore Pravin Shankar	0	7	26	3	36
23206	Kahadane Akash Sunil	2	8	26	4	40
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23209	Kale Sagar Kundlik	2	7	27	4	40
23210	Kale somnath Kundalik	2	8	27	3	40
23211	Karale Madhuri Ashok	0	7	27	4	38
23212	Khinvasara Suyog Santosh	2	7	25	3	37
23213	Khomane Akshay Balasaheb	0	7	25	3	35
23214	Kukarni Onkar Pramod	3	7	27	3	40
23215	Kurhade Pravin Babaji	1	7	25	3	36
23216	Lende Tushar Keshav	0	7	27	3	37



23217	Mande Jyoti Shakumar	0	8	27	4	39
23218	Mengade Pankaj Jaysing	0	7	25	3	35
23219	Mule Shweta Vilas	3	7	27	3	40
23220	Munot Shubham Sanjay	0	7	25	3	35
23221	Mutha Shubham Ashoklal	0	7	25	3	35
23222	Naik Nikhil Vasant	0	7	25	3	35
23223	Neharkar Pooja Shantaram	0	7	25	3	35
23224	Nighot Sonal Babaji	1	7	25	3	36
23525	Nikam Rupali Kailas	4	8	27	4	43
23226	Padwal Ankita Vijay	1	7	26	3	37
23227	Pardeshi Ankita Sunil	0	7	26	3	36
23228	Pate Amruta Balu	2	7	26	4	39
23229	Pate Dhanesh Pradip	0	7	26	3	36
23230	Pate Pranjali Vilas	3	7	26	4	40
23231	Patil Akshay Digambar	0	7	25	3	35
23232	Phalake Monika Machindra	4	7	28	4	43
23233	Phalke Rupali Shivdas	1	7	27	4	39
23234	Phalke Supriya Sopan	0	7	25	3	35
23235	Pokharkar Mayur Lahu	1	5	26	4	36
23236	Pote Pradip Bhima	0	7	25	3	35
23237	Rajguru Krushna Dilip	0	7	25	3	35
23238	Rakh Digambar Tatyaba	0	7	25	3	35
23239	Rakshe Shrirang Ram	2	7	27	4	40
23240	Rasal Panchali Shivdas	3	8	26	3	40
23241	Sandbhor Sagar Nathu	2	7	27	4	40
23242	Sankpal Suraj Dattatray	0	7	25	3	35
23243	Shewale Jyoti Gulab	0	7	25	3	35
23244	Shinde Rahul Dinkar	2	7	27	4	40
23245	Shirole Somnath Laxman	0	7	25	3	35
23246	Temkar Monali Tukaram	4	8	27	4	43
23247	Thakare Swapnil Baburao	0	7	25	3	35
23248	Varpe Sonali Mangesh	1	7	27	3	38
23249	Nighot Vijay Sanjay	0	7	25	3	35
23250	Walunj Suraj Ashok	3	7	27	3	40
23251	Yewale Mangesh Ashok	0	7	25	3	35
23252	Zodage Vikas Sharad	2	7	27	4	40



115 Enterprise Analysis - Desk Research

Select a FMCG company for the study and prepare a detailed Report. The report format shall be as under.

1. Enterprise History & Background

- 1.1 Establishment, Original
- 1.2 Current Promoters, Business Group or Business Family to which it belongs, Name of the Chairman, CEO, MD, Members of Board of Directors
- 1.3 Vision-Mission-Philosophy -Values,
- 1.4 CSR Initiatives,

2. Organization

- 2.1 Organization Structure,
- 2.2 Geographical (domestic and global) foot print – at the time of inception and spread over the years, company's current head quarter worldwide as well as head quarter / corporate office in India,
- 2.3 Manufacturing /Service locations Indian and major worldwide,
- 2.4 Certifications if any - ISO / EMS / FDA / CMMI , etc.

3. Markets

- 3.1 Major Customers, Customer segments, Products, Market Share – nationally, region wise, product wise,
- 3.2 Advertising Agency, Advertising Punch Line/Slogan, Log

4. Financials

- 4.1 Turnover, Profitability for last 5 years
- 4.2 Listing status – BSE and NSE, Share Prices

5. Governance

- 5.1 Philosophy, Action taken by SEBI if any, Involvement in Scams, Insider Trading Issues, Standard & Poor's Corporate Governance Scores, CRISIL Rating. Awards won if any.
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9. Define consumer behavior. Distinguish between industrial buying behavior and consumer buying behavior.
10. Explain the following concepts:
- Market potential and market share
 - Linkage on marketing function with all functions of organization
11. Explain following concepts:
- Niche marketing
 - Positioning
 - USP
 - Strategies of Target marketing
12. Explain product level and product mix, in detail.
13. Explain the concept of Holistic Marketing in detail.

Subject: 107 Management Fundamental

- Q.1. Prepare the presentation on any of the management thinker.
- Q.2. What is management & Explain function of Management.
- Q.3. Explain various approaches of management.
- Q.4. Explain in details formal & Informal organization.
- Q.5. Discuss planning and explain elements and types of planning.
- Q.6. Explain in details challenges in management
- Q.7. Describe Decision making process and explain the various models of decision making

108 Business Communication Lab

- ABC India Ltd. is dealing with Note-Pads of various sizes and papers-per-pad. You are working as a Marketing Head for the organisation. Prepare a price-list for the products.
- Prepare your Resume/CV for the Job of your choice along with application letter
- Prepare a Press Release/Note for any one of the followings-

