



Criteria 2.6. Student Performance and Learning Outcomes

2.6.1 The institution has stated learning outcomes (Program and Course outcomes), graduate attributes, which are integrated into the assessment process and widely published through the website and other documents, and the attainment of the same is evaluated by the institution

**Sample of
course file.
Student
notebook.
Practical
notebook**

Course File

BBA

Course File : Table of Contents

- Course Activity Review Sheet
- Faculty Time-Table
- Syllabus
- Lesson Plan
- Students List
- Study Material
- Individual Assignment
 - Detail of Slow Learners and Remedial Classes Schedule along with activity proof.
 - Detail of Advanced Learners along with activity proof.
- Mid-Term Question Paper
- Mid-term Award List
 - Detail of Slow Learners and Remedial Classes Schedule along with activity proof.
 - Detail of Advanced Learners along with activity proof.
 - Outcome (Result Analysis) of Slow/Advance Learner after end-term result.
- Group Project/Presentation
- Internal Assessment Marks
- End-Term Result
- CO-PO Attainment Sheet



Course Activity Sheet
(Planning and Review)

Academic Year..... 2023-24

Programme..... BBA

Semester..... II

Course Name..... Principles of Marketing

Course Code..... BA122

School..... School of Business

Faculty..... Dr. Suman Dahiya

Planning Checklist

S. No	Activity	Status
1	Is the syllabus copy maintained and submitted by the faculty member?	Yes/No
2	Is lecture plan signed and updated by the faculty member?	yes
3	Is Time Table made available?	yes
4	Number of Assignments planned	1
5	Number of quiz planned	1
6	Digital Learning LX (Review) Is it updated with following (suggestive) : Syllabus Reference material Quiz/Assignment	NA
7	Is mapping of students available on ERP along with the timetable?	—
8	Suggest atleast one innovative way for better engagement of students in this course	use of online tools for quizzing

(Signature of Faculty Member with Date)

(Signature of Dean with Date)



Mid-Semester Review

S.No	Activity	Status
1.	Is the attendance updated on ERP?	Yes/No
2.	Percentage of students who are not meeting the attendance criteria of 75%	None
3.	Pass percentage in Internal Assessment so far	100%
4.	Identification and motivation advanced learners (Advanced learner sheet attached)	yes
5.	Identification and remedial classes for slow learners (Slow learner sheet attached)	yes

Dean's Review and recommendations

Students more focus on practical work and their regular Attendance in the class.

(Signature of Faculty Member with Date)

(Signature of Dean with Date)



End-Semester Review

S.No	Activity	Status
1.	Is the attendance updated on ERP?	Yes/No
2.	Percentage of students who are not meeting the attendance criteria of 75%	
3.	Pass percentage	
4.	Summary of CO attainment	Attached
5.	Student Feedback	Good
6.	Exit Feedback by faculty member for improvement in future	Focus on students practical exposure and move toward Activities (Assessment) in the semester

Dean's Review

Students must focus on class Activities
and practical hours in the classroom


(Signature of Faculty Member with Date)

Dean
School of Management
Sushant University
Sec-6 Gurugram Haryana
(Signature of Dean with Date)



Timetable w.e.f. 01 February 20

Teacher Dr. Suman Dahiya

Ansai University, Sector 55, Golf Course Road, Gurgaon, Haryana - 122003

DR. Suman Dahiya

	1	2	3	4	Lunch Break	5	6	7	8
MO	9:10 - 10:00 BBA-Sem II-Warwick Sec-A	10:05 - 10:55 MBA-Sem IV- MKTG + HR/ MBA-Sem IV- MKTG + BA	11:00 - 11:50	11:55 - 12:45	12:45 - 13:25	13:25 - 14:15 BBA-Sem VI-MKTG	14:20 - 15:10 BBA-Sem II-Warwick Sec B	15:15 - 16:05	16:10 - 17:00 BBA-Sem II-Warwick Sec B
Tu	422 Principles of Marketing BA122	422 Sales and Distribution Management 20MBA-OSD22E	BBA-Sem II-Warwick Sec-A			413A Retail Management 19BBA-ORE32E	Library		412 Principles of Marketing BA122
We	405 Sales and Distribution Management 20MBA-OSD22E		Mentoring			408 Principles of Marketing BA122		412 Principles of Marketing BA122	408 Retail Management 19BBA-ORE32E
Th	413A Principles of Marketing BA122		412 Principles of Marketing BA122	BBA-Sem VI-MKTG				413A Retail Management 19BBA-ORE32E	
Fr			401 Sales and Distribution Management 20MBA-OSD22E	405 Retail Management 19BBA-ORE32E					
			412 Principles of Marketing BA122				BBA-Sem II-Warwick Sec-A		



asc Timetables

Timetable generated: 31-01-2024

Teacher Dr. Ashish Kumar

Ansai University, Sector 55, Golf Course Road, Gurgaon, Haryana - 122003

DR. ASHISH KUMAR

	1	2	3	4	Lunch Break	5	6	7	8
MO	9:10 - 10:00 B.B.A., LLB (H) - Sem IV Marketing Management SLM241	10:05 - 10:55 Dr. Ashish Kumar 412	11:00 - 11:50 MBA-Sem IV- DM + HR Search Engine Marketing & Display Ads 20MBA-OSE22E 412	11:55 - 12:45 BBA-Sem II-Warwick Sec-A Principles of Marketing BA122 401	12:45 - 13:25 Lunch Break	13:25 - 14:15 BBA-Sem II-Warwick Sec B Mentoring	14:20 - 15:10 B.B.A., LLB (H) - Sem IV Marketing Management SLM241	15:15 - 16:05 MBA-Sem II Digital Marketing 23MBA-ODM12T 408	16:10 - 17:00
Tu	TDCC	401 Marketing Analytics 20MBA-OMA22E BBA-Sem II-Warwick Sec-A	401 Search Engine Marketing & Display Ads 20MBA-OSE22E MBA-Sem IV- DM + HR	413A Marketing Analytics 20MBA-OMA22E Dr. Ashish Kumar	Lunch Break				
We	401 Digital Marketing 23MBA-ODM12T Dr. Ashish Kumar	422 Principles of Marketing BA122 B.B.A., LLB (H) - Sem IV			TDCC				
Th	405 Marketing Analytics 20MBA-OMA22E BBA-Sem II-Warwick Sec-A	Marketing Management SLM241 B.B.A., LLB (H) - Sem IV	Library		JM / AK / AKA / NC		BBA-Sem II-Warwick Sec-A Principles of Marketing BA122	413A Search Engine Marketing & Display Ads 20MBA-OSE22E	
Fr	401 Principle of Marketing BA122	Marketing Management SLM241			VAC(NC)				
					JM / AK / AKA / NC				
					VAC(NC)				

School of Business, Sushant University

Even Semester (Jan-June) 2024

Students List

Program: BBA

Course Name: Principles of Marketing

Faculty: Dr. Suman Dahiya *IPR. Ashish kr*

Total No. of Students enrolled in the course: 43

Sem: II

Course Code: BA122

Section: A

Name of Students	Roll No
Akash Singh	230BBA082
Akshat Sharma	230BBA107
Alok Mehta	230BBA076
Aman Singh	230BBA052
Ankit Kandel	230BBA059
ANU BANSAL	230BBA060
Anuj Yadav	230BBA050
ARYAN SHARMA	230BBA063
Ashmit Singh	230BBA075
Ayush Sahgal	230BBA095
Ayush tanwar	230BBA056
Devesh Yadav	230BBA099
Gaurav Yadav	230BBA104
Geetank Goyal	230BBA068
Gourav Jangra	230BBA091
Harsh Gupta	230BBA106
Himanshu rana	230BBA058
khushi tyagi	230BBA049
Komal Bansal	230BBA061
Komal bhati	230BBA045
Manav Babbar	230BBA042
Navi Rajput	230BBA089
Om Bhadana	230BBA022
Paarth Malhotra	230BBA051
Prince Kataria	230BBA090
Ranjan Rishu	230BBA057
Reshab Raj	230BBA111
Roma Yadav	230BBA098
Ronak Yadav	230BBA028
Sahil Yadav	230BBA072



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*Dean
School of Business
Sushant University
Sector-55, Gurukul*

Samarjeet Bhadana	230BBA039
Samarth Aswal	230BBA002
Sanyam Sehrawat	230BBA097
Shadab Hussain	230BBA006
Shivam choudhary	230BBA109
SHREY SANDILYA	230BBA001
Sumit Sharma	230BBA062
Suyasha Belwal	230BBA066
Swayam Sehrawat	230BBA008
Tushar Yadav	230BBA044
Yash Maan	230BBA003
Yuvansh Bahl	230BBA035


Dean

PRINCIPLES OF MARKETING

Course Code: BA122

Credits: 04

Course Objectives:

- This course helps the students to understand how organizations identify customers and their needs and wants.
- This course aims to enhance contemporary marketing Knowledge and management practice in the field of marketing.
- The course enables the student to understand the real life marketing problems.
- This course relates to the holistic development of knowledge in marketing with an applied integration in the field of interest.

Course Outcomes:

After completion of this course, students will be able to

CO1: Identify basic principles, concepts of marketing, role of marketing in business and society.

CO2: Demonstrate a clear understanding of micro and macro environments on marketing as well as on segmentation, targeting and positioning.

CO3: Interpret consumer behavior for implementation & application of marketing plans.

CO4: Evaluate and Integrate various elements of marketing to develop a marketing plan.

Course Content

Module I- Introduction to Marketing

Introduction to Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Introduction to 7 P's of marketing, Marketing Environment – Internal and External Environment, Market segmentation, Targeting & Positioning (STP) Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market, Market Targeting, Product positioning concept.

Module II- Product Mix and Pricing Decisions

Product - Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, new product development, branding decisions, packaging & labelling, Product Life Cycle.

Price :Meaning, Pricing objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing, Geographical pricing, promotional pricing and differential pricing.

Module III- Place Mix and Promotion

Place : Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution. Promotion : Promotion Mix – Elements : Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing etc. Brief overview of people, process and physical evidence.



Module IV– Trends in Marketing Digital Marketing

Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behaviour.

Pedagogy: A blended learning pedagogy will be used. The learning is student centric and is based on activities and project-based learning. Primarily class lectures followed by question/ answer session/ class test/ assignments/ case study at the end of each unit. Citing live examples and linking these with topics would be used so that students can apply the concepts in real life settings. Caselets and business articles will be used.

Texts and References**Textbook:**

- Kotler, Keller, Koshy Jha , Marketing Management,
- Kotler, P and Armstrong, G (2016), *Principles of Marketing 15th Edition*, Pearson.

Reference Books:

- Baines, P; Fill, C and Page, K, *Essentials of Marketing*, Oxford University Press
- Marketing Management- 3edition Arun Kumar and N Meenakshi Vikas Publication
- Saxena, Rajan , Marketing Management, Fourth Edition, New Delhi, Tata McGraw Hill Education Pvt. Ltd.
- Lamb/Hair/Sharma and McDaniel, *MKTG: A South-Asian Perspective*; New Delhi, Cengage Learning
- Jobber, D and Fahy, J, *Foundations of Marketing – 2E*, New Delhi, Tata McGraw Hill Education Pvt. Ltd

Course Outcomes to Program Outcomes Mapping Matrix

PO's (Program Outcomes)- At the end of the program the students will be able to:

PO-1	Demonstrate an understanding of business functional areas and their inter-linkage within.
PO-2	Apply management concepts and approaches in real life scenarios.
PO-3	Convey ideas and information effectively
PO-4	Interpret how information technology affects business operations, and leverage business technologies to their advantage.
PO-5	Inculcate professionalism for long term sustainable growth.
PO-6	Integrate various functional areas of business to guide innovation and solve complex business problems



PSOs (Program Specific Outcomes)

PSO-1	Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams.
PSO-2	Display competencies and knowledge in key business functional areas including accounting, marketing, and management.
PSO-3	Learn how to effectively manage people and build strong relationships.
PSO-4	Enhance critical thinking and analytical skills in terms of decision making.
PSO-5	Develop entrepreneurial skill to motivate towards start-ups.

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) / Program Specific Outcomes (PSOs)

Matrix - Mapping of COs with POs and PSOs

Course Outcomes (COs)	Program Outcomes (POs)						Program Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	H	H	H	M	H	M	H
CO2	H	H		H	M	H	H		M	H	M
CO3	M	H	H	H	H		M	H	H	H	H
CO4	H	H	H		H	M		M	H	H	H

Where H= High relationship (covers up to 75-95% of the desired outcome); M=Medium (covers up to 50 to 75%); L=Low (covers up to 10-50% of the desired outcome)

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School of Business
Sushant University
Sector-55, Gurukul



		School of Business COURSE OUTLINE	
Course Title : Principles of Marketing		Course Code: BA122	
Term: II	Academic Year: 2023-24	Core/Elective: Elective	Credits: 4
Course Designed by: Dr. Suman Dahiya E-mail: sumandahiya@sushantuniversity.edu.in		Course Instructor: Dr. Suman Dahiya E-mail: sumandahiya@sushantuniversity.edu.in	
Pre-requisites: Principles of Marketing			

1. Course Outcomes: Upon successful completion of the course, the student should be able to

- CO1: Identify basic principles, concepts of marketing, role of marketing in business and society.
- CO2: Demonstrate a clear understanding of micro and macro environments on marketing as well as on segmentation, targeting and positioning.
- CO3: Interpret consumer behavior for implementation & application of marketing plans.
- CO4: Evaluate and Integrate various elements of marketing to develop a marketing plan.

2. Text Books

- Kotler, Keller, Koshy Jha , Marketing Management,
- Kotler, P and Armstrong, G (2016), *Principles of Marketing 15th Edition*, Pearson.



3. Reference Books

- Dutta, K (2016), Brand Management- Text and Cases, Oxford University Press, New Delhi
- Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; New Delhi
- Kumar, S. Ramesh; Marketing and Branding - The Indian Scenario; Pearson Education; New Delhi
- Kapoor, Jagdeep; 24 Brand Mantras; Sage Publications; New Delhi
- Sengupta Subroto; Brand Positioning: Strategies for competitive advantage; Tata McGraw Hill; New Delhi.
- Clifton, Rita & Simmons, John; Brands and Branding; The Economist; Delhi

4. Lecture Plan (Total Sessions -48)

Session No.	Session Topic / Sub-topic Description	Unit No.	Date		Methodology used (PPT, White Board, Audio/Video, Practical, Visit, Self-Study based)	Deans Remarks with Date
			Planned on	Taken on		
1.	Introduction to Brand Concepts.	I	16/8/23	16/8/23	PPT/ White Board	✓
2.	Brand Concepts: What is Brand?	I	17/8/23	17/8/23	PPT/ White Board	
3.	Why Do Brand Matter? What can be Branded?	I	18/8/23	18/8/23	PPT/ White Board	
4.	Brand Challenges & opportunities	I	21/8/23	21/8/23	PPT/ White Board	
5.	Branding a strong brand and its implications	I	22/8/23	22/8/23	PPT/ White Board	
6.	Establishing Brand Positioning	I	24/8/23	24/8/23	PPT/ White Board	



7.	Strategic Brand Management	I	25/8/23	26/8/23	PPT/ White Board
8.	Brand Building	I	28/8/23	28/8/23	PPT/ White Board
9.	Brand Equity	I	29/8/23	29/8/23	PPT/ White Board
10.	Customer-based brand equity	I	31/8/23	31/8/23	Case study
11.	Growing & Sustaining Brand	I	1/9/23	1/9/23	PPT/ White Board
12.	Sources of Brand Equity	II	4/9/23	4/9/23	Case study
13.	Identify Brand Positioning	II	6/9/23	6/9/23	PPT/ White Board
14.	Establishing Brand	II	8/9/23	8/9/23	Case study
15.	Internal Branding	II	11/9/23	11/9/23	PPT/ White Board
16.	Brand Positioning	II	12/9/23	12/9/23	PPT/ White Board
17.	Brand Experience	II	13/9/23	13/9/23	PPT/ White Board
18.	Brand Engagement	II	14/9/23	14/9/23	Case study
19.	Brand Engagement	II	18/9/23	18/9/23	PPT/ White Board
20.	Consumer Behaviour	II	20/9/23	20/9/23	PPT/ White Board
Assignment Submission- 20 September					
21.	Managing a brand	III	21/9/23	21/9/23	PPT/ White Board

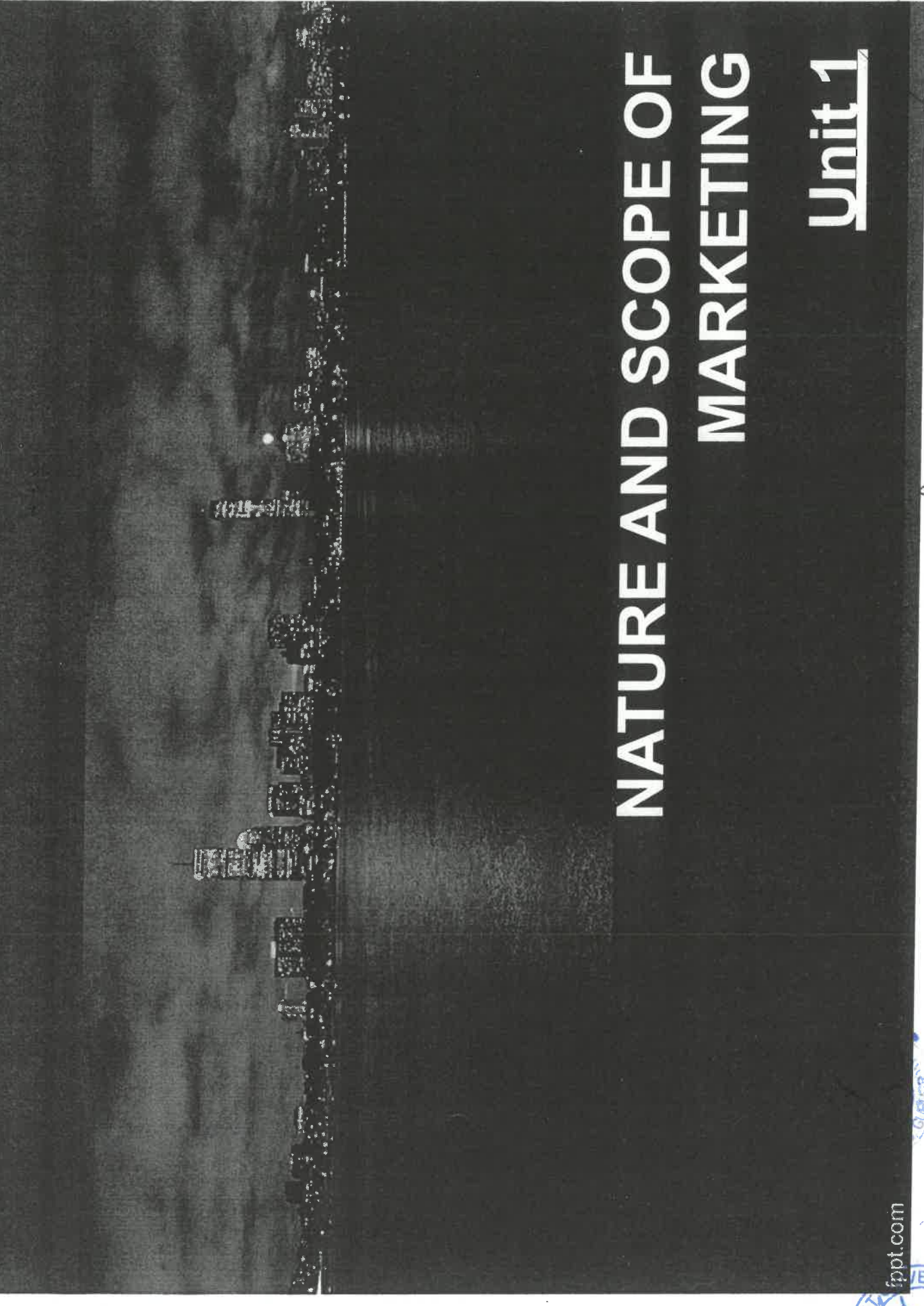


22.	Understanding Culture in Brand Management	III	22/9/23	22/9/23	PPT/ White Board	
23.	Brand Equity	III	25/9/23	25/9/23	PPT/ White Board	
24.	BMS	III	27/9/23	27/9/23	PPT/ White Board	
25.	Brand Equity Management System	III	29/9/23	29/9/23	White Board	
26.	Capturing Customers- Techniques	III	4/10/23	4/10/23	PPT	
27.	Capturing Customers- Techniques	III	5/10/23	5/10/23	PPT	
28.	Quantitative Techniques	III	6/10/23	6/10/23	PPT	
29.	Measuring Outcomes	III	9/10/23	11/10/23	PPT/ White Board	
30.	4 Ps	III	11/10/23	11/10/23	PPT/ White Board	
31.	Product	III	25/10/23	25/10/23	PPT/ White Board	
32.	Pricing Strategies	III	27/10/23	27/10/23	PPT/ White Board	
33.	Promotion Strategies	III	30/10/23	30/10/23	Case Study	
34.	Building Brand online	III	31/10/23	31/10/23	PPT/ White Board	
35.	Branding Strategies	IV	3/11/23	3/11/23	PPT/ White Board	
36.	Brand Management	IV	4/11/23	4/11/23	PPT/ White Board	
37.	Brand Licencing	IV	5/11/23	5/11/23	PPT/ White Board	



38.	Brand Franchising	IV	6/11/23	6/11/23	PPT/ White Board	
39.	Celebrity Endorsement	IV	8/11/23	8/11/23	Case Study	
40.	Product Matrix	IV	9/11/23	9/11/23	Case Study	
41.	Managing Brand	IV	10/11/23	10/11/23	White Board	
42.	Brand Architecture	IV	15/11/23	15/11/23	PPT/ White Board	
Group Presentations-16/11/23						
Class Quizzes- 20-30 Nov						





NATURE AND SCOPE OF MARKETING

Unit 1

Introduction

- Main objective of any business organization is to satisfy the needs and wants of the society
- Production or purchase is of no meaning if a firm is unable to market its goods and services
- Marketing is the focal point of all business activities

✓
Dean
School of Business
Fujian University

Introduction

- Marketing is an ancient art & is everywhere.
- Formally or informally, people & organizations engage in a vast numbers of activities that could be called marketing.
- Good marketing has become an increasingly vital ingredient for business success.
- It is embedded in everything we do- from the clothes we wear, to the web sites we click on, to the ads we see.



Am

Marketing Defined

- The term Marketing has been derived from the word Market
- Market is a place or geographical area where buyers and sellers meet and enter into transactions involving transfer of ownership of goods and services

MARKETING

School of Business, Sushant University

Individual Assignment – Even Semester (Jan-June) 2024

Program: BBA

Course Name: Principles of Marketing

Faculty: Dr. Suman Dahiya

Submission Deadline: 12th Feb, 2024

Sem: II

Course Code: BA122

Maximum Marks: 10

Course Outcomes

CO1: Identify basic principles, concepts of marketing, role of marketing in business and society.

CO2: Demonstrate a clear understanding of micro and macro environments on marketing as well as on segmentation, targeting and positioning.

CO3: Interpret consumer behavior for implementation & application of marketing plans.

CO4: Evaluate and Integrate various elements of marketing to develop a marketing plan.

Assignment:

Choose a Brand (All students will choose different brands) and make a report of the following:

Q1. (CO1) Apply the STP strategy and explain the Segmentation, Targeting and Positioning Strategies used by the Company.

Q2. (CO2) Make the Positioning map of the brands offered by the company and Demonstrate the product mix of the company diagrammatically (All product lines, width, depth, length and consistency).

Q3. (CO3) Use as much primary information as you can for making the assignment more authentic.

General Guidelines:

- Make a detailed handwritten report of the same and submit it here on Google Classroom in a pdf file.
- Submission Date: 12th February, 2024
- Late submission is not allowed.
- Assignment work copied from others will be rejected and will get zero in assessment.

A

Dr. Suman Dahiya

Dr. Suman Dahiya



BBA (2023) - Sem II**Section A****Course Name: Principles of Marketing**

Name of Students	Roll No	Assignment Marks (10)
Akash Singh	230BBA082	7
Akshat Sharma	230BBA107	1
Alok Mehta	230BBA076	9
Aman singh	230BBA052	10
Ankit Kandel	230BBA059	7
ANU BANSAL	230BBA060	5
Anuj Yadav	230BBA050	5
ARYAN SHARMA	230BBA063	7
Ashmit Singh	230BBA075	7
Avishi Sahgal	230BBA095	1
Ayush tanwar	230BBA056	6
Devesh Yadav	230BBA099	8
Gaurav Yadav	230BBA104	8
Geetank Goyal	230BBA068	8
Gourav Jangra	230BBA091	8
Harsh Gupta	230BBA106	8
Himanshu rana	230BBA058	7
khushi tyagi	230BBA049	8
Komal Bansal	230BBA061	8
Komal bhati	230BBA045	8
Manav Babbar	230BBA042	8
Navi Rajput	230BBA089	7
Om bhadana	230BBA072	1
Paarth Malhotra	230BBA051	8
Prince Kataria	230BBA090	6
Ranjan Rishu	230BBA057	6
Reshab Raj	230BBA111	7
Roma yadav	230BBA098	8
ronak yadav	230BBA028	8
Sahil Yadav	230BBA072	1
Samarjeet Bhadana	230BBA039	7
Samarth Aswal	230BBA002	7
Sanyam Sehrawat	230BBA097	7
Shadab Hussain	230BBA006	9
Shivam choudhary	230BBA109	9
SHREY SANDILYA	230BBA001	8
Sumit Sharma	230BBA062	0
Suyasha Belwal	230BBA066	10
Swayam Sehrawat	230BBA008	1
Tushar Yadav	230BBA044	1
Yash maan	230BBA003	7
Yuvansh bahl	230BBA035	7



Sushant University
School of Business
Sec-5 Gurugram Haryana

A

ANNEXURE-I

School of Business

Course Title: Principles of Marketing

Programme: BBA

Semester: 2nd

Course Code: BA122

Course Faculty: Dr Ashish Kumar

Sir/Madam,

Following students mentioned in the list are identified as Slow learner/Advanced learner based on guidelines issued by IQAC after first assessment (assignment/quiz).

S. No	Name of the student	Roll Nos	Slow/Advanced Learner
1	Shadab Hussain	230BBA006	Advanced Learner
2	Aman singh	230BBA052	
3	Suyasha Belwal	230BBA066	
4	Prince Kataria	230BBA090	
1	Samarth Aswal	230BBA002	Slow Learner
2	Samarjeet Bhadana	230BBA039	
3	Ankit Kandel	230BBA059	

Signature of Course Coordinator/Faculty

Dean
School of Business
Susnant University
Sec-5, Gurugram Haryana

Programme Coordinator

Dean



School of Business, Sushant University

NOTICE

Date: 15/02/2024

This is to inform all concerned students that remedial classes for **Principles of Marketing** will be conducted as per the schedule mentioned below. These classes aim to provide additional academic support and enhance understanding of key concepts.

Details of Remedial Classes:

- **Course/Subject:** Principles of Marketing
- **Faculty:** Dr. Ashish Kumar
- **Venue:** D- 412
- **Students Name:**
 1. Samarth Aswal
 2. Samarjeet Bhadana
 3. Ankit Kandel

Remedial Time Table (21/02/2024 to 28/02/2024)

Time	Wednesday	Thursday	Friday	Monday	Tuesday	Wednesday
4-5 PM	21/2/24	22/2/24	23/2/24	26/2/24	27/2/24	28/2/24

All students are advised to attend these sessions punctually and make the most of this opportunity to improve their academic performance.

For any queries, please contact **Dr. Ashish Kumar**.

Associate Dean

School of Business

Sushant University



REMEDIAL CLASSES SCHEDULE CUM ATTENDANCE SHEET FOR SLOW LEARNERS

Semester: II
Faculty Name: D.R. Ashish Kumar
Date: 4th March 2024

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Sushant
University

Sushant
University

Semester: II
Faculty Name: DR. Anshu Kishore

Faculty Signature:

Dean
School of Business
Syracuse University
Sect. Program Harys

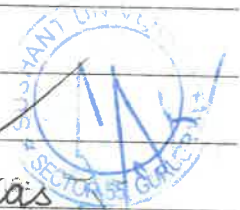


NIKE

Choose a brand. Apply the STP strategy and explain the Segmentation, Targeting and Positioning strategies used by the company. Make the Positioning map of the brands offered by the company.

⇒ INTRODUCTION

Nike, a powerhouse in the athletics footwear, apparel, and equipment industry, stands as a beacon of innovation, inspiration, and excellence. Founded in 1964 as Blue Ribbon sports by track coach Bill Bowerman and middle-distance runner Phil Knight, the company officially became Nike, Inc. in 1971, named after the Greek goddess of victory. From its humble beginnings as a distributor of Japanese running shoes to its current status as a global leader in sports and lifestyle, Nike has



carved out a unique identity that transcends boundaries and resonate with athletes and consumers worldwide.

At the heart of Nike's success lies its unwavering commitment to its mission: to bring inspiration and innovation to every athlete in the world. This mission, famously expanded by Nike to include the belief that "if you have a body, you are an athlete," reflects the brand's inclusive philosophy and its belief in the transformative power of sports. Whether it's a professional athlete competing on the world stage or an everyday individual striving to reach their fitness goals, Nike aims to empower everyone to unleash their potential and achieve greatness.

Nike's global presence is nothing short of impressive. With headquarters in Beaverton, Oregon, the brand operates in over 160 countries, with a network of retail stores, online platforms,



University
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and manufacturing facilities spanning across continents. The iconic Nike swoosh logo, a symbol of performance, style and innovation, is constantly recognizable and embodies the brand's value of athleticism, determination, and victory.

Nike's marketing prowess legendary. The brand is renowned for its iconic and impactful marketing campaign that resonate with consumer on an emotional level.

The famous "Just Do It" tagline, introduced in 1988, encapsulates Nike's ethos of determination, courage, and perseverance inspiring millions around the world to push their limits and chase their dreams. Through strategic partnership with elite athlete, sports teams, cultural influencer, and fashion icons, Nike has cultivated a powerful brand image that transcends sports and permeates popular culture.

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Sect 55, Colombo 15

⇒ SEGMENTATION

Nike employs various segmentation strategies to target specific consumer groups effectively. The company primarily utilizes demographics, psychographics and behavioural segmentation.

1. Demographic Segmentation:

Nike targets consumers based on age, gender, income, and occupation. Its product lines cater to various demographics, including men, women and children ensuring that there is something for everyone.

for example,

Nike offers performance footwear for athletes, lifestyle sneakers for fashion-conscious consumers, and children's shoes designed for comfort and durability.



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Colombo

2. Psychographic Segmentation:

Nike understands the lifestyle, attitude and value of its target consumers.

The brand appeals to individuals who are passionate about sports, fitness, and an active lifestyle. Nike's marketing campaigns often celebrate the spirit of athleticism, inspiring consumers to push their limits and achieve their goals.

3. Behavioral Segmentation:

Nike analyzes consumer behavior and purchase patterns to identify different segments within its target markets.

It segments consumers based on their levels of engagement with sports and fitness activities, their frequency of purchase, and their loyalty to the brand. Nike uses this data to develop personalized marketing strategies and tailor its product offerings to meet the needs of each segment.



Derin
Scholarship
Award
2023

SUSHANT UNIVERSITY, GURGAON
SCHOOL OF BUSINESS
MID TERM EXAMINATION, MARCH 2024
BA122 : Principles of Marketing

Program: BBA

Semester: II

Duration of Exam: 1 hour

Max Marks: 15

Instructions:

1. Section A (8 Marks): Attempt any two (2) of three (3) questions. Each question carries 4 marks.
2. Section B (7 Marks): Compulsory question for 7 marks.
3. Write your particulars on the answer sheet in the given space.

CO1	Identify basic principles, concepts of marketing; role of marketing in business and society.
CO2	Demonstrate a clear understanding of micro and macro environments on marketing as well as on segmentation, targeting and positioning.
CO3	Interpret consumer behavior for implementation & application of marketing plans.
CO4	Evaluate and integrate various elements of marketing to develop a marketing plan.

SECTION A

- Q1 (CO1): Elaborate the elements of product mix by taking an example of an Automobile company in India?
- Q2 (CO2): How various levels of products affect the marketing environment? Explain with the help of relevant examples.
- Q3 (CO2): Describe the bases that you will use in segmenting the market for the following products:
a) Energy Drinks
b) Skin Care products

SECTION B

- Q4 (CO1): ~~Suppose you are the product manager for a new packaging material, which~~ preserve milk and other dairy products without refrigeration. The product is in the introductory stage of its life cycle. Answer the following based on the given scenario:
- a) When this product reaches the growth stage, what changes will you have to make in your marketing plan?
 - b) Will you be changing the positioning also? If yes, then what changes will you make?

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Gurgaon

School of Business, Sushant University

Mid Term Examination: March, 2024

Program: BBA

Sem: II

Course Name: Principles of marketing

Course Teaching Faculty Name: Suran Man

Course Code: BA122

Date: 14/3/24

Time:

S.No	Admission No. / Roll No.	Student Name	Signature	Marks Obtained (Total Marks: 15)
1	230BBA001	Shrey Sandilya	Shrey	14
2	2300BBA002	Samarth Asudh	Sarth	10
3	230BBA003	Yash Man	Yash Man	11
4	230BBA006	Shadab Hussain	Shadab	9
5	230BBA028	Ramk Yadav	Ramk	7
6	230BBA035	Yuvansh Bahl	Yuvansh	11
7	230BBA042	Manav Babbar	Manav	8
8	230BBA044	Tushar Yadav	Tushar	2
9	230BBA045	Komal Bhati	Komal	8
10	230BBA044	Khushi Tyagi	Khushi	9
11	230BBA050	Anu Yadav	Anu	11
12	230BBA051	Paarth Malhotra	P. Malhotra	11
13	230BBA052	Aman Singh	Aman Singh	11
14	230BBA056	Ayush Tanwar	Ayush	13
15	230BBA057	Ranjan Rishu	Rishu	9
16	230BBA058	Himanshu Rana	Himanshu	6
17	230BBA059	Ankit Kandel	Ankit	3
18	230BBA060	Anu Bansal	Anu	15
19	230BBA061	Komal Bansal	Komal	13
20	230BBA062	Sumit Sharma	Sumit	7
21	230BBA063	Ayush Sharma	Ayush	6
22	230BBA066	Suyasha Belwal	Suyasha	15
23	230BBA068	Yashank Jyoti	Yashank	12
24	230BBA075	Ashmit Kumar Singh	Ashmit	10
25	230BBA082	AKASH	Akash	8
26				
27				
28				
29				
30				

Students Present: 25

Invigilator Signature: Jankansh

14/3/24

Students Absent: 05

Examiner Signature: Suran

Dean School of Business
Sushant University
Surugam Haridwar

School of Business, Sushant University

Mid Term Examination: March, 2024

Program: BBA II

Sem: II

Course Name: Principles of Marketing

Course Teaching Faculty Name: Dr. Suman Dahiya

Course Code: BA 122

Time: 11:30 - 12:30 pm

Date: 14/3/24

S.No	Admission No. / Roll No.	Student Name	Signature	Marks Obtained (Total Marks: 15)
1	230BBA007	Romee Gupta		7
2	230BBA009	Hriday Chaudha		13
3	230BBA011	Lokeshy Dalviya		8
4	230BBA017	Tanu Ghoshal		11
5	230BBA021	Tarundeep Kambay		14
6	230BBA032	Garv Sharma		9
7	230BBA031	Lokeshy Yadav		15
8	230BBA030	Chirag Singhania		14
9	230BBA026	Shivansh Sharma		11
10	230BBA025	Roshan Agrawal		12
11	230BBA024	Sunil Ohdar		11
12	230BBA023	Aman Piwar		13
13	230BBA037	Deepranshu Dahiya		1
14	230BBA038	Ubesh Ali		12
15	230BBA040	Aditya Tanwar		11
16	230BBA041	Akash Tanwar		14
17	230BBA046	Janet Prasad		13
18	230BBA053	Akshay		8
19	230BBA055	Aman Bhatt		14
20	230BBA065	Shakya Gupta		13
21	230BBA069	Niharika Tiwari		9
22				
23	230BBA013	Absent		
24	230BBA019			
25	230BBA020			
26	230BBA033			
27	230BBA034			
28	230BBA036			
29	230BBA047			
30	230BBA074			

Students Present: 21

Invigilator Signature:

Students Absent: 07

Examiner Signature:



School of Business, Sushant University

Mid Term Examination: March, 2024

Program:

BBA

Sem:

II

Course Name:

Principle of Marketing

Course Teaching Faculty Name:

Dr. Suman Dahiya

Course Code:

BA 122

Date:

14 March

Time:

11:30 am

S.No	Admission No. / Roll No.	Student Name	Signature	Marks Obtained (Total Marks: 15)
1	230BBA089	Nani Rajput	Nani Rajput	12
2	230BBA090	Prince Kataria	Prince	13
3	230BBA097	Sanyam Sehrawal	Sanyam	9
4	230BBA098	Roma	Roma	13
5	230BBA091	Gaurav Jangra	Gaurav	8
6	230BBA104	Gaurav Yadav	Gaurav Yadav	10
7	230BBA106	HARSH GUPTA	H	14
8	230BBA099	Devesh Yadav	Devesh	9
9	230BBA109	Shivam Choudhary	Shivam	14
10	230BBA111	Reshab Raj	Reshab	8
11	230BBA076	Alok Mishra	Alok	11
12	230BBA039	Sanyam	Sanyam	09
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Students Present: 10

Invigilator Signature:

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Students Absent:

Examiner Signature:

Suman



School of Business, Sushant University

Mid Term Examination: March, 2024

Program: BBA

Sem: Ist

Course Name: Principles of Marketing

Course Teaching Faculty Name: Dr. Sunam Dahiya

Course Code: BA122

Date: 14/March/2024

Time: 11:30 - 12:30

S.No	Admission No. / Roll No.	Student Name	Signature	Marks Obtained (Total Marks:15)
1	230BBA077		ABSENT	
2	230BBA078	Tanishka	us	12
3	230BBA079	Naman Singhal		11
4	230BBA080		ABSENT	
5	230BBA081	Xatin Yordon	Xatin Yordon	9
6	230BBA082	Shubham Bhadana	Shubham	4
7	230BBA085	Joni	Joni	10
8	230BBA088		ABSENT	
9	230BBA092		ABSENT	
10	230BBA093		ABSENT	
11	230BBA101	Tanushree Rao	Tanushree	12
12	230BBA103	Ashish Bajaj	Ashish	10
13	230BBA105	Saravjit Gupta	Saravjit	8
14	230BBA108	Kapil	Kapil	8
15	230BBA110	Harshika	Harshika	7
16	230BBA113		ABSENT	
17				
18				
19				
20				
21				
22				
23				
24				
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26				
27				
28				
29				
30				

Students Present: 10

Invigilator Signature:

Students Absent: 05

Examiner Signature:



ANNEXURE-I

School of Business

Course Title: Principles of Marketing

Programme: BBA

Semester: 2nd

Course Code: BA122

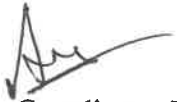
Course Faculty: Dr Ashish Kumar

Sir/Madam,

Following students mentioned in the list are identified as Slow learner/Advanced learner based on guidelines issued by IQAC after Second assessment (Mid Term).

S. No	Name of the student	Roll Nos	Slow/Advanced Learner
1	ANU BANSAL	230BBA060	Advanced Learner
2	Suyasha Belwal	230BBA066	
3	Shrey Sannilya	230BBA001	
4	Harsh Gupta	230BBA106	
1	Sumit Sharma	230BBA062	Slow Learner
2	Aryan Sharma	230BBA063	

(No Slow Learner Identified after midterm examination)


Signature of Course Coordinator/Faculty

Programme Coordinator


Dean
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Sushant University
Sector-5, Gurugram Haryana
Dean

School of Business, Sushant University

NOTICE

Date: 22/03/2024

This is to inform all concerned students that remedial classes for **Principles of Marketing** will be conducted as per the schedule mentioned below. These classes aim to provide additional academic support and enhance understanding of key concepts.

Details of Remedial Classes:

- **Course/Subject:** Principles of Marketing
- **Faculty:** Dr. Ashish Kumar
- **Venue:** D- 412
- **Students Name:**
 1. Sumit Sharma
 2. Aryan Sharma

Remedial Time Table (26/3/2024 to 3/04/2024)

Time	Monday	Tuesday	Wednesday	Monday	Tuesday	Wednesday
4-5 PM	26/3/24	27/3/24	28/3/24	1/4/24	2/4/24	3/4/24

All students are advised to attend these sessions punctually and make the most of this opportunity to improve their academic performance.

For any queries, please contact **Dr. Ashish Kumar**.



Associate Dean

School of Business

Sushant University



REMEDIAL CLASSES SCHEDULE CUM ATTENDANCE SHEET FOR SLOW LEARNERS

22A

422

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Principles of marketing

Faculty Nar

Date: 2nd Nov 2024

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Sushant
University

Program/Batch:

Course Code:

Course Title:

Semester:

Faculty Name:

Program/Batch: BBA
Course Code: BA122
Course Title: Principles of Marketing

DR. Ashish Kr.

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School of Business
Sushant University
Sector Gurugram Haryana



Company Overview

PATANJALI

Patanjali Ayurved Ltd is an Indian consumer goods company that was founded by Baba Ramdev & Acharya Balkrishna in year 2006. Developments have occurred since then & it's advisable to check the latest sources for the most up to date information.

1. FOUNDERS →

- a) BABA RAMDEV - A well known yoga guru & spiritual leader
- b) ACHARYA BALKRISHNA - A close associate of BABA RAMDEV he plays a crucial role in the mgmt & operation of the company

2. NATURE OF BUSSINESS →

- a) Patanjali Ayurved Ltd. primarily operates in the consumer goods with a focus on natural & ayurvedic products.
- b) The company produces a wide range of products like food item & personal care product & health supplements & ayurvedic medicines.

3. PRODUCT RANGE →

- a) The company offers a variety of food items such as spices, cereals & honey & herbal beverage.



- b) Patanjali has an extensive range of personal care product including soaps, shampoo, facewash, hair oil etc.
- c) The company produces Ayurvedic supplements, including herbal powder & tonics.
- d) Patanjali is involved in the production of ayurvedic medicine for various health condition.

4. AYURVEDIC FOCUS ->

- a) Patanjali emphasizes the use of ayurvedic principles in its product promoting natural & traditional ingredients.

5. MARKET PRESENCE ->

- a) Over the years patanjali has gained significant popularity in the Indian mkt due to its emphasis on Ayurveda & natural products.

6. MANUFACTURING FACILITIES ->

- a) Patanjali has its units across India to produce its diverse range of products.

7. Social initiatives ->

- a) The founder particularly BABA RAMDEV have been involved in various social & health related initiatives.

8. CHALLENGES ->

- a) The company has faced controversies about product quality.



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MARKETING STRATEGIES

1. Ayurvedic & Natural Positioning -

Patanjali has built its brand on the principles of Ayurveda & the use of natural ingredients. Their marketing emphasizes the traditional & herbal nature of their products, appealing to consumers who prefer natural alternatives.

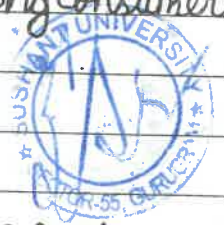
2. Pricing Strategies →

One of the key aspects of Patanjali's marketing strategy is its competitive pricing. The company has positioned itself as offering quality natural products at affordable prices, making them accessible to a wide range of consumers.

BABA RAMDEV, the founder of Patanjali, has played a significant role in endorsing the products. His yoga & wellness background has been leveraged to build trust & credibility among consumers.

4. Wide Product Range

Patanjali has diversified its product portfolio across various categories, including personal care, food & beverage, health supplements & more. This wide range enables the brand to cater to diverse consumer needs.



5. TRADITIONAL MARKETING CHANNELS

Patanjali initially relied on traditional marketing channels like television, print & radio advertisements. The brand also actively engages in events & promotional activities to create awareness.

6. DIGITAL PRESENCE

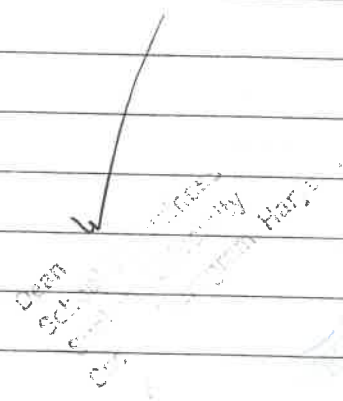
Patanjali has been increasing its digital presence leveraging social media platforms & online marketing to reach a younger & tech-savvy audience.

7. Focus ON SWADESHI

Patanjali has emphasized the Swadeshi aspects of its marketing tapping into the growing trend of consumers preferring locally sourced & manufactured products.

8. RETAIL PRESENCE

The Brand has established a wide network of retail outlets including dedicated patanjali stores, making its products easily available to consumers.



SUSHANT UNIVERSITY, GURGAON

SCHOOL OF BUSINESS

Group Project

Course Code: BA122

Course Name: Principles of Marketing

Program: BBA

Semester: II

Submission Date: 15th April 2024

CO1	Identify basic principles, concepts of marketing, role of marketing in business and society.
CO2	Demonstrate a clear understanding of micro and macro environments on marketing as well as on segmentation, targeting and positioning.
CO3	Interpret consumer behaviour for implementation and applications of marketing plans.
CO4	Evaluate and integrate various elements of marketing to develop a marketing plan.

GP (CO3) Company X, a new entrant in the smartphone market, is facing stiff competition from well-established brands. Despite offering innovative features and competitive pricing, they are struggling to gain market share. Analyze the marketing strategies employed by Company X and suggest actionable recommendations to improve their market position.

GP (CO4) A popular fast-food chain has seen a decline in sales over the past year despite having a strong brand presence. Conduct a SWOT analysis for the fast-food chain and devise a marketing strategy to revitalize its sales and regain market share.

Group Project Guidelines

1. Begin by identifying the target market of Company X and analyze their current positioning strategy.
2. Evaluate the marketing mix elements (product, price, place, promotion) employed by Company X and compare them with competitors.
3. Assess the effectiveness of Company X's promotional activities, including advertising, sales promotions, and public relations.
4. Consider the distribution channels used by Company X and their reach to the target market.
5. Based on your analysis, propose specific recommendations to enhance Company X's market share, considering both short-term and long-term strategies.
6. Start by identifying the internal strengths and weaknesses of the fast-food chain, focusing on aspects like product quality, customer service, and operational efficiency.



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7. Examine external opportunities and threats faced by the fast-food chain, such as changing consumer preferences, competitive landscape, and economic factors.
8. Based on the SWOT analysis, outline a marketing strategy that capitalizes on the company's strengths, addresses its weaknesses, exploits opportunities, and mitigates threats.
9. Consider elements such as product innovation, pricing strategies, promotional campaigns, and channel distribution in your marketing strategy.
10. Provide a timeline for the implementation of the marketing strategy and metrics to measure its success.

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of
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Dr. Harish



School of Business
Internal Marks Distribution, Even Sem May 2024

Program: BBA

Sem: II

Course Name: Principles of Marketing

Course Code: BA122

Faculty Name: Dr. Ashish Kumar

S.No.	Student Roll No.	Student Name	Assignment (10 marks)	Mid Term (15 marks)	Gp PPT (15 marks)	Total Internal (40 marks)
1	230BBA001	Shrey Sanndilya	8	14	14	36
2	230BBA002	Samarth Aswal	7	10	12	29
3	230BBA003	Yash maan	7	11	13	31
4	230BBA006	Shadab Hussain	10	9	13	32
5	230BBA008	Swayam Sehrawat	0	AB	0	0
6	230BBA022	Om bhadana	0	AB	0	0
7	230BBA028	ronak yadav	8	7	13	28
8	230BBA035	Yuvansh bahl	7	11	13	31
9	230BBA039	Samarjeet Bhadana	7	9	12	28
10	230BBA042	Manav Babbar	9	8	12	29
11	230BBA044	Tushar Yadav	7	2	0	9
12	230BBA045	Komal bhati	8	8	13	29
13	230BBA049	khushi tyagi	8	9	13	30
14	230BBA050	Anuj Yadav	9	11	11	31
15	230BBA051	Paarth Malhotra	8	11	13	32
16	230BBA052	Aman singh	10	11	14	35
17	230BBA056	Ayush tanwar	9	13	12	34
18	230BBA057	Ranjan Rishu	9	9	12	30
19	230BBA058	Himanshu rana	8	6	0	14
20	230BBA059	Ankit Kandel	7	8	13	28
21	230BBA060	ANU BANSAL	9	15	13	37
22	230BBA061	Komal Bansal	9	13	13	35
23	230BBA062	Sumit Sharma	10	7	13	30
24	230BBA063	Aryan Sharma	8	6	14	28
25	230BBA066	Suyasha Belwal	10	15	14	39
26	230BBA068	Geetank Goyal	9	12	14	35
27	230BBA072	Sahil Yadav	0	AB	0	0
28	230BBA075	Ashmit Singh Singh	7	10	13	30
29	230BBA076	Alok Mehta	9	11	12	32
30	230BBA082	Akash Singh	7	8	13	28
31	230BBA089	Navi Rajput	7	12	12	31
32	230BBA090	Prince Kataria	10	13	14	37
33	230BBA091	Gourav Jangra	8	8	13	29
34	230BBA095	Ayush Sahgal	0	AB	0	0
35	230BBA097	Sanyam Sehrawat	8	9	13	30
36	230BBA098	Roma yadav	8	13	13	34
37	230BBA099	Devesh Yadav	8	9	13	30
38	230BBA104	Gaurav Yadav	8	10	12	30
39	230BBA106	Harsh Gupta	8	14	13	35
40	230BBA107	Akshat Sharma	0	AB	0	0
41	230BBA109	Shivam choudhary	9	14	12	35
42	230BBA110	Yash bhardwaj	0	AB	0	0
43	230BBA111	Reshab Raj	7	8	13	28
44						

Faculty Signature:

Date:



Dean
School of Business
Suraj University
Sector-55, Gurugram Haryana

Roll No.....

SUSHANT UNIVERSITY, GURUGRAM
END TERM EXAMINATION, MAY 2024

BA122 : Principles of Marketing

Program: BBA

Semester: II

Time: 2 Hrs.

Max Marks: 60

Instructions:

1. Section A: Attempt any four (4) of five (5) question. Each question carries 7 marks.
2. Section B: Attempt any two (2) of three (3) questions. Each question carries 10 marks.
3. Section C: Attempt all questions. Question carries 12 marks.

CO1	Identify basic principles, concepts of marketing, role of marketing in business and society.
CO2	Demonstrate a clear understanding of micro and macro environments on marketing as well as on segmentation, targeting and positioning.
CO3	Interpret consumer behavior for implementation & application of marketing plans.
CO4	Evaluate and integrate various elements of marketing to develop a marketing plan.

Section A

Ques 1. (CO1) "Marketing Mix framework of 4Ps is applicable to tangible products only, and not to services." Do you agree? Support your answer with suitable examples.

Ques 2. (CO4) How various levels of products affect the marketing environment?

Ques 3. (CO1) What are the various pricing strategies? Explain with suitable examples.

Ques 4. (CO4) How direct marketing is different from other promotional tools?

Ques 5. (CO2) Write a detailed note on Green Marketing by giving relevant examples of brands using it?



Section B

Ques 6. (CO3) Suggest suitable segmentation basis for the following products, giving reasons:

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Date: _____
Page: _____

- a) Multi-Utility Vehicles (MUV)
- b) Contact Lenses

Ques 7. (CO2) Selection of advertising media should be preceded by an analysis of all factors involved in the total marketing communication situation. What factors would you consider in such an analysis and why? Also, which advertising media would you recommend for a company who wants to promote their newly launch sanitizers?

Ques 8. (CO4) Why selecting an appropriate distribution channel is important for the companies? As a manager of a footwear company, how will you design a customer driven marketing strategy and an effective distribution channel to reach to all the perspective customers of the company?

Section C

Ques 9. Suppose you are the product manager for a new packaging material, which preserve milk and other dairy products without refrigeration. The product is in the introductory stage of its life cycle. Answer the following based on the given scenario:

- a) (CO4) What are the implications of this position in the decisions you must make about each of the 4P's when designing a marketing strategy for this product?
- b) (CO2) When this product reaches the growth stage, what changes will you have to make in your marketing plan?
- c) (CO3) Will you be changing the segmentation and targeting also? If yes, then what changes will you make?

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Unit _____
Sem-4 Gurugram Haryana

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SUSHANT UNIVERSITY
School of Business

Assignment (EVEN Semester 2023-24)

Program: BBA
Course Code: BA121

Semester: IIA
Course Name: Principles of Marketing

Assignment Date: 4th Feb 2024
Faculty Name: Dr. Ashish K.

Sl. No.	Enrollment No.	Student Name	Batch No.	Assessment								Total Marks (10)
				Q1 (Marks)	Q2 (Marks)	Q3 (Marks)	Q4 (Marks)	CO1 (Marks)	CO2 (Marks)	CO3 (Marks)	CO4 (Marks)	
1	230BBA001	SHREY SANDILYA	2023-2026	4	4	4	4	4	4	4	4	16
2	230BBA002	Samarth Aswal	2023-2026	4	5	4	4	4	5	4	4	10
3	230BBA003	Yash maan	2023-2026	4	4	5	4	4	4	4	4	10
4	230BBA006	Shadab Hussain	2023-2026	4	4	4	4	4	4	4	4	0
5	230BBA008	Swayam Schrawat	2023-2026									0
6	230BBA022	Om bhadana	2023-2026									0
7	230BBA028	rohak yadav	2023-2026	4	4	4	4	4	4	4	4	9
8	230BBA035	Yuvanshu baid	2023-2026	4	5	4	4	4	5	4	4	9
9	230BBA039	Samrajot Bhadana	2023-2026	4	4	5	4	4	4	4	4	8
10	230BBA042	Manav Babbar	2023-2026	4	4	4	4	4	4	4	4	10
11	230BBA044	Tushar Yadav	2023-2026	4	4	4	4	4	4	4	4	8
12	230BBA045	Komal bhat	2023-2026	4	5	4	4	4	5	4	4	9
13	230BBA049	khushi tyagi	2023-2026	4	4	5	4	4	4	4	4	9
14	230BBA050	Anuj Yadav	2023-2026	4	4	4	4	4	4	4	4	10
15	230BBA051	Paarth Malhotra	2023-2026	4	4	4	4	4	4	4	4	10
16	230BBA052	Aman singh	2023-2026	4	5	4	4	4	5	4	4	10
17	230BBA056	Ayush tanwar	2023-2026	4	4	5	4	4	4	4	4	10
18	230BBA057	Ranjan Rishi	2023-2026	4	4	4	4	4	4	4	4	10
19	230BBA058	Himanshu rana	2023-2026	4	4	5	4	4	4	4	4	8
20	230BBA059	Ankit Kandel	2023-2026	4	4	4	4	4	4	4	4	9
21	230BBA060	ANU BANSAL	2023-2026	3	4	3	4	3	4	4	4	10
22	230BBA061	Komal Bansal	2023-2026	3	4	2	4	3	4	4	4	10
23	230BBA062	Sumit Sharma	2023-2026	4	4	3	3	4	4	4	3	10
24	230BBA063	ARYAN SHARMA	2023-2026	4	4	4	4	4	4	4	4	9
25	230BBA066	Suyasha Behwal	2023-2026	4	5	4	4	4	5	4	4	10
26	230BBA068	Geevank Goyal	2023-2026	4	4	5	4	4	4	4	4	10
27	230BBA072	Sahil Yadav (230BBA072)	2023-2026									0
28	230BBA075	Ashmit Singh Singh	2023-2026	3	4	3	4	3	4	4	4	9
29	230BBA076	Alok Mehta	2023-2026	4	4	4	4	4	4	4	4	10
30	230BBA082	Akash Singh	2023-2026	4	5	4	4	4	5	4	4	9
31	230BBA089	Navi Rajput	2023-2026	4	4	4	4	4	4	4	4	10
32	230BBA090	Prince Kataria	2023-2026	4	3	4	4	4	3	4	4	10
33	230BBA091	Gourav Jangra	2023-2026	4	4	5	4	4	4	4	4	9
34	230BBA095	Ayush Sahgal	2023-2026									0
35	230BBA097	Suryam Schrawat	2023-2026	4	4	4	4	4	4	4	4	9
36	230BBA098	Roma yadav	2023-2026	4	5	4	4	4	5	4	4	10
37	230BBA099	Doveah Yadav	2023-2026	4	4	5	4	4	4	4	4	10
38	230BBA104	Gaurav Yadav	2023-2026	4	4	4	4	4	4	4	4	10
39	230BBA106	Harsh Gupta	2023-2026	4	5	4	4	4	5	4	4	10
40	230BBA107	Akshat Sharma	2023-2026									0
41	230BBA109	Shivam choudhary	2023-2026	4	5	4	4	4	5	4	4	10
42	230BBA110	Yash bhardwaj	2023-2026									0
43	230BBA111	Rohab Raj	2023-2026	4	4	4	4	4	4	4	4	9

Total Students

43

Total Students Appeared in Assignment: 43

43

Number of students scored marks and above marks (7)

27

CO attainment (PPO) 100

27

100.00%

95.34%

Average Marks	Max Marks	Min. Marks	Std. Deviation	Less than 60%
4	10	8	66	18.22%

Students Marks	0-5	6-10
Assignment	9	27

Assignment Levels	
Level1	Less than 50% students scoring more than average marks.
Level2	50% to less than 60% students scoring more than average marks.
Level3	more than 60% students scoring more than average marks in internal assessment/ final.

CO Attainment Level	
CO1	3
CO2	3
CO3	3
CO4	3

Assignment

40

30

20

10

0

95

6-10

Dr. Ashish K.
Sushant University
Sector-55, Gurugram Haryana



SUSHANT UNIVERSITY

School of Business

Assignment (EVEN Semester 2023-24)

Program: BBA

Semester : IIA

Mid term Date: 15/03/2024

Course Code: BA122

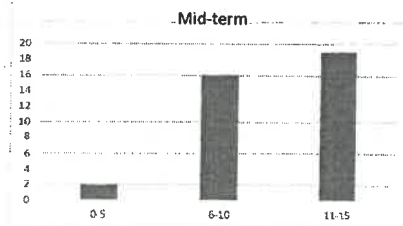
Course Name: Principles of Marketing

Faculty Name: Dr. Ashish Kumar

S. No.	Enrollment No.	Student Name	Batch No	Q1 (4 Marks)			Q2 (4 Marks)			Q3 (4 Marks)			Q4 (4 Marks)			Attainment			Total Marks (16)
				CO1	CO2	CO3	CO1	CO2	CO3	CO1 (Marks)	CO2 (Marks)	CO3 (Marks)	CO1 (Marks)	CO2 (Marks)	CO3 (Marks)	CO1 (Marks)	CO2 (Marks)	CO3 (Marks)	
1	230BBA001	SHREY SANDILYA	2022-2025	4	2				3	5	5	3							14
2	230BBA002	Samarth Aswal	2022-2025	4	2				4	5	4	6							14
3	230BBA003	Yash maan	2022-2025	4	4				5	6	5	6							11
4	230BBA006	Shadab Hussain	2022-2025		3	2			5	4	8	5							7
5	230BBA008	Swayam Sehrawal	2022-2025																Absent
6	230BBA022	Om bhadana	2022-2025																Absent
7	230BBA028	ronak yadav	2022-2025	2	2				3	6	5	5							6
8	230BBA035	Yuvansh bahl	2022-2025	4	2				3	7	5	6							7
9	230BBA039	Samrajee Bhadana	2022-2025	4	2				3	6	3	6							8
10	230BBA042	Manav Babbar	2022-2025	4	2				4	6	4	6							11
11	230BBA044	Tushar Yadav	2022-2025	4	4				5	3	3.5	6							1
12	230BBA045	Komal bhati	2022-2025		3	2			5	4	8	5							6
13	230BBA049	khushi tyagi	2022-2025	2	2				3	4	4	6							7
14	230BBA050	Anuj Yadav	2022-2025	4	2				3	6	5	5							12
15	230BBA051	Paarth Malhotra	2022-2025	2	2				3	6	5	6							12
16	230BBA052	Aman singh	2022-2025	4	2				3	7	5	6							14
17	230BBA056	Ayush tanwar	2022-2025	2	2				3	7	5	5							13
18	230BBA057	Ranjan Rishu	2022-2025	4	2				3	6	5	5							11
19	230BBA058	Himanshu rana	2022-2025	2	2				3	5	5	5							6
20	230BBA059	Ankit Kandel	2022-2025	4	2				3	7	4	6							8
21	230BBA060	ANU BANSAL	2022-2025	2	2				3	5	5	6							14
22	230BBA061	Komal Bansal	2022-2025	4	2				3	6	5	6							14
23	230BBA062	Sumit Sharma	2022-2025	2	2				3	6	5	5							13
24	230BBA063	ARYAN SHARMA	2022-2025	4	2				3	7	5	6							7
25	230BBA066	Suyasha Belwal	2022-2025	4	2				3	6	3	6							15
26	230BBA068	Geetank Goyal	2022-2025	4	2				4	4	4	6							14
27	230BBA072	Sahil Yadav (230BBA072)	2022-2025																Absent
28	230BBA075	Ashmit Singh Singh	2022-2025		3	2			5	4	8	5							6
29	230BBA076	Alok Mehta	2022-2025	2	2				3	6	4	6							11
30	230BBA082	Akash Singh	2022-2025	4	2				3	6	5	6							11
31	230BBA089	Navi Rajput	2022-2025	2	2				3	4	5	6							10
32	230BBA090	Prince Kataria	2022-2025	4	2				3	7	5	6							14
33	230BBA091	Gourav Jangra	2022-2025	2	2				3	4	5	6							9
34	230BBA095	Ayush Sahgal	2022-2025																Absent
35	230BBA097	Sanyam Sehrawal	2022-2025	2	2				3	5	5	5							4
36	230BBA098	Roma yadav	2022-2025	4	2				3	7	4	6							10
37	230BBA099	Devesh Yadav	2022-2025	2	2				3	6	5	6							11
38	230BBA104	Gaurav Yadav	2022-2025	4	2				3	7	5	6							10
39	230BBA106	Harsh Gupta	2022-2025	2	2				3	6	5	6							10
40	230BBA107	Akshat Sharma	2022-2025																Absent
41	230BBA109	Shivam choudhary	2022-2025	2	2				3	6	5	5							12
42	230BBA110	Yash bhardwaj	2022-2025																Absent
43	230BBA111	Reshab Raj	2022-2025	3		3			4	5	3	4							6
Total Students				43			43			43			43			43			43
Average				5.59			4.85			5.47			5.97			5.97			9.97
Total Students Appeared in Mid-term (%)				37			37			37			37			37			37
Number of students scored average % and above marks (%)				23			26			24			24			24			24
CO attainment (P/N)*100				62.16%			70.27%			64.86%			64.86%			64.86%			64.86%

Average Marks	Max Marks	Min. Marks	Std Deviation	Less than 40%	More than 90%
12	10	17	#DIV/0!	#DIV/0!	#REF!

Students Marks	0-5	6-10	11-15
Students	2	16	19



Mid-term	Attainment Levels	
	Level1	Less than 50% students scoring more than average % marks.
	Level2	50% to less than 60% students scoring more than average % marks.
	Level3	more than 60% students scoring more than average % marks in internal assessment tools.

CO Attainment Level	COs	Attainment Level
CO1	3	
CO2	3	
CO3	3	

Done
Sd/-
Date
Signature Haryana



SUSHANT UNIVERSITY

School of Business

Assignment (EVEN Semester 2023-24)

Program: BBA

Semester: IIA

PFT Date: 25/4/2024

Course Code: BA122

Course Name: Principles of Marketing

Faculty Name: Dr. Ashish Kumar

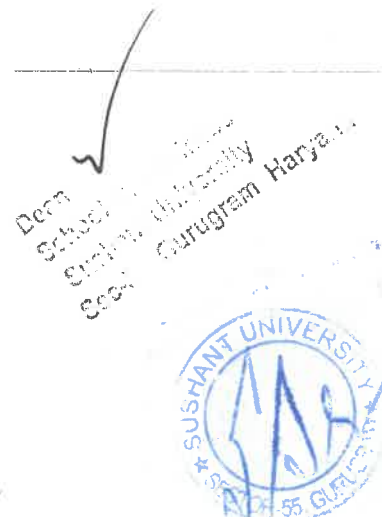
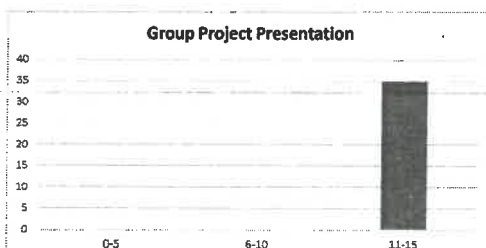
S. No.	Enrollment No.	Student Name	Batch No	CO1				CO2				CO3				CO4				Total Marks (15)
1	230BBA001	SHREY	2022-2025	3	2	3	5	3	2	3	3	4								13
2	230BBA002	Samarth Aswal	2022-2025	3	2	3	5	3	2	3	3	6								13
3	230BBA003	Yash maan	2022-2025	2	2	3	6	4	3	3	7									13
4	230BBA006	Shadab Hussain	2022-2025	2	2	2	6	4	2	2	6									14
5	230BBA008	Swavam Sehrawat	2022-2025																	Absent
6	230BBA022	Om bhadana	2022-2025																	Absent
7	230BBA028	ronak yadav	2022-2025	2	2	3	6	4	3	3	6									12
8	230BBA035	Yuvansh bahl	2022-2025	2	2	2	6	4	2	2	6									14
9	230BBA039	Samarjeet Bhadana	2022-2025	2	2	3	6	4	3	3	6									13
10	230BBA042	Manav Babbar	2022-2025	3	2	3	5	4	3	3	5									14
11	230BBA044	Tushar Yadav	2022-2025																	Absent
12	230BBA045	Komal bhati	2022-2025	2	2	3	6	4	3	3	3									13
13	230BBA049	khushi tyagi	2022-2025	2	2	3	6	4	3	3	7									13
14	230BBA050	Anuj Yadav	2022-2025	2	2	3	6	4	3	3	7									12
15	230BBA051	Paarth Malhotra	2022-2025	2	2	3	6	4	3	4	7									12
16	230BBA052	Aman singh	2022-2025	3	2	3	5	3	3	3	4									12
17	230BBA056	Ayush tanwar	2022-2025	3	2	3	5	4	2	3	6									14
18	230BBA057	Ranjan Rishu	2022-2025	2	2	3	6	4	3	3	7									14
19	230BBA058	Himanshu rana	2022-2025																	Absent
20	230BBA059	Ankit Kandel	2022-2025	2	2	3	6	4	3	3	7									13
21	230BBA060	ANU BANSAL	2022-2025	2	2	3	6	4	3	3	7									13
22	230BBA061	Komal Bansal	2022-2025	3	2	2	5	4	3	2	5									13
23	230BBA062	Sumit Sharma	2022-2025	2	2	3	6	4	3	4	7									12
24	230BBA063	ARYAN SHARMA	2022-2025	2	2	3	6	4	3	3	7									14
25	230BBA066	Suyasha Belwal	2022-2025	3	2	3	5	4	3	3	4									14
26	230BBA068	Geetank Goyal	2022-2025	3	2	3	5	4	3	3	3									14
27	230BBA072	Sahil Yadav (230BBA072)	2022-2025																	Absent
28	230BBA075	Ashmit Singh	2022-2025	2	2	2	6	4	3	2	6									14
29	230BBA076	Alok Mehta	2022-2025	3	2	3	5	4	2	3	3									14
30	230BBA082	Akash Singh	2022-2025	2	2	3	6	4	3	3	6									12
31	230BBA089	Navi Rajput	2022-2025	2	2	2	6	4	2	2	6									14
32	230BBA090	Prince Kataria	2022-2025	3	2	3	5	4	3	3	5									14
33	230BBA091	Gourav Jangra	2022-2025	3	2	3	5	4	3	3	3									14
34	230BBA095	Ayush Sahgal	2022-2025																	Absent
35	230BBA097	Sanyam Sehrawat	2022-2025	2	2	2	6	3	2	2	6									13
36	230BBA098	Roma yadav	2022-2025	3	2	3	5	3	3	3	4									13
37	230BBA099	Devesh Yadav	2022-2025	3	2	3	5	3	2	3	6									12
38	230BBA104	Gaurav Yadav	2022-2025	2	2	3	6	4	3	3	7									14
39	230BBA106	Harsh Gupta	2022-2025	2	2	2	6	4	2	2	6									13
40	230BBA107	Akshat Sharma	2022-2025																	Absent
41	230BBA109	Shivam choudhary	2022-2025	3	2	3	5	4	3	3	5									12
42	230BBA110	Yash bhardwaj	2022-2025																	Absent
43	230BBA111	Reshab Raj	2022-2025	2	2	3	6	4	3	3	3									14
Total Students				Average				1.91				2.74				1.86				43
Total Students Appeared In Group Project/ Presentation (N)				Average				1.91				2.74				1.86				13.20
Number of students scored average % and above marks (P)				Average				0				29				26				25
CO attainment (P/N)*100				Average				6.66%				82.86%				74.29%				62.86%

Average Marks	Max Marks	Min. Marks	Std. Deviation	Less than 40%
#REF!	14	11	#REF!	#REF!

Students Marks	0-5	6-10	11-15
in Project/ Presentation	0	0	35

Assessment Level	Attainment Levels	Less than 50% students scoring more than average % marks.
Group Project/ Presentation	Level1	Less than 50% students scoring more than average % marks.
	Level2	50% to less than 60% students scoring more than average % marks.
	Level3	more than 60% students scoring more than average % marks in internal assessment tools

COs	Attainment Level
CO1	3
CO2	3
CO3	3
CO4	3

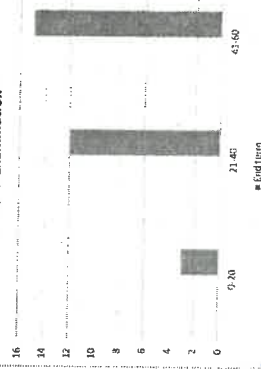


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Average Marks	Max. Marks	Min. Marks	Std. Deviation	Less than 40%	More than 90%
36	54	24	10.27	7.00%	8.00%

Student Marks	0-20	21-40	41-60
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End Term Examination



Attainment Levels	
Level1	Less than 50% students scoring more than average % marks.
Level2	50% to less than 60% students scoring more than average % marks.
End term	more than 60% students scoring more than average % marks in internal assessment tools

COs	Attainment Level
CO1	3
CO2	3
CO3	3
CO4	3

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SUSHANT UNIVERSITY

School of Business

Assignment (EVEN Semester 2023-24)

Program: BBA

Semester :

IIA

Course Code: BA122

Course Name: Principles of Marketing

Consolidated CO Attainment (Internal)				
Mid term 15 : Assignment/Presentation 25				
COs	Assessment Tools			Total
	Mid-Term	Assignment	Group Project/ Presentation	
CO1	3	3	3	1.95
CO2	3	3	3	1.95
CO3	3		3	1.2
CO4			3	0.75
Consolidated CO Attainment (Internal+External)				
Internal 40 : External 60				
COs	Internal (Mid term+Assignment+Presentation)	End Term (ESE)	Total	
CO1	1.95	3	2.58	
CO2	1.95	3	2.58	
CO3	1.2	3	2.28	
CO4	0.75	3	2.1	



RUSHANT UNIVERSITY

School of Business

Assignment (EVEN Semester 2023-24)

Program: BBA Semester: IIA

Course Code: BA122 Course Name: Principles of Marketing

Student Full Name	CO1		CO2		CO3		CO4	
	Course Exit survey parameter1	Attainment of CO1	Course Exit survey parameter2	Attainment of CO2	Course Exit survey parameter3	Attainment of CO3	Course Exit survey parameter4	Attainment of CO4
SHREY SANDILYA	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Samarth Aswal	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Yash maan	Excellent	20	Very Good	16	Excellent	20	Very Good	16
Shadeb Hussain	Very Good	16	Poor	4	Very Good	16	Poor	4
Swayam Sehrawat	Good	12	Good	12	Good	12	Good	12
Om bhadana	Very Good	16	Excellent	20	Very Good	16	Excellent	20
runak yadav	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Yuvansh bahl	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Samarjeet Bhadana	Excellent	20	Excellent	20	Very Good	16	Excellent	20
Manav Babbar	Very Good	16	Very Good	16	Excellent	20	Very Good	16
Tushar Yadav	Excellent	20	Excellent	20	Very Good	16	Excellent	20
Komal bhati	Very Good	16	Very Good	16	Very Good	16	Very Good	16
khushi tyagi	Very Good	16	Very Good	16	Very Good	16	Very Good	16
*ruj Yadav	Very Good	16	Very Good	16	Very Good	16	Very Good	16
arth Malhotra	Excellent	20	Very Good	16	Excellent	20	Very Good	16
Aman singh	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Ayush taiwar	Good	12	Good	12	Good	12	Very Good	16
Ranjan Rishu	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Himanshu rana	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Ankit Kandel	Excellent	20	Very Good	16	Excellent	20	Very Good	16
ANU BANSAL	Very Good	16	Poor	4	Very Good	16	Poor	4
Komal Bansal	Good	12	Very Good	16	Good	12	Good	12
Sunil Sharma	Very Good	16	Very Good	16	Very Good	16	Very Good	16
ARYAN SHARMA	Good	12	Good	12	Good	12	Good	12
Suryash Belwal	Good	12	Good	12	Good	12	Good	12
Geetank Goyal	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Sahil Yadav (230BBA072)	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Ashmit Singh Singh	Excellent	20	Very Good	16	Excellent	20	Very Good	16
Alok Mehta	Very Good	16	Poor	4	Very Good	16	Poor	4
Akash Singh	Good	12	Good	12	Good	12	Good	12
Navi Rajput	Very Good	16	Poor	4	Very Good	16	Poor	4
Prince Katarje	Good	12	Good	12	Good	12	Good	12
Gourav Jangra	Good	12	Good	12	Good	12	Good	12
Ayush Sahgal	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Sanyam Sehrawat	Good	12	Good	12	Good	12	Good	12
Yash yadav	Very Good	16	Poor	4	Very Good	16	Poor	4
resh Yadav	Good	12	Good	12	Good	12	Good	12
Gaurav Yadav	Very Good	16	Poor	4	Very Good	16	Poor	4
Harsh Gupta	Good	12	Good	12	Good	12	Good	12
Akshat Sharma	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Shivam choudhary	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Yash bhardwaj	Excellent	20	Very Good	16	Excellent	20	Very Good	16
Reshab Raj	Very Good	16	Poor	4	Very Good	16	Poor	4
Average		15.62791		13.39535		15.53488		13.39535
No of students >=Avg		32		26		32		26
Total students		43		43		43		43
Attainment Level (%)		74.42%		60.47%		74.42%		60.47%
Attainment Level		3		3		3		3

Excellent 20
Very Good 16

Good 12
Fair 8
Poor 4

Excellent 20

Done by
Dr. Anurag Harsh

Assessment Methods	Attainment Levels
Assessment	Level1 Less than 50% students scoring
	Level2 50% to less than 60% students scoring
	Level3 more than 60% students scoring



SUSHANT UNIVERSITY

School of Business

Assignment (EVEN Semester 2023-24)

Program: BBA

Semester :

IIA

Course Code: BA122

Course Name: Principles of Marketing

COs	Direct (80%)	Indirect (20%)	Total (100%)
CO1	2.58	3	2.664
CO2	2.58	3	2.664
CO3	2.28	3	2.424
CO4	2.1	3	2.28

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SUSHANT UNIVERSITY

School of Business

Assignment (EVEN Semester 2023-24)

Program: BBA Semester: IIA

Course Code: BA122 Course Name: Principles of Marketing

Faculty Name: Dr. Principles of Marketing Date of Analysis: 27/5/2024

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	3	3	3	3	2	2	3	3
CO2	3	3	2	2	2	3	3	3	2	2	2	3
CO3	2	2	3	3	3	2	3	2	3	3	2	3
CO4	3	2	3	3	2	3	3	3	2	2	2	3

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
CO1	8.1	8.1	5.4	5.4	8.1	8.1	8.1	8.1	5.4	5.4	5.4	8.1	2.7
CO2	8.1	8.1	5.4	5.4	5.4	8.1	8.1	8.1	5.4	5.4	5.4	5.4	2.7
O3	4.8	4.8	7.2	7.2	7.2	4.8	7.2	4.8	7.2	7.2	7.2	4.8	2.4
CO4	6.9	4.6	6.9	6.9	4.6	6.9	6.9	6.9	4.6	4.6	4.6	4.6	2.3
Attainment	2.54	2.56	2.49	2.49	2.53	2.54	2.53	2.54	2.51	2.51	2.51	1.91	

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Sushant University
Sector-55, Gurugram Haryana



SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (May, 2024)
BBA Semester-II

Sub Code		BA102	BA122		SB142		SB152		SB154		SB172		SU132		SU162		SU166					
Subject Name		Human Resource Management		Principles of Marketing		Analysis Using Excel For Business Decision Making		Indian Culture & Heritage		Cyber Security		Social Internship		Environmental Studies		Psychology & Society		Solar Energy Power Plant Set Up				
S.No	Student Roll Number	Student Name	SGPA	Exam Name	4		3		2		3		2		3		Marks	Grade				
					Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade						
Total Credit Point (23)																						
1	2308BA001	SHREY SANDILYA	7.565	External	71	B+	84	A	58	C	89	A+	82	A	85	A+	70	B+	82	A	-	-
				Internal	41		48		32		52		54		43		44		36		-	-
					30		36		26		37		28		42		26		46		-	-
2	2308BA002	Samarth Aswal	5.957	External	69	B	69	B	68	B	78	A	82	A	91	A+	60	B	24	F	-	-
				Internal	40		40		40		41		46		46		36		DB		-	-
					29		29		28		37		36		45		24		24		-	-
3	2308BA003	Yash maan	4.565	External	40	D	53	C	53	C	71	B+	66	B	69	B	51	C	32	F	-	-
				Internal	18		22		30		37		37		37		29		DB		-	-
					22		31		23		34		29		32		22		32		-	-
4	2308BA006	Shadab Hussain	5.087																			
UFM																						
5	2308BA007	Romee Gupta	0.000	External	17	F	19	F	0	F	14	F	32	F	0	F	24	F	-	-	0	F
				Internal	ABS		ABS		DB		DB		ABS		DB		DB		-	-	ABS	
					17		19		0		14		32		0		24		-	-	0	
6	2308BA009	Hriday Chadha	7.478	External	83	A	72	B+	56	C	92	A+	83	A	86	A+	67	B	-	-	79	A
				Internal	51		35		35		55		45		43		43		-	-	29	
					32		37		21		37		38		43		24		-	-	29	
7	2308BA011	Lakshay dahiya	3.609	External	42	D	40*	D	0	F	57	C	47	D	54	C	37	F	-	-	50	
				Internal	22		22		DB		27		15		25		21		-	-	62	B
					20		17		0		30		32		29		16		-	-	22	
8	2308BA013	Tushar Choudhary	1.391	External	40*	D	0	F	0	F	43	D	41	D	0	F	24	F	-	-	40	
				Internal	17		ABS		0		31		15		DB		ABS		-	-	0	F
					21		0		0		12		26		0		24		-	-	ABS	



Prepared By
S. K. Singh

S. K. Singh
 3/6/24

SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (May, 2024)
BBA Semester-II

Legend
 EP : Total
 ABS : Absent
 DB : Deferred
 DP : Deferment
 DM : Discontinue
 P : Pass With Distinction
 M : Merit

Sub Code		BA102		BA122		SB142		SB152		SB154		SB172		SU132		SU162		SU166		
Subject Name		Human Resource Management		Principles of Marketing		Analysis Using Excel For Business Decision Making		Indian Culture & Heritage		Cyber Security		Social Internship		Environmental Studies		Psychology & Society		Solar Energy Power Plant Set Up		
		Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	
Total Credit Point (23)																				
S.No	Student Roll Number	Student Name	SGPA	Exam Name	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade
9	230BBA017	Tanu Ghodarop	5.696	EP	67	B	65	B	50	C	82	A	50	C	71	B+	29	F	74	B+
		External			39		34		30		51		15		39		ABS		29	
		Internal			28		31		20		31		35		32		29		45	
10	230BBA019	Rohit Yadav	3.130	EP	68	B	29	F	46	D	59	C	45	D	0	F	20	F	66	B
		External			43		21		22		30		15		ABS		DB		22	
		Internal			25		8		24		29		30		0		20		44	
11	230BBA021	Tarundeep Kamboj	8.696	EP	97	O	78	A	87	A+	85	A+	97	O	86	A+	68	B	80	A
		External			59		40		51		51		57		45		43		32	
		Internal			38		38		36		34		40		41		25		48	
12	230BBA023	Arnav Diwan	6.522	EP	91	A+	70	B+	63	B	86	A+	80	A	76	A	59	C	16	F
		External			56		40		32		50		42		36		31		DB	
		Internal			35		30		31		36		38		40		28		16	
13	230BBA024	Sunil Ohdar	7.000	EP	75	A	66	B	45	D	85	A+	94	A+	74	B+	64	B	81	A
		External			40		33		23		50		54		41		36		27	
		Internal			35		33		22		35		40		33		28		54	
14	230BBA025	Roshan Agrawal	5.348	EP	84	A	70	B+	20	F	80	A	99	O	87	A+	25	F	41	F
		External			53		45		DB		48		60		44		DB		DB	
		Internal			31		25		20		32		39		43		25		41	
15	230BBA026	Shivansh Sharma	6.087	EP	75	A	56	B	20	F	76	A	72	B+	81	A	69	B	63	B
		External			43		32		ABS		41		38		40		45		27	
		Internal			32		34		20		35		34		41		24		36	
16	230BBA028	ronak yadav	2.739	EP	27	F	32	F	42	D	43	D	43	D	88	A+	42	D	30	F
		External			3		4		25		16		11		44		20		DB	
		Internal			24		28		17		27		32		44		22		30	



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SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (May, 2024)
BBA Semester-II

Sub Code			BA102		BA122		SB142		SB152		SB154		SB172		SUI32		SUI62		SUI66		
Subject Name			Human Resource Management		Principles of Marketing		Analysis Using Excel For Business Decision Making		Indian Culture & Heritage		Cyber Security		Social Internship		Environmental Studies		Psychology & Society		Solar Energy Power Plant Set Up		
S.No	Student Roll Number	Student Name	SGPA	Exam Name	4		3		2		2		3		2		3		3		
					Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	
Total Credit Point(23)			4		4		3		2		2		3		2		3		3		
17	2308BBA030	Chirag Singhania	8.261	EP	89	A+	82	A	70	B+	80	A	88	A+	93	A+	75	A	-	81	A
				External	51		44		40		43		48		45		44		-	36	
				Internal	38		38		30		37		40		48		31		-	45	
18	2308BBA031	Lakshay yadav	6.913	EP	90	A+	86	A+	70	B+	79	A	100	O	66	B	69	B	-	48	F
				External	56		49		44		41		60		30		40		-	DB	
				Internal	34		37		26		38		40		36		29		-	48	
19	2308BBA032	Garv Sharma	2.174	EP	29	F	42	D	21	F	46	D	40*	D	68	B	17	F	-	8	F
				External	4		16		0		19		15		31		0		-	DB	
				Internal	25		26		21		27		23		37		17		-	8	
20	2308BBA033	KARAN LOHMOD	0.348	EP	7	F	0	F	0	F	14	F	41	D	0	F	17	F	-	5	F
				External	ABS		ABS		0		5		15		0		0		-	DB	
				Internal	7		0		0		9		26		0		17		-	5	
21	2308BBA034	Akshanish Choudhary	1.739	EP	52	C	15	F	0	F	63	B	48	D	0	F	26	F	-	0	F
				External	31		0		DB		43		22		ABS		DB		-	DB	
				Internal	21		15		0		20		26		0		26		-	0	
22	2308BBA035	Yuvansh bahl	5.957	EP	76	A	63	B	71	B+	67	B	67	B	80	A	60	B	-	0	
				External	42		32		44		37		30		40		30		-	DB	
				Internal	34		31		27		30		37		40		30		-	28	
23	2308BBA036	Harsh Raghuvanshi	1.130	EP	24	F	31	F	18	F	29	F	40	D	65	B	15	F	-	0	F
				External	4		14		0		ABS		15		26		0		-	DB	
				Internal	20		17		18		29		25		39		16		-	0	
24	2308BBA037	Deepanshu Dahiya	2.652	EP	47	D	40*	D	23	F	36	F	41	D	70	B+	24	F	-	36	F
				External	16		17		DB		ABS		6		32		DB		-	0	
				Internal	31		22		23		36		35		38		24		-	36	



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3/6/24
Controller of Examinations

SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (May, 2024)
BBA Semester-II

Legend: Total
 EP: Absent
 DB: Deferred
 UFM: Unfair Means
 * : Pass with Grace Mark

Sub Code			BA102		BA122		SB142		SB152		SB154		SB172		SU132		SU162		SU166			
Subject Name			Human Resource Management		Principles of Marketing		Analysis Using Excel For Business Decision Making		Indian Culture & Heritage		Cyber Security		Social Internship		Environmental Studies		Psychology & Society		Solar Energy Power Plant Set Up			
			Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade		
S.No	Student Roll Number	Student Name	SGPA	Exam Name	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade		
25	2308BBA038	ubesh ali	6.217	EP	51	C	80	A	50	C	64	B	65	B	66	B	59	C	-	-		
				External	28		48		24		32		41		37		-	-	-	-		
				Internal	23		32		26		28		33		25		22		-	-	-	-
26	2308BBA039	Samarjeet Bhadana	2.739	EP	30	F	44	D	47	D	50	C	50	C	0	F	33	F	56	C		
				External	13		16		30		21		15		ABS		17		30		-	-
				Internal	17		28		17		29		35		0		16		26		47	
27	2308BBA040	Aditya Tanwar	5.348	EP	40*	D	53	C	50	C	55	C	69	B	77	A	40*	D	-	-		
				External	12		27		25		24		33		38		19		20		62	B
				Internal	26		26		25		31		36		39		20		-		42	
28	2308BBA041	Atrash tanwar	3.913	EP	69	B	82	A	24	F	77	A	92	A+	44	F	28	F	-	-		
				External	37		47		DB		44		54		ABS		DB		-		41	F
				Internal	32		35		24		33		38		44		28		-		DB	
29	2308BBA042	Manav Babbar	3.522	EP	44	D	49	D	54	C	65	B	66	B	0	F	59	C	27	F		
				External	29		20		32		30		30		ABS		32		0		-	-
				Internal	15		29		22		35		36		0		27		27		-	-
30	2308BBA044	Tushar Yadav	0.000	EP	6	F	9	F	0	F	9	F	31	F	0	F	16	F	0	F		
				External	ABS		DB		DB		4		DB		0		ABS		-	-	-	-
				Internal	6		9		0		9		27		0		16		0		-	-
31	2308BBA045	Komal bhati	5.478	EP	65	B	51	C	55	C	55	C	53	C	70	B+	48	D	64	B		
				External	38		22		32		27		17		33		23		32		-	-
				Internal	27		29		23		28		36		37		25		32		-	-
32	2308BBA046	Janet Prasad	8.913	EP	90	A+	87	A+	85	A+	90	A+	94	A+	85	A+	76	A	-	-		
				External	52		50		50		54		54		41		47		-		87	A+
				Internal	38		37		35		36		40		44		29		-		37	



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SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (May, 2024)
BBA Semester-II

Legend
 EP : Total
 AS : Absent
 DB : Deferred
 UFA : Under Marks
 P : Pass with Grace Mark

Sub Code		BA102		BA122		SB142		SB152		SB154		SB172		SU132		SU162		SU166		
Subject Name		Human Resource Management		Principles of Marketing		Analysis Using Excel For Business Decision Making		Indian Culture & Heritage		Cyber Security		Social Internship		Environmental Studies		Psychology & Society		Solar Energy Power Plant Set Up		
S.No	Student Roll Number	Total Credit Point(23)		4		4		3		2		2		3		2		3		
		Student Name	SGPA	Exam Name	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade		
33	230BBA049	khushi tyagi	5.739	EP	59	C	62	B	57	C	74	B+	76	A	57	C	54	C	62	B
				External	32		32		32		45		38		27		29		30	
				Internal	27		30		25		29		38		30		25		32	
34	230BBA050	Anuj Yadav	5.913	EP	42	D	60	B	49	D	74	B+	85	A+	71	B+	57	C	72	B+
				External	16		29		25		40		48		36		34		25	
				Internal	26		31		24		34		37		35		23		47	
35	230BBA051	Paarth Malhotra	4.957	EP	48	D	65	B	45	D	74	B+	84	A	84	A	42	D	32	F
				External	23		33		25		40		48		45		19		0	
				Internal	25		32		20		34		36		39		23		32	
36	230BBA052	Aman singh	8.478	EP	95	O	78	A	84	A	79	A	100	O	81	A	67	B	90	A+
				External	59		43		52		43		60		42		39		40	
				Internal	36		35		32		36		40		39		28		50	
37	230BBA053	Akshay Saharan	4.261	EP	32	F	43	D	55	C	51	C	59	C	72	B+	43	D	-	-
				External	5		17		24		20		27		32		24		-	-
				Internal	27		26		31		31		32		40		19		-	-
38	230BBA055	Aman bhati	5.913	EP	67	B	73	B+	56	C	82	A	93	A+	73	B+	73	B+	-	-
				External	39		45		33		46		53		35		46		-	-
				Internal	28		28		23		36		40		38		27		-	-
39	230BBA056	Ayush tanwar	6.304	EP	85	A+	68	B	58	C	77	A	94	A+	76	A	67	B	36	F
				External	49		34		35		40		54		38		35		DB	-
				Internal	36		34		23		37		40		38		32		36	-
40	230BBA057	Ranjan Rishu	5.913	EP	83	A	64	B	44	D	78	A	87	A+	80	A	51	C	23	F
				External	50		34		25		43		47		45		27		DB	-
				Internal	33		30		19		35		40		35		24		23	-



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 13/6/24

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SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (May, 2024)
BBA Semester-II

Sub Code		BA102		BA122		SB142		SB152		SB154		SB172		SU132		SU162		SU166			
Subject Name		Human Resource Management		Principles of Marketing		Analysis Using Excel For Business Decision Making		Indian Culture & Heritage		Cyber Security		Social Internship		Environmental Studies		Psychology & Society		Solar Energy Power Plant Set Up			
S.No	Student Roll Number	SGPA	Exam Name	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade		
Total Credit Point(23)																					
41	2308BBA058	0.000	EP	8	F	14	F	0	F	14	F	26	F	0	F	24	F	0	F		
			External	DB	DB	DB	DB	DB	DB	DB	DB	DB	DB	DB	DB	DB	DB	DB	DB	DB	
			Internal	8	14	0	14	26	0	24	0	40	0	36	0	28	0	24	0	20	0
42	2308BBA059	4.217	EP	40*	D	59	C	61	B	56	C	31	F	74	B+	61	B	22	F		
			External	20	31	35	35	26	26	ABS	35	35	40	DB	22	DB	22	DB	22	DB	
			Internal	18	28	26	30	31	31	31	39	21	22	22	22	22	22	22	22	22	22
43	2308BBA060	9.043	EP	95	O	86	A+	80	A	88	A+	96	O	86	A+	78	A	90	A+		
			External	59	49	50	51	56	40	50	38	50	38	50	38	50	38	50	38	50	38
			Internal	36	37	30	37	40	46	28	52	28	52	28	52	28	52	28	52	28	52
44	2308BBA061	8.304	EP	92	A+	76	A	80	A	82	A	98	O	88	A+	67	B	79	A		
			External	55	41	50	58	44	44	36	28	52	28	52	28	52	28	52	28	52	
			Internal	37	35	30	37	40	44	31	51	31	51	31	51	31	51	31	51	31	51
45	2308BBA062	6.435	EP	62	B	58	C	75	A	67	B	79	A	76	A	59	C	64	B		
			External	33	28	44	43	32	42	32	32	32	32	32	32	32	32	32	32	32	
			Internal	29	30	31	36	35	34	36	32	32	32	32	32	32	32	32	32	32	
46	2308BBA063	2.783	EP	47	D	52	C	13	F	59	C	57	C	0	F	43	D	26	F		
			External	17	24	DB	22	22	DB	22	22	DB	24	DB	24	DB	24	DB	24	DB	
			Internal	30	28	13	35	30	30	35	0	19	26	19	26	19	26	19	26	19	26
47	2308BBA065	4.478	EP	56	C	73	B+	22	F	73	B+	56	C	70	B+	57	C	-	-		
			External	35	37	0	30	30	35	35	35	33	33	33	33	33	33	33	33	33	33
			Internal	21	36	22	26	26	35	35	35	35	35	35	35	35	35	35	35	35	35
48	2308BBA066	9.391	EP	98	O	87	A+	91	A+	93	A+	100	O	94	A+	85	A+	95	O		
			External	59	48	54	60	60	48	40	52	40	52	40	52	40	52	40	52	40	52
			Internal	39	39	37	40	40	46	33	55	33	55	33	55	33	55	33	55	33	55



Prepared By
 S. K. Singh

3/6/24

SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (May, 2024)
BBA Semester-II

Sub Code		BA102		BA122		SB142		SB152		SB154		SB172		SU132		SU162		SU166		
Subject Name		Human Resource Management		Principles of Marketing		Analysis Using Excel For Business Decision Making		Indian Culture & Heritage		Cyber Security		Social Internship		Environmental Studies		Psychology & Society		Solar Energy Power Plant Set Up		
S.No	Student Roll Number	Student Name	SGPA	Exam Name	4		3		2		2		3		2		3		Grade	
					Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade		
49	2308BBA068	Geetank Goyal	8.130	EP	87	A+	71	B+	82	A	83	A	97	O	86	A+	66	B	76	A
				External	52		36		48		45		59		38		42		35	
				Internal	35		35		34		38		38		48		24		41	
50	2308BBA069	Niharika Tiwari	6.478	EP	62	B	67	B	55	C	69	B	87	A+	83	A	70	B+	-	
				External	31		39		32		40		52		45		42		65	B
				Internal	31		28		23		29		35		38		-		30	
51	2308BBA075	Ashmit Singh Singh	5.913	EP	44	D	66	B	66	B	59	C	75	A	80	A	59	C	35	
				External	19		36		37		30		38		42		39		32	
				Internal	25		30		29		29		37		38		20		37	
52	2308BBA076	Alok Mehta	5.783	EP	91	A+	74	B+	73	B+	84	A	96	O	38	F	68	B	49	
				External	58		42		40		49		57		48		41		DB	
				Internal	33		32		33		35		39		38		27		49	
53	2308BBA077	Naman khanna																		
Result Withheld**																				
54	2308BBA078	Tanishka Yadav	7.217	EP	80	A	75	A	60	B	60	B	66	B	85	A+	67	B	72	B+
				External	51		40		34		37		31		43		40		30	
				Internal	29		35		26		23		35		42		27		42	
55	2308BBA079	Naman Singhal	8.652	EP	86	A+	75	A	87	A+	79	A	86	A+	94	A+	76	A	86	A+
				External	54		39		50		44		45		48		44		36	
				Internal	32		36		37		35		40		46		32		50	
56	2308BBA081	Yatin Yadav Yadav	6.435	EP	61	B	63	B	56	C	73	B+	74	B+	70	B+	64	B	77	A
				External	33		36		30		42		34		38		35		35	
				Internal	28		27		26		31		40		32		29		47	



Prepared By
S.K. Singh

3/6/24

SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (May, 2024)
BBA Semester-II

Sub Code		BA102		BA122		SB142		SB152		SB154		SB172		SU132		SU162		SU166	
Subject Name		Human Resource Management		Principles of Marketing		Analysis Using Excel For Business Decision Making		Indian Culture & Heritage		Cyber Security		Social Internship		Environmental Studies		Psychology & Society		Solar Energy Power Plant Set Up	
S.No	Student Roll Number	Student Name	SGPA	Exam Name	4		3		2		3		2		3		3		
					Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	
Total Credit Point(23)																			
57	2308BA082	Akash Singh	6.435	EP	61	B	63	B	80	A	61	B	82	A	63	B	68	B	-
				External	30		35		48		25				36		30		-
				Internal	31		28		32		36		42		27		38		-
58	2308BA083	Shubham Bhadana	2.783	EP	41	D	20	F	51	C	51	C	0	F	24	F	-	-	-
				External	27		DB		37		15		DB		DB		-	-	-
				Internal	14		20		14		36		0		24		-	-	-
59	2308BA085	Joni sheoran	5.348	EP	79	A	48	D	73	B+	86	A+	69	B	55	C	-	-	-
				External	48		25		43		46		30		31		-	-	-
				Internal	31		23		30		40		39		24		-	-	-
60	2308BA089	Navi Rajput	4.000	EP	49	D	11	F	63	B	52	C	84	A	57	C	4	F	-
				External	25		DB		29		15		46		30		DB		-
				Internal	24		11		34		37		38		27		4		-
61	2308BA090	Prince Kataria	9.000	EP	98	O	89	A+	94	A+	100	O	94	A+	84	A	94	A+	-
				External	59		52		56		60		48		49		40		-
				Internal	39		37		38		40		46		35		54		-
62	2308BA091	Gourav Jangra	4.652	EP	43	D	57	C	64	B	67	B	77	A	44	D	0	F	-
				External	16		32		32		34		37		26		DB		-
				Internal	27		25		32		33		40		18		0		-
63	2308BA092	Rahul Maan	1.652	EP	42	D	0	F	59	C	68	B	0	F	24	F	-	-	-
				External	24		DB		28		30		DB		DB		-	-	-
				Internal	18		0		31		38		0		24		-	-	-
64	2308BA093	Yash Bhola	4.174	EP	54	C	0	F	24	F	43	D	75	A	52	C	-	-	-
				External	37		DB		ABS		20		40		36		-	-	-
				Internal	17		0		24		23		35		16		-	-	-



Prepared By

[Signature]
3/6/24

Annexure IV

School of Business

Course Title: Principles of Marketing

Semester: II

Course Code: BA122

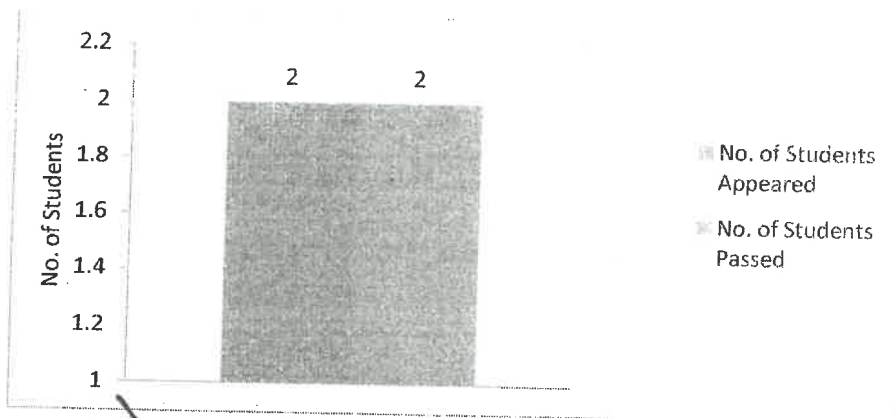
Course Faculty: Dr Ashish

Programme: BBA

No. of Students Appeared	No. of Students Passed	Result %
2	2	100%

RESULT ANALYSIS

Sr. No.	Name of the Student	Marks Obtained
01	Sumit Sharma	58
02	Aryan Sharma	52



Signature of Course Coordinator/Faculty

Programme Coordinator

Dean



B.COM

Course File: Table of Contents

- Course Activity Review Sheet
- Faculty Time-Table
- Syllabus
- Lesson Plan
- Students List
- Study Material
- Individual Assignment
 - Detail of Slow Learners and Remedial Classes Schedule along with activity proof.
 - Detail of Advanced Learners along with activity proof.
- Mid-Term Question Paper
- Mid-term Award List
 - Detail of Slow Learners and Remedial Classes Schedule along with activity proof.
 - Detail of Advanced Learners along with activity proof.
 - Outcome (Result Analysis) of Slow/Advance Learner after end-term result.
- Group Project/Presentation
- Internal Assessment Marks
- End-Term Result
- CO-PO Attainment Sheet



Mid-Semester Review

S.No	Activity	Status
1.	Is the attendance updated on ERP?	Yes/No
2.	Percentage of students who are not meeting the attendance criteria of 75%	NIL
3.	Pass percentage in Internal Assessment so far	100%
4.	Identification and motivation advanced learners (Advanced learner sheet attached)	yes
5.	Identification and remedial classes for slow learners (Slow learner sheet attached)	yes.

Dean's Review and recommendations

Mid term as per plan

[Signature]

(Signature of Faculty Member with Date)

15.10.24

MS

(Signature of Dean with Date)

[Signature]



End-Semester Review

S.No	Activity	Status
1.	Is the attendance updated on ERP?	Yes/No
2.	Percentage of students who are not meeting the attendance criteria of 75%	Nil
3.	Pass percentage	100%.
4.	Summary of CO attainment CO1 - CO2 - CO3 - CO4 -	YES Attached.
5.	Student Feedback	Attached.
6.	Exit Feedback by faculty member for improvement in future	Attached

Dean's Review

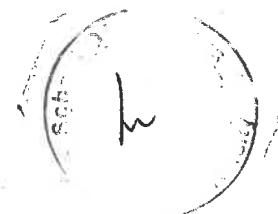
file complete.



(Signature of Faculty Member with Date)



(Signature of Dean with Date)



Teacher: Dr. Geetu Singal

Ansal University, Sector 55, Golf Course Road, Gurgaon, Haryana - 122003

	1	2	3	4	Lunch Break	5	6	7	8
Mo	9:10 - 10:00	10:05 - 10:55 Management of Banks and Financial Institutions 20BCM-OMB31E B.Com. Sem-5 (Hons.) IAF B.Com. Sem-5 (Hons.) IAF	11:00 - 11:50 Management of Banks and Financial Institutions 20BCM-OMB31E B.Com. Sem-5 (Hons.) IAF B.Com. Sem-5 (Hons.) IAF	11:55 - 12:45 Management of Banks and Financial Institutions 20BCM-OMB31E B.Com. Sem-5 (Hons.) IAF B.Com. Sem-5 (Hons.) IAF	12:45 - 13:25	13:25 - 14:15	14:20 - 15:10	15:15 - 16:05	16:10 - 17:00
Tu		A021	A021	A021					
We		Principles of Management BBL111	Principles of Management BBL111	Management of Banks and Financial Institutions 20BCM-OMB31E B.Com. Sem-5 (Hons.) IAF B.Com. Sem-5 (Hons.) IAF					
Th	Principles of Management BBL111	SOL	SOL						
Fr	BBA LLB (Hons), Sem I	BBA Sem-1		Management of Banks and Financial Institutions 20BCM-OMB31E B.Com. Sem-5 (Hons.) IAF B.Com. Sem-5 (Hons.) IAF					
Sa		SOL	D-401	A020					

Timetable generated: 23-09-2024

aSc Timetables

W



MANAGEMENT OF BANKS AND FINANCIAL INSTITUTIONS**Course Code: 20BCM- OMB31E****Credits: 04****Course Objectives**

Provide students with an in-depth knowledge of the financial management of the commercial banking enterprise and familiarize them with the new banking practices and processes. Enrich students with an understanding of the basic issues involved in value creation and risk management. Equip students with the strategic abilities necessary to understand the evolution and working of the commercial banking industry

Course Outcomes

Upon completion of the subject, students will be able to:

CO1: Identify the distinguishing features of banks as financial intermediaries and their unique characteristics as businesses in our economy

CO2: Recognize different sources of risks and understand how they interact.

CO3: Inquire how the economic and regulatory environments impact bank's decision-making.

CO4: Design and demonstrate the process of decision making to understand the managers responsibility in the financial management

Course Contents**Module I: Introduction**

Barter System and Disadvantages of Barter System. Money, Evolution of Money, Forms of Money Types of Banking Systems: Branch Banking, Unit Banking, Chain Banking, Group Banking. Types of Banks: Commercial Banks, Development Banks, Investment Banks, Central Banks.

Module II: Commercial Banking in India:

Introduction: Scheduled and non-scheduled banks, Evolution and growth of banking system in India. Present Structure, Strengths and weaknesses, Challenges and Opportunities, Banking Sector reforms. Non-Banking Finance Companies and Payment Banks. Capital adequacy norms, Basel committee Norms, SARFESI ACT

Module III: Credit Management:

MS



Principles of sound bank lending, Formulating loan policy. Factors influencing loan policy, Contents of loan policy, evaluating credit applicant, KYC norms, C-KYC, CIBIL Score. Asset Liability Management: Concept of ALM, Objectives, Functions, Process, Measurement and Management of Risks Non- Performing Assets: Concept of NPAs, NPAs in Indian commercial banks, Causes, Suggestions and steps to tackle and reduce NPA, Prudential Norms.

Module IV: Banking Regulations

Control of the Banking Sector by the RBI: CRR, SLR, Capital to risky asset ratio, Prime lending rate, Income Recognition Norms, Financial and technological Innovations: Banking Ombudsman Scheme, Bancassurance, Factoring, Securitization, Core Banking solutions.

Pedagogy

Primarily class lectures followed by question answer session/ class test/ assignments/ case study at the end of each unit. Citing live examples and linking these with topics would be used as an important pedagogy.

Text & References

Text:

- Sounders, A. and Cornett, M. M., Financial Institutions Management. McGraw Hill
- Jorion Philippe, Value at risk, McGraw Hill
- Singh and Dutta, Commercial Bank Management, Latest edition, McGraw Hill Education.
- Varshney, P. N., Banking Law & Practice, Latest edition, Sultan Chand & Sons

References:

- Institute of Banking & Finance, Theory & Practice of Treasury and Risk Management in Banks, Latest edition, Taxman Publications Pvt. Ltd.
- Shetty, M. S., Banking in India, Latest edition, Atlantic Publisher.
- Chhabra, T. N., Elements of Banking Law, Latest edition, Dhanpat Rai & Sons

Course Outcomes to Program Outcomes Mapping Matrix

PO's (Program Outcomes) At the end of the program the students will be able to:

PO1	Demonstrate an understanding of business functional areas and their interlinkage within.
PO2	Apply management concepts and approaches in real life scenarios.
PO3	Convey ideas and information effectively
PO4	Interpret how information technology affects business operations, and leverage business technologies to their advantage.
PO5	Inculcate professionalism for long term sustainable growth.

NS



PO6	Integrate various functional areas of business to guide innovation and solve complex business problems
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PSO's (Program Specific Outcomes)

PSO-1	Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams
PSO-2	Display competencies and knowledge in key business functional areas including accounting, marketing and management
PSO-3	Learn how to effectively manage people and build strong relationships
PSO-4	Enhance critical thinking and analytical skills in terms of decision making
PSO-5	Develop entrepreneurial skill to motivate towards start ups

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) / Program Specific Outcomes (PSOs)**Matrix 1- Mapping of COs with Pos and PSOs**

Course Outcomes (COs)	Program Outcomes (POs)						Program Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	H	M	H	M		M		M	H	H	M	
CO2	H	H		H	M		H		M	M		
CO3		M	M	H	H		H	M	H	H	H	
CO4	H	H	H		H	M		H	H		H	

Where H= High relationship (covers up to 75-95% of the desired outcome); M=Medium (covers up to 50 to 75%); L=Low (covers up to 10-50% of the desired outcome)

MS



		School of Business COURSE OUTLINE		Course Code:20BCM-0MB31E
Course Title : Management of Banks & Financial Institutions		Academic Year: 2024-25	Core/Elective: Core	Credits:4
Term: Sem V				
Course Designed by: Dr. Geetu Singal E-mail: geetusingal@sushantuniversity.edu.in		Course Taught by: Dr. Geetu Singal E-mail: geetusingal@sushantuniversity.edu.in		
Pre-requisites: Finance				

1. **Course Outcomes:** Upon successful completion of the course, the student should be able to

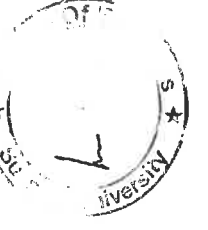
Upon completion of the subject, students will be able to:

CO1: Identify the distinguishing features of banks as financial intermediaries and their unique characteristics as businesses in our economy

CO2: Recognize different sources of risks and understand how they interact.

CO3: Inquire how the economic and regulatory environments impact bank's decision-making.

CO4: Design and demonstrate the process of decision making to understand the managers responsibility in the financial management



2. Text Books

- Sounders, A. and Cornett, M.M., Financial Institutions Management. McGraw Hill
- Jorion Philippe, Value at risk, McGraw Hill
- Singh and Dutta, Commercial Bank Management, Latest edition, McGraw Hill Education.
- Varshney, P.N., Banking Law & Practice, Latest edition, Sultan Chand & Sons

3. Reference Books

- Institute of Banking & Finance, Theory & Practice of Treasury and Risk Management in Banks, Latest edition, Taxman Publications Pvt. Ltd.
- Shetty, M.S., Banking in India, Latest edition, Atlantic Publisher.
- Chhabra, T. N., Elements of Banking Law, Latest edition, Dhanpat Rai & Sons

4. Lecture Plan (Total Sessions – 36)

Session No.	Session Topic / Sub-topic Description	Unit No.	Date		Methodology used (PPT, White Board, Audio/Video, Practical, Visit, Self Study based)	Deans Remarks with Date
			Planned on	Taken on		
1	Introduction to Indian banking system	1	12.8.24	12.8.24	PPT	} 
2	Barter System and Disadvantages of Barter System.		12.8.24	"	lecture	
3	Money & Evolution of Money,	1	13.8.24	13.8.24	Law, History	



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REVISION

4	Forms of Money	1	16.8.24	16.8.24	PPT	
5	Types of Banking Systems: Branch Banking, Unit Banking, Chain Banking, Group Banking.	1	19.8.24	19.8.24	Lecture	
6	Types of Banking Systems: Branch Banking, Unit Banking, Chain Banking, Group Banking.	1	19.8.24	19.8.24	Case Study	
7	Types of Banks: Commercial Banks, Development Banks, Investment Banks, Central Banks.	1	20.8.24	20.8.24	"	
8	Types of Banks: Commercial Banks, Development Banks, Investment Banks, Central Banks.	1	23.8.24	23.8.24	PPT	
9	Introduction: Scheduled and non-scheduled banks,	2	27.8.24	27.8.24	Lecture	
10	Evolution and growth of banking system in India.	2	30.8.24	30.8.24	Case study	
11	Present Structure,	2	2.9.24	2.9.24	Lecture	✓
12	Strengths and weaknesses,	2	3.9.24	3.9.24	PPT	
13	Challenges and Opportunities,	2	6.9.24	6.9.24	PPT	
14	Banking Sector reforms.	2	9.9.24	9.9.24	Lecture	



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15	Non-Banking Finance Companies and Payment Banks	2	9.9.24	9.9.24	Case Study
16	Capital adequacy norms,	2	10.9.24	10.9.24	"
17	Basel committee Norms,	2	13.9.24	13.9.24	Lecture
18	SARFESI ACT	2	16.9.24	16.9.24	PPT
19	Principles of sound bank lending,	3	17.9.24	17.9.24	PPT
20	Formulating loan policy	3	20.9.24	20.9.24	Lecture
21	Factors influencing loan policy,	3	23.9.24	23.9.24	PPT
22	Contents of loan policy,	3	24.9.24	24.9.24	Lecture
23	evaluating credit applicant,	3	27.9.24	27.9.24	PPT
24	KYC norms, C-KYC, CIBIL Score.	3	1.10.24	1.10.24	Case Study
25	Asset Liability Management: Objectives, Functions, Process, Measurement	3	4.10.24	4.10.24	Case Study
26	Management of Risks Non-Performing Assets: Concept of NPAs, NPAs in Indian commercial banks, Causes	3	7.10.24	7.10.24	PPT
27	Suggestions and steps to tackle and reduce NPA, Prudential Norms	3	11.10.24	11.10.24	Lecture



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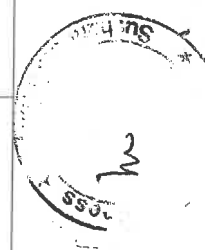


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28	Control of the Banking Sector by the RBI:	4	14.10.24	14.10.24	Lecture	
29	CRR, SLR, Capital to risky asset ratio, Prime lending rate,	4	18.10.24	18.10.24	Case study	
30	Income Recognition Norms,	4	21.10.24	21.10.24	PPT	
31	Financial and technological Innovations	4	28.10.24	28.10.24	PPT	
32	Banking Ombudsman Scheme	4	5.11.24	5.11.24	Lecture	
33	Securitization	4	8.11.24	8.11.24	Lecture	
34	Bancassurance,	4	18.11.24	18.11.24	PPT	
35	Factoring	4	19.11.24	19.11.24	Case study	
36	Banking solutions	4	22.11.24	22.11.24	Case study	
37	PPT		25.11.24	25.11.24	PPT	
38	PPT		26.11.24	26.11.24	PPT	
39	PPT		29.11.24	29.11.24	Case study	
40	PPT		29.11.24	29.11.24	PPT	



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School of Business, Sushant University

Odd Semester (Aug-Dec) 2024

Students List

Program: BCOM

Course Name: Management of Banks & Financial Institutions
0MB31E

Sem: V

Course Code: 20BCM-
Faculty: Dr. Geetu Singal

Total No. of Students enrolled in the course: 58

S. No.	Roll No.	Name
1	220BCOM045	Abhishek Kumar
2	220BCOM032	Aditya
3	220BCOM049	Ajay Sharma
4	220BCOM036	Anshu Singh
5	220BCOM033	Aryan Tomar
6	220BCOM037	Balraj
7	220BCOM060	Dhirendra Rajput
8	220BCOM065	Gaurav Singh
9	220BCOM044	Gautam Yadav
10	220BCOM064	Harish Takuli
11	220BCOM015	Himanshi Sethi
12	220BCOM029	Himanshu
13	220BCOM074	Himanshu Sangwan
14	220BCOM039	Isha Sharma
15	220BCOM030	Jadav Payal
16	220BCOM056	Khushboo
17	220BCOM009	Kunal Pant
18	220BCOM054	Mahak Tyagi
19	220BCOM079	Mahima Sharma
20	220BCOM007	Naina
21	220BCOM011	Neha Kumari
22	220BCOM023	Nikhil Yadav
23	220BCOM082	Priyanshu choudhary
24	220BCOM069	Piyush Garg
26	220BCOM034	Rajat Madaan



27	220BCOM081	Ridhi Bhargava
28	220BCOM014	Ritika Rajput
29	220BCOM051	Sakshi Rajput
30	220BCOM058	Saloni Rathi
32	220BCOM062	Saushthav Barthwal
33	220BCOM012	Shweta
34	220BCOM078	Tanishka Gupta
35	220BCOM002	Teesha Kalra
36	220BCOM043	Tina Nandi
37	220BCOM070	Varun Lohia
38	220BCOM040	Vineet
39	220BCOM059	Vineet Yadav
40	220BCOM067	Vishu
41	220BCOM077	Vivek Bhardwaj
42	231BCOM002	Yaajj Gupta
43	220BCOM080	Yash Ambawat
44	220BCOM075	Nikhil Dagar
45	220BCOM006	Saurav Mishra
46	220BCOM061	Radhika Bansal
47	220BCOM068	Rohit
48	220BCOM003	Ananya Saxena
49	220BCOM010	Dev Nath Shah
50	220BCOM013	Himanshu Sharma
51	220BCOM019	Nischal Shah
52	220BCOM001	Poorva Kher
53	220BCOM031	Rahul Kumar
54	220BCOM008	Sagar Gupta
55	220BCOM024	Sandesh Parajuli
56	220BCOM071	Tanisha Sharma
57	220BCOM052	Vaibhav Garg
58	210BCOMH041	Tushar Yadav



SARFAESI ACT, 2002- Applicability, Objectives, Process, Documentation

Updated on: Feb 24th, 2024

12 min read

The financial sector has been one of the key handlers in India's efforts to achieve success in rapidly developing its economy. The legal framework relating to commercial transactions was not in pace with the changing commercial practices and financial sector reforms. It slowed down the pace of recovery of defaulting loans and escalated levels of nonperforming assets of banks and financial institutions.

Narasimham Committee I and II and Andhyarujina Committee was constituted by the Central Government for the purpose of examining banking sector reforms and considering the need for changes in the legal system in respect of these areas.

Amongst the other committees, these Committees made suggestions to form new legislation for securitization and empowering banks and financial institutions to gain possession of the securities and to sell them without any intervention from the court.



What is SARFAESI Act, 2002?

The **SARFAESI Act** full form is – “**Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act**”. The

↓
Dean
School Of Business,
Sushant University
Sec-55, Gurugram Haryana

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SUSHANT UNIVERSITY

Management of Banks and financial institutions. ASSIGNMENT

Name - Tanishka Gupta

Roll no. - 220BCOM078

Course - B.com (Hons) Sem - V

Submitted to - Mrs. Geeta Singh.

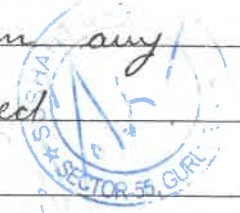
Ques-1 Chanda Kochhar, former CEO of ICICI Bank, faced allegations of conflict of interest regarding a loan granted to Videocon group, a company with ties to her husband. ICICI Bank approved a loan of ₹3,250 crore to Videocon in 2012. It was revealed that her husband had business dealings with Videocon's promoter. Kochhar's alleged failure to recuse herself from the decision-making process led to investigations and her resignation in 2018. This case underscores the importance of robust governance mechanism and ethical standard in financial institutions.

How can banks strengthen governance mechanism to prevent conflicts of interest & ensure transparent decision-making process?

Ans- Introduction: In financial institution, robust governance mechanism are essential to prevent conflicts of interest and ensure transparency. Recent cases, such as the one involving ICICI Bank and Vidyacon, underscore the importance of maintaining high ethical standards. Strengthening governance mechanism is crucial to safeguarding the integrity of decision-making.

Conflict of interest policies:

Banks should implement strict conflict of interest policies that require employees, especially top executives, to disclose any personal or family interests that could influence business decision. Mandatory recusal from any decision-making involving related parties is crucial.



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Independent Boards and committees:

A board with independent directors ensure objectivity in decision-making. These directors should have no financial interest in the institution's transactions, and they should be empowered to investigate any potential conflicts.

Enhanced disclosure and Transparency.

Regular and detailed disclosures of loan approvals, especially large loans to corporate entities, should be part of public filings. These disclosures help regulators and shareholder's identify any irregularities or patterns that could signal conflicts of interest.

Whistleblower mechanism.

A strong whistleblower program that encourages employees to report unethical conduct or potential conflicts of interest without fear of retaliation is key. Whistleblowers can be instrumental in flagging inappropriate decisions early on.

JS

Third-party audits and Reviews.

External audits and independent reviews of significant loan transactions can identify any deviation from proper governance. Auditors can flag cases where loans may have been granted without proper due diligence or where conflicts of interest were not properly managed.

Training and ethical guidelines

Regular training on ethical behavior, governance standards, and identifying conflicts of interest can help employees at all levels. Such programs reinforce the importance of maintaining integrity in decision-making processes.

Regulatory oversight and compliance.

Strengthening collaboration with regulators through compliance programs ensure that banks are continuously monitored.

Regulatory checks, audits, and penalties act as deterrents to unethical practices.

JS

Ques-2. The Indian banking sector has undergone significant transformation since the 1991. Economic reforms to enhance efficiency and customer service. Analyse how these reforms have impacted SBI's performance in terms of financial inclusion, technology adoption, and competition with private banks.

Ans- The Indian banking sector has indeed seen significant transformation, especially since the introduction of economic reforms in the 1990s. These reforms aimed to liberalize the banking industry, making it more competitive, efficient, and customer-centric. For the State Bank of India (SBI), being the largest public sector bank in India, the reforms have had a profound impact on its operations, particularly in three areas: financial inclusion, technology adoption, and competition with private banks.

1. Financial Inclusion.

One of the primary goals of banking reforms in India has been to improve financial inclusion by bringing the unbanked population into the formal financial system. SBI, being a public sector bank, has been at the forefront of this initiative. With reforms encouraging the expansion of banking services into rural and underserved areas, SBI has opened millions of accounts through initiatives like Pradhan Mantri Jan Dhan Yojana (PMJDY). Under this scheme, SBI played a significant role in providing no-frills accounts, offering basic banking facilities to economically weaker sections of society. This has helped SBI increase its customer base while contributing to the broader goal of financial inclusion.

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Additionally, SBI has leveraged microfinance and self-help groups (SHGs) to reach out to rural communities.

The bank has been able to extend credit to farmers, small business, and women entrepreneurs in villages, leading to the financial empowerment of marginalized groups.

2. Technologies adoption

The adoption of technology has been a game changer for SBI. In the face of increasing competition - from private Banks, which were quick to embrace new technologies, SBI had to reform its technological infrastructure to keep our up. Over the years, SBI has invested in upgrading its core banking system (CBS), which has allowed it to provide seamless banking services across branches.

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Moreover, the bank has focused on digital banking through the launch of platform like YONO (You only need one), which offers a range of banking & lifestyle services on a single app. This platform has enhanced customer convenience by enabling services such as instant loans, online accounts opening, and insurance products. YONO has been particularly successful in attracting younger customers who prefer digital transactions over traditional banking methods.

SBI's move towards cloud computing, artificial intelligence (AI), and big data analytics has also improved its operational efficiency and customer service. The bank now uses data-driven insights to offer personalised products and services, which is essential in a competitive banking environment.

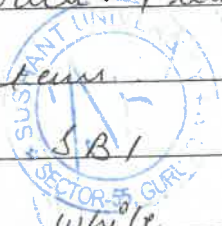


3. Competition with private Banks.

The liberalization of the Indian economy in the 1990s led to the entry of several private sector banks like HDFC Bank, ICICI Bank, and Axis Bank, which brought with them advanced technology and customer-centric services. These banks have posed significant competition to SBI, especially in urban areas where customers demand quick, personalized and digital services.

In response to this competition, SBI has had to reform its customer service & product offerings, while private banks were initially faster in adopting digital banking solutions, SBI has caught up in recent years. The Bank has revamped its approach to customer service by investing in call centers, digital branches (SBI in Touch), and online grievance redressal systems. These reforms have helped SBI maintain its competitive edge while still holding the trust of a large

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section of the population who prefer
the stability of a public bank.

Despite the competition, SBI's extensive
branch network remains a significant
advantage. While private banks focus
more on urban and affluent
customers, SBI continues to dominate
in rural areas, giving it a
broader reach. Moreover, SBI's interest
rates on loans and deposits are
often more competitive due to its
public sector nature, which helps
in retaining customers.

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Good



School of Business**Assignment Marks, Odd Sem Dec 2024****Program: BCOM****Sem: V****Management of Banks & Finance Course Code: 19BBA-0LS22T****Faculty: Dr. Geetu Singal**

S.No.	Student Roll No.	Student Name	Assignment (10 marks)
-------	------------------	--------------	--------------------------

1	220BCOM045	Abhishek Kumar	7
2	220BCOM032	Aditya	7
3	220BCOM049	Ajay Sharma	8
4	220BCOM036	Anshu Singh	10
5	220BCOM033	Aryan Tomar	6
6	220BCOM037	Balraj	0
7	220BCOM060	Dhirendra Rajput	9
8	220BCOM065	Gaurav Singh	7
9	220BCOM044	Gautam Yadav	6
10	220BCOM064	Harish Takuli	7
11	220BCOM015	Himanshi Sethi	10
12	220BCOM029	Himanshu	7
13	220BCOM074	Himanshu Sangwan	9
14	220BCOM039	Isha Sharma	8
15	220BCOM030	Jadav Payal	7
16	220BCOM056	Khushboo	9
17	220BCOM009	Kunal Pant	0
18	220BCOM054	Mahak Tyagi	8
19	220BCOM079	Mahima Sharma	9
20	220BCOM007	Naina	8
21	220BCOM011	Neha Kumari	8
22	220BCOM023	Nikhil Yadav	7
23	220BCOM082	Priyanshu choudhary	0
24	220BCOM069	Piyush Garg	9
25	220BCOM041	Piyush Rana	0
26	220BCOM034	Rajat Madaan	
27	220BCOM081	Ridhi Bhargava	8
28	220BCOM014	Ritika Rajput	6



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29	220BCOM051	Sakshi Rajput	9
30	220BCOM058	Saloni Rathi	9
31	220BCOM073	Satyam Sahani	
32	220BCOM062	Saushthav Barthwal	10
33	220BCOM012	Shweta	8
34	220BCOM078	Tanishka Gupta	8
35	220BCOM002	Teesha Kalra	10
36	220BCOM043	Tina Nandi	7
37	220BCOM070	Varun Lohia	7
38	220BCOM040	Vineet	8
39	220BCOM059	Vineet Yadav	8
40	220BCOM067	Vishu	9
41	220BCOM077	Vivek Bhardwaj	8
42	231BCOM002	Yaajj Gupta	9
43	220BCOM080	Yash Ambawat	8
44	220BCOM075	Nikhil Dagar	
45	220BCOM006	Saurav Mishra	9
46	220BCOM061	Radhika	7
47	220BCOM068	Rohit	8
48		Tushar Yadav	8
49	220BCOM003	Ananya Saxena	10
50	220BCOM010	Dev Nath Shah	7
51	220BCOM013	Himanshu Sharma	
52	220BCOM019	Nischal Shah	9
53	220BCOM001	Poorva Kher	10
54	220BCOM031	Rahul Kumar	9
55	220BCOM008	Sagar Gupta	10
56	220BCOM024	Sandesh Parajuli	9
57	220BCOM071	Tanisha Sharma	9
58	220BCOM052	Vaibhav Garg	9

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Date:



ANNEXURE-I

School of Business

Course Title: Management of Banks & Financial Institutions

Semester: V

Course Code: 20BCM- 0MB31E

Course Faculty: Dr Geetu Singal

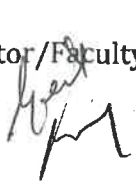
Programme: BCOM

Sir/Madam,

Following students mentioned in the list are identified as Slow learner/Advanced learner based on guidelines issued by IQAC after first assessment (assignment/quiz).

S.No	Name of the student	Roll No	Advance/Slow Learners
1	Anshu Singh	220BCOM036	Advance
2	Piyush Garg	220BCOM069	
3	Sakshi Rajput	220BCOM051	
4	Saurav Mishra	220BCOM006	
5	Himanshi Sethi	220BCOM015	
6	Khushboo	220BCOM056	
7	Neha kumari	220BCOM011	
8	Saushthav Barthwal	220BCOM062	
9	Vishu	220BCOM067	
10	Dhirendra	220BCOM060	
11	Mahima	220BCOM079	
12	Teesha	220BCOM002	
13	Vaibhav	220BCOM077	
No Slow Learner Identified			

Signature of Course Coordinator / Faculty



Programme Coordinator

Dean

Dr. Geetu Singal
School of Business
Sushant University
Sector-55, Gurugram



School of Business, Sushant University, GurugramName of the subject: Mgt of banks & Financial Institutions - Class- B.COMSemester- IV

Name of the Staff:

Dr. - Greetu Singh

Sir/Madam,

I hereby bring to your kind notice that, Slow Learners are not found in my

Subject Mgt of Banks for Class B.COM in Academic Year 2024-25

Faculty Name

Dean



SCHOOL OF BUSINESS, SUSHANT UNIVERSITY

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LIST OF ADVANCED LEARNERS

Program/Batch: B.COM
 Course Code: 220BCM-04631E
 Course Title: Mgt of Banks & Financial Institutions
 Semester: V
 Faculty Name: Dr. Deepa Singh

S.no	Enrollment No.	Student name	Activities done to motivate ADVANCED learners
1	220BCM036	Anshu	Case study
2	220BCM069	Pooja	
3	220BCM051	Sakshi	
4	220BCM006	Ramona	
5	220BCM015	Himanshi	
6	220BCM011	Chandana	
7	220BCM056	Neha	
8	220BCM062	Vishu	
9	220BCM079	Rashika	
10	220BCM002	Teesta	

Faculty Signature:

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"The Indian Banking Crisis: Addressing NPAs through Basel Norms"**Background:**

In the early 2010s, Indian banks, especially public sector banks (PSBs), were facing an alarming rise in Non-Performing Assets (NPAs). Several factors, including aggressive lending, poor corporate governance, and economic slowdown, contributed to the NPA crisis. The situation became so severe that it threatened the stability of the banking system.

Key Concepts:

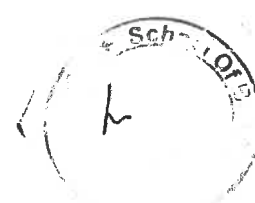
- **Non-Performing Assets (NPA):** Loans or advances for which the principal or interest payment remains overdue for 90 days or more.
- **Basel Norms:** International banking regulations issued by the Basel Committee on Banking Supervision to enhance the stability of banks and the financial system. Basel I, II, and III focus on capital adequacy, risk management, and liquidity standards.

Challenges:

1. **Rising NPAs:** The Gross NPA ratio of public sector banks increased significantly, leading to reduced profitability and increased provisioning.
2. **Corporate Governance Issues:** Many loans were given to corporates without proper due diligence or risk assessment.
3. **Credit Risk Management:** Indian banks lacked effective risk management practices to mitigate the risks of large exposures to the corporate sector.
4. **Capital Adequacy Concerns:** As NPAs increased, banks' capital was eroding, leading to a breach of Basel III capital adequacy requirements.
- 5.

Case Study Focus:

1. **Identification of NPAs:**
 - Explain the process of identifying NPAs and why timely recognition is important.
 - Discuss how delayed recognition of bad loans aggravated the situation.
2. **Basel III Norms Implementation:**
 - Overview of Basel III norms (capital adequacy, leverage ratio, and liquidity standards).
 - How did Indian banks respond to Basel III norms amidst the NPA crisis?
 - The role of the government in capital infusion to meet Basel norms.
3. **RBI's Role:**
 - Steps taken by the Reserve Bank of India (RBI) to address the NPA crisis (such as asset quality reviews, new NPA recognition norms, Insolvency and Bankruptcy Code (IBC), and setting up of the National Asset Reconstruction Company (NARCL)).
4. **Outcome:**
 - Analyze how effective the implementation of Basel III norms was in strengthening the banking system.
 - How did the resolution of NPAs improve after the implementation of RBI's reforms?

**Questions:***M*

1. What were the root causes of the NPA crisis in Indian banks?
2. How did the Basel III norms help banks manage their capital and risk?
3. Discuss the importance of effective corporate governance in preventing an NPA crisis.
4. What role did the RBI's intervention play in addressing the NPA issue, and how effective was the Insolvency and Bankruptcy Code in resolving stressed assets?
5. How can banks improve their credit risk management to avoid future NPA crises?

Learning Objectives:

- Understand the concept of NPAs and their impact on the banking system.
- Learn about Basel III norms and how they strengthen banking regulation.
- Analyze real-world challenges faced by banks during the NPA crisis.
- Evaluate the role of regulators and the government in maintaining financial stability.

Case Study Example:

Use a specific example, such as **Punjab National Bank (PNB)** or **ICICI Bank**, which faced significant stress due to NPAs, and show how these banks dealt with the crisis under Basel III norms. Include their restructuring efforts and the impact on their capital adequacy ratios.

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SUSHANT UNIVERSITY, GURGAON
SCHOOL OF BUSINESS
MID TERM EXAMINATION, October 2024
20BCM- 0MB31E: Management of Banks and Financial
Institutions

Program: BCOM

Semester: V

Duration of Exam: 1 hour

Max Marks:15

Instructions:

1. Section A (8 Marks): Attempt any two (2) of three (3) questions. Each question carries 4 marks.
2. Section B (7 Marks): Compulsory question for 7 marks.
3. Write your particulars on the answer sheet in the given space.

CO1	Identify the distinguishing features of banks as financial intermediaries and their unique characteristics as businesses in our economy
CO2	Demonstrate the different sources of risks and understand how they interact. Understand how banks manage their risk exposure.
CO3	Examine how the economic and regulatory environments impact bank's decision making.
CO4	Appraise technical, analytical and decision making skills to understand managers responsibility in the financial management.

SECTION A

(Attempt any two (2) of three (3) questions. Each question carries 4 marks.)

Q1 (CO1): "Money is a medium of exchange". Comment on the statement and compare money and Barter system.

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 School Of Business
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 Sec-55, Gurugram 122



Q2 (CO1): Elaborate global practices in banking that could impact how financial institutions handle risks and maintain adequate capital?

Q3 (CO2): What is Non- Banking Financial Institutions (NBFCs) and Payment Banks, and how do they differ from traditional banks in terms of their functions and services? How have these Institutions impacted the financial landscape in India, and what role do they play in promoting financial inclusion & innovation?

SECTION B

(Compulsory question for 7 marks.)

Q4(CO2): Alice is a 25year old Graphic Designer who works free Lance. She recently started a small business selling her designs on a website. She has saved up some money and is now looking to invest it in a business venture. She is considering different forms of money that she can use to make the investment: -

- Physical currency
- Bank transfer
- Credit Card
- Crypto currency

In this hypothetical scenario, Alice has multiple options for making the investment. Each form of money has its advantages & disadvantages, & Alice must choose the one that best suits her needs & preferences. Discuss.

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Sector-35, Gurugram



School of Business, Sushant University

Mid Term Examination:

Program: B.Com (Hons)

Sem: V

Course Name: Management of Banks and Financial Institutions

Course Teaching Faculty Name: Dr. Greetu

Course Code: 20BCM-OMB31F

Date: 18 October 2024

Time: 11:30 - 12:30 PM

S.No	Admission No. / Roll No.	Student Name	Signature	Marks Obtained (Total Marks: 15)
1	220BUDH079	Mahima Sharma	Mahima Sharma	13
2	220BCOM080	Yashi Ambawat	Yashi Ambawat	11
3	220BCOM081	Ridhi Bhargava	Ridhi Bhargava	12
4	220BUDH082	Rohit Khandelwal	Rohit Khandelwal	—
5	220BCOM067	Rohit	Rohit	10
6	220BCOM069	Piyush Garg	Piyush Garg	15
7	220BCOM070	Harun Lohia	Harun Lohia	08
8	220Bcom074	Himanshu Sangwan	Himanshu Sangwan	12
9	220BCOM077	Vivek Bhargava	Vivek Bhargava	13
10	220BCOM078	Tanishka Gupta	Tanishka Gupta	12
11	231BCOM002	Yash Gupta	Yash Gupta	08
12	220BCOM059	Vinut Yadav	Vinut Yadav	11
13	220BCOM060	Dhritendra Rajput	Dhritendra Rajput	13
14	220BCOM061	RADHIKA BANSAL	Radika Bansal	06
15	220BCOM062	SAUSHANU BARTHWAL	Saushanu Barthwal	14
16	220BCOM064	Harish	Harish	08
17	220Bcom065	Gaurav	Gaurav	11
18	220Bcom067	Vishu	Vishu	14
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Students Present: 17

Students Absent: 02

Invigilator Signature:

Examiner Signature:



School Of Business
Sushant University
Sec-55, Gurugram

School of Business, Sushant University

Mid Term Examination:

Program: B.Com

Sem: IVth

Course Name: Mgt. of Banks & Financial Institutions

Course Teaching Faculty Name: Dr. Geeta

Course Code: 20 BCOM-OMB312

Date: 19/10/24

Time: 11:30 am to 12:30 pm

S.No	Admission No. / Roll No.	Student Name	Signature	Marks Obtained (Total Marks: 15)
1	210BCOMH041	Tushar Yadav	Tushar	06
2	220BLOM002	Teesha Khatra	Teesha	13
3	220BCOM006	Saurav Mishra	Saurav	15
4	220BCOM007	Naina	Naina	10
5	220BCOM011	Neha Kumari	Neha	14
6	220BCOM012	Shweta	Shweta	06
7	220BCOM015	Himanshi Sethi	Himanshi	14
8	220BCOM014	Ritika Rajput	Ritika	06
9	220BCOM023	Nikhil Yadav	Nikhil	10
10	220BCOM024	Himanshi	Himanshi	06
11	220BCOM030	Pooja	Pooja	06
12	220BCOM032	Aditya	Aditya	07
13	220BLOM033	Arun	Arun	09
14	220BCOM036	Anshu Singh	Anshu	15
15	220BCOM039	Isha Sharma	Isha	12
16	220BCOM040	Kunee	Kunee	09
17	220BCOM043	Tina Jansari	Tina	10
18	220BLOM044	Arjun Yadav	Arjun	06
19	220BCOM045	Abhishek Kumar	Abhishek	06
20	220BCOM049	ATAY SHARMA	Atay	08
21	220BCOM051	Bakshi Rajput	Bakshi	15
22	220BCOM054	Mahak Tyagi	Mahak	09
23	220BCOM056	Khushboo	Khushboo	14
24	220BCOM058	Saloni Rathi	Saloni	11
25	220BCOM094			
26	220BCOM034	→ Absent		
27	220BCOM037			

Students Present: 24

Students Absent: 03

Invigilator Signature:

Examiner Signature: School Of Business
Sushant University
Sector-55, Gurugram

School of Business, Sushant University

Mid Term Examination:

Program: B.Com (IAF)

Sem: V

Course Name: Management of Banks and Financial Institutions

Course Teaching Faculty Name: Dr. Greetu

Course Code: 20BCM-DMB31F

Date: 18 October 2024

Time: 11:30 - 12:30 PM

S.No	Admission No. / Roll No.	Student Name	Signature	Marks Obtained (Total Marks: 15)
1	220BCOM001	Pooja Kher	Pooja	15
2	220BCOM003	Ananya Saxena	Ananya	15
3	220BCOM008	Sagar Gupta	Sagar	10
4	220BCOM010	Dev Nath Shah	Devnath	09
5	220BCOM019	Nishal Shah	Nishal	11
6	220BCOM029	Sunil Singh Paraguri	Sunil Singh	14
7	220BCOM052	Vaibhav Garg	Vaibhav Garg	12
8	220BCOM071	Tanisha Sharma	Tanisha	13
9	220BCOM031	Rahul Kumar	Rahul	08
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Students Present: 09

Invigilator Signature: *[Signature]*

Students Absent: 06

Examiner Signature: *[Signature]*School of Business
Sushant University
Sector-55, Gurugram-Haryana

ANNEXURE-II

School of Business

Course Title: Management of Banks & Financial Institutions
Semester: V

Course Code: 20BCM-0MB31E

Course Faculty: Dr. Geetu Singal

Programme: BCOM

Sir/Madam,

Following students mentioned in the list are identified as Slow learner/Advanced learner based on guidelines issued by IQAC after second assessment (declaration of Mid-term marks).

S.No	Roll No	Name of the student	Advance/Slow Learners
1	220BCM026	Saushthav	Advance
2	220BCM002	Teesha	
3	220BCM034	Neha	
4	220BCM045	Sagar	
5	220BCM067	Poorva	
1	220BCM042	Abhishek Kumar	Slow
2	220BCM066	Ajay Sharma	
3	220BCM005	Shweta	
4	220BCM033	Radhika	
5	220BCM023	Gautam	
6	220BCM055	Payal	

Signature of Course Coordinator/Faculty

Programme Coordinator

Dean




School of Business, Sushant University

NOTICE

Date:

[23/10/2024]

This is to inform all concerned students that remedial classes for **Subject: Management of Banks & Financial Institutions** will be conducted as per the schedule mentioned below. These classes aim to provide additional academic support and enhance understanding of key concepts.

Details of Remedial Classes:

- **Course/Subject: Management of Banks & Financial Institutions**
- **Faculty: Dr. Geetu Singal**
- **Venue: A 016**
- **Students Name:**

220BCM004	Ajay Sharma
220BCM034	Shweta
220BCM047	Radhika
220BCM065	Gautam
220BCM006	Abhishek
220BCM011	Payal

• Remedial Time Table (31/10/2024 to 3/11/2024)

Time **Monday** **Tuesday** **Wednesday** **Thursday** **Friday**
8:30 am – 9:10 am BCOM V BCOM V BCOM V BCOM V BCOM V

All students are advised to attend these sessions punctually and make the most of this opportunity to improve their academic performance.

For any queries, please contact **Dr. Geetu Singal**, Room 507, D-Block.

Associate Dean
School of Business
Sushant University

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SCHOOL OF BUSINESS, SUSHANT UNIVERSITY
ATTENANCE SHEET - Slow Learners
REMEDIAL CLASSES SCHEDULE CUM ATTENANCE SHEET FOR SLOW LEARNERS

Sushant

Program/Batch: BCOM
Course Code: 20BCM0MB31E
Course Title: Management of banks & financial Institutions

Semester: V
Faculty Name: Dr. Geetu Singal
Date:

S.no	Enrollment No.	Student name	Date: 30.10.24 Time: 8:30-9:10 am Student Signature	Date: 31.10.24 Time: 8:30-9:10 am Student Signature	Date: 1.11.24 Time: 8:30-9:10 am Student Signature	Date: 2.11.24 Time: 8:30-9:10 am Student Signature	Date: 3.11.24 Time: 8:30-9:10 am Student Signature	Date: 4.11.24 Time: 8:30-9:10 am Student Signature	Remarks (Outcome)
1	220BCM006	Abhishek Kumar	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	
2	220BCM034	Shweta	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	
3	220BCM047	Radhika	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	
4	220BCM065	Gautam	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	
5	220BCM004	Ajay Sharma	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	
6	220BCM011	Payal	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	
Faculty Signature:									

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Case Study on Non-Banking Financial Companies (NBFCs)

Title: The Evolution, Role, and Challenges of NBFCs in India: An In-depth Study of Bajaj Finance Ltd.

1. Introduction to NBFCs

Definition: Non-Banking Financial Companies (NBFCs) are financial institutions that provide various banking services, but they do not have a banking license. Unlike banks, NBFCs cannot accept demand deposits (such as savings or current accounts) and do not form part of the payment and settlement system. They provide a variety of services, including loans and advances, asset financing, leasing, hire-purchase, insurance, and mutual funds.

Importance: NBFCs serve as an important adjunct to banks, providing critical services in a financial system, particularly in a country like India, where access to banking is limited in rural and semi-urban areas. NBFCs cater to the needs of small and medium-sized businesses, individual borrowers, and sectors that are often neglected by traditional banks.

2. Historical Background of NBFCs in India

The evolution of NBFCs in India can be traced back to the early 1960s when there was a growing need for financial services to cater to industries like transport, real estate, and infrastructure development. However, it was not until the late 1990s that NBFCs began to emerge as a prominent part of the financial ecosystem. With the liberalization of the Indian economy and the growing demand for credit, the role of NBFCs expanded, particularly in sectors like retail lending, small-ticket loans, and microfinance.

The Reserve Bank of India (RBI) regulates NBFCs, ensuring that they operate within a framework that ensures financial stability, although they are less regulated than banks. Over time, RBI has tightened the regulatory norms to bring greater oversight to the sector.

3. Overview of Bajaj Finance Ltd.

Bajaj Finance Ltd. is one of the largest NBFCs in India. It is a subsidiary of Bajaj Finserv Ltd., which is part of the Bajaj



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short-term borrowings, the company raised long-term debt and issued bonds to maintain liquidity.

2. **Strong Capital Base:** Bajaj Finance maintained a strong capital adequacy ratio, ensuring it could withstand financial shocks. As of 2023, its Capital Adequacy Ratio (CAR) was well above the RBI-mandated 15%.
3. **Focus on Asset Quality:** The company proactively restructured its loan portfolio and focused on improving asset quality. It reduced exposure to riskier segments, ensuring minimal defaults.

6. Regulatory Framework Governing NBFCs

Reserve Bank of India (RBI) has implemented a robust regulatory framework for NBFCs:

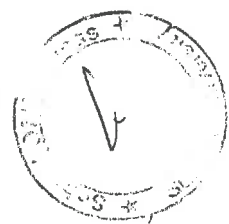
- **Capital Adequacy Requirements:** NBFCs must maintain a minimum capital adequacy ratio (CAR) to ensure financial stability.
- **Asset Classification:** Like banks, NBFCs must classify their assets based on the quality of their loan portfolio and set aside provisions for non-performing assets (NPAs).
- **Liquidity Management:** In light of the 2018 crisis, RBI has introduced new guidelines for NBFCs to maintain a minimum liquidity buffer to avoid cash flow issues.
- **Four-Tier Regulatory Framework:** The RBI introduced a new system in 2021, creating a tiered regulatory structure for NBFCs, based on their size and systemic importance. Large and systemically important NBFCs, like Bajaj Finance, face stricter regulations.

7. Future of NBFCs in India

The future of NBFCs, particularly after the liquidity crisis, hinges on **adaptability, innovation, and prudent risk management**. With increased regulatory scrutiny, NBFCs need to focus on **improving asset quality and diversifying funding sources**. Digital transformation will continue to play a vital role, as NBFCs increasingly leverage technology to enhance customer experience and operational efficiency.

8. Conclusion

NBFCs have become integral to the Indian financial system, complementing banks by offering credit to underserved markets. Bajaj Finance Ltd. exemplifies how NBFCs can achieve growth and sustainability through innovation, diversification, and prudent risk management. Despite



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SCHOOL OF BUSINESS, SUSHANT UNIVERSITY

Sushant
University

LIST OF ADVANCED LEARNERS

Program/Batch: beam Semester: IV
Course Code: 20BEH-0MB312 Faculty Name: Dr. Geeta Sripal.
Course Title: Mgt of Banks & Financial Institutions.

[illegible]

Faculty Signature: _____

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Management of Banks and Financial Institutions

Case Study1:

"From Barter to Bitcoin: The Evolution of Money and its Impact on Banking"

Objective: To explore the historical development of money from ancient barter systems to modern digital currencies and examine how these changes have shaped the management and operations of banks.

Overview:

1. Introduction:

- Begin with a brief history of money, starting from barter systems and the use of commodity money (like gold and silver) to the introduction of paper currency and coins.
- Discuss the transition to fiat money and the role of central banks in managing currency supply.

2. Evolution of Banking:

- Explore how the evolution of money has influenced the development of banking systems. Discuss the emergence of banks as institutions for storing wealth, facilitating trade, and providing loans.
- Examine the impact of the gold standard on banking practices and how the abandonment of the gold standard led to changes in bank management.

3. Introduction of Digital Money:

- Discuss the advent of digital money, including credit and debit cards, online banking, and mobile payment systems. Explain how these innovations have transformed traditional banking services.
- Explore the rise of cryptocurrencies like Bitcoin and how they challenge traditional banking systems. Discuss the role of blockchain technology in ensuring the security and transparency of digital transactions.

4. Impact on Bank Management:

- Analyze how the evolution of money has required banks to adapt their management strategies. For example, how did the introduction of digital money lead to changes in risk management, customer service, and regulatory compliance?



School of Business, Sushant University

Group Project – Odd Sem (Aug- Dec) 2024

Program: BCOM

Sem: V

Course Name: Management of Banks & Financial Institutions

Course Code: 20BCM--0MB31E

Faculty: Dr. Geetu Singal

Maximum Marks: 15

Submission Deadline: 18/Nov/24

Course Outcomes

On completion of this course, the students will be able to:

CO1	Identify the distinguishing features of banks as financial intermediaries and their unique characteristics as businesses in our economy
CO2	Demonstrate the different sources of risks and understand how they interact. Understand how banks manage their risk exposure.
CO3	Examine how the economic and regulatory environments impact bank's decision making.
CO4	Appraise technical, analytical and decision-making skills to understand managers responsibility in the financial management.

Group Project Topic:

(CO3& CO4)

Q1. Address the protection of both income and capital from interest rate risk.

Q2. Pillars of ALM

Group Project Guidelines:

1.Introduction

2.Overview of ALM

Definition: ALM in financial management.

Importance: Why it's crucial for financial institutions.

3.Key Components of ALM

Interest Rate Risk: Managing impacts of interest rate changes.

Liquidity Risk: Ensuring short-term obligations can be met.

Currency Risk: Handling foreign currency exposures.

Capital Management: Maintaining adequate capital.

4.ALM Process

Gap Analysis: Identify mismatches between assets and liabilities.

Duration Analysis: Measure sensitivity to interest rate changes.

Scenario Analysis and Stress Testing: Assessing potential impacts of adverse conditions

Tools and Techniques

5. Case Studies

6. Conclusion



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PRIME LENDING RATE, INCOME RECOGNITION NORMS, FINANCIAL AND TECHNOLOGICAL INNOVATIONS

MAHIMA, TANISHA, RAHUL, SANDESH, NISCHAL

ps



So

What is the Prime Lending Rate?

- The Prime Lending Rate is the interest rate that commercial banks charge their most creditworthy customers.
- It serves as a benchmark for various short-term interest rates in the economy.
- The rate is influenced by the central bank's monetary policy, and changes in the central bank's key rates often lead to adjustments in the Prime Lending Rate.
- It represents the lowest rate at which banks are willing to lend money.
- The Prime Lending Rate is used as a reference point for setting interest rates on variable-rate mortgages, personal loans, and business loans.

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Factors that Affect the Prime Lending Rate:

Inflation Rates:

Example: If inflation is rising rapidly, the Reserve Bank of India (RBI) may increase its policy rates to control inflation. Banks might then also increase their PLR to reflect the higher cost of funds.

Credit Risk:

Example: A borrower with a low credit score or a history of missed payments is considered a higher risk. Banks may charge a higher PLR to compensate for the increased risk of default.

Regulatory Changes:

Example: If the RBI imposes stricter capital requirements on banks, it can reduce the amount of money available for lending. Banks might then raise the PLR to maintain profitability.

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Currency Exchange Rates:

Example: If the Indian Rupee weakens significantly against the US Dollar, it can make imports more expensive. This could lead to higher inflation, and the Reserve Bank of India (RBI) might increase its policy rates to control inflation. Commercial banks may then also raise their PLR.

Liquidity in Financial Markets:

Example: If there is a sudden shortage of funds in the financial system, banks may find it difficult to lend money. To compensate for the increased cost of funds, they might raise the PLR.

Economic Conditions:

Example: During a period of high economic growth and low unemployment, banks may feel more confident in lending and might lower the PLR to encourage borrowing and investment. Conversely, in a recession, they might raise the PLR to protect themselves from potential defaults.

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Income Recognition Norms

Income Recognition Norms are the accounting standards and guidelines that determine when revenue and expenses should be recognized in a company's financial statements. These norms ensure accurate and timely recognition of income and expenses, providing a clear picture of the company's financial performance.

B



How Revenue Recognition Affects Financial Reporting:

Accurate Income Statement: Revenue recognition directly affects a company's income statement (also known as the profit and loss statement or statement of operations). Recognizing revenue at the appropriate time ensures that the income statement accurately reflects the company's financial performance during a given period.

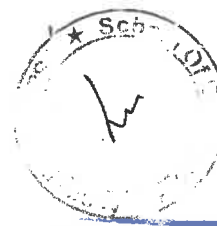
Consistency and Comparability: Consistent revenue recognition practices are essential for making meaningful comparisons between financial statements of different periods or different companies. It ensures that financial information is reliable and that investors and stakeholders can assess the company's performance consistently.

Investor Confidence: Proper revenue recognition enhances investor confidence because it provides a clear and transparent view of a company's financial health. Accurate financial reporting is essential for attracting and retaining investors and creditors.

Cash Flow Reporting: Revenue recognition also affects the cash flow statement. The timing of revenue recognition can impact a company's operating cash flow, investing cash flow, and financing cash flow, which are essential for assessing a company's liquidity and financial stability.

Audit and Regulatory Compliance: Accurate revenue recognition is critical for the auditing process. Auditors examine a company's revenue recognition practices to ensure compliance with accounting standards and regulations.

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Financial and Technological Innovations

Financial and technological innovations are reshaping the financial landscape, offering new opportunities and challenges for both financial institutions and consumers. Some key innovations include:

- Digital Banking: Mobile banking, internet banking, and digital wallets are transforming the way people interact with banks.
- Fintech: Fintech companies are disrupting traditional finance with innovative solutions like peer-to-peer lending, crowdfunding, and robo-advisory services.
- Blockchain Technology: Blockchain offers the potential to revolutionize financial transactions by providing secure, transparent, and efficient systems.

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Artificial Intelligence (AI) and Machine Learning: AI and ML are being used for tasks like fraud detection, credit scoring, and personalized financial advice.

Internet of Things (IoT): IoT devices can be used to collect data and enable innovative financial services, such as insurance telematics

These innovations are driving greater financial inclusion, improving efficiency, and enhancing the overall customer experience. However, they also pose challenges related to cybersecurity, data privacy, and regulatory oversight.

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THANK YOU

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School of Business
Internal Marks Distribution, Odd Sem Dec 2024

Program: BCOM

Sem: V

Course Name: Mnagement of Banks & Financial Institutions

Course Code: 19BBA-0LS22T

Faculty Name: Dr. Geetu Singal

S.No.	Student Roll No.	Student Name	Assignment (10 marks)	Mid Term (15 marks)	Gp PPT (15 marks)	Total Internal (40 marks)
1	220BCOM045	Abhishek Kumar	7	6		13
2	220BCOM032	Aditya	7	7	10	24
3	220BCOM049	Ajay Sharma	8	6	13	27
4	220BCOM036	Anshu Singh	10	15	15	40
5	220BCOM033	Aryan Tomar	6	9	10	25
6	220BCOM037	Balraj				0
7	220BCOM060	Dhirendra Rajput	9	13	15	37
8	220BCOM065	Gaurav Singh	7	11	11	29
9	220BCOM044	Gautam Yadav	6	6		12
10	220BCOM064	Harish Takuli	7	8	12	27
11	220BCOM015	Himanshi Sethi	10	14	15	39
12	220BCOM029	Himanshu	7	6	12	25
13	220BCOM074	Himanshu Sangwan	9	12	13	34
14	220BCOM039	Isha Sharma	8	12	11	31
15	220BCOM030	Jadav Payal	7	6	12	25
16	220BCOM056	Khushboo	9	14	15	38
17	220BCOM009	Kunal Pant		AB		
18	220BCOM054	Mahak Tyagi	8	9	14	31
19	220BCOM079	Mahima Sharma	9	13	15	37
20	220BCOM007	Naina	8	10	12	30
21	220BCOM011	Neha Kumari	8	14	14	36
22	220BCOM023	Nikhil Yadav	7	10	12	29
23	220BCOM082	Priyanshu choudhary		AB		
24	220BCOM069	Piyush Garg	9	15	13	37
25	220BCOM041	Piyush Rana		AB		
26	220BCOM034	Rajat Madaan		AB		
27	220BCOM081	Ridhi Bhargava	8	12	15	35
28	220BCOM014	Ritika Rajput	6	8	12	26
29	220BCOM051	Sakshi Rajput	9	15	14	38
30	220BCOM058	Saloni Rathi	9	11	14	34
31	220BCOM073	Satyam Sahani		AB		
32	220BCOM062	Saushthav Barthwal	10	14	13	37
33	220BCOM012	Shweta	8	6	12	26
34	220BCOM078	Tanishka Gupta	8	12	15	35
35	220BCOM002	Teesha Kalra	10	13	15	38
36	220BCOM043	Tina Nandi	7	10		17
37	220BCOM070	Varun Lohia	7	8	11	26
38	220BCOM040	Vineet	8	9	11	28
39	220BCOM059	Vineet Yadav	8	11	11	30
40	220BCOM067	Vishu	9	14	14	37
41	220BCOM077	Vivek Bhardwaj	8	13	14	35
42	231BCOM002	Yaajj Gupta	9	8	15	32
43	220BCOM080	Yash Ambawat	8	11	12	31
44	220BCOM075	Nikhil Dagar		AB		
45	220BCOM006	Saurav Mishra	9	15	14	38
46	220BCOM061	Radhika Bansal	7	6	13	26
47	220BCOM068	Rohit	8	10	11	29
48		Tushar Yadav	8	6	10	24
49	220BCOM003	Ananya Saxena	10	15	15	40
50	220BCOM010	Dev Nath Shah	7	9	12	28



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51	220BCOM013	Himanshu Sharma		AB		
52	220BCOM019	Nischal Shah	9	11	13	33
53	220BCOM001	Poorva Kher	10	15	15	40
54	220BCOM031	Rahul Kumar	9	8	13	30
55	220BCOM008	Sagar Gupta	10	10	15	35
56	220BCOM024	Sandesh Parajuli	9	14	14	37
57	220BCOM071	Tanisha Sharma	9	13	15	37
58	220BCOM052	Vaibhav Garg	9	12	14	35

Faculty Signature:

Date:

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SUSHANT UNIVERSITY, GURUGRAM
END TERM EXAMINATION, DECEMBER 2024
18BBA-0MB31E/ 20BCM-0MB31E:
Management of Banks and Financial Institutions

Program: BCom/BBA
Duration of Exam: 2 Hrs.

Semester: Vth
Max Marks: 60

INSTRUCTIONS:

1. Section A: Attempt any four (4) of five (5) question. Each question carries 7 marks.
2. Section B: Attempt any two (2) of three (3) questions. Each question carries 10 marks.
3. Section C: Attempt all questions. Question carries 12 marks.

Course Outcomes:

CO1	Identify the distinguishing features of banks as financial intermediaries and their unique characteristics as businesses in our economy
CO2	Demonstrate the different sources of risks and understand how they interact. Understand how banks manage their risk exposure.
C03	Examine how the economic and regulatory environments impact bank's decision making.
C04	Appraise technical, analytical and decision-making skills to understand managers responsibility in the financial management

SECTION A

- Q1. (C01) Imagine you're starting a new business and need to choose the right banking system to support your financial needs. Elaborate on the banking system and identify the various types available to make an informed choice?
- Q2. (C01) Consider you are an analyst studying the Indian banking sector's structure and history. You come across terms like "scheduled banks" and "non-scheduled banks" and want to understand their roles in Indian Context. Discuss
- Q3. (C03) Various banking sector reforms have shaped the current structure of the banking industry in India. Suggest the strengths and weaknesses characterize this structure today?
- Q4. (C04) "Riya, a small business owner, recently faced an issue with her bank regarding incorrect charges on her account. She is exploring modern banking solutions to streamline her business operations. Elaborate the Banking Ombudsman Scheme that will assist Riya in addressing her grievance
- Q5. (C01) Imagine you are studying the early economic systems of trade and come across the barter system. While it seemed effective at first, you notice several challenges in its use, such as the difficulty of finding a medium of exchange. Throw light on these limitations, and steps to overcome these challenges. How can trade be made more efficient?

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- Q6. (C03) Imagine you're part of a team at a financial institution tasked with creating a loan policy to guide lending decisions. List the steps you would take to develop this policy, and suggest measures that align with the institution's goals and risk management strategies.
- Q7. (C04) "Ananya, a finance manager at a mid-sized bank, has been tasked with ensuring the institution effectively manages its assets and liabilities to maintain profitability and liquidity. She needs to understand the concept of Asset-Liability Management (ALM) to develop strategies that align with the bank's financial goals. Elaborate the concept of ALM, discussing its objectives, functions.
- Q8. (C04) Suppose you're a financial analyst at the Reserve Bank of India (RBI) and its role in controlling the banking system. Discuss the RBI's role in regulating banks, discussing the measures RBI uses to regulate banks, discussing the RBI's role in ensuring financial stability and trust in the system?
- Q9. (C03) Ram a financial analyst at a bank in India. During your analysis, you have identified a significant amount of Non-performing Assets (NPAs) and realize their impact on the bank's financial stability.
- Explain NPAs and their effect on commercial banks.
 - Discuss the strategies used by banks to reduce NPAs and the need for the bank for reducing its NPA levels effectively.

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SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (December, 2024)
B.COM(IAF) Semester-V

		Sub Code		19BCK-01731T		20BCK-0F5X1E		20BCK-0M631E		20BCK-0PMS1T		20BCK-0WC31E		22BCK-0DE31L		22BCK-0ST31I		TDCC		TDCC Code	
Subject Name		Indirect Taxes		Marketing of Financial Services		Management of Banks and Financial Institutions		Performance Management		Working Capital Management		Organizational Etiquette & Skills Management II		Summer Training Internship Project Vhs Voice		TDCC		TDCC Title			
S.No	Roll Number	Total Credit Point (25)	SGPA	Exam Name	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade			
1	220BCKOM001	poorva kher	8.532	EP	92	A+	85	A+	88	A+	74	B+	81	A	86	A+	95	O	TDC24ET06		
				External	56		48		49		38		44		50		57		Microsoft suite		
				Internal	36		37		40		35		33		26		40				
2	220BCKOM003	Ananya Saxena	8.963	EP	95	A+	84	A	93	O	80	A	89	A+	88	A+	98	C	TDC24ET06		
				External	51		50		55		44		53		50		67		Microsoft suite		
				Internal	38		34		40		36		33		38		29				
				EP	80	A	57	C	60	B	60	B	82	A	78	A	92	A+	60		
3	220BCKOM008	Sagar Gupta	7.185	External	42		29		25		26		51		40		56		TDC23SU01		
				Internal	38		28		35		34		31		38		36		INCUBE-Innovation Incubation & Entrepreneurship		
				EP	78	A	52	C	59	C	54	C	81	B	80	A	83	A			
				External	41		28		31		26		42		40		48		TDC24ET01		
				Internal	37		24		28		28		25		34		26		Cyber Security		
				EP	71	B+	65	B	74	B+	77	A	79	A	82	A	87	A+	44		
5	220BCKOM019	Nischal Shah	7.556	External	36		24		41		44		48		48		50		TDC24H501		
				Internal	35		24		33		32		35		34		31		Basics Of Laboratory Techniques		
				EP	78	A	86	A	69	A+	85	A+	85	A+	85	A+	89	A+	50		
				External	40		50		51		45		56		50		58		78		
				Internal	38		38		37		37		36		38		31		TDC24ET02		
				EP	72	B+	64	B	60	B	60	B	72	B+	78	A	81	A	31		
7	220BCKOM031	Rohit Kumar	6.687	External	40		39		39		27		42		48		58		TDC23AA02		
				Internal	32		25		30		33		30		30		26		Sustainable Materials In Architecture: Exploring Innovative Solutions		
				EP	79	B+	68	B	68	B	71	B+	80	A+	83	A	85	A+	36		
				External	38		41		33		39		53		50		53		7/8		
				Internal	35		27		35		32		33		33		32		TDC23SU01		
				EP	69	A	76	A	71	B+	67	B	78	A	83	A+	78	A	80		
9	220BCKOM071	Tanisha Sharma	7.704	External	65		46		34		36		48		52		52		TDC23AA02		
				Internal	35		30		37		35		30		33		39		Sustainable Materials In Architecture: Exploring Innovative Solutions		

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Controller of Examinations



Speed		Total
ABS	Absent	
DR	Debarrd	
DR	Deferred	
DR	Unfair Means	
DR	Pass with Grace Mark	

Sub Code			198CM-0031T		208CM-00531E		208CM-00B31E		208CM-00P31T		208CM-00WC31E		228CM-00E31L		228CM-00T31L		TDCC		TDCC Code			
Subject Name			Indirect Taxes		Marketing of Financial Services		Management of Banks and Financial Institutions		Principles of Insurance		Working Capital Management		Organizational Etiquette & Skills Management III		Summer Training Internship Project Viva Voce		TDCC		TDCC Title			
Total Credit Point (27)			4		4		4		3		4		2		4		2					
S.No	Student Roll Number	Student Name	SGPA	Exam Name	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade				
1	2208COM002	Teesha kaira	7.519	External	35		36		28		38		47		55		55		28	A	TDCC23SU01 INCUBE-Innovation Incubation & Entrepreneurship	
				Internal	30		34		39		26		30		36		36		51			
				EP	68	A+	66	B	67	B	64	A	84	A	85	A+	87	A+	74	B+	62	A
2	2208COM005	Saurav Mishra	7.926	External	53		35		46		46		54		49		49		28		TDCC23HS04 Healing Potential of Indigenous Medicines	
				Internal	35		31		38		38		31		38		25		54			
				EP	68	B	66	B	61	B	68	B	63	B	81	A	78	A	78	A	78	A
3	2208COM007	Naina	6.593	External	38		37		31		38		37		45		45		34		TDCC24VI02 Implementation of FSSAI & HACCP in the Hospitality Industry	
				Internal	30		29		30		30		26		32		32		44			
				EP	79	A	78	A	81	A	83	A	78	A	82	A	86	A	71	B+	71	B+
5	2208COM011	Neha Kumari	8.074	External	42		49		45		49		50		50	A	50	A+	31	B+	TDCC24HS03 Drug-Poison to Lifesaver	
				Internal	37		29		36		34		28		32		36		45			
				EP	61	B	55	C	47	D	64	B	79	A	88	A+	88	A+	65		65	
6	2208COM012	Shweta	6.741	External	25		28		21		31		50		50		52		35		TDCC14ET04 Basics of Artificial Intelligence	
				Internal	36		27		26		33		29		38		36		54			
				EP	63	B	65	B	61	B	61	B	54	C	82	A	80	A	83	A	83	
7	2208COM014	Ritika Rajput	6.444	External	33		40		35		31		30		49		48		34		TDCC24DS04 Vocal Theatre Performance	
				Internal	30		25		26		30		24		33		32		49			
				EP	77	A	81	A	72	B+	77	A	74	B+	89	A+	91	A+	26	A+	26	A+
8	2208COM015	Himanshi sethi	8.000	External	41		47		33		42		42		55		54		32		TDCC24HS08 Implementation of FSSAI & HACCP in the Hospitality Industry	
				Internal	36		34		39		35		32		34		37		54			
				EP	64	B	68	B	63	B	68	B	63	B	69	B	75	A	62	B	62	
9	2208COM023	Nikhil Yadav	6.296	External	34		38		34		39		42	</								


13/1/25
Controller of Examinations

Controller of Examinations

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Legend	
Y: Yes	
N: No	
A: Absent	
D: Deferred	
W: Withdrawn	
M: Marked	

SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (December, 2024)
BCOM(H) Semester-V

Sub Code				19BCM-0T31T		20BCM-0F531E		20BCM-0M831E		20BCM-0P131T		20BCM-0WC31E		22BCM-0OE31L		22BCM-0ST31J		TDCC		TDCC Code	
Subject Name				Indirect Taxes		Marketing of Financial Services		Management of Banks and Financial Institutions		Principles of Insurance		Working Capital Management		Organizational Etiquette & Skills Management III		Summer Training Internship Project Viva Voce		TDCC		TDCC Title	
Total Credit Point (27)				4		4		4		4		4		2		4		2			
S.No	Student Roll Number	Student Name	SGPA	Exam Name	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	
12	2208COM032	Aditya	4.519	EP	54	C	40	D	40	D	66	B	19	F	67	B	71	B+	69	B	TDC24ET05
				External Internal	24 30		15 24		13 25		38 28		DB 19		38 29		43 28		24 45		Scripting in Python
13	2208COM033	Aryan Tomar	5.519	EP	49	D	52	C	52	C	72	B+	54	C	64	B	71	B+	60	B	TDC24HS03
				External Internal	23 26		30 22		27 25		46 26		31 23		38 26		44 27		23 37		Drug-Poison to Lifesaver
14	2208COM034	Rajot	0.593	EP	12	F	23	F	0	F	7	F	0	F	24	F	30	F	75	A	TDC24ET02
				External Internal	DB 12		DB 23		DB 0		DB 7		DB 0		DB 24		DB 30		36 40		Basics of Cryptography
				EP	82	A	66	B	83	A	84	A	79	A	82	A	91	A+	76	A	TDC23SU01
15	2208COM036	Anshu Singh	7.852	External Internal	47 35		39 27		43 40		48 36		47 32		48 34		55 36		32 45		INCUBE-Innovation Incubation & Entrepreneurship
16	2308COM035	Isha Sharma	6.593	EP	65	B	53	C	62	B	66	B	72	B+	75	A	77	A	82	A	TDC24ET04
				External Internal	31 34		24 29		31 31		34 32		42 30		40 35		45 32		33 49		Basics of Artificial Intelligence
17	2208COM040	Vineet	6.630	EP	60	B	76	A	65	B	71	B+	52	C	71	B+	73	B+	82	A	TDC24ET06
				External Internal	31 29		46 30		37 28		43 28		31 21		42 29		45 28		31 51		Microsoft suite
18	2208COM043	Tina Nandi	0.000	EP	26	F	25	F	17	F	25	F	18	F	30	F	30	F	39	F	TDC22LW06
				External Internal	DB 26		DB 25		DB 17		DB 25		DB 18		DB 30		DB 30		DB 39		Women Law and Policy
19	2208COM044	Gautam Yadav	1.037	EP	25	F	25	F	12	F	23	F	3	F	22	F	70	B+	50	F	TDC24ET02
				External Internal	DB 25		DB 25		DB 12		DB 23		DB 3		DB 22		42 28		DB 50		Basics of Cryptography
20	2208COM045	Abhishek kumar	5.148	EP	54	C	51	C	47	D	58	C	40	D	61	B	70	B+	67	B	TDC24HS03
				External Internal	26 28		21 30		21 26		29 29		24 16		61 38		70 42		57 28		Drug-Poison to Lifesaver
21	2208COM049	Ajay Sharma	5.444	EP	46	D	42	D	47	D	52	C	55	C	80	A	90	A+	62	B	TDC24HS03
				External Internal	16 30		18 24		20 27		26 26		32 23		46 34		55 35		24 38		Drug-Poison to Lifesaver
22	DM051	Sakshi Rajput																			

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UPM



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SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (December, 2024)
BCOM(H) Semester-V

Legend:
 Total
 AUS - Absent
 OI - Out of Interest
 OI - Out of Interest
 M - Under Marks
 N/A - Not Applicable

Sub Code				198CM-DT31T		208CM-DF331E		208CM-DMB31E		208CM-OP31T		208CM-OWC31E		228CM-OGE31L		228CM-OST31I		TDCC		TDCC Code	
Subject Name				Indirect Taxes		Marketing of Financial Services		Management of Banks and Financial Institutions		Principles of Insurance		Working Capital Management		Organizational Etiquette & Skills Management III		Summer Training Internship Project Viva Voce		TDCC		TDCC Title	
Total Credit Point (27)				4		4		4		3		4		2		4		2			
S.No	Student Roll Number	Student Name	SGPA	Exam Name	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	
23	2208COM054	Mahak Tyagi	6.519	EP	66	B	63	B	54	C	76	A	59	C	81	A	76	A	76	A	TDC24ET05
				External	29		40		23		45		33		48		45		28		Scripting in Python
				Internal	37		23		31		31		26		33		31		48		
24	2208COM056	Khushboo	7.704	EP	75	A	67	B	75	A	80	A	72	B+	88	A+	81	A	89	A+	TDC24ET02
				External	42		43		37		44		42		53		55		40		Basics of Cryptography
				Internal	33		24		38		36		30		35		26		49		
25	2208COM058	Saloni Rathi	6.074	EP	65	B	52	C	56	C	68	B	47	D	86	A+	80	A	82	A	TDC24ET04
				External	32		24		22		32		24		51		48		39		Basics of Artificial Intelligence
				Internal	33		28		34		36		23		35		32		43		
26	2208COM059	Vineet Yadav	5.444	EP	56	C	58	C	51	C	53	C	44	D	70	B+	82	A	59	C	TDC24HS03
				External	27		33		21		28		24		42		45		22		Drug Poison to Lifesaver
				Internal	29		25		30		25		20		28		37		37		
27	2208COM060	Dhirendra Rajput	7.259	EP	71	B+	72	B+	66	B	79	A	78	A	78	A	79	A	69	B	TDC24HS03
				External	38		42		29		46		49		48		48		33		Drug Poison to Lifesaver
				Internal	33		30		37		33		29		30		31		36		
28	2208COM061	Radhika Bansal	6.583	EP	59	C	60	B	41	D	62	B	81	A	82	A	90	A+	81	A	TDC24ET02
				External	23		32		15		35		51		49		55		34		Basics of Cryptography
				Internal	36		28		26		27		30		33		35		47		
29	2208COM062	Saushthav Barthwal	7.926	EP	80	A	65	B	80	A	83	A	92	A+	86	A+	77	A	80	A	TDC24ET05
				External	46		39		43		51		56		49		55		32		Scripting in Python
				Internal	34		26		37		32		36		37		22		48		
30	2208COM064	Harish Takuli	5.296	EP	61	B	62	B	54	C	70	B+	18	F	70	B+	65	B	75	A	TDC24ET02
				External	32		37		27		40		DB		42		40		26		Basics of Cryptography
				Internal	29		25		27		30		18		28		25		49		
31	2208COM065	Gaurav Singh	6.037	EP	58	C	50	C	58	C	74	B+	68	B	70	B+	81	A	67	B	TDC24HS03
				External	29		29		29		41		46		42		51		28.5		Drug Poison to Lifesaver
				Internal	29		21		29		33		22		28		30		38		
32	2208COM067	Vishu	7.704	EP	79	A	70	B+	80	A	78	A	77	A	81	A	82	A	69	B	TDC24HS03
				External	43		44		43		45		48		50		49		29		Drug Poison to Lifesaver
				Internal	36		26		37		33		29		31		33		40		
33	2208COM068	Rohit	6.074	EP	63	B	57	C	48	D	60	B	66	B	77	A	75	A	71	B+	TDC24ET02
				External	34		29		19		34		46		49		42		25		Basics of Cryptography
				Internal	29		28		29		26		20		28		33		46		

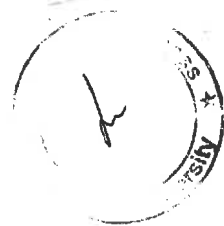
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Controller of Examinations

13/11/25

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SUSHANT UNIVERSITY, SECTOR - 55, GURGAON
End Semester Examination : Regular (December, 2024)
BCOM(H) Semester-V

Legend	Pass
AB	Absent
DE	Deferred
UF	Unfair Marks
W	Pass With Grace Marks

Sub Code				19BCM-01T31T		20BCM-0FS31E		20BCM-0MB31E		20BCM-0P131T		20BCM-0WC31E		22BCM-0OE31L		22BCM-0ST31L		TDCC		TDCC Code	
Subject Name				Indirect Taxes		Marketing of Financial Services		Management of Banks and Financial Institutions		Principles of Insurance		Working Capital Management		Organisational Etiquette & Skills Management III		Summer Training Internship Project Viva Voce		TDCC		TDCC Title	
Total Credit Point (27)				4		4		4		3		4		2		4		2			
S.No	Student Roll Number	Student Name	SGPA	Exam Name	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	Marks	Grade	
34	220BCM069	Piyush Garg	8.148	EP	79	A	72	B+	88	A+	81	A	85	A+	77	A	79	A	78	A	TDC24ET05
				External	44		40		51		48		52		42		52		30		Scripting in Python
				Internal	35		32		37		33		33		35		27		48		
35	220BCM070	Varun Lohla	5.852	EP	72	B+	63	B	59	C	65	B	53	C	66	B	68	B	66	B	TDC24HS03
				External	45		36		33		38		31		38		40		26		Drug-Poison to Lifesaver
				Internal	27		27		26		27		22		28		28		40		
36	220BCM074	Himanshu Sangwan	7.778	EP	88	A+	68	B	83	A	80	A	82	A	79	A	83	A	73	B+	TDC24ET05
				External	53		43		49		46		53		42		53		28		Scripting in Python
				Internal	35		25		34		34		29		37		30		45		
37	220BCM077	Vivek Bhardwaj	8.037	EP	83	A	66	B	77	A	86	A+	75	A	77	A	89	A+	86	A+	TDC24ET04
				External	47		38		42		50		52		49		55		37		Basics of Artificial Intelligence
				Internal	36		28		35		36		23		28		34		49		
38	220BCM078	Tanishka Gupta	8.111	EP	88	A+	70	B+	80	A	89	A+	79	A	82	A	86	A+	69	B	TDC24HS03
				External	51		42		45		52		51		50		50		28		Drug-Poison to Lifesaver
				Internal	37		28		35		37		28		32		36		41		
				EP	77	A	72	B+	89	A+	87	A+	79	A	81	A	77	A	72	B+	TDC23AA02
39	220BCM079	Mahirna Sharma	8.037	External																	Sustainable Materials in Architecture: Exploring Innovative Solutions
				Internal	40		43		52		50		47		49		54		31		
				EP	37		29		37		37		32		32		23		41		
40	220BCM080	Yash Ambawat	6.185	EP	69	B	57	C	68	B	72	B+	55	C	79	A	83	A	54	C	TDC24AA03
				External	39		35		37		41		35		45		49		24		Cinema and Scriptwriting: From Screen to Script
				Internal	30		22		31		31		20		34		34		30		
41	220BCM081	Ridhi Bhargava	7.815	EP	77	A	56	C	80	A	86	A+	76	A	84	A	95	O	67	B	TDC24ET05
				External	40		35		45		51		45		50		57		22		Scripting in Python
				Internal	37		21		35		35		31		34		38		45		
42	2318COM002	Yash Gupta	6.889	EP	60	B	56	C	58	C	78	A	76	A	79	A	82	A	92	A+	TDC24ET06
				External	28		26		26		45		42		49		54		39		Microsoft suite
				Internal	32		30		32		33		34		30		28		53		
43	2108COMH041	Tushar Yadav	3.259	EP	43	F	34	F	36	F	47	D	43	D	69	B	48	D	79	A	TDC24ET02
				External	15		10		12		34		25		40		48		34		Basics of Cryptography
				Internal	28		24		24		23		18		29		0		45		

Prepared By



SUSANT UNIVERSITY

School of Business

Assignment (Odd Semester 2024-25)

Program: BCOM

Semester: V

Assignment Date: 01.10.24

Course Code: 20BCM-04B31E Course Name: Management of Banks & Financial Institutions

Faculty Name: Dr. Geetu Singal

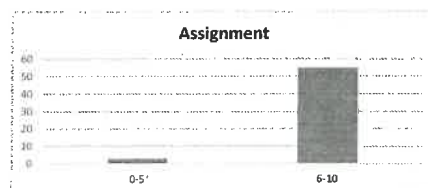
S. No.	Enrollment No.	Student Name	Batch No.	Q1 (Marks)	Q2 (Marks)	Q3 (Marks)	Q4 (Marks)	Attainment				Total Marks (10)
				CO1 (Marks)	CO2 (Marks)	CO3 (Marks)	CO4 (Marks)	CO1 (Marks)	CO2 (Marks)	CO3 (Marks)	CO4 (Marks)	
1	220BCOM045	Abhishek Kumar	2022-2025	4	5	4	4	4	5	4	4	7
2	220BCOM032	Aditya	2022-2025	4	4	4	4	4	4	4	4	7
3	220BCOM049	Ajay Sharma	2022-2025	4	4	4	4	4	4	4	4	8
4	220BCOM036	Anshu Singh	2022-2025	4	4	5	4	4	4	4	4	10
5	220BCOM033	Aryan Tomar	2022-2025	4	4	4	4	4	4	4	4	6
6	220BCOM037	Balraj	2022-2025	3	4	3	4	3	4	4	4	0
7	220BCOM060	Dhirendra Rajput	2022-2025	4	4	4	4	4	4	4	4	9
8	220BCOM065	Gaurav Singh	2022-2025	3	4	2	4	3	4	4	4	7
9	220BCOM044	Gautam Yadav	2022-2025	4	4	5	4	4	4	4	4	6
10	220BCOM064	Harish Takuli	2022-2025	4	4	5	4	4	4	4	4	7
11	220BCOM015	Himanshi Sethi	2022-2025	4	4	4	4	4	4	4	4	10
12	220BCOM029	Himanshu	2022-2025	4	4	4	4	4	4	4	4	7
13	220BCOM074	Himanshu Sangwan	2022-2025	4	4	5	4	4	4	4	4	9
14	220BCOM039	Isha Sharma	2022-2025	3	4	3	4	3	4	4	4	8
15	220BCOM030	Jadav Payal	2022-2025	4	4	3	3	4	4	4	3	7
16	220BCOM056	Khushboo	2022-2025	4	5	4	4	4	5	4	4	9
17	220BCOM009	Kunal Pant	2022-2025	4	4	5	4	4	4	4	4	0
18	220BCOM054	Mahak Tyagi	2022-2025	4	4	4	4	4	4	4	4	8
19	220BCOM079	Mahima Sharma	2022-2025	4	4	4	4	4	4	4	4	9
20	220BCOM007	Naina	2022-2025	4	4	5	4	4	4	4	4	8
21	220BCOM011	Neha Kumari	2022-2025	4	4	4	4	4	4	4	4	8
22	220BCOM023	Nikhil Yadav	2022-2025	4	4	4	4	4	4	4	4	7
23	220BCOM082	Priyanshu choudhary	2022-2025	4	5	4	4	4	5	4	4	0
24	220BCOM069	Piyush Garg	2022-2025	4	5	4	4	4	5	4	4	9
25	220BCOM041	Piyush Rana	2022-2025	4	4	5	4	4	4	4	4	0
26	220BCOM034	Rajat Madaan	2022-2025	4	5	4	4	4	5	4	4	
27	220BCOM081	Ridhi Bhargava	2022-2025	4	4	5	4	4	4	4	4	8
28	220BCOM014	Ritika Rajput	2022-2025	4	4	3	3	4	4	4	3	6
29	220BCOM051	Sakshi Rajput	2022-2025	4	4	4	4	4	4	4	4	9
30	220BCOM058	Saloni Rathi	2022-2025	4	4	4	4	4	4	4	4	9
31	220BCOM073	Satyam Sahani	2022-2025	3	4	3	4	3	4	4	4	
32	220BCOM062	Saushthav Barthwal	2022-2025	4	5	4	4	4	5	4	4	10
33	220BCOM012	Shweta	2022-2025	4	4	4	4	4	4	4	4	8
34	220BCOM078	Tanishka Gupta	2022-2025	4	5	4	4	4	5	4	4	8
35	220BCOM002	Teesha Kalra	2022-2025	4	4	5	4	4	4	4	4	10
36	220BCOM043	Tina Nandi	2022-2025	4	5	4	4	4	5	4	4	7
37	220BCOM070	Varun Lohia	2022-2025	4	4	5	4	4	4	4	4	7
38	220BCOM040	Vineet	2022-2025	4	4	4	4	4	4	4	4	8
39	220BCOM059	Vineet Yadav	2022-2025	4	4	4	4	4	4	4	4	8
40	220BCOM067	Vishu	2022-2025	4	5	4	4	4	5	4	4	9
41	220BCOM077	Vivek Bhardwaj	2022-2025	4	4	5	4	4	4	4	4	8
42	220BCOM002	Yaaj Gupta	2022-2025	4	4	4	4	4	4	4	4	9
43	220BCOM080	Yash Ambawat	2022-2025	4	4	4	4	4	4	4	4	8
44	220BCOM075	Nikhil Dagar	2022-2025	4	4	4	4	4	4	4	4	
45	220BCOM006	Saurav Mishra	2022-2025	4	5	4	4	4	5	4	4	9
46	220BCOM061	Radhika	2022-2025	4	4	4	4	4	4	4	4	7
47	220BCOM068	Rohit	2022-2025	4	4	4	4	4	4	4	4	8
48		Tushar Yadav	2022-2025	4	5	4	4	4	5	4	4	8
49	220BCOM003	Ananya Saxena	2022-2025	4	4	4	4	4	4	4	4	10
50	220BCOM010	Dev Nath Shah	2022-2025	4	4	4	4	4	4	4	4	7
51	220BCOM013	Himanshu Sharma	2022-2025	4	5	4	4	4	5	4	4	
52	220BCOM019	Nischal Shah	2022-2025	3	4	2	4	3	4	4	4	9
53	220BCOM001	Poorva Kher	2022-2025	4	4	4	4	4	4	4	4	10
54	220BCOM031	Rahul Kumar	2022-2025	4	5	4	4	4	5	4	4	9
55	220BCOM008	Sagar Gupta	2022-2025	4	4	5	4	4	4	4	4	10
56	220BCOM024	Sandesh Parajuli	2022-2025	4	4	4	4	4	4	4	4	9
57	220BCOM071	Tanisha Sharma	2022-2025	3	4	3	4	3	4	4	4	9
58	220BCOM052	Vaibhav Gang	2022-2025	4	4	5	4	4	4	4	4	9
Total Students				58								
Average				4	3.96552	4	7.63					
Total Students Appeared in Assignment 1 (N)								58				54
Number of students scored average % and above marks (P)								58				56
CO attainment (P/N)*100								107.41%				103.70%

Average Marks	Max Marks	Min. Marks	Std Deviation	Less than 40%
4	10	0	16	7.41%

Students Marks	0-5	6-10
Assignment	3	55

Attainment Levels	
Level1	Less than 50% students scoring more than average % marks.
Level2	50% to less than 60% students scoring more than average % marks.
Level3	more than 60% students scoring more than average % marks in internal assessment tools

CO Attainment Level	
COs	Attainment Level
CO1	3
CO2	3



SUSHANT UNIVERSITY

School of Business
Mid-Term Examination (Odd Semester 2024-2025)

Program: BCOM
Course: 20BCM-0MB31E
Semester: V
Course No: Management of Banks & Financial Institutions
Mid term: 15.10.24
Faculty: Dr. Geeta Singal

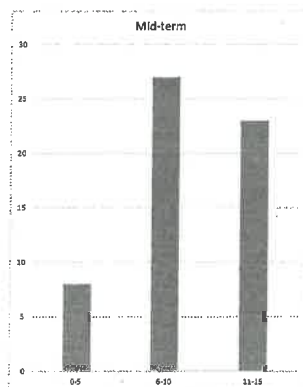
S. No.	Enrolment No.	Student Name	Batch No.	1(4Mar)	2(4Mar)	3(4Mar)	4(7Mar)	Attainment				Total Marks (15)		
				CO1	CO2	CO2	CO3	11 (Mar)	12 (Mar)	13 (Mar)				
1	220BCM0045	Abhishek Kumar	2022-2025	4	2		3	4	5	6	6			
2	220BCM0052	Aditya	2022-2025	4	2		4	5	4	6	7			
3	220BCM0049	Ajay Sharma	2022-2025	4	4		5	6	5	6	8			
4	220BCM0036	Anshu Singh	2022-2025	3	2		5	4	8	6	15			
5	220BCM0033	Aryan Tomar	2022-2025	2	2		3	6	5	5	9			
6	220BCM0037	Bhargav	2022-2025	4	2		3	7	5	5	8			
7	220BCM0060	Dhruvendra Rajput	2022-2025	2	2		3	7	5	5	13			
8	220BCM0065	Gaurav Singh	2022-2025	4	2		3	7	5	6	11			
9	220BCM0044	Goutam Yadav	2022-2025	4	2		3	6	5	6	0			
10	220BCM0064	Hareesh Talsani	2022-2025	4	2		4	6	5	6	8			
11	220BCM0015	Himanshu Solhi	2022-2025								14			
12	220BCM0029	Himanshu	2022-2025								6			
13	220BCM0074	Himanshu Singh	2022-2025	2	2		3	6	4	5	12			
14	220BCM0039	Isha Sharma	2022-2025	4	2		3	6	5	6	7			
15	220BCM0030	Jyoti Puri	2022-2025	2	2		3	5	5	6	6			
16	220BCM0056	Khanhoo	2022-2025	4	2		3	7	5	7	14			
17	220BCM0009	Kunal Pant	2022-2025								0			
18	220BCM0054	Mahesh Tyagi	2022-2025	4	2		3	5	5	5	8			
19	220BCM0079	Mahima Sharma	2022-2025	2	2		3	6	5	5	9			
20	220BCM0007	Naina	2022-2025	4	2		3	7	4	6	10			
21	220BCM0011	Neha Kumari	2022-2025	2	2		3	6	5	6	14			
22	220BCM0023	Nikhil Yadav	2022-2025	4	2		3	7	5	7	10			
23	220BCM0082	Priyanshu Choudhary	2022-2025	2	2		3	6	5	5	0			
24	220BCM0069	Piyush Garg	2022-2025								15			
25	220BCM0041	Piyush Kumar	2022-2025	4	2		3	6	3	6	0			
26	220BCM0014	Rajat Madan	2022-2025	4	2		4	6	4	6	0			
27	220BCM0048	Rishi Bhargava	2022-2025								12			
28	220BCM0014	Rishi Rajput	2022-2025	3	2		5	4	8	5	8			
29	220BCM0051	Sakshi Rajput	2022-2025	2	2		3	6	4	5	15			
30	220BCM0058	Saloni Rathi	2022-2025	4	2		3	6	5	6	11			
31	220BCM0073	Satyam Sahani	2022-2025	2	2		3	6	5	6	0			
32	220BCM0062	Sandeep Barwal	2022-2025								14			
33	220BCM0012	Shweta	2022-2025	2	2		3	5	5	5	6			
34	220BCM0078	Tarisha Gupta	2022-2025	4	2		3	6	5	7	12			
35	220BCM0002	Teccha Kalra	2022-2025	2	2		3	6	5	7	14			
36	220BCM0043	Tina Nandi	2022-2025	4	2		3	7	5	6	10			
37	220BCM0070	Vansh Lehin	2022-2025	2	2		3	5	5	6	8			
38	220BCM0040	Vinod	2022-2025	4	2		3	7	5	6	9			
39	220BCM0059	Vinod Yadav	2022-2025	2	2		3	5	5	5	11			
40	220BCM0067	Vishal	2022-2025	4	2		3	6	5	5	14			
41	220BCM0077	Vivek Bhargava	2022-2025	2	2		3	5	5	6	13			
42	220BCM0002	Yash Gupta	2022-2025	4	2		3	7	4	6	8			
43	220BCM0080	Yash Anand	2022-2025	3	2		4	5	5	4	11			
44	220BCM0075	Nikhil Dagar	2022-2025	4	2		4	6	4	6	0			
45	220BCM0006	Sourav Mishra	2022-2025		3	2	5	6	4	5	15			
46	220BCM0061	Radhika	2022-2025	4	2		4	5	5	7	6			
47	220BCM0068	Rohit	2022-2025	2		2	7	5	7	10	7			
48	220BCM0003	Tushar Yadav	2022-2025	4	4	4	6	6	4	5	6			
49	220BCM0003	Arun Singh	2022-2025	4	4	4	5	5	4	5	9			
50	220BCM0010	Dev Nishu Shah	2022-2025	4	4	4	6.5	6	3	6	15			
51	220BCM0013	Himanshu Sharma	2022-2025	4	4	4	6	6	4	6	0			
52	220BCM0019	Nishant Shah	2022-2025		4	4	5	5	5	7	11			
53	220BCM0001	Pooja Kler	2022-2025								15			
54	220BCM0031	Rahul Kumar	2022-2025		3	2	5	6	3	6	8			
55	220BCM0008	Sagar Gupta	2022-2025	2	2		3	5	3	5	10			
56	220BCM0024	Sandeep Parajuli	2022-2025								14			
57	220BCM0071	Tanish Sharma	2022-2025								13			
58	220BCM0052	Vaibhav Garg	2022-2025	4	4		5	6	5	6	12			
Total Students											58			
Average											5.84	4.73	5.78	9.24
Total Students Appeared in Mid-term (N)											58			59
Number of students scored average % and above marks (P)											34	34	31	
CO attainment (P/N)*100											68.00%	68.00%	64.00%	

Max Marks	Min. Marks	Std Deviation	Less than 40%	More than 90%
10	16	#DIV/0!	#DIV/0!	#REF!

Students Marks	0-5	6-10	11-15
Students	8	27	23

Attainment Levels	Level 1	Level 2	Level 3
Mid-term	Less than 50% students scoring more than average % marks.	50% to less than 60% students scoring more than average % marks.	more than 60% students scoring more than average % marks in internal assessment tools

COs	Attainment Level
CO1	3
CO2	3
CO3	3



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SUSHANT UNIVERSITY

School of Business

Group Project Presentation (06/Semester 2024-25)

Program: BCOM

Course Code: BUCOM00118

Course Name: Management of Banks & Financial Institutions

Semester: V

PPT Date: 18.11.24

Faculty No. Dr. Geeta Singh

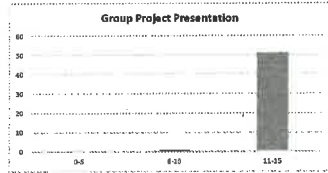
S. No.	Roll Number	Student Name	Batch No.	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9	CO10	Total Marks (15)
1	2201COM001	Anshu Kumar	2022-2025	3	2	3	5	3	2	3	3	3	3	13
2	2201COM002	Aditya	2022-2025	3	2	3	5	3	2	3	3	3	3	11
3	2201COM003	Ajay Sharma	2022-2025	2	2	3	6	4	2	3	6			13
4	2201COM004	Anshu Singh	2022-2025	2	2	2	6	3	2	2	3			15
5	2201COM005	Aryan Kumar	2022-2025	3	1	3	5	3	3	1	4			10
6	2201COM006	Balraj	2022-2025	3	2	2	5	3	3	3	3			15
7	2201COM007	Dhirendra Rajput	2022-2025	2	2	3	6	4	2	3	6			11
8	2201COM008	Geetika Singh	2022-2025	2	2	2	6	3	2	2	3			12
9	2201COM009	Goutam Yadav	2022-2025	2	2	2	6	4	3	3	3			15
10	2201COM010	Harsh Talsani	2022-2025	3	2	3	5	4	3	3	4			15
11	2201COM011	Himanshi Sethi	2022-2025											12
12	2201COM012	Himanshi	2022-2025											13
13	2201COM013	Himanshi Sangwan	2022-2025	2	2	3	6	4	3	3	6			11
14	2201COM014	Isha Sharma	2022-2025	2	2	3	6	4	3	3	6			12
15	2201COM015	Jadev Patel	2022-2025	2	2	3	6	4	3	4	6			15
16	2201COM016	Kushboo	2022-2025	3	2	3	5	3	3	3	4			14
17	2201COM017	Kunal Pant	2022-2025											15
18	2201COM018	Mehal Tyagi	2022-2025	2	2	3	6	4	2	3	6			15
19	2201COM019	Mehal Sharma	2022-2025	2	2	2	6	3	3	2	3			12
20	2201COM020	Naina	2022-2025	2	2	3	6	7	3	3	6			14
21	2201COM021	Nisha Kumar	2022-2025	2	2	3	6	4	3	3	7			12
22	2201COM022	Nikhil Yadav	2022-2025	1	2	2	5	4	3	2	4			13
23	2201COM023	Priyanshu Choudhary	2022-2025	2	2	3	6	4	3	4	6			15
24	2201COM024	Piyush Garg	2022-2025											12
25	2201COM025	Piyush Rana	2022-2025	3	2	3	5	3	3	3	4			15
26	2201COM026	Rajni Madan	2022-2025	3	2	3	5	4	3	3	3			12
27	2201COM027	Rajni Bhargava	2022-2025	2	2	2	6	4	3	2	3			14
28	2201COM028	Rishi Rajput	2022-2025	2	2	3	6	4	2	3	6			14
29	2201COM029	Sakshi Rajput	2022-2025	2	2	3	6	4	2	3	6			15
30	2201COM030	Sakshi Rathi	2022-2025	2	2	2	6	3	2	2	5			12
31	2201COM031	Sayam Sahani	2022-2025	3	2	3	5	3	2	3	3			15
32	2201COM032	Siddhant Sharma	2022-2025	2	2	3	6	4	2	3	6			15
33	2201COM033	Srinika	2022-2025	2	2	3	6	4	2	3	6			15
34	2201COM034	Tanishka Gupta	2022-2025	2	2	3	6	4	2	3	6			11
35	2201COM035	Tanishka Kalia	2022-2025	2	2	3	6	4	2	3	6			11
36	2201COM036	Tina Nandi	2022-2025	3	2	3	5	3	3	3	4			11
37	2201COM037	Vansh Lohia	2022-2025	3	2	3	5	3	2	3	3			11
38	2201COM038	Vansh	2022-2025	2	2	3	6	4	2	3	6			11
39	2201COM039	Vansh Yadav	2022-2025	2	2	2	6	3	2	2	5			14
40	2201COM040	Vidya	2022-2025	2	2	3	6	4	3	3	5			14
41	2201COM041	Vishal Bhargava	2022-2025	3	2	3	5	4	3	3	4			15
42	2201COM042	Yash Gupta	2022-2025	3	3	2	5.5	4	3	2	6			12
43	2201COM043	Yash Anand	2022-2025	2	2	3	6	4	3	3	3			14
44	2201COM044	Nikhil Dagar	2022-2025	2	2	3	6	4	3	3	6			14
45	2201COM045	Soumya Mahan	2022-2025	2	2	3	6	4	3	3	6			13
46	2201COM046	Kushika	2022-2025	2	2	3	6	4	3	4	6			11
47	2201COM047	Rishi	2022-2025	3	2	3	5	3	3	3	4			10
48	2201COM048	Tushar Yadav	2022-2025	3	2	3	5	3	3	3	3			15
49	2201COM049	Aarav Saxena	2022-2025	2	2	3	6	4	2	3	6			12
50	2201COM050	Darshak Shah	2022-2025	2	2	2	6	4	3	2	5			13
51	2201COM051	Himanshi Sharma	2022-2025	2	2	3	6	7	3	3	6			15
52	2201COM052	Nikhil Shrivastava	2022-2025	2	2	3	6	4	3	3	7			13
53	2201COM053	Pooja Khosla	2022-2025											13
54	2201COM054	Rahul Kumar	2022-2025	2	2	3	6	4	3	4	6			15
55	2201COM055	Rishi Gupta	2022-2025	2	2	3	6	4	3	3	6			14
56	2201COM056	Sanskriti Pareek	2022-2025											15
57	2201COM057	Tanishka Sharma	2022-2025	2	2	3	6	4	3	3	6			14
58	2201COM058	Vaibhav Garg	2022-2025	2	2	3	6	4	3	3	6			14

Average Marks	Max Marks	Min. Marks	Std. Deviation	Less than 40%
48.89	11	11	48.89	48.89

Grade	0-5	6-10	11-15
Project Presentation	0	1	1

Project Presentation	Attainment Level	Less than 50% students scoring more than average marks.
Level1		
Level2		50% to less than 60% students scoring more than average marks.
Level3		more than 60% students scoring more than average marks in internal assessment tests.

CO Attainment Level	Attainment Level
CO1	3
CO2	3
CO3	3
CO4	3



SUSHANT UNIVERSITY

School of Business

End-Term Examination (Odd Semester 2024-25)

Program BCOM

Semester : V

End Term Date 22.12.24

Faculty Name Dr. Geeta Singal

Course 20BCMB031E

Course Name Management of Banks & Financial Institutions

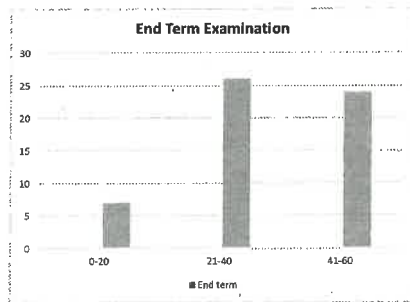
S. No	Rollment No	Student Name	Batch No	Q1(7Marks)	Q2(7Marks)	Q3(7Marks)	Q4(7Marks)	Q5(7Marks)	Q6(10Marks)	Q7(10Marks)	Q8(10Marks)	Q9(12Marks)	Attainment				Total Marks (60)
				CO1	CO2	CO1	CO3	CO4	CO4	CO1	CO3	CO3	CO1(Marks)	CO2 (Marks)	CO3 (Marks)	CO4 (Marks)	
1	107804			6	5	6	6	5	7	9	8	5	1	0	0	0	1
2	142342			6	5	6	6	7	9	8	8	5	4	3	5	0	7
3	107845			6	4	6	4	7	8	8	10	10	20	22	12	10	9
4	142525			6	4	5	4	7	8	8	10	10	19	21	12	10	9
5	142627			7	6	7	6	6	10	10	10	11	24	25	16	10	9
6	49559			7	6	6	5	6	9	10	10	11	22	24	16	9	12
7	142588			7	6	6	5	6	9	10	10	11	22	24	16	9	12
8	86069			7	6	5	6	6	10	9	12	12	24	24	12	10	13
9	86075			6	6	6	3	6	8	8	7	20	19	15	10	14	
10	142544			6	6	6	5	5	7	10	11	12	23	12	12	12	15
11	49403			3	6	6	6	3	8	7	17	17	16	17	12	10	18
12	14242			7	6	5	6	10	8	9	12	24	24	15	8	19	
13	4938			6	7	6	5	8	8	10	12	17	24	12	8	19	
14	14254			6	7	6	5	8	8	10	12	17	24	12	8	19	
15	14265			7	6	6	5	6	9	10	11	22	24	16	6	19	
16	4943			6	6	6	4	7	8	10	11	17	21	15	7	26	
17	4936			3	6	6	6	3	8	7	17	20	17	12	12	27	
18	14260			3	6	6	6	3	8	7	17	20	17	12	12	27	
19	4929			6	4	6	5	7	8	8	10	14	16	12	15	26	
20	14246			6	4	6	5	7	8	8	10	14	16	12	15	26	
21	8604			6	5	6	6	5	9	9	5	17	21	12	16	32	
22	8610			6	5	6	6	5	9	9	5	15	15	15	10	32	
23	4892			4	6	4	3	3	3	2	8	8	16	12	6	33	
24	4933			6	6	6	5	5	7	10	11	12	23	12	12	33	
25	8611			6	4	6	4	8	8	10	20	22	12	10	10	33	
26	13494			4	4	4	3	3	3	2	8	8	22	0	6	32	
27	4928			4	3	4	3	6	8	7	18	15	15	10	10	34	
28	4931			6	5	6	6	5	9	8	7	10	17	15	10	34	
29	14244			6	3	4	3	6	6	8	7	10	17	15	10	34	
30	4937			7	6	7	6	10	10	11	24	25	16	10	10	36	
31	14240			6	6	6	4	5	8	6	7	20	19	12	5	37	
32	4934			6	7	6	6	7	10	10	10	16	20	17	17	39	
33	4941			7	6	7	6	7	10	10	10	11	24	25	16	10	39
34	14256			10	7	6	6	7	10	10	10	16	20	17	17	39	
35	4930			7	4	4	6	7	9	10	10	20	21	15	10	40	
36	14248			7	4	4	6	7	9	10	10	20	21	15	10	40	
37	13492			3	6	6	6	3	8	7	17	20	17	3	41		
38	4927			7	6	5	6	6	10	9	12	12	24	12	10	45	
39	4944			6	6	3	3	3	8	7	17	22	15	3	45		
40	8605			6	6	6	4	5	8	6	7	20	19	12	5	45	
41	4942			6	6	6	3	3	3	8	2	8	20	20	12	6	47
42	8608			6	4	6	5	7	8	8	10	17	16	12	15	47	
43	13480			6	7	6	4	7	10	10	10	16	20	17	17	47	
44	4929			6	6	6	4	7	8	10	11	14	21	15	7	50	
45	13490			7	6	6	5	6	9	10	11	22	24	16	6	50	
46	13495			6	6	6	4	7	8	10	11	14	21	15	7	50	
47	13455			6	6	6	5	5	7	10	11	12	23	12	12	51	
48	13482			7	6	6	5	6	9	10	11	22	24	16	10	51	
49	14136			6	6	3	3	3	8	7	17	22	15	10	10	51	
50	4926			6	6	6	4	5	8	6	7	20	19	14	5	52	
51	13488			6	7	6	5	6	8	8	10	12	20	24	15	10	52
52	4939			7	6	6	5	6	9	10	11	22	24	16	6	53	
53	13484			3	6	6	6	3	8	7	17	20	17	12	12	54	
54	13486			7	6	7	6	10	10	11	24	25	16	10	10	54	
55	4925			6	5	6	6	7	9	8	5	12	21	12	16	55	
56	4924			6	6	3	3	3	8	7	17	22	15	3	56		
57	8609			7	4	4	6	7	9	10	10	20	21	15	10	56	
Total Students													16.63	20.42	13.70	9.26	57
Average													16.63	20.42	13.70	9.26	34.19
Number of students scored average% and above marks (P)													35	35	35	25	55
CO attainment (P/N)*100													63.64%	63.64%	63.64%	63.64%	

Average Marks	Max Marks	Min. Marks	Std Deviation	Less than 40%	More than 90%
34	58	1	REF	REF	REF

Student's Marks	0-20	21-40	41-60
End term	7	26	24

Attainment Levels	
Level1	Less than 50% students scoring more than average marks.
Level2	50% to less than 60% students scoring more than average % marks.
Level3	more than 60% students scoring more than average % marks in internal assessment tools

CO Attainment Level	
CO1	3
CO2	3
CO3	3
CO4	3



Result Analysis (Odd Semester 2024-25)

Program: BCOM

Semester : V

Course Code: 20BCM-0MB31E

Course Name: Management of Banks & Financial Institutions

Faculty name: Dr. Geetu Singh

Date of Analysis: 10.01.25

Consolidated CO Attainment (Internal)				
Mid term 15 : Assignment/Presentation 25				
COs	Assessment Tools			Total
	Mid-Term	Assignment	Group Project/ Presentation	
CO1	3	3	3	1.95
CO2	3	3	3	1.95
CO3	3		3	1.2
CO4			3	0.75
Consolidated CO Attainment (Internal+External)				
Internal 40 : External 60				
COs	Internal (Mid term+Assignment+Presentation)	End Term (ESE)	Total	
CO1	1.95	3	2.58	
CO2	1.95	3	2.58	
CO3	1.2	3	2.28	
CO4	0.75	3	2.1	

MS



SUSHANT UNIVERSITY

School of Business

Course Exit Survey								
Program: BCOM			Semester: V					
Course Code: 10BCM-0031E			Course Name: Management of Banks & Financial Institutions					
Faculty Name: Dr. Geetu Singla			Date of Audit: 10.01.25					
Student Full Name	CO1		CO2		CO3		CO4	
	Course Exit survey parameter1	Attainment of CO1	Course Exit survey parameter2	Attainment of CO2	Course Exit survey parameter3	Attainment of CO3	Course Exit survey parameter4	Attainment of CO4
Abhishek Kumar	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Aditya	Very Good	16	Very Good	16	Excellent	20	Very Good	16
Ajay Sharma	Excellent	20	Excellent	20	Excellent	20	Very Good	16
Ananya Saxena	Very Good	16	Very Good	16	Very Good	16	Poor	4
Anshu Singh	Good	12	Good	12	Good	12	Good	12
Aryan Tomar	Very Good	16	Very Good	16	Excellent	20	Excellent	20
Balraj	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Dev Nath Shah	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Dhirendra Rajput	Excellent	20	Very Good	16	Excellent	20	Excellent	20
Gaurav Singh	Very Good	16	Excellent	20	Excellent	20	Very Good	16
Gautam Yadav	Excellent	20	Very Good	16	Excellent	20	Excellent	20
Harish Takuli	Very Good	16	Very Good	16	Good	12	Very Good	16
Himanshi Sethi	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Himanshu	Very Good	16	Very Good	16	Excellent	20	Very Good	16
Himanshu Sangwan	Excellent	20	Excellent	20	Excellent	20	Very Good	16
Himanshu Sharma	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Isha Sharma	Good	12	Good	12	Good	12	Good	12
Jadav Payal	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Khushboo	Very Good	16	Very Good	16	Excellent	20	Very Good	16
Kunal Pant	Excellent	20	Excellent	20	Excellent	20	Very Good	16
Mahak Tyagi	Very Good	16	Very Good	16	Very Good	16	Poor	4
Mahina Sharma	Good	12	Good	12	Good	12	Good	12
Naina	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Neha Kumari	Good	12	Good	12	Good	12	Good	12
Nikhil Dagar	Good	12	Good	12	Good	12	Good	12
Nikhil Yadav	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Nischal Shah	Very Good	16	Very Good	16	Excellent	20	Very Good	16
Piyush Garg	Excellent	20	Excellent	20	Excellent	20	Very Good	16
Piyush Rana	Very Good	16	Very Good	16	Very Good	16	Poor	4
Pooja Kher	Good	12	Good	12	Good	12	Good	12
Priyanshu choudhary	Very Good	16	Very Good	16	Very Good	16	Poor	4
Radhika	Good	12	Good	12	Good	12	Good	12
Rahul Kumar	Good	12	Good	12	Good	12	Good	12
Rajat Madani	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Rishi Bhargava	Good	12	Good	12	Good	12	Good	12
Ritika Rajput	Very Good	16	Very Good	16	Very Good	16	Poor	4
Rohit	Good	12	Good	12	Good	12	Good	12
Sagar Gupta	Very Good	16	Very Good	16	Very Good	16	Poor	4
Sakshi Rajput	Good	12	Good	12	Good	12	Good	12
Sakshi Rath	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Sandesh Panjuli	Very Good	16	Very Good	16	Excellent	20	Very Good	16
Satyam Sahani	Excellent	20	Excellent	20	Excellent	20	Very Good	16
Saurav Mishra	Very Good	16	Very Good	16	Very Good	16	Poor	4
Saundhavy Dahiwal	Good	12	Good	12	Good	12	Good	12
Shweta	Very Good	16	Very Good	16	Excellent	20	Excellent	20
Tausha Sharma	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Taushika Gupta	Very Good	16	Very Good	16	Very Good	16	Very Good	16
Teisha Kalra	Excellent	20	Very Good	16	Excellent	20	Excellent	20
Tina Nandi	Very Good	16	Excellent	20	Excellent	20	Very Good	16
Tushar Yadav	Excellent	20	Very Good	16	Excellent	20	Excellent	20
		15.76		15.6		16.4		13.84
		38		38		59		31
		93		93		93		93
		40.86%		40.86%		63.44%		33.33%
		3		3		3		3

Excellent 20
Very Good 16
Good 12
Fair 8
Poor 4

Excellent 20
Very Good 16
Good 12
Fair 8
Poor 4

Attainment Levels	
Level1	than 50% students scoring
Level2	less than 60% students scoring
Level3	than 60% students scoring



SUSHANT UNIVERSITY

School of Business

CO Attainment (Even Semester 2023-24)

74

Program: BBA

Semester : IV

Course Code: 19BBA-0LS22T

Course Name: Leadership Skills & Team Building

Faculty Name: Dr. Geetu Singal

Date of Analysis: 21.05.24

COs	Direct (80%)	Indirect (20%)	Total (100%)
CO1	2.58	3	2.664
CO2	2.58	3	2.664
CO3	2.28	3	2.424
CO4	2.1	3	2.28

MS



SUSHANT UNIVERSITY

School of Business

CO-PO-PSO Mapping (EVEN Semester 2023-24)

Program: BBA Semes IV

Course Code: 19BBA-0LS22T Leadership Skills & Team Building

Faculty Name: Dr. Geetu Singal

Date of Analysis: 21.05.24

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	3	3	3	3	2	2	3	3
CO2	3	3	2	2	2	3	3	3	2	2	2	3
CO3	2	2	3	3	3	2	3	2	3	3	2	3
CO4	3	2	3	3	2	3	3	3	2	2	2	3

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
CO1	8.1	8.1	5.4	5.4	8.1	8.1	8.1	8.1	5.4	5.4	5.4	8.1	2.7
CO2	8.1	8.1	5.4	5.4	5.4	8.1	8.1	8.1	5.4	5.4	5.4	5.4	2.7
CO3	4.8	4.8	7.2	7.2	7.2	4.8	7.2	4.8	7.2	7.2	7.2	7.2	2.4
CO4	6.9	4.6	6.9	6.9	4.6	6.9	6.9	6.9	4.6	4.6	4.6	4.6	2.3
Attainment	2.54	2.56	2.49	2.49	2.53	2.54	2.53	2.54	2.51	2.51	2.51	1.91	

hs



School of Business

Course Title: Management of Banks & Financial Institutions

Semester: V

Course Code: 20BCM-OMB31E

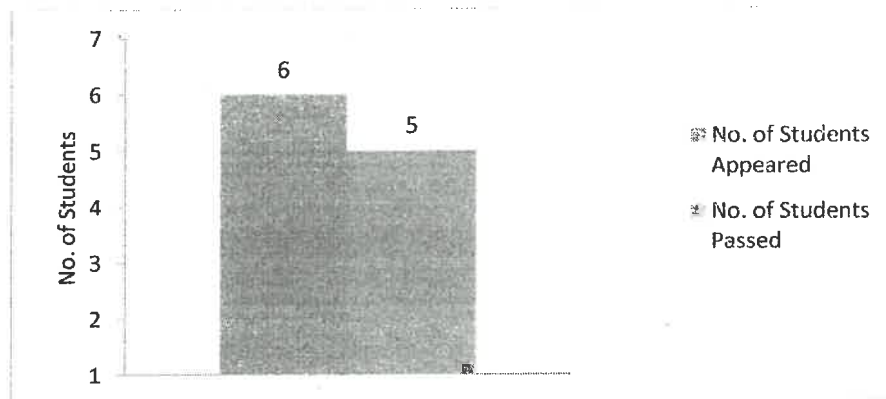
Course Faculty: Dr Geetu

Programme: B.Com

No. of Students Appeared	No. of Students Passed	Result %
6	5	83.33%

RESULT ANALYSIS

Sr. No.	Name of the Student	Marks Obtained
01	Abhishek Kumar	47
02	Ajay Sharma	47
03	Shweta	47
04	Radhika	41
05	Gautam	DB
06	Payal	52



Signature of Course Coordinator/Faculty

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Programme Coordinator

Dean



MBA

Course File : Table of Contents

- Course Activity Review Sheet
- Faculty Time-Table
- Syllabus
- Lesson Plan
- Students List
- Study Material
- Individual Assignment
 - Detail of Slow Learners and Remedial Classes Schedule along with activity proof.
 - Detail of Advanced Learners along with activity proof.
- Mid-Term Question Paper
- Mid-term Award List
 - Detail of Slow Learners and Remedial Classes Schedule along with activity proof.
 - Detail of Advanced Learners along with activity proof.
 - Outcome (Result Analysis) of Slow/Advance Learner after end-term result.
- Group Project/Presentation
- Internal Assessment Marks
- End-Term Result
- CO-PO Attainment Sheet

Course Activity Sheet
(Planning and Review)

Academic Year.....2023-24
 Programme.....MBA
 Semester.....I
 Course Name.....Accounting for Business Decision Making
 Course Code.....23 MBA-0AC117
 School.....School of Business
 Faculty.....Dr. Kavita Sachdev

Planning Checklist

S. No	Activity	Status Yes/No
1	Is the syllabus copy maintained and submitted by the faculty member?	
2	Is lecture plan signed and updated by the faculty member?	
3	Is Time Table made available?	Yes
4	Number of Assignments planned	Yes
5	Number of quiz planned	2
6	Digital Learning LX (Review) Is it updated with following (suggestive) : Syllabus Reference material Quiz/Assignment	1 Yes.
7	Is mapping of students available on ERP along with the timetable?	Yes
8	Suggest atleast one innovative way for better engagement of students in this course	Reading/understanding the published financial statements.

(Signature of Faculty Member with Date)

(Signature of Dean
School of Business
Sushant University
Sec-55, Gurugram Haryana)



Mid-Semester Review

S.No	Activity	Status
1.	Is the attendance updated on ERP?	Yes/No
2.	Percentage of students who are not meeting the attendance criteria of 75%	10%.
3.	Pass percentage in Internal Assessment so far	91%.
4.	Identification and motivation advanced learners (Advanced learner sheet attached)	Yes.
5.	Identification and remedial classes for slow learners (Slow learner sheet attached)	Yes

Dean's Review and recommendations

Practical exposure given to students.

(Signature of Faculty Member with Date)

(Signature of Dean with Date)
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End-Semester Review

S.No	Activity	Status
1.	Is the attendance updated on ERP?	Yes/No
2.	Percentage of students who are not meeting the attendance criteria of 75%	NONE
3.	Pass percentage	100%
4.	Summary of CO attainment Co 1 - 2.4 Co 2 - 2.2 Co 3 - 2.28 Co 4 - 2.28	All Co's were achieved in the course
5.	Student Feedback	Excellent
6.	Exit Feedback by faculty member for improvement in future	more of Flip Teaching teaching must be incorporated in the course.

Dean's Review

- # Course completed on time.
- # Excellent case studies has been given.

Kavita
8/1/24

(Signature of Faculty Member with Date)

(Signature of Dean with Date)



School Of Business
Sushant University
Sec-55, Gurugram Haryana

Ansul University, Sector 55, Golf Course Road, Gurgaon, Haryana - 122033

Timetable generated: 26-09-2023

aSc Timetables

Accounting for Business Decision Making**Course Code: 23MBA-0AC11T****Credits:3****Course Objectives:**

To give an understand accounting fundamentals, theory and concepts of Financial Accounting.

- To understand various Accounting Standards used in preparation of financial statements.
- To familiarize the students the techniques of preparing Financial Statements.
- To give insights to the students in analyzing and interpreting the financial statements.

Course Outcomes:

Students, who successfully complete this course, should be able to:

CO1: Comprehend the accounting process and fundamental accounting principles and concepts.

CO2: Prepare and present financial information as per required standards of reporting.

CO3: Read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance of a company.

CO4: Apply analytical skills in different managerial issues of an organization.

Course Contents:**Module I: Introduction to Accounting**

Meaning, Scope and Nature of Accounting, Branches of Accounting: Financial Accounting, Cost Accounting, Management Accounting. Accounting Principles and Standards, Accounting Equation, Accounting Framework and Introduction to IFRS. Accounting Cycle, Introduction to Forensic Accounting and Human Resource Accounting. Depreciation Accounting.

Module II: Preparation of Financial Statements

Preparation of Financial Statements: Income Statements, Balance Sheet (with adjustments) and Cash Flow Statements. Statement of Retained Earnings.

Module III: Financial Statement Analysis

Discussion on Corporate Annual Reports with Annexure, Common Size, Comparative analysis, Trend Analysis and Ratio Analysis. Interpretation of Financial Statements. Inventory valuation.

Module IV: Decision Making Techniques

Variance Analysis; Balanced Scorecard; Responsibility Accounting Cost Volume Profit Analysis; What if Analysis, Management Accounting for Decision Making and Control- buy or make, process or sell.

Pedagogy

Tutorials, Interactive sessions, Home assignments, Case studies-the course is covered by adopting a combination of lecture methods, class presentation by groups of students, self-study sessions. Cases are also to be analyzed, discussed in groups (teams) outside the class as preparatory work.

Text books:

- Ramachandran,N & Kakani, R.K., Financial Accounting for Management, TMC



- Narayanaswamy, R., Financial Accounting: A Managerial Perspective, PHI.

References:

- Shah, P., Basic Financial Accounting for Management, Oxford University Press
- Bhattacharyya, A.K., Financial Accounting for Business Managers, PHI
- Hilton, Ronald. W; Ramesh, G; Madugula, Jayadev, Managerial Accounting Creating Value in a Dynamic Business Environment, TMH
- Weetman, P., Management Accounting, Pearson Education Limited
- Rajasekaran, V & Lalitha R. Financial Accounting: Pearson Publications
- Khan, M.Y & Jain, P.K., Management Accounting Text, Problems and Cases, TMH

Online Resources:

- www.moneycontrol.com
- www.accountingcoach.com/
- www.bseindia.com/
- www.nseindia.com
- www.capitalmarket.com
- www.equitymaster.com

Periodicals:

- American Accounting Association, The Accounting Review
- Institute of Chartered Accountant of India, The Chartered Accountant
- The Institute of Cost and Works accountants of India, The Management Accountant

Course Assessment Components

This course is of 100 marks and will have the following assessment components. Final Grades will be based on the relative performance of a student in the class

Mid Semester Examination	Quiz(s)/ Presentation (s)	Assignment(s)	Total Internal Component	End Semester Examination
15	15	10	40	60

Program Outcomes (POs)-At the end of the Program the students will be able to:

PO1	Communicate effectively in the business context, using ICT and digital tools.
PO2	Demonstrate the ability to work cohesively and effectively in teams and groups.
PO3	Use rational and ethical judgment while analyzing business problems.
PO4	Develop the ability to critically assess business problems and provide solutions in the global arena.
PO5	Demonstrate an understanding of the fundamental and interdisciplinary business concepts and functions through analytical tools for achieving strategic business outcomes.
PO6	Develop a holistic personality for professional excellence and personal growth.

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PSOs (Program Specific Outcomes)

PSO-1	Help in designing with the objective of developing young men and women into highly adept professional managers.
PSO-2	Help students to explore practical application of the management concept.
PSO-3	Empowers students to demonstrate the ability to innovate, the ability to execute the most daunting of challenges in the most trying of circumstances.
PSO-4	Help to create synergies amongst the most diverse set of variables and the ability to continuously learn, improvise, adapt, energize, excel and grow.
PSO-5	Encourage student on their professional development plans by reflecting on their first year's learning and Summer Internship experiences.
PSO-6	Providing a Strong analytical foundation in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing students to customize their MBA experience.

Relationship between the Course Outcomes (COs) and Program Outcomes (POs) / Program Specific Outcomes (PSOs)

Matrix-1- Mapping of COs with POs and PSOs

Course Outcomes (COs)	Program Outcomes (POs)						Program Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	M	M	H	H	M	H		M	H	H	M	H
CO2	M	M	H	H	H	H	H		M	M		H
CO3	H	H	H	H	H	H	H	H	H	H	H	M
CO4	H	M	H	H	H	H		M	H		M	

Where H= High relationship (covers up to 75-95% of the desired outcome); M=Medium (covers up to 50 to 75%); L=Low (covers up to 10-50% of the desired outcome)

Prof.
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Sushant University
Sec-45, Gurugram Haryana

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	School of Business COURSE OUTLINE
Course Title: Financial Accounting of Business Decision Making	Course Code: 23MBA-0AC11T
Term: 2 (Odd)	Academic Year: 2023-24
Course Taught by: Mr. Kanika Sachdeva	Core/Elective: Core
Pre-requisites: NA	Credits: 3

Course Outcomes: Upon successful completion of the course, the student should be able to

- CO1: Identify and understand various project ideas and sources of project generation.
- CO2: Estimate the cost and outline various means for financing the projects and select the appropriate one.
- CO3: Develop the profitability projections and project network.
- CO4: Implement the project and review the project performance.

Text Books & Reference Books

- Fundamentals of Management Accounting, Becker Educational Development Corp., 2016
- Fundamentals of Management Accounting, Kaplan Publishing, 2016
- Fundamentals of Management Accounting, BPP Learning Media LTD, 2016
- Management Accounting, Rao A P, Everest Publishers
- Management Accounting Khan, M Y Jain, Tata McGraw Hill



Lecture Plan (Total Sessions- 30)

Session No.	Session Topic / Sub-topic Description	Unit No.	Date		Methodology used (PPT, White Board, Video, Practical, Visit, Self Study based)	Deans Remarks with Date
			Planned on	Taken on		
1	Meaning, Scope, and Nature of Accounting, Branches of Accounting: Financial Accounting, Cost Accounting, Management Accounting	1	16 th Aug. 2023	16 th Aug	PPT, White Board	
2	Accounting, Branches of Accounting: Financial Accounting, Cost Accounting, Management Accounting.	1	18 th Aug. 2023	18 th Aug	PPT, White Board	
3	Accounting Principles and Standards, Accounting Equation,	1	22 nd Aug. 2023	23 rd Aug	PPT, White Board	
4	Accounting Principles and Standards, Accounting Equation,	1	23 rd Aug 2023	25 th Aug	PPT, White Board	
5	Accounting Principles and Standards, Accounting Equation,	1	25 th Aug. 2023	29 th Aug	PPT, White Board	
6	Accounting Framework and Introduction to IFRS. Accounting Cycle,	1	29 th Aug. 2023	30 th Aug	PPT, White Board	
7	Accounting Framework and Introduction to IFRS. Accounting Cycle,	1	30 th Aug. 2023	1 st Sep	PPT, White Board	
8	Introduction to Forensic Accounting and Human Resource Accounting.	1	1 st Sep. 2023	5 th Sep	PPT, White Board	



	Depreciation Accounting.					
9	Introduction to Forensic Accounting and Human Resource Accounting. Depreciation Accounting.	I	5 th Sep. 2023	12 th Sep	PPT, White Board	
10	Preparation of Financial Statements: Income Statements, Balance Sheet (with adjustments) and	II	6 th Sep. 2023	13 th Sep	PPT, White Board	
11	Preparation of Financial Statements: Income Statements, Balance Sheet (with adjustments) and		8 th Sep. 2023	13 th Sep	PPT, White Board	
12	Preparation of Financial Statements: Income Statements, Balance Sheet (with adjustments) and		12 th Sep. 2023	14 th Sep	PPT, White Board	
13	Preparation of Financial Statements: Income Statements, Balance Sheet (with adjustments) and	II	13 Sep. 2023	18 th Sep	PPT, White Board	
14	Preparation of Financial Statements: Income Statements, Balance Sheet (with adjustments) and	II	15 Sep. 2023	20 th Sep	PPT, White Board	
15	Cash Flow Statements. Statement of Retained Earnings.	II	19 Sep. 2023	22 nd Sep	PPT, White Board	
16	Cash Flow Statements. Statement of Retained Earnings.	II	20 Sep. 2023	26 th Sep	PPT, White Board	
17	Cash Flow Statements. Statement of Retained Earnings.	II	22 Sep. 2023	27 Sep	PPT, White Board	



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18	Cash Flow Statements. Statement of Retained Earnings.	III	26 Sep. 2023	29 Sep	PPT, White Board
19	Discussion on Corporate Annual Reports with Annexure, Common Size. Comparative analysis.	III	27 Sep. 2023	3 rd Oct	PPT, White Board
20	Discussion on Corporate Annual Reports with Annexure, Common Size. Comparative analysis.		29 Sep. 2023	4 th Oct	PPT, White Board
21	Discussion on Corporate Annual Reports with Annexure, Common Size. Comparative analysis.			10 th Oct	PPT, White Board
22	Discussion on Corporate Annual Reports with Annexure, Common Size. Comparative analysis.	III	4 Oct. 2023	11 th Oct	PPT, White Board
23	Discussion on Corporate Annual Reports with Annexure, Common Size. Comparative analysis.			13 th Oct	PPT, White Board
24	Trend Analysis and Ratio Analysis.		10 Oct. 2023	17 th Oct	PPT, White Board
25	Trend Analysis and Ratio Analysis.	III	11 Oct. 2023	18 th Oct	PPT, White Board
26	Trend Analysis and Ratio Analysis.	III	13 Oct. 2023	20 th Oct	PPT, White Board
27	Interpretation of Financial Statements. Inventory valuation.	III	17 Oct 2023	24 th Oct	PPT, White Board
28	Interpretation of Financial Statements. Inventory valuation.	III	18 Oct 2023	25 th Oct	PPT, White Board
29	Interpretation of Financial Statements. Inventory valuation.	III	20 Oct 2023	27 th Oct	PPT, White Board
30	Variance Analysis; Balanced Scorecard; Responsibility Accounting; Cost Volume Profit	IV	24 Oct 2023	31 st Oct	PPT, White Board



Dr

	Analysis					
31	Variance Analysis; Balanced Scorecard; Responsibility Accounting Cost Volume Profit Analysis	IV	25 Oct 2023	3 Nov	PPT, White Board	
	Responsibility Accounting Cost Volume Profit Analysis			7 Nov	PPT, White Board	
	Accounting for Decision Making and Control- buy or make, process or sell.			8 Nov	PPT, White Board	
	and Control- buy or make, process or sell.			10 Nov	PPT, White Board	
35	What if Analysis, Management Accounting for Decision Making and Control- buy or make, process or sell.	IV	7 Nov 2023	14 Nov	PPT, White Board	
36	What if Analysis, Management Accounting for Decision Making and Control- buy or make, process or sell.	IV	8 Nov 2023	15 Nov	PPT, White Board	
37	What if Analysis, Management Accounting for Decision Making and Control- buy or make, process or sell.	IV	10 Nov 2023	17 Nov	PPT, White Board	
38	What if Analysis, Management Accounting for Decision Making and	IV	14 Nov 2023	20 Nov	PPT, White Board	



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S.No.	Student	Student Name
1	230MBA003	Anmol Singh Arora
2	230MBA009	Anubhav Kukreti
3	230MBA026	Anuj Lohia
4	230MBA022	Bharti
5	230MBA004	Bhawish Condal
6	230MBA005	Esha Bhayana
7	230MBA023	Harshita
8	230MBA015	Kanishka Kakkar
9	230MBA008	Kusum Sharma
10	230MBA016	Lavisha Singhoiya
11	230MBA017	Mansi Ghildiyal
12	230MBA013	Mohit Khatana
13	230MBA002	Neeraj Kumar Mehlawat
14	230MBA010	Pratibha
15		Ritika Choudhary
16	230MBA012	Rohit Malik
17	230MBA021	Shubham
18	230MBA018	Simran Gauba
19	230MBA014	Sonam
20	230MBA024	Suwathik
21	230MBA011	Tannu Tyagi
22	230MBA001	Vishal Kumar Jha
23	230MBA019	Yash Yadav



Accounting for Business Decision Making MBA-Semester I

Session 1-Introduction to Accounting

1

Learning Outcomes

After going through this session, you will be able to understand the following:

- Meaning and types of capital
- Types of business
- Definition and branches of accounting
- Basic framework of accounting

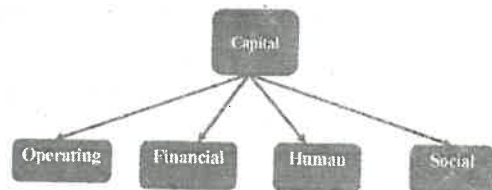
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Business

- A business is a *commercial activity* that involves the trade of goods produced or services rendered by an organisation to its potential customers so as to generate profits.
- A business requires different kinds of resources for its establishment and growth.
- These resources can be collectively termed as "capital",

3

Types of Capital



4

Types of Business

S. No.	Features	Self-Proprietorship	Partnership	Company
1	Registration	Voluntary	Voluntary	Obligatory
2	Owners	One Person	Minimum - 2 Maximum - 100	Minimum - 7* Maximum - No Limit
3	Control	Owner	Partners	Board of Directors
4	Source of Funds	Owner's Funds	Partner's Funds	Shareholder's Funds
5	Liability	Unlimited	Unlimited	Limited
6	Example	Sunil Kirana Store	PR & Company	SMR Automotive Limited

*Public Limited - 7; Private Limited - 2; One Person Company - 1

5

Accounting

• According to the American Accounting Association, "The process of identifying, measuring and communicating economic information to permit informed judgments and decisions by the users of information".

(OR)

• The process of recording, summarising and more importantly communicating financial information to its stakeholders.

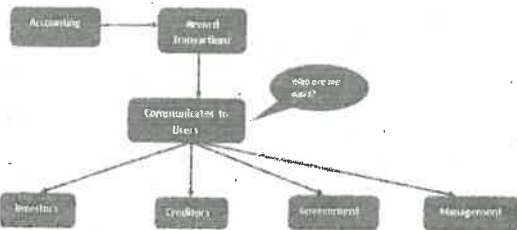
• Financial information (e.g. financial statements) gives an indication of the money involved in business transactions and events.

• Accounting is often known as the "language of business", because it helps communicate the financial information of an organisation to various users

6



Accounting - Language of Business



7

Attributes of Accounting

- Accounting is an Art as well as a Science
- It records only those Events and Transactions which are of Financial Character
- It records transaction by expressing them in terms of money

8

Functions of Accounting

- Identification
- Recording
- Classifying
- Summarising
- Interpreting

9

Branches of Accounting

- Financial Accounting
- Cost Accounting
- Management Accounting

10

Users of Accounting Information

- **Internal Users**
 - Owners
 - Management
- **External Users**
 - Banks and FIs
 - Investors
 - Creditors
 - Employers and Workers
 - Researchers
 - Society

11

Objectives of Accounting

- Maintenance of Business Records
- Ascertaining Profit or Loss
- Ascertaining Financial Position
- Facilitating Management Control
- Providing Accounting Information to users

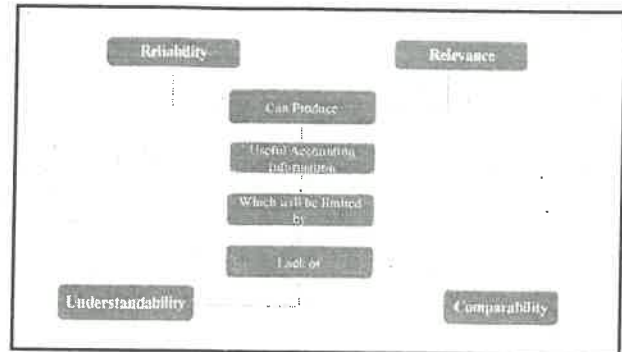
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Features of Accounting Information

- Reliability- Neutrality; Prudence; Completeness and Substantial
- Relevance- Always guiding
- Understand ability
- Comparability

13



14

Quick Recap-----Activities

- A1. Accounting records events and transactions that have a financial character. Is this a limitation of Accounting?
- A2. Resignation by a marketing Manager is not recorded in the books of Account. Why?
- A3. MTPL is a company. The only customer of the firm has reduced its purchases from the firm substantially. Is it a relevant information that should be disclosed by the firm?
- A4. The Accountant of a firm does not want to give the previous years figures, a practice followed by a firm since long. Is it a good decision?

15



School of Business, Sushant University

Accounting for Business Decision Making (23MBA-0AC11T) | MBA | Sem I |

Academic Year – 2023-24 | Maximum Marks: 10

INDIVIDUAL ASSIGNMENT

Course Outcomes:

CO1: Comprehend the accounting process and fundamental accounting principles and concepts.

CO2: Prepare and present financial information as per required standards of reporting.

CO3: Read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance of a company.

CO4: Apply analytical skills in different managerial issues of an organization.

CASE STUDY: MONEY CARE (CO 1 & CO2)

On August 1 Ajay and Jeevan quit as senior executives in a mutual fund to set up Money Care Company, an investment advisory service. Each of them deposited Rs 20,000 in a bank account in the name of the company and received 2,000 shares in the company. Also, they raised an interest free loan of Rs 10,000 from their friends for the company. They rented a modest office in the city costing Rs. 2,000 per month payable at the end of the month. The landlord insisted on a deposit of Rs 40,000, refundable on Money Care vacating the place and the deposit was paid.

The company leased two computers on a monthly rental of Rs 4,000 per computer. The rental was payable at the beginning of each month. Access to a large financial database was also secured for a fee of Rs 2,000 per month. The company appointed a secretary and an assistant. The secretary was to be paid a monthly salary of Rs 2,500 and the assistant, Rs 3,500.

Business picked up gradually. During August, bills for professional services were raised for Rs 25,700 on customers who were given one month for paying the bills. However, cheques in payment of bills totaling Rs 11,300, included in the billings for August, were received from customers during the month itself. In addition, some customers who preferred to pay immediately for services received without waiting for the one-month time-limit gave cheques for Rs 5,800, not included in the billings for August. The company purchased office supplies costing Rs 1,200 for cash. On August 29 Money Care took an advance of Rs 3,000 from a customer to cover certain out of-pocket costs, but no expenses had been incurred on the customer's account before the end of the month. Interest of Rs 320 was earned on the bank account. Office rent, computer rental, database charges, and salaries were paid as agreed.

- Prepare the Financial Statement for MoneyCare Pvt. Ltd.

Submission Guidelines:

- Deadline of submission 3rd Oct. 2023
- Include calculations, explanations, and interpretations for each part.



School of Business
Assignment Marks , ODD Sem Dec 2023

Program: MBA

Sem: I

Course Name: Accounting for Business Decision Making

**Course Code:
23MBA-0AC11T**

Faculty Name: Dr. Kanika Sachdeva

S.No.	Student Roll No.	Student Name	Assignment (10 marks)
		Anmol Singh Arora	8
1	230MBA003	Anubhav Kukreti	9
2	230MBA009	Anuj Lohia	7
3	230MBA026	Bharti	7
4	230MBA022	Bhawish Condal	8
5	230MBA004	Esha Bhayana	7
6	230MBA005	Harshita	7
7	230MBA023	Kanishka Kakkar	9
8	230MBA015	Kusum Sharma	7
9	230MBA008	Lavisha Singhoiya	10
10	230MBA016	Mansi Ghildiyal	10
11	230MBA017	Mohit Khatana	8
12	230MBA013	Neeraj Kumar Mehlawat	8
13	230MBA002	Pratibha	10
14	230MBA010	Ritika Choudhary	0
15		Rohit Malik	8
16	230MBA012	Shubham	7
17	230MBA021	Simran Gauba	10
18	230MBA018	Sonam	10
19	230MBA014	Suwathik	9
20	230MBA024	Tannu Tyagi	9
21	230MBA011	Vishal Kumar Jha	10
22	230MBA001	Yash Yadav	8
23	230MBA019		

Faculty Signature:



Assignment

Subject Name: Accounting for Business Decision Making

Name: Lavisha

Roll No.: 230MBA016

Submission Date: 3rd Oct. 2023

MBA, Sem 1

School of Business

Sushant University

Solution of Money Care Case Study

Income Statement of Money Care Ltd. for the month ending on 31st Aug.

Particulars	Amt (In Rs.)	Amt (In Rs.)
I. Income		
Revenue (One Month timeline)	25700	
Revenue (Immediate payment)	5800	
Interest (Income from other sources)	320	
TOTAL REVENUE		31820
II. Expenditure		
Rent		
Computer on lease	2000	
Financial Database Access	8000	
Salary	2000	
TOTAL Expenditure	6000	
PBIT/EBIT		18000
Less: Interest paid		13820
PBT/EBT		0
Less: Tax		13820
PAT/EAT/NP		0
		13820



Assignment

Subject Name: Accounting for Business Decision Making

Name: Lavisha

Roll No.: 230MBA016

Submission Date: 3rd Oct. 2023

MBA, Sem 1

School of Business

Sushant University

Solution of Money Care Case Study

Income Statement of Money Care Ltd. for the month ending on 31st Aug.

Particulars	Amt (In Rs.)	Amt (In Rs.)
I. Income		
Revenue (One Month timeline)	25700	
Revenue (Immediate payment)	5800	
Interest (Income from other sources)	320	
TOTAL REVENUE		31820
II. Expenditure		
Rent	2000	
Computer on lease	8000	
Financial Database Access	2000	
Salary	6000	
TOTAL Expenditure		18000
PBIT/EBIT		13820
Less: Interest paid		0
PBT/EBT		13820
Less: Tax		0
PAT/EAT/NP		13820



Handwritten signature and initials, including a circled '10/16' and a large 'W'.

Balance Sheet of Money Care Ltd. as on 31st Aug.

A. Sources of Funds	Amt (In Rs.)	Amt (In Rs.)
I. Owners Equity		
Capital	40000	
Add: Profit	13820	
Total Owner's Equity		53820
II. Non-Current Liability		
Loan from friends	10000	
Total Non Current Liability		10000
III. Current Liability		
Amount Rec. in Advance	3000	
Total Current Liability		3000
Total Sources of Funds		66820
B. Application of Funds		
I. Non-Current Asset		
Refundable Deposit	40000	
Total Non Current Asset		40000
II. Current Asset		
Debtor	14400	
Office Supplies	1200	
Cash	11220	
Total Current Asset		26820
Total Application of Funds		66820



Cash

Inflows	Amt (In Rs.)	Amt (In Rs.)
investment	40000	
Loan from friends	10000	
Amount form Customer (Bills paid on time)	11300	
Immediate Payments (Cash Sales)	5800	
Advance from customers	3000	
Interest on Bank Account	320	
Total Inflows		70420
Outflows		
Rent	2000	
Computer on lease	8000	
Financial Databse Access	2000	
Salary	6000	
supplies	1200	
Refundable deposit	40000	
Total outflows		59200
Net Cash Balance		11220



ANNEXURE-I

School of Business, Sushant University

Course Title: Accounting for Business Decision Making

Semester: I

Course Code: 23MBA-0AC11T

Course Faculty: Dr. Kanika Sachdeva

Programme: MBA

Sir/Madam,

Following students mentioned in the list are identified as Slow learner/Advanced learner based on guidelines issued by IQAC after first assessment (assignment/quiz).

S.No	Name of the student	Roll No	Slow learner/Advanced learner
1	Lavisha Singhoiya	230MBA016	Advanced learner
2	Mansi Ghildiyal	230MBA017	Advanced learner
3	Pratibha	230MBA010	Advanced learner
4	Simran Gauba	230MBA018	Advanced learner
5	Sonam	230MBA014	Advanced learner
6	Vishal Kumar Jha	230MBA001	Advanced learner

There are no slow learners.

Signature of Course Coordinator/Faculty

Programme Coordinator

Dean



SCHOOL OF BUSINESS, SUSHANT UNIVERSITY**LIST OF ADVANCED LEARNERS**

Program/Batch: MBA (2023-25)

Semester: I

Course Code: 23MBA-0AC31T

Faculty Name: Dr. Kanika Sachdeva

Course Title: Accounting for Business Decision Making

S.no	Enrollment No.	Student name	Activities done to motivate ADVANCED learners
1	230MBA016	Lavisha Singhoiya	Students were asked to deliver a session on ratio analysis of any company of their choice
2	230MBA017	Mansi Ghildiyal	Students were asked to deliver a session on ratio analysis of any company of their choice
3	230MBA010	Pratibha	Students were asked to deliver a session on ratio analysis of any company of their choice
4	230MBA018	Simran Gauba	Students were asked to deliver a session on ratio analysis of any company of their choice
5	230MBA014	Sonam	Students were asked to deliver a session on ratio analysis of any company of their choice
6	230MBA001	Vishal Kumar Jha	Students were asked to deliver a session on ratio analysis of any company of their choice

Faculty Signature:

Dean
School of Business
Sushant University
Sec-55, Gurugram Haryana



Financial Analysis

GRASIM INDUSTRIES
2019-2023
MBA SEM-1

3IMRAN

1

"RISK COMES FROM NOT KNOWING WHAT YOU ARE DOING"

- WARREN BUFFET

2

overview

Financial analysis is a method of quantifying a company's liquidity, operational efficiency and profitability to evaluate its performance over time compared to its own past performance and relative to its peers

3

Grasim Industries

Grasim Industries Ltd started as a textiles manufacturer and later diversified into viscose staple fibre (VSF), cement and chemicals. The products and services of the company include Viscose staple fibre (VSF), Grey cement, White cement, Fertilizers, Chemicals, Mining, Fatty Alcohol/Fatty Acids, Insulators, Software, BPO, Finance and Insurance, Retail, Sponge iron and Textiles. The company also in the business segment of Chemicals, Fibre & Pulp.

4

Balance Sheet (liabilities)

	2019-20	2020-21	2021-22	2022-23	2023-24
EQUITY AND LIABILITIES					
SHAREHOLDERS FUNDS					
Equity Share Capital	15,149	15,149	15,149	15,149	15,149
TOTAL SHARE CAPITAL	15,149	15,149	15,149	15,149	15,149
Reserves and Surplus	46,497.50	46,497.50	46,497.50	46,497.50	46,497.50
TOTAL RESERVES AND SURPLUS	46,497.50	46,497.50	46,497.50	46,497.50	46,497.50
TOTAL SHAREHOLDERS FUNDS	61,646.50	61,646.50	61,646.50	61,646.50	61,646.50
NON-CURRENT LIABILITIES					
Long Term Borrowings	4,753.79	4,753.79	4,753.79	4,753.79	4,753.79
Deferred Tax Liabilities, Net	5,518.40	5,518.40	5,518.40	5,518.40	5,518.40
Other Long Term Liabilities	8,000	8,000	8,000	8,000	8,000
Long Term Provisions	3,330	3,330	3,330	3,330	3,330
TOTAL NON-CURRENT LIABILITIES	21,602.59	21,602.59	21,602.59	21,602.59	21,602.59
CURRENT LIABILITIES					
Short Term Borrowings	9,113.00	9,113.00	9,113.00	9,113.00	9,113.00
Trade Payables	1,111.11	1,111.11	1,111.11	1,111.11	1,111.11
Other Current Liabilities	1,111.11	1,111.11	1,111.11	1,111.11	1,111.11
Short Term Provisions	1,111.11	1,111.11	1,111.11	1,111.11	1,111.11
TOTAL CURRENT LIABILITIES	12,446.22	12,446.22	12,446.22	12,446.22	12,446.22

5

Balance Sheet (Assets)

	2019-20	2020-21	2021-22	2022-23	2023-24
ASSETS					
NON-CURRENT ASSETS					
Property, Plant and Equipment	15,149	15,149	15,149	15,149	15,149
Intangible Assets	46,497.50	46,497.50	46,497.50	46,497.50	46,497.50
Other Non-Current Assets	8,000	8,000	8,000	8,000	8,000
TOTAL NON-CURRENT ASSETS	69,646.50	69,646.50	69,646.50	69,646.50	69,646.50
CURRENT ASSETS					
Short Term Borrowings	9,113.00	9,113.00	9,113.00	9,113.00	9,113.00
Trade Receivables	1,111.11	1,111.11	1,111.11	1,111.11	1,111.11
Other Current Assets	1,111.11	1,111.11	1,111.11	1,111.11	1,111.11
Short Term Provisions	1,111.11	1,111.11	1,111.11	1,111.11	1,111.11
TOTAL CURRENT ASSETS	12,446.22	12,446.22	12,446.22	12,446.22	12,446.22
TOTAL ASSETS	82,092.72	82,092.72	82,092.72	82,092.72	82,092.72

6

Dean
School of Business
Sushant University
Sec-55, Gurugram Haryana



1

Income Statement

PROFIT & LOSS ACCOUNT OF GANESH INDUSTRIES (In Rs. Cr.)	MAR-22	MAR-21	MAR-20	MAR-19	MAR-18
Revenue	27,096.6	37,794.6	32,000.0	37,096.6	17,470.0
PERMANENT FINANCIAL OPERATIONS (GROSS)	28,282.07	30,632.99	32,966.95	34,664.61	30,368.30
Less: Finance Income Tax (2018-19 onwards)	1,185.40	1,000.00	760.00	570.00	600.00
REVENUE FROM OPERATIONS NET	26,977.37	29,632.99	32,206.95	34,094.61	29,768.30
TOTAL COMMERCE REVENUES	26,999.71	29,656.66	32,246.26	34,081.37	29,790.43
Other Income	1,718.38	9,100.30	6,650.00	6,622.81	1,100.00
TOTAL INCOME	27,858.08	37,753.56	32,900.00	36,699.66	29,890.43
EXPENSES					
Cost of Materials used in production	12,487.00	19,730.79	2,225.26	13,066.02	1,100.00
Other Income (2018-19 onwards)	1,185.40	1,000.00	760.00	570.00	600.00
Cost of Sales (2018-19 onwards)	11,291.60	17,730.79	1,465.26	1,246.02	540.00
Less: Income Tax (2018-19 onwards)	1,100.00	1,000.00	760.00	570.00	600.00
Other Income (2018-19 onwards)	1,185.40	1,000.00	760.00	570.00	600.00
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Less: Income Tax (2018-19 onwards)	1,100.00	1,000.00	760.00	570.00	600.00
Other Income (2018					

7

Income Statement (Taxes)

TOTAL REVENUE	27,358.15	21,732.25	32,497.04	36,467.46	21,158.43
TOTAL EXPENSES	25,126.78	68,631.68	11,385.56	16,997.82	67,436.71
PROFIT/LOSS BEFORE UNUSUAL/EXTRAORDINARY ITEMS AND TAX	67,436.71	2,525.27	1,023.89	1,607.66	64,979.72
Extraordinary items	46.65	5.81	402.44	216.00	7,560.00
PROFIT/LOSS BEFORE TAX	6,445.24	2,581.16	1,023.89	1,293.43	1,321.69
TAX EXPENSES—CONTINUED OPERATIONS					
Continued	435.73	2,147.40	1,226.66	2,255.49	263.78
Extraordinary	67.63	5.00	5.00	15.00	6.00
Discontinued	3,166.00	72.76	870.00	1,045.24	1,769.73
Tax rate for net loss	10.00	100.00	10.00	20.00	6.29
TOTAL TAX EXPENSE	10,167.37	2,885.73	1,226.66	666.25	796.29
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITEMS	2,122.73	2,465.65	893.46	1,227.58	515.36
PROFIT/LOSS FROM CONTINUING OPERATIONS	2,122.73	2,465.65	893.46	1,227.58	515.36
PROFIT/LOSS FOR THE PERIOD	2,122.73	2,465.27	935.00	1,386.60	515.36

8

Ratio Analysis

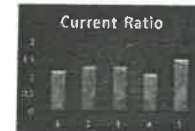
- **Liquidity ratios**
 - Current Ratio
 - Quick Ratio
- **Profitability ratios**
 - ROE/ ROA
 - PBT Margin
- **Solvency Ratio**
 - Debt Equity Ratio = $\frac{\text{Net Profit}}{\text{Net worth}}$
 - Interest coverage ratio

9

Liquidity Ratios

- **Current Ratio**
 - $\text{Current Ratio} = \text{Current Assets} / \text{current Liabilities}$

	2023	2022	2021	2020	2019
Current Assets	10719.56	11507.39	8638.29	8300.37	10192.54
Current Liabilities	9257.85	8959.29	6724.36	7569.28	6928.04
Current Ratio	1.157888711	1.284653444	1.284617421	1.097774012	1.520095835



10

Ratio Analysis

- Profitability ratio
 - PBT Margin = $\text{PBT} / \text{Rev From OPS} * 100$

	2023	2022	2021	2020	2019
From Ref Tax	2645.34	2861.16	832.89	1791.83	1311.61
Revenue from ops	26839.71	20856.84	12386.36	16081.57	20550.43
P&Y margin Ratio	9.86	13.61	7.53	8.09	6.38

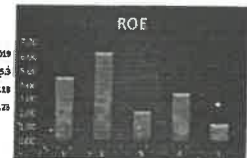


11

Ratio Analysis

- Profitability ratio
 - ROE= Net Profit/ Net worth

	2023	2022	2021	2020	2019
Net profit	2123.75	8051.27	905	1288	517
Net Worth	46054.93	48615.78	42947.85	37891.59	41059.9
ROF	4.52	6.78	3.11	3.33	



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Profitability Ratios

KEY FINANCIAL RATIOS OF GLASS INDUSTRIES (IN RuP)	MAR 22	MAR 22	MAR 21	MAR 20	MAR 19
PROFITABILITY RATIOS					
Plant Margin (%)	15.42	12.21	14.27	14.14	21.32
Prod Margin (%)	15.35	11.33	14.15	13.19	21.27
OTM Margin (%)	2.07	2.88	2.12	3.01	4.76
Net Plant Margin (%)	7.31	7.42	7.10	8.65	1.70
Net Prod Margin (%)	4.52	4.22	2.30	3.41	1.32
Net Income (Loss) to Equity (%)	5.85	5.35	2.80	4.76	8.62
Return on Assets (%)	3.41	3.07	2.64	2.50	4.99
Return on Equity (%)	6.19	5.68	3.06	6.73	10.07
Asset Turnover Ratio (%)	0.43	0.26	0.64	0.31	0.70

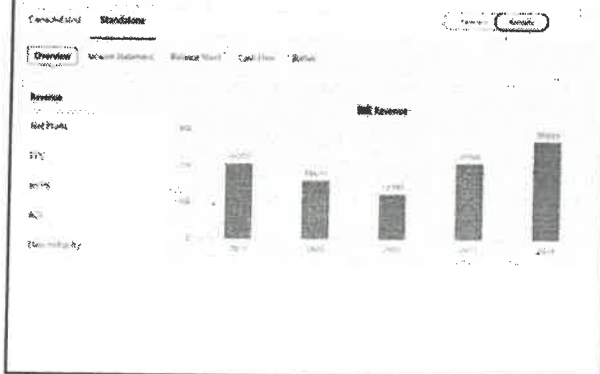
13

Liquidity Ratios

LIQUIDITY RATIOS					
Current Ratio (%)	1.36	1.20	1.30	1.20	1.52
Quick Ratio (%)	0.67	0.60	0.56	0.50	0.69
Operating Assets to Liab (%)	4.12	3.32	3.45	4.25	3.14
Debt to Capital Ratio (%)	90.36	89.41	89.60	88.44	79.12
Debt to Equity Ratio (%)	20.11	14.94	17.41	17.45	14.56
Debt to Assets Ratio (%)	46.64	36.59	36.98	44.14	30.68
Debt to Total Assets Ratio (%)	14.10	10.72	11.10	12.15	10.14

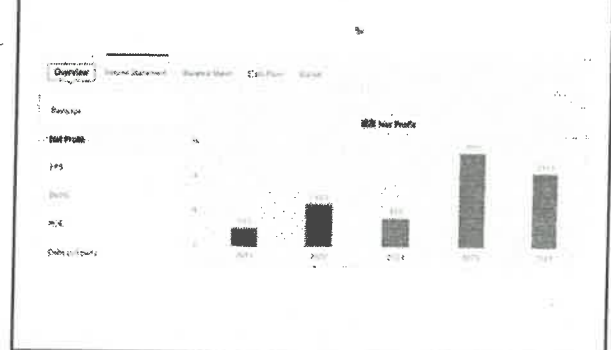
14

Overview Revenue



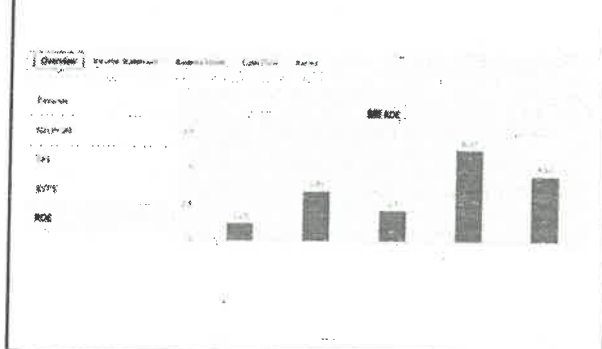
15

Overview Net Profit



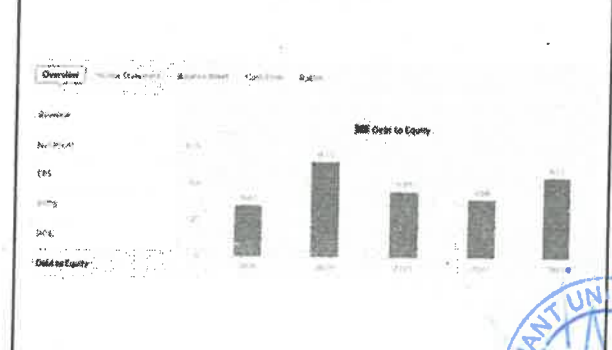
16

Overview ROE



17

Overview Debt to Equity



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Peer Comparison

PEERS

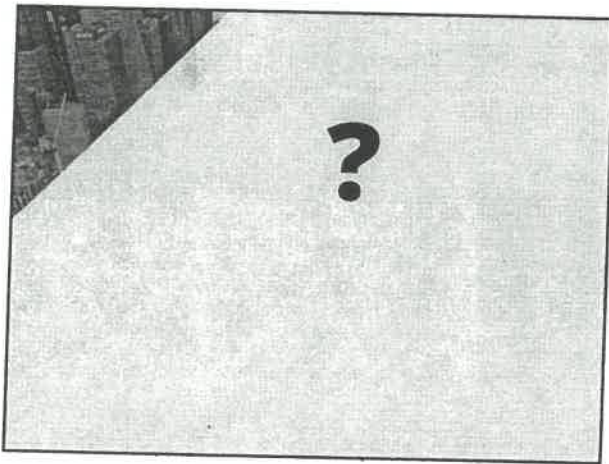
Company Name	Price	% Chg	AdjCapM	STW95	B/B	AdjDU	EV/EBITDA	EV/PreProfit	PreProfitPct	Debt to Equity
Company	15.10	1.36	15,072.82	10.64	1.25	9.12	15.12	10.64	10.64	0.52
Peer	12.10	0.10	14,198.45	10.40	0.74	10.10	10.10	10.10	10.10	0.10
EV/EBITDA	10.10	10.10	10.10	10.10	10.10	10.10	10.10	10.10	10.10	10.10
EV/PreProfit	10.10	10.10	10.10	10.10	10.10	10.10	10.10	10.10	10.10	10.10
Debt to Equity	10.10	10.10	10.10	10.10	10.10	10.10	10.10	10.10	10.10	10.10

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summary

- Advantages
- Limitations

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SUSHANT UNIVERSITY, GURGAON
SCHOOL OF BUSINESS
MID TERM EXAMINATION, OCTOBER 2023
Course Code:23MBA-0AC11T

Course Name: Accounting for Business Decision Making

Program: MBA

Semester: I

Duration of Exam: 1 hour

Max Marks: 15

Instructions:

1. Section A (8 Marks): Attempt any two (2) of three (3) questions. Each question carries 4 marks.
2. Section B (7 Marks): Compulsory question for 7 marks.
3. Write your particulars on the answer sheet in the given space.
4. Scientific calculator is allowed.

CO1	Comprehend the accounting process and fundamental accounting principles and concepts.
CO2	Prepare and present financial information as per required standards of reporting.
CO3	Read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance of a company.
CO4	Apply analytical skills in different managerial issues of an organization.

SECTION A

(Attempt any two (2) of three (3) questions. Each question carries 4 marks.)

Q1 (CO1): Pillai Travel Company provides tours to Agra, Jaipur and Delhi. It receives full payments from its customer in advance. Can the amount be treated as revenue immediately on receipts? Explain briefly with the reason.

Q2 (CO1): Identify the major users of accounting information with examples.

Q3 (CO1): As a financial consultant, you are required explain two most important accounting concepts to your team with suitable example.

SECTION B

(Compulsory question for 7 marks.)

Q4 (CO2): Leisure Centre Ltd. was set up on 1st July 2015. Its trail balance as on 31st July 2015 is presented below:

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BN

School of Business, Sushant University

Mid Term Examination: October, 2023

Program:

MBA

Sem:

4

Course Name:

Accounting for Business Decision Making

Course Teaching Faculty Name:

Course Code:

23MBA -OAC IIT

Date:

16/10/23

Time:

S.No	Admission No. / Roll No.	Student Name	Signature	Marks Obtained (Total Marks: 15)
1	230MBA012	Rohit Malik	Rohit Malik	05
2		Shubham	Shubham	02
3	230MBA018	Simran. Gamba	Simran	11
4	230MBA014	Sonam	Sonam	12
5	230MBA024	Suwathik	Suwathik	08
6	230MBA011	Tannu Tyagi	Tannu Tyagi	09
7	230MBA001	Vishal K.	Vishal K.	08
8	230MBA019	Yash Yadav	Yash	11
9	230MBA010	Pratibha	Pratibha	12
10	2300127	Niraj Kumar Mishra	Niraj	07
11	230MBA017	Mansi	Mansi	09
12	230MBA016	Kavisha	Kavisha	8
13	230MBA008	Kusum	Kusum	10
14	230MBA015	Kanishk	Kanishk	11
15	230MBA002	Anmol Singh Arora	Anmol Singh Arora	11
16	230MBA019	Anubhav Kukreti	Anubhav	12
17	2300529	Anuj Iohia	Anuj	8
18	2302114	Bhanti	Bhanti	10
19	230MBA004	Bhawish condal	Bhawish	05
20	2302116	Harekshi	Harekshi	08
21		Mohit Khataua		10
22		Shubham		06
23		Esha		06
24				
25				
26				
27				
28				
29				
30				

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Sec-55, Gurugram Har.

Students Present: 20

Invigilator Signature:

Students Absent: 7

Examiner Signature:



ANNEXURE-II

School of Business, Sushant University

Course Title: Accounting for Business Decision Making

Semester: I

Course Code: 23MBA-0AC11T

Course Faculty: Dr. Kanika Sachdeva

Programme: MBA

Sir/Madam,

Following students mentioned in the list are identified as Slow learner/Advanced learner based on guidelines issued by IQAC after second assessment (mid-term).

S.No	Name of the student	Roll No	Slow learner/Advanced learner
1	Bhawish Condal	230MBA004	Slow learner
2	Rohit Malik	230MBA012	Slow learner

There are no advance learners.

Signature of Course Coordinator, Faculty

Programme Coordinator

Dean



School of Business, Sushant University

NOTICE

Date: 22/10/2023

This is to inform all concerned students that remedial classes for **MBA Accounting for Business Decision Making 23MBA-0AC11T** will be conducted as per the schedule mentioned below. These classes aim to provide additional academic support and enhance understanding of key concepts.

Details of Remedial Classes:

- **Course/Subject:** Accounting for Business Decision Making
- **Faculty:** Dr. Kanika Sachdeva
- **Venue:** D-412
- **Students Name:** Bhawish Condal

Rohit Malik

Remedial Time Table (24/02/2023 to 20/11/2023)

Day	Monday	Tuesday	Wednesday	Thursday	Friday
Time	4:10-5:00 pm	4:10-5:00 pm	4:10-5:00 pm	4:10-5:00 pm	4:10-5:00 pm

All students are advised to attend these sessions punctually and make the most of this opportunity to improve their academic performance.

For any queries, please contact Dr. Kanika Sachdeva at kanikasachdeva@sushantuniversity.edu.in


Associate Dean

School of Business



Sustant

Semester: I
Faculty Name: Dr Kanika Sachdeva
Date: 15th Nov.

Pratt Institute
School of Business
Sacred Gurugram Haridwara



Name:- Mohit Malik
Roll No:- 230NBA012
MBA - 1st Sem.

27/10/23

Accounting For Business
Decision Making

Q1. Prepare Balance Sheets as of June 1 and as of June 30 in proper format.

Maynard Company
Balance Sheet as of June 1

Particular	Amt. (in Rs.)	Amt. (in Rs.)
I.) Source of Funds (Liabilities)		
a.) Current Liabilities		
Account payable	8517	
Accrued wages payable	1974	
Bank notes payable	8385	
Capital stock	390000	
Retained Earnings	221511	
Tax Payable	5700	
Total		6,36,087
b.) Non-Current Liabilities		
Other Non-current Liabilities	2451	
Total		2451
Total Liabilities		6,38,538
II.) Application of Funds (Assets)		
a.) Current Assets		
Account receivable	21,798	
Cash	34,983	
Merchant Inventory	24,835	

Maynard Company
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Maynard Company
Balance Sheet as of June 30

Particular	Amt. (in Rs.)	Amt. (in Rs.)
I.) Source of Funds (Liabilities)		
a.) Current Liabilities		
Account Payable	21,315	
Accrued wages Payable	2202	
Bank Notes Payable	29,250	
Taxes Payable	7224	
Capital Stock	390,000	
Retained Earnings	229,446	
Total		6,79,437
b.) Non-Current Liabilities		
Other Non-Current Liabilities	2451	
Total		2451
Total Liabilities		6,81,888
II.) Application of Funds (Assets)		
a.) Current Assets		
Account receivable	26,505	
Cash	66,660	
Merchandise Inventory	26,520	
Note receivable, Diane Maynard	0	
Prepaid Insurance	2826	
Supplies on hand	6630	
Total		1,29,141

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School of Business, Sushant University

**Accounting for Business Decision Making (23MBA-0AC11T) | MBA | Sem I |
Academic Year – 2023-24 | Maximum Marks: 15**

Course Outcomes:

- CO1:** Comprehend the accounting process and fundamental accounting principles and concepts.
CO2: Prepare and present financial information as per required standards of reporting.
CO3: Read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance of a company.
CO4: Apply analytical skills in different managerial issues of an organization.

Group Project

- Take last 5 years data of any company of your choice and conduct the financial statement analysis of the company.
- Also comment on the position of the company during last 5 years.

Guidelines:

- Create your own groups and give the names of group members to the CR (Anubhav/Lavisha)
- There shall be 3-4 members in each group.
- Presentations will start from 20th Nov. 2023.
- The groups must present and discuss the data of different companies.
- Repetition of company will fetch zero mark.

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FINANCIAL STATEMENT ANALYSIS

SUBMITTED BY:-
BHAWISH(230MBA0004)
SOHAM(230MBA014)
NAVISHA(230MBA016)
MANSI(230MBA017)

1

Financial Statements

(The North-South statement)
 Written records that convey the business activities and the financial performance of a company.

Financial Statement Analysis

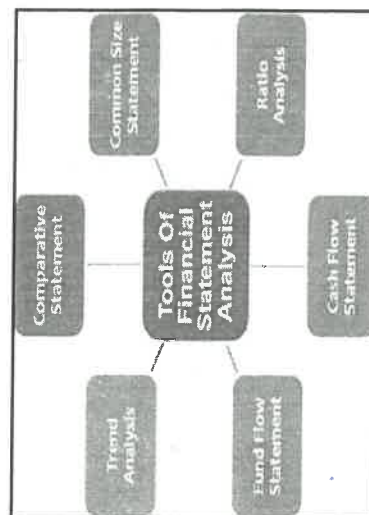
(The North-South statement)
 The process of analyzing a company's financial statements for decision-making purposes.

2

Objectives of Financial Statement Analysis

- To know the current position of the company
- Eliminating Discrepancies if any
- Future Decision Making
- Minimize the Chances of Fraud

3



4

INTRODUCTION-CIPLA

Cipla is a leading pharmaceutical from India with presence across the world. It was established in 1935 as Chemical Industrial & Pharmaceutical Laboratories Ltd and changed to its name Cipla Ltd in 1984. The company has a vast portfolio with more than 1,500 products in the market. Its largest market is India, followed by Africa and North America. The company's total revenue reached Rs. 5,829 crore in the second quarter of FY23.

5

INCOME STATEMENT																			
	Actual	Mar 2022	Mar 2023	Mar 2024	Mar 2025	Mar 2026	Mar 2027	Mar 2028	Mar 2029	Mar 2030	Mar 2031	Mar 2032	Mar 2033	Mar 2034	Mar 2035	Mar 2036	Mar 2037	Mar 2038	Mar 2039
Revenue	2,775	21,763	154,117	265	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258	1,258
Net Income	475	200	265	194	476	476	476	476	476	476	476	476	476	476	476	476	476	476	476
Capital Expenditures	2,320	22,019	10,425	17,476	15,130	15,130	15,130	15,130	15,130	15,130	15,130	15,130	15,130	15,130	15,130	15,130	15,130	15,130	15,130
Net Cash	15,400	16,444	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694	1,694
Operating	4,817	2,059	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650
Investment	869	1,105	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150	150
Financing	1,200	190	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800
Net Cash	2,615	2,059	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650

School of Business
Internal Marks Distribution, ODD Sem Dec 2023

Program: MBA

Sem: I

Course Name: Accounting for Business Decision Ma

Course Code: 23MBA-0AC11T

Faculty Name: Dr. Kanika Sachdeva

S.No.	Student Roll No.	Student Name	Assignment (10 marks)	Mid Term (15 marks)	Gp PPT (15 marks)	Total Internal (40 marks)
1	230MBA003	Anmol Singh Arora	8	11	7	26
2	230MBA009	Anubhav Kukreti	9	12	12	33
3	230MBA026	Anuj Lohia	7	8	9	24
4	230MBA022	Bharti	7	10	11	28
5	230MBA004	Bhawish Condal	8	5	7	20
6	230MBA005	Esha Bhayana	7	6	0	13
7	230MBA023	Harshita	7	8	11	26
8	230MBA015	Kanishka Kakkar	9	11	0	20
9	230MBA008	Kusum Sharma	7	10	11	28
10	230MBA016	Lavisha Singhoiya	10	8	6	24
11	230MBA017	Mansi Ghildiyal	10	9	6	25
12	230MBA013	Mohit Khatana	8	10	10	28
13	230MBA002	Neeraj Kumar Mehlawat	8	7	10	25
14	230MBA010	Pratibha	10	12	8	30
15		Ritika Choudhary	0	0	Ab	0
16	230MBA012	Rohit Malik	8	5	11	24
17	230MBA021	Shubham	7	6	9	22
18	230MBA018	Simran Gauba	10	11	10	31
19	230MBA014	Sonam	10	12	10	32
20	230MBA024	Suwathik	9	8	10	27
21	230MBA011	Tannu Tyagi	9	9	10	28
22	230MBA001	Vishal Kumar Jha	10	8	9	27
23	230MBA019	Yash Yadav	8	11	11	30

Faculty Signature:

Date: 10/12/23

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SUSHANT UNIVERSITY, GURUGRAM**END TERM EXAMINATION, DEC 2023****23MBA-0AC11T : Accounting for Business Decision Making****Program: MBA****Semester: I****Time: 2 Hrs.****Max Marks: 60****Instructions:**

1. Section A: Attempt any four (4) of five (5) question. Each question carries 7 marks.
2. Section B: Attempt any two (2) of three (3) questions. Each question carries 10 marks.
3. Section C: Attempt all questions. Question carries 12 marks.
4. Scientific calculator is allowed.

CO1	Comprehend the accounting process and fundamental accounting principles and concepts.
CO2	Prepare and present financial information as per required standards of reporting.
CO3	Read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance of a company.
CO4	Apply analytical skills in different managerial issues of an organization.

SECTION A

1. (CO1) What do you understand by GAAP? Explain any three principles with suitable examples.
2. (CO2) Define depreciation and describe the written down value method of calculating depreciation. Provide an example to demonstrate the application of this method.
3. (CO2) Compute the COGS from the following information: Beginning inventory: Rs. 11,000; Purchases Rs. 2,10,000; Purchase Return: Rs. 7,000; Purchase Discount: Rs. 3,000; Carriage inward: Rs. 18,000; Ending Inventory: Rs. 17,000.
4. (CO4) Elaborate the relevance and usage any four financial ratios on which the management of a retail store should focus.
5. (CO2) Why cash flow statement is relevant for the business? What are the components of cash flow statement? Give examples for each component.

SECTION B

6. (CO1) The financial statements of Amanat Corporation show a substantial increase in accounts payables over the past year. As a financial analyst, explain the potential reasons for this increase and the impact it might have on the company's financial health. Additionally, suggest measures the company can take to address this issue.
7. (CO2) From the following Balance Sheet of M/s. Mahin & Sons Pvt. Ltd. Prepare Comparative Balance Sheet and interpret the same.

Sources of Funds	2023	2022
Equity Shares	40,000	35,000

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Debentures	30,000	40,000
Reserve & Surplus	10,000	15,000
Sundry Creditors	8,000	5,000
Bills Payable	7,000	3,000
Outstanding Expenses	3,800	7,800
Total	99,800	1,05,800
Application of Funds		
Buildings	28,000	38,000
Machinery	40,000	35,000
Sundry Debtors	9,000	7,000
Securities	11,000	15,000
Stock	8,800	5,800
Cash	2,000	5,000
Total	99,800	1,05,800

8. (CO3) You are given the following data on two companies, M and N (figures in millions):

Particulars	M (Amt in Rs.)	N (Amt in Rs.)
Net Sales	1080	1215
Net profit	54	122
Asset	180	405

Required:

- Which company has the higher profit margin? (3 M)
- Which company has the higher asset turnover? (3M)
- Based solely on the data given, in which firm would you prefer to invest? (4 M)

SECTION C

9. (CO4) Backbay couriers Ltd. provides local mail delivery service in the financial district of Mumbai. The trail balance of the company is as follows:

Backbay Couriers Ltd. Trail Balance as on February 28, 2017

Particulars	Debit Amount (Rs)	Credit Amount (Rs)
Office Equipment	7,000	
Accumulated Depreciation, Office Equipment		1,000
Office Supplies	3,800	
Debtors	1,900	
Cash	770	
Prepaid Rent	2,400	
Creditors		1,100
Unearned Revenue		400
Share Capital		10,000
Retained Earnings		2,100
Dividend	1400	
Courier Service Revenue		7,200
Salaries Expenses	3,800	
Telephone Expenses	730	
TOTAL.....	21,800	21,800

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Following additional information is available:

- a) Prepaid rent represents three month's rent paid in advance. The rent for February to be paid.
- b) The inventory of the supplies at the end of February was Rs. 3,200.
- c) Revenues earned for services performed but not yet billed at the end of February were Rs. 1600.
- d) Revenues earned for services performed that were paid in advance were Rs. 210.
- e) Depreciation on office equipment for February was Rs. 250.
- f) Accrued salaries at the end of February were Rs. 540.

Required:

Prepare a profit and loss account, statement of retained earnings, and a balance sheet for February 2017 and comment.

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Sec-55, Gurugram Haryana



SUSHANT UNIVERSITY

School of Business

Assignment (Odd Semester 2023-24)

Program: MBA

Course Code: 23MBA-0AC11T

Semester : I

Course Name: Accounting For Business Faculty Name: Dr. Kanika Sachdeva

Assignment Date: Oct-23

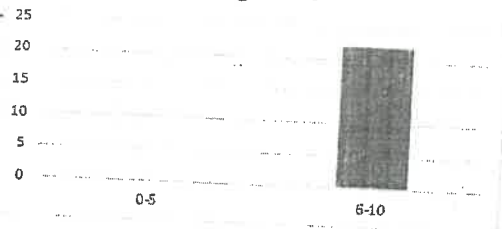
S. No.	Enrolment No.	Student Name	Batch No	Q1 (Marks)	Q2 (Marks)	Attainment		Total Marks (10)
				CO1	CO2	CO1 (Marks)	CO2 (Marks)	
1	230MBA003	Anmol Singh Arora						
2	230MBA009	Anubhav Kukreti		4	4	4	4	8
3	230MBA026	Anuj Lohia		4.5	4.5	4.5	4.5	9
4	230MBA022	Bharti		4	3	4	3	7
5	230MBA004	Bhawish Condal		4	4	4	4	8
6	230MBA005	Esha Bhayana		3.5	4.5	3.5	4.5	8
7	230MBA023	Harshita		4.5	2.5	4.5	2.5	7
8	230MBA015	Kanishka Kakkar		4.5	2.5	4.5	2.5	7
9	230MBA008	Kusum Sharma		4	5	4	5	9
10	230MBA016	Lavisha Singhoiya		4.5	2.5	4.5	2.5	7
11	230MBA017	Mansi Ghildiyal		5	5	5	5	10
12	230MBA013	Mohit Khatana		5	5	5	5	10
13	230MBA002	Neeraj Kumar Mehlawat		4.5	3.5	4.5	3.5	8
14	230MBA010	Pratibha		3.5	4.5	3.5	4.5	8
15	230MBA012	Rohit Malik		5	5	5	5	10
16	230MBA021	Shubham		3.5	4.5	3.5	4.5	8
17	230MBA018	Simran Gauba		4.5	2.5	4.5	2.5	7
18	230MBA014	Sonam		5	5	5	5	10
19	230MBA024	Swati K.		5	5	5	5	10
20	230MBA011	Tannu Tyagi		4.5	4.5	4.5	4.5	9
21	230MBA001	Vishal Kumar Jha		4.5	4.5	4.5	4.5	9
22	230MBA019	Yash Yadav		5	5	5	5	10
Total Students				3.5	4.5	3.5	4.5	8
Average				4.3636364		4.14	8.50	
Total Students Appeared in Assignment 1 (N)								
Number of students scored average% and above marks (P)						14	14	22
CO attainment (P/N)*100						63.64%	63.64%	

Average Marks	Max Marks	Min. Marks	Std Deviation
9	10	7	1.14

Students Marks	0-5	6-10
Assignment	0	22

Assessment	Attainment Levels	
Assignment	Level1	Less than 50% students scoring more than average% marks.
	Level2	50% to less than 60% students scoring more than average % marks.
	Level3	more than 60% students scoring more than average % marks in internal assessment tools

CO Attainment Level	
COs	Attainment Level
CO1	3
CO2	3



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Sec-55, Gurugram Haryana



Legend

TOPIC	Topic
ABS	Absent
DB	Debarred
DL	Deferred
UFAK	Unfair Means
	Pass with Grace Marks

Team
School Of Business
Sushant University
Sec-55, Gurugram
Haryana

Prepared By
S. Kumar

Controller of Examinations

Legend

Total	100%
Absent	0%
ABES	0%
DB	0%
Deferred	0%
DE	0%
Unkale Means	0%
Pass with Grace Points	0%

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School Of Business
Sushant University
Sec-55, Gurugram Haryana



Prepared By
S. Kumar

3/1/24

Annexure IV

School of Business, Sushant University

Course Title: Accounting for Business Decision Making.

Semester: I

Course Code: 23MBA-OAC11T

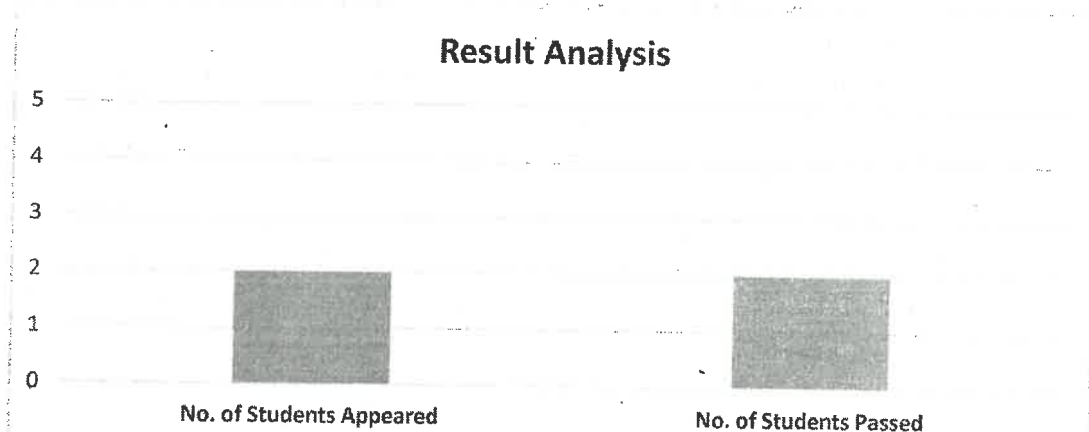
Course Faculty: Dr. Kanika Sachdeva

Programme: MBA

RESULT ANALYSIS

No. of Students Appeared		No. of Students Passed	Result %
2		2	100%

Sr. No.	Name of the Student	Marks Obtained
01	Bhawish Condal	58
02	Rohit Malik	67



Signature of Course Coordinator/Faculty

Programme Coordinator

Dean

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Sushant University
Sector-55, Gurugram Haryana



Student Notebook

Notes

Note on Regression

Y on X

Est. Equ: $Y = a + bx$ — (1)

Nr Equ: $\sum Y = na + b \sum x$

$\sum xy = a \sum x + b \sum x^2$

Here,
we
TAKE
ACTUAL
(given)
VALUES OF
X & Y

Solve for a, b & put in (1) to get Est. Equ.

If: We take deviations in place of actual values of X & Y.

Y on X

Est. Equ: $Y = a + bx$

$\bar{Y} = a + b\bar{x}$

Est. Equ now becomes:

$$Y - \bar{Y} = b_{yx}(X - \bar{x})$$

[Substituting
above eqn.]

This is the same approach as on RHS page.

ie;

$$y = a + bx \text{ — (2)}$$

Nr Equ: $\sum y = na + b \sum x$

$\sum xy = a \sum x + b \sum x^2$

∵ we are taking deviations from mean;

$x = x - \bar{x}$ & $y = Y - \bar{Y}$ are both equal to zero.

$$\Rightarrow a = 0$$

$$\& b_{yx} = \frac{\sum xy}{\sum x^2} \text{ Put in (2)}$$

$$\Rightarrow y = a + bx$$

$$\text{or; } y = 0 + bx$$

$$\text{ie; } Y - \bar{Y} = b_{yx}(X - \bar{x})$$



Regression Analysis

Y ON X
St. Equ: $y = a + bx$

Nr eqns: $\sum y = na + b \sum x$
 $\sum xy = a \sum x + b \sum x^2$

a - y -intercept

b - slope - called repr. coeff or slope coeff. $\therefore$ There are 2 repr. eqns; there are 2 repr. coefficients

2. If dev. are taken from mean

$$\sum x = \sum y = 0$$

$\Rightarrow$ Y ON X
 $a = 0$
 $b_{yx} = \frac{\sum xy}{\sum x^2}$

Repr. coeff of y on x

it measures the amt of change in y wrt change in x

$\therefore$ Also; $b_{yx} = \frac{\sum xy}{\sum y^2} = \frac{\text{Cov}(x, y)}{\text{Var } y} = r \cdot \frac{\sigma_x}{\sigma_y} \left[\because r = \frac{\text{Cov}(x, y)}{\sigma_x \cdot \sigma_y} \right]$

and, $b_{yx} = \frac{\sum xy}{\sum x^2} = \frac{\text{Cov}(x, y)}{\text{Var } x} = r \cdot \frac{\sigma_y}{\sigma_x} \left[\text{ " " } \right]$

$\therefore r$ - coeff of correl., is the G.M. of 2 repr. coeff;

ie; $r = \sqrt{b_{xy} \times b_{yx}}$

Note: ① $\sum y = na + b \sum x$

$$\Rightarrow a = \frac{\sum y}{n} - b \cdot \frac{\sum x}{n}$$

$$\Rightarrow a = \bar{y} - b\bar{x} \therefore a \text{ is known.}$$

(7)

X ON Y
 $x = a + by$

$$\begin{cases} \sum x = na + b \sum y \\ \sum xy = a \sum y + b \sum y^2 \end{cases}$$

X ON Y

$$a = 0$$

$$b_{xy} = \frac{\sum xy}{\sum y^2}$$

Repr. coeff of x on y

amt of change in x wrt " " "

$$\left[\because r = \frac{\text{Cov}(x, y)}{\sigma_x \cdot \sigma_y} \right]$$

$$\left[\text{ " " } \right]$$

② Always remember that

$$x = x - \bar{x}; y = y - \bar{y}$$

$$\text{ie; } \sum y = na + b \sum x;$$

basically means $\rightarrow$

$$\sum (y - \bar{y}) = na + b \sum (x - \bar{x})$$



Coefficient of Determination

38.

- Ratio of unexplained Var to total Var gives the proportion of Var in Y that is not explained by regression on X
- Subtract the above proportion from 1
- we get; the proportion of Var in Y that is explained by regression on X
- This is known as: Coeff of Determination, R^2

$$R^2 = 1 - \frac{\text{Var in Y remaining after Reg. on X}}{\text{Total Var in Y}}$$

$$R^2 = 1 - \frac{\text{ERROR SUM OF SQUARES}}{\text{TOTAL SUM OF SQUARES}}$$

(R $\rightarrow$ coeff of correlation)



REGRESSION LINES (R.L.) 37.

- For 2 Var: X, Y : 2 R.L.: X on Y , Y on X
- R.L. X on Y — gives — most probable values of X for given values of Y
- R.L. Y on X — Vice-versa (37)
- When Perfect +ve (+1) or -ve (-1) Correl. b/w $X, Y \Rightarrow$ 2 R.L. coincide & we will have just one R.L.
- Farther the 2 R.L. (ie; greater the dist b/w them) Smaller the degree of Correl.
- Nearer the 2 R.L., ...
- If X, Y — ind Var, $r = 0 \Rightarrow$ R.L. are at 45° ; || to X -axis & Y -axis



CASELET - III

36.

The personnel mgr of usha Ltd has devised a training program for its workers to increase their productivity. In the first phase, 10 workers are selected & imparted training. Post program, their production is rated on a scale of 1-100.

The following details are available:->

Worker	Test-score	Prod. Rating
A	53	45
B	36	43
C	88	89
D	84	79
E	86	84
F	64	66
G	45	49
H	48	48
I	39	43
J	69	76

(36)

obtain a repr. equ. to predict Prod. rating on test-score.

HINT: Test Score $\rightarrow$ Ind. Var, X

Prod. Rating $\rightarrow$ Dep. var, Y

$$[Y = 6.875 + 0.904X]$$



CASE-LET-II

35

M/s Sai Packagers makes Carryout pizza boxes. It knows that the pizza sales of its major client are a func of the advt dollars the client spends. The amt of pizza boxes the client will order, in dollar volume, is known to be 5% of sales. The Quarterly advt & sales data pertaining to its client are presented below: →

Quarter	Advt ('Lakhs, USD)	Sales ('Lakhs)
1	04	1
2	10	4
3	15	5
4	12	4
5	08	3
6	16	4
7	5	2
8	7	1
9	9	4
10	10	2

Estimate the exp. sales of m/s Sai Packagers - if next Qtr. advt is likely to be 11 Lakhs.

HINT:

Advt → Ind. Var, X

Sales → Dep. Var, Y

$$Y = 0.22 + 0.29X$$



(tennis) Ques 34 (34)

During recent matches, your Lobs have not been highly effective - ur opponents are killing them quite often. u are wondering whether the height of ur opponent could be a crucial factor here. The data related to the last 5 matches that u have played is given below: →

<u>opponent's Height</u>	<u>unreturned Lobs</u>
5.0	9
5.5	6
6.0	3
6.5	0
5.0	7

Tomorrow u r playing an opponent who is 5.9 ft what is ur best estimate of the no. of unreturned Lobs.?

HINT:

$Ht \rightarrow \text{Ind. Var, } X$
 $\text{unreturned Lobs} \rightarrow \text{Dep. Var, } Y$
 Get the Repr. eqn.
 Put $X = 5.9$.



Trucks	Age (X)	Repair expns (Y)	XY	X ²
101	5	7	35	25
102	3	7	21	09
103	3	6	18	09
104	1	4	4	1
<u>n=4</u>	<u>$\sum X=12$</u>	<u>$\sum Y=24$</u>	<u>$\sum XY=78$</u>	<u>$\sum X^2=44$</u>

$$\bar{X} = \frac{\sum X}{n} = 3 ; \bar{Y} = \frac{\sum Y}{n} = 6$$

(33)

$$\begin{aligned} \text{Slope, } b &= \frac{\sum XY - n \bar{X} \bar{Y}}{\sum X^2 - n (\bar{X})^2} \\ &= \frac{78 - (4)(3)(6)}{44 - (4)(3)^2} = 0.75 \end{aligned}$$

$$Y\text{-intercept, } a = \bar{Y} - b \bar{X} = 3.75$$

Estimating eqn;

$$\hat{Y} = a + bX = 3.75 + 0.75X$$

Now,

Repair expn for 6 yr old truck

$$= 3.75 + (0.75)(6) = 8.250$$

~ for other Trucks.

⇒ Exp. annual repair cost on (4) Trucks

$$= \text{Rs. } 27,000 +$$

✓



CASELET-IV (KEEP UR CITY CLEAN)³²

South Delhi has 4 trucks engaged in garbage disposal. The govt seeks to determine the relationship b/w the age of truck and the annual repair expns expected to be incurred on its upkeep.

The following information is available:-

<u>Truck No.</u>	<u>Age (Yrs.)</u>	<u>Repair Expns. Last yr. ('000)</u>
101	5	7
102	3	7
103	3	6
104	1	4

(32)

The govt seeks ur help. PL. Advise.

✓



• Std Error of Estimate;

(31)

31

$$S_e = \sqrt{\frac{\sum (Y - \hat{Y})^2}{n-2}} \quad (\text{Tedious})$$

$$= \sqrt{\frac{\sum Y^2 - a \sum Y - b \sum XY}{n-2}} \quad (\text{Better Approach})$$

$(n-2) \Rightarrow 2$ dof are lost in estimating the reg. Line.

• Larger the S_e , greater the scattering of pts. around the reg. Line.

• Converse $\rightarrow S_e = 0$;

$\Rightarrow$ There's no scattering. ie;

The estimating eqn (reg. Line) is a perfect estimator of the dep. Var.

✓



LEAST SQUARE METHOD

30

- Aim $\rightarrow$ to minimise the Sum of Squares of Error.
- $\hat{y} = a + bx$ (30)
- 2 eqns used to find slope b & intercept a
 $\rightarrow$ slope of best-fitting estimating Line,
$$b = \frac{\sum XY - n \bar{x} \bar{y}}{\sum X^2 - n (\bar{x})^2}$$

$\rightarrow$ Y-intercept; $a = \bar{y} - b \bar{x}$

- Measuring reliability of estimating eqn;
— Std Error (S.E.)
- 2 to std dev. (Both measures of dispersion)
- Recall $\rightarrow$ Std dev measures dispersion of a set of obs. about mean;

while S.E. measures the scatter/dispersion of observed values around regression line.

✓



REGRESSION-ANALYSIS

29.

(29)

- Statistical Relationship
- Does it exist b/w 2 vars? (chi-square)
- what the relationship is?
(Topic for Discussion)
- "Regress" $\Rightarrow$ move-back
(Predicting one var. from another)
- Approach $\rightarrow$ Develop an estimating equ.
- $\hat{y} = a + b(x)$
 $\downarrow$ DEP. VAR. $\downarrow$ Y-intercept $\downarrow$ slope [RECALL] $\rightarrow$ IND. VAR.
- Scatter Diagram
- A "good fit" $\Rightarrow$ Min. Error b/w estimated pts. on Line & actual observed points used to draw it.



Practical File

Sushant University

Practical File

Name: Suyasha Belwal

Roll No: 230BBA066

Course: BBA Semester III

Subject: Essentials Of Python

Subject Code: SB241

✓ 1

[Signature]



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1.	Adding two numbers
2.	Finding the larger of two numbers
3.	Checking if number is odd or even
4.	Finding area of a circle
5.	Checking if number is positive or negative
6.	Calculating simple interest
7.	Swapping two variables
8.	Finding the greatest of three numbers
9.	Checking if an year is a leap year or not
10.	Performing any 2 arithmetic operations

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S.NO	TITLE
11.	Computing percentage of marks
12.	Performing one arithmetic operation
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14.	Generating multiplication table
15.	Calculating sum of natural numbers
16.	Finding factorial of a number
17.	Printing the Fibonacci Sequence
18.	Finding the maximum number from a list
19.	Printing a list in the reverse order
20.	Counting the even and odd numbers



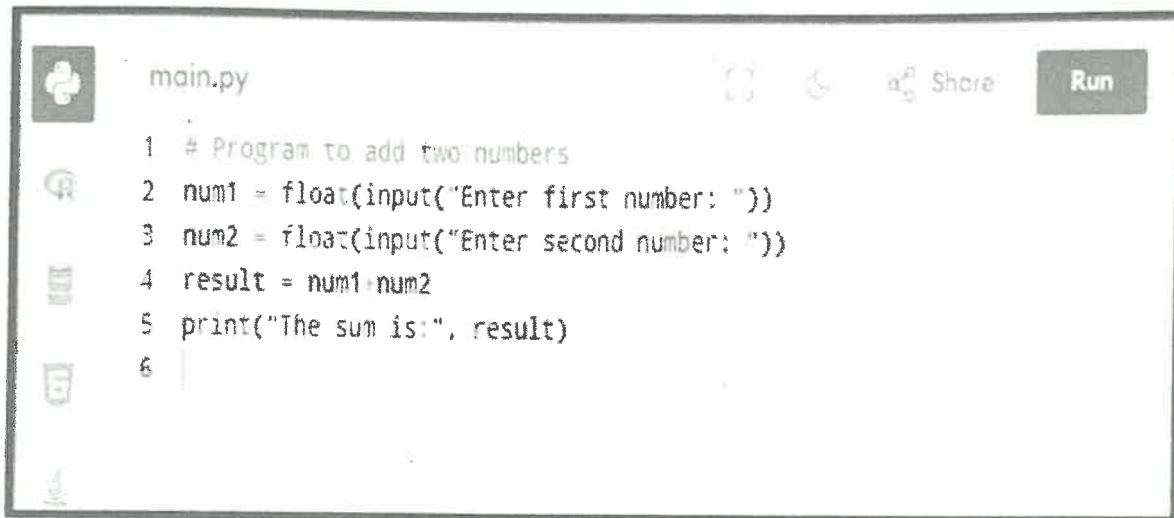
TABLE OF CONTENTS

S.NO	TITLE
21.	Finding length and indexing of a tuple
22.	Removing duplicate values from a list
23.	Checking if the string is a palindrome
24.	Counting the number of vowels and consonants in a string.
25.	Converting string into uppercase and lowercase.
26.	Adding movies to a list
27.	Calculating expenses over the week
28.	Generating summary of a shopping cart
29.	Calculating average steps over the week
30.	Indexing of a list

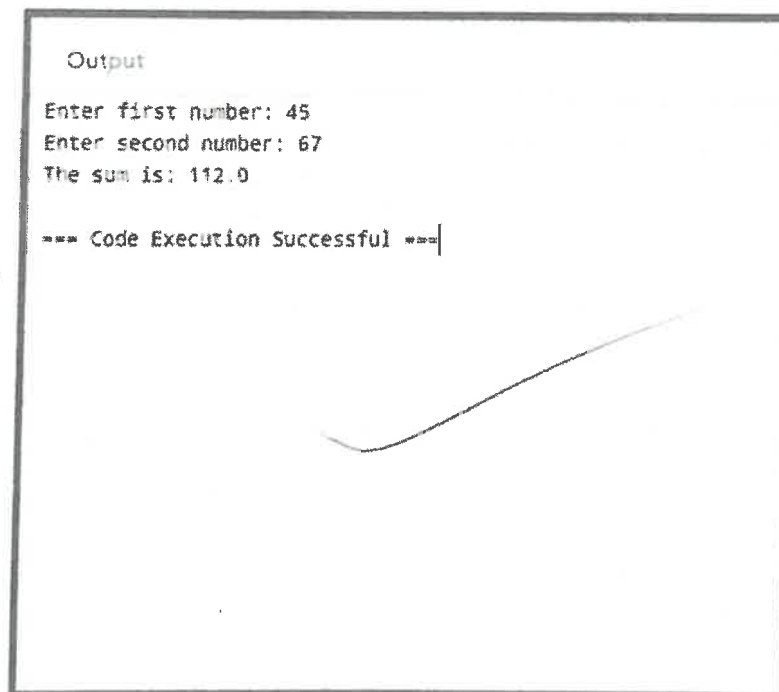


PRACTICAL -1

Q1. Write a program to add two numbers.



```
main.py
1 # Program to add two numbers
2 num1 = float(input("Enter first number: "))
3 num2 = float(input("Enter second number: "))
4 result = num1+num2
5 print("The sum is:", result)
6
```



Output

```
Enter first number: 45
Enter second number: 67
The sum is: 112.0

=== Code Execution Successful ===
```



PRACTICAL -2

Q2. Write a program to find the larger of two numbers.

```
main.py
1 # Program to find the largest of two numbers
2 num1 = float(input("Enter first number: "))
3 num2 = float(input("Enter second number: "))
4 if num1 > num2:
5     print("The largest number is:", num1)
6 elif num2 > num1:
7     print("The largest number is:", num2)
8 else:
9     print("Both numbers are equal")
10 # end
11
```

Output:

```
Enter first number: 45
Enter second number: 76
The largest number is: 76.0

--- Code Execution Successful ---
```


PRACTICAL -3

Q3. Write a program to check if a number is even or odd.

main.py

```
1 # Program to check if a number is even or odd
2 number = int(input("Enter a number: "))
3 if number % 2 == 0:
4     print("The number is Even")
5 else:
6     print("The number is Odd")
7 #end
8
```

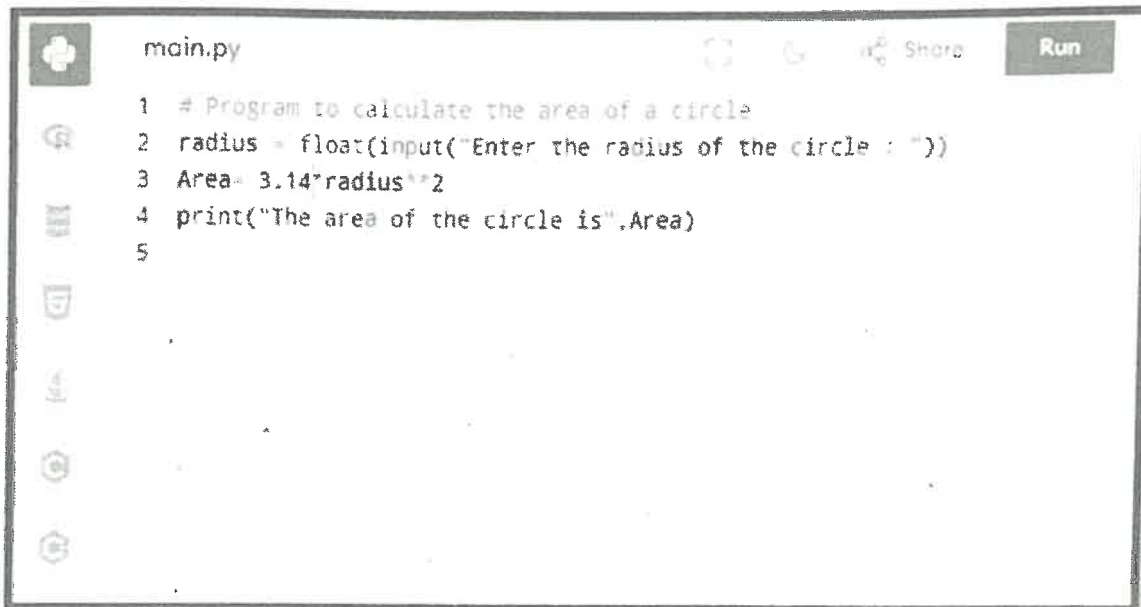
Output

Enter a number: 67
The number is Odd

--- Code Execution Successful ---

PRACTICAL -4

Q4. Write a program to calculate the area of a circle.



The screenshot shows a code editor window titled 'main.py'. It contains a Python program with five lines of code. The code prompts the user to enter the radius of a circle, calculates the area using the formula $Area = 3.14 \times radius^2$, and prints the result. The editor has a sidebar with icons for file operations and a 'Run' button in the top right corner.

```
main.py
1 # Program to calculate the area of a circle
2 radius = float(input("Enter the radius of the circle : "))
3 Area= 3.14*radius**2
4 print("The area of the circle is",Area)
5
```

Output

```
Enter the radius of the circle : 50
The area of the circle is 7850.0
```

```
=== Code Execution Successful ===
```

PRACTICAL -5

Q5. Write a program to check if a number is positive, negative, or zero.

main.py

```
1 # Program to check if a number is positive, negative, or zero
2 number = float(input("Enter a number: "))
3 if number > 0:
4     print("The number is Positive")
5 elif number < 0:
6     print("The number is Negative")
7 else:
8     print("Zero")
9 #end
10
```

Output

Enter a number: -45
The number is Negative

--- Code Execution Successful ---

PRACTICAL -6

Q6. Write a program to calculate simple interest.

main.py



Share

Run

```
1 # Program to calculate simple interest
2 principal = float(input("Enter the principal amount: "))
3 rate = float(input("Enter the interest rate (%): "))
4 time = float(input("Enter the time period in years: "))
5 SI=(principal*rate*time)/100
6 print("The Simple Interest is",SI)
7 #end
```

Output

```
Enter the principal amount: 2000
Enter the interest rate (%): 5
Enter the time period in years: 10
The Simple Interest is 1000.0
```

--- Code Execution Successful ---



PRACTICAL -7

Q7. Write a program to swap two variables.

main.py



Share

Run

```
1 # Program to swap two variables
2 num1 = input("Enter first value: ")
3 num2 = input("Enter second value: ")
4 # Swap the variables
5 num1, num2 = num2, num1
6 print(f"After swapping: First value: {num1}, Second value: {num2}")
7 #end
```

Output

```
Enter first value: 56
Enter second value: 20
After swapping: First value: 20, Second value: 56

=== Code Execution Successful ===
```

✓
With
Sustant University
Program



PRACTICAL -8

Q8. Write a program to find the greatest of three numbers.

```
1 # Program to find the greatest of three numbers
2 num1 = float(input("Enter first number: "))
3 num2 = float(input("Enter second number: "))
4 num3 = float(input("Enter third number: "))
5 if num1 >= num2 and num1 >= num3:
6     print("The greatest number is ",num1)
7 elif num2 >= num1 and num2 >= num3:
8     print("The greatest number is",num2)
9 else:
10    print("The greatest number is",num3)
11    #end
12
```

```
Enter first number: 50
Enter second number: 35
Enter third number: 18
The greatest number is 50.0

--- Code Execution Successful ---
```



PRACTICAL -9

Q9. Write a program to check if a year is a leap year.

main.py



Share

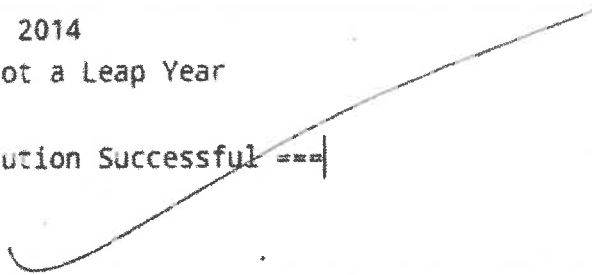
Run

```
1 # Program to check if a year is a leap year
2 year = int(input("Enter a year: "))
3 if (year % 4 == 0 and year % 100 != 0) or (year % 400 == 0):
4     print("The year is a Leap Year")
5 else:
6     print("The year is not a Leap Year")
7 #end
8
9
```

Output

Enter a year: 2014
The year is not a Leap Year

=== Code Execution Successful ===



Handwritten signature and date: 13/03/2024



PRACTICAL -10

Q10. Write a program to perform any 2 arithmetic operations based on user input.

main.py

Share

Run

```
1 #program to perform two arithmetic operations
2 num1=float(input("Enter first number:"))
3 num2=float(input("Enter second number:"))
4 op1=input("Enter first operation(+,-,*,./)")
5 op2=input("Enter second operation(+,-,*,./)")
6
7 #perform first operation
8- if op1=="+":
9     print(num1+num2)
10- elif op1=="-":
11     print(num1-num2)
12- elif op1=="*":
13     print(num1*num2)
14- elif op1=="/":
15-     if num2!=0:
16         print(num1/num2)
17-     else:
18         print("Cannot divide by zero")
19- else:
20     print("Invalid operation")
21
```




```

22 #perform second operation
23- if op2=="+":
24     print(num1+num2)
25- elif op2=="-":
26     print(num1-num2)
27- elif op2=="*":
28     print(num1*num2)
29- elif op2=="/":
30-     if num2!=0:
31         print(num1/num2)
32-     else:
33         print("Cannot divide by zero")
34- else:
35     print("Invalid operation")
36
37 #end
38
39

```

```

Enter first number:30
Enter second number:0
Enter first operation(+,-,*,/)-
Enter second operation(+,-,*,/)/
30.0
Cannot divide by zero

=== Code Execution Successful ===

```


 ✓
 Submitted by
 [Signature]
 Gurukul Kangri
 Gurukul Kangri
 Gurukul Kangri



PRACTICAL -11

Q11. Write a program to take input total marks & marks obtained by a student. Compute the percentage & print the result:

Marks Sheet
Total Marks: 1200
Marks Obtained: 900
Percentage: 75%

main.py

```
1 # to take input from user and compute the percentage
2 total_marks=float(input("Enter the total marks: "))
3 marks_obt=float(input("Enter the marks obtained: "))
4
5 percentage=(marks_obt/total_marks)*100
6
7 print("Marksheet")
8 print("Total marks: ",total_marks)
9 print("Marks Obtained: ",marks_obt)
10 print("Percentage:",percentage)
11
12 #end
```

Output

```
Enter the total marks: 1200
Enter the marks obtained:900
Marksheet
Total marks: 1200.0
Marks Obtained: 900.0
Percentage: 75 %
```

--- Code Execution Successful ---



PRACTICAL -12

Q12. Write a program asking the user to input two numbers and an operator (+, -, *, /). Perform the corresponding operation using if-elif-else.

```
main.py
1 #program to perform two arithmetic operations
2 num1=float(input("Enter first number:"))
3 num2=float(input("Enter second number:"))
4 op=input("Enter the operation (+,-,*,/)")
5
6 #perform the operation
7 if op=="+":
8     print(num1+num2)
9 elif op=="-":
10    print(num1-num2)
11 elif op=="*":
12    print(num1*num2)
13 elif op=="/":
14    if num2!=0:
15        print(num1/num2)
16    else:
17        print("Cannot divide by zero")
18 else:
19    print("Invalid operation")
20 #end
21
```

Output

```
Enter first number:40
Enter second number:20
Enter the operation (+,-,*,/)*
800.0
```

```
=== Code Execution Successful ===
```



PRACTICAL -13

Q13. Write a program using if/else statement with the following condition: If the variable age is greater than 18, output "Old enough", otherwise output "Too young".

```
main.py ⌂ 🔍 🔗 Share  
1 #to take the input age from user  
2 age=int(input("Enter your age: "))  
3  
4 #check if age is greater than 18 or not  
5 if age>18:  
6     print("Old enough")  
7 else:  
8     print("Too young")  
9 #end  
10  
11  
12  
13
```

Output

Enter your age: 45
Old enough

=== Code Execution Successful ===



PRACTICAL -14

Q14. Write a program to print the multiplication table of a number entered by the user using 'for' loop.

main.py

```
1 # take input from the user and print it's multiplication table
2
3 num=int(input("Enter a number: "))
4 for i in range(1,11):
5     print(num,"x", i,"=", num*i)
6 #end
7
```

Output

```
Enter a number: 5
5 x 1 = 5
5 x 2 = 10
5 x 3 = 15
5 x 4 = 20
5 x 5 = 25
5 x 6 = 30
5 x 7 = 35
5 x 8 = 40
5 x 9 = 45
5 x 10 = 50
```

=== Code Execution Successful ===



PRACTICAL -15

Q15. Write a program to calculate the sum of all natural numbers up to n entered by the user using 'while' loop.

```
main.py
1 # input number from the user
2 n=int(input("Enter a positive integer: "))
3
4 sum=0
5 i=1
6 #calculate the sum using while loop
7 while i<=n:
8     sum+=i
9     i+=1
10 print("The sum of all natural numbers upto",n,"is",sum)
11
12 #end
13
```

Output

```
Enter a positive integer: 70
The sum of all natural numbers upto 70 is 2485
```

```
=== Code Execution Successful ===
```



PRACTICAL -16

Q16. Write a program to find the factorial of a number using 'for' loop.

main.py

```
1 # input number from the user
2 num=int(input("Enter a positive integer: "))
3
4 factorial=1
5
6 #calculate the factorial using loop
7 for i in range(1,num+1):
8     factorial*=i
9
10 print("The factorial of",num,"is",factorial)
11
12 #end
```

Output

Enter a positive integer: 6
The factorial of 6 is 720

=== Code Execution Successful ===



PRACTICAL -17

Q17. Write a program to print the first 'n' terms of the Fibonacci sequence using 'for' loop.

main.py

Share

Run

```
1 n = int(input("Enter the number of terms: "))
2
3 # Initialize the first two terms of the sequence
4 fib1, fib2 = 0, 1
5
6 # Print the first two terms
7 print(fib1, fib2, end=" ")
8
9 # Generate and print the remaining terms using a for loop
10 for i in range(2, n):
11     fib3 = fib1 + fib2
12     print(fib3, end=" ")
13     fib1, fib2 = fib2, fib3
14 #end
15
```

Output

Enter the number of terms: 10

0 1 1 2 3 5 8 13 21 34

=== Code Execution Successful ===

PRACTICAL -18

Q18. Write a program to input numbers into a list and find the maximum number.

```
main.py
1 # input numbers from the user
2 n=int(input("Enter the number of elements: "))
3
4 #initialize an empty list
5 numbers=[]
6 #input the numbers
7 for i in range (n):
8     num=float(input("Enter number:"))
9     numbers.append(num)
10
11 #find and print the maximum number
12 maximum=max(numbers)
13 print("The maximum number is", maximum)
14 #end
15
```

Output

```
Enter the number of elements: 5
Enter number:24
Enter number:68
Enter number:145
Enter number:3
Enter number:100
The maximum number is 145.0
```

--- Code Execution Successful ---



PRACTICAL -19

Q19. Write a program to take a list as input and print it in reverse order using slicing or a loop.

main.py

```
1 # input numbers from the user
2 n=int(input("Enter the number of elements: "))
3
4 #initialize an empty list
5 elements=[]
6 #input the numbers
7 for i in range (n):
8     words=(input("Enter element:"))
9     elements.append(words)
10
11 #find and print the maximum number
12 maximum max(elements)
13 print(elements[::-1])
14 #end
```

Output

```
Enter the number of elements: 5
Enter element:apple
Enter element:banana
Enter element:orange
Enter element:grapes
Enter element:kiwi
['kiwi', 'grapes', 'orange', 'banana', 'apple']

=== Code Execution Successful ===
```

PRACTICAL -19

Q19. Write a program to take a list as input and print it in reverse order using slicing or a loop.

main.py



Share

Run

```
1 # input numbers from the user
2 n=int(input("Enter the number of elements: "))
3
4 #initialize an empty list
5 elements=[]
6 #input the numbers
7 for i in range (n):
8     words=(input("Enter element:"))
9     elements.append(words)
10
11 #find and print the maximum number
12 maximum=max(elements)
13 print(elements[::-1])
14 #end
```

Output

```
Enter the number of elements: 5
Enter element:apple
Enter element:banana
Enter element:orange
Enter element:grapes
Enter element:kiwi
['kiwi', 'grapes', 'orange', 'banana', 'apple']
```

=== Code Execution Successful ===



PRACTICAL -20

Q20. Write a program to count how many even and odd numbers are present in a list entered by the user.

```
1 # input numbers from the user
2 n=int(input("Enter the number of elements: "))
3
4 #initialize an empty list to store the numbers
5 numbers=[]
6 #input the numbers
7 for i in range (n):
8     num=int(input("Enter a number :"))
9     numbers.append(num)
10 #initialize variables for even and odd numbers
11 even=0
12 odd=0
13 #loop to count even and odd numbers
14 for num in numbers:
15     if num % 2==0:
16         even+=1
17     else:
18         odd+=1
19 print("Number of even numbers:", even)
20 print("Number of odd numbers:", odd)
21 #end
```

Output

```
Enter the number of elements: 5
Enter a number :34
Enter a number :54
Enter a number :63
Enter a number :13
Enter a number :98
Number of even numbers: 3
Number of odd numbers: 2
```

*** Code Execution Successful ***



PRACTICAL -21

Q21. Write a program to take a tuple as input, find its length, and print the first and last elements.

main.py

Share

Run

```
1 #input tuple elements
2 data=input("Enter the elements of the tuple: ")
3
4 #convert the string input into tuple
5 tup_data=tuple(data.split('.'))
6 #find length of the tuple
7 length=len(tup_data)
8
9 print("The length of the tuple is: ",length)
10 print("The first element is: ",tup_data[0])
11 print("The last element is: ",tup_data[-1])
12
13 #end
```

Output

```
Enter the elements of the tuple: Red.Yellow.Green.Black.Blue
The length of the tuple is: 5
The first element is: Red
The last element is: Blue
```

=== Code Execution Successful ===



PRACTICAL -22

Q22. Write a program to remove duplicate values from a list entered by the user.

main.py



Share

Run

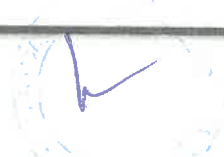
```
1 #input the number of elements
2 n=int(input("Enter the number of elements:"))
3
4 #initialize an empty list to store the elements
5 elements=[]
6 # input the elements from the user
7 for i in range(n):
8     x=input("Enter the element: ")
9     elements.append(x)
10
11 #removing duplicates
12 elements_new=list(set(elements))
13
14 print("The list after removing the duplicates:",elements_new)
15
16 #end
```

Output

Clear

```
Enter the number of elements:6
Enter the element: 35
Enter the element: 70
Enter the element: 35
Enter the element: red
Enter the element: blue
Enter the element: red
The list after removing the duplicates: ['blue', '35', '70', 'red']
```

=== Code Execution Successful ===



PRACTICAL -23

Q23. Write a program to check if a string entered by the user is a palindrome.

main.py

Share

Run

```
1 #input a string from the user and check if its a palindrom
2 user_input=input("Enter a string: ")
3
4 #convert in lowercase
5 lower_input=user_input.lower()
6
7 if lower_input==lower_input[::-1]:
8     print("The string is a palindrome")
9 else:
10    print("The string is not a palindrome")
11 #end
```

Output

Enter a string: Madam
The string is a palindrome

=== Code Execution Successful ===



PRACTICAL -24

Q24. Write a program to count the number of vowels and consonants in a string.

```
main.py
1 # Input the string from the user
2 user_input = input("Enter a string: ")
3
4 # Initialize counters for vowels and consonants
5 vowel_count = 0
6 consonant_count = 0
7
8 # Define the set of vowels for checking
9 vowels = "aeiouAEIOU"
10
11 # Loop through each character in the string
12 for char in user_input:
13     if char.isalpha(): # Check if the character is a letter
14         if char in vowels:
15             vowel_count += 1
16         else:
17             consonant_count += 1
18
19 # Print the results
20 print("Number of vowels:", vowel_count)
21 print("Number of consonants:", consonant_count)
22
```

Output

```
Enter a string: I love studying Python
Number of vowels: 6
Number of consonants: 13
```

=== Code Execution Successful ===



PRACTICAL -25

Q25. Write a program to convert a string entered by the user to uppercase and lowercase using string methods.

main.py

```
1 #input a string from the user and check if its a palindrom
2 user_input=input("Enter a string: ")
3
4 #convert in lowercase
5 lower_input=user_input.lower()
6
7 #convert in uppercase
8 upper_input=user_input.upper()
9
10 #print the results
11 print("Uppercase: ",upper_input)
12 print("Lowercase: ",lower_input)
13
14 #end
```

Output

```
Enter a string: I love learning Python
Uppercase:  I LOVE LEARNING PYTHON
Lowercase:  i love learning python
```

```
=== Code Execution Successful ===
```



PRACTICAL -26

Q26. Write a program to ask user to enter names of their 3 favorite movies & store them in a list.

```
main.py ⏏ ⏏ ⏏ Share Run  
  
1 #create an empty list to store the movie names  
2 fav_movies=[]  
3  
4 #take user input for 3 favourite movies  
5 for i in range(3):  
6     movie=input("Enter your favourite movie: ")  
7     fav_movies.append(movie)  
8  
9 print("Your favourite movies are: ",fav_movies)  
10 #end
```

Output

Enter your favourite movie: Godfather
Enter your favourite movie: Serpico
Enter your favourite movie: Casa Blanca
Your favourite movies are: ['Godfather', 'Serpico', 'Casa Blanca']

=== Code Execution Successful ===



PRACTICAL -27

Q27. You are keeping track of your daily spending for one week to see how much you spend on average each day. Create an empty list called expenses to store the amount you spend each day.

a) Use a loop and the input() function to enter your expenses for each day of the week (7 entries).

b) After entering all expenses, calculate the average daily expense over the week.

```
1 #create an empty list to store expenses
2 expenses_list=[]
3
4 #use loop to take expenses for 7 days
5 for i in range(7):
6     expense=float(input("Enter your expenses for the day: "))
7     expenses_list.append(expense)
8
9 #calculate and print the average daily expense
10 avg_expense=sum(expenses_list)/len(expenses_list)
11
12 print("Your average daily expense over the week is:",avg_expense)
13
14 #end
```

Output

Enter your expenses for the day: 200
Enter your expenses for the day: 150
Enter your expenses for the day: 300
Enter your expenses for the day: 100
Enter your expenses for the day: 90
Enter your expenses for the day: 160
Enter your expenses for the day: 230
Your average daily expense over the week is: 175.71428571428572

=== Code Execution Successful ===

Clear



PRACTICAL -28

Q28. Write a program to implement checkout process of a shopping cart system for an e-commerce website. Store the following in variables:

- a) Price of item 1**
- b) Price of item 2**
- c) Ordered quantity of item 1**
- d) Ordered Quantity of item 2**
- e) Shipping charges**

main.py

```
1 #storing prices and quantities
2 price1=float(input("Enter the price of item 1: "))
3 quantity1=float(input("Enter the quantity of item 1: "))
4 price2=float(input("Enter the price of item 2: "))
5 quantity2=float(input("Enter the quantity of item 2: "))
6 shipping=float(input("Enter the shipping charges: "))
7
8 #calculating the total cost
9 total1=price1*quantity1
10 total2=price2*quantity2
11
12 total_cost=total1 + total2 + shipping
13
14 print("-----CHECKOUT SUMMARY-----")
15 print("Item 1 total: ₹",total1)
16 print("Item 2 total: ₹",total2)
17 print("Shipping Charges: ₹",shipping)
18 print("Total Cost: ₹",total_cost)
19
20 #end
```



Output

```
Enter the price of item 1: 200
Enter the quantity of item 1: 3
Enter the price of item 2: 45
Enter the quantity of item 2: 2
Enter the shipping charges: 100
-----CHECKOUT SUMMARY-----
Item 1 total: ₹ 600.0
Item 2 total: ₹ 90.0
Shipping Charges: ₹ 100.0
Total Cost: ₹ 790.0
```

```
=== Code Execution Successful ===
```



PRACTICAL -29

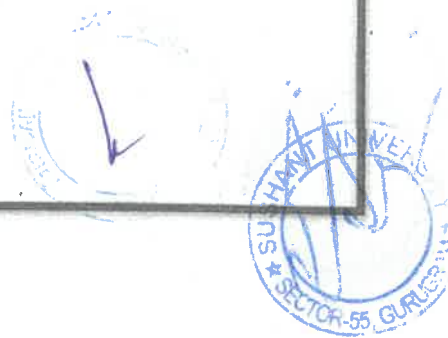
Q29. You are tracking your daily steps to monitor your physical activity over one week. At the end of the week, you want to see your progress and calculate the average number of steps you took each day. Create an empty list called `daily_steps` to store the number of steps you walked each day.

a) Use a while loop and the `input()` function to enter your step count for each day of the week (7 entries).

b) After entering all step counts, calculate the average daily steps over the week.

main.py

```
1 #storing daily steps in an empty list
2 daily_steps=[]
3
4 day=1
5 #use while loop to enter steps for each day
6 while day<=7:
7     steps=int(input("Enter the number of steps for the day"+str(day)
8                     +":"))
9     daily_steps.append(steps)
10    day+=1
11
12 #calculating and printing the average daily steps
13
14 print("----WEEKLY PROGRESS----")
15 print("Daily Steps:",daily_steps)
16 print("Average Daily Steps:",avg_steps)
17
18 #end
19
```



Output

Enter the number of steps for the day1:1900
Enter the number of steps for the day2:1450
Enter the number of steps for the day3:3000
Enter the number of steps for the day4:1200
Enter the number of steps for the day5:900
Enter the number of steps for the day6:2700
Enter the number of steps for the day7:1350

-----WEEKLY PROGRESS-----

Daily Steps: [1900, 1450, 3000, 1200, 900, 2700, 1350]

Average Daily Steps: 1785.7142857142858

=== Code Execution Successful ===



PRACTICAL -30

Q30. Using the colours list defined as `colours = ['red', 'blue', 'green', 'yellow']`, print the:

- First element.
- Second element.
- Last element.
- Second-to-last element.
- Second and third elements.
- Element at index 4.

main.py

```
1  #defining the list
2  colours=["red" , "blue" , "green" , "yellow"]
3
4  #print first element
5  print("First element:",colours[0])
6
7  #print second element
8  print("Second element:",colours[1])
9
10 #print last element
11 print("Last element:",colours[-1])
12
13 #print second last element
14 print("Second last element:",colours[-2])
15
16 #print second and third elements
17 print("Second and third elements:",colours[1:3])
18
```




```
19
20 #print element at index 4
21 try:
22     print("Element at index 4: ".colours[4])
23 except IndexError:
24     print("Index 4 is out of range")
25
26 #end
27
```

Output

First element: red
Second element: blue
Last element: yellow
Second last element: green
Second and third elements: ['blue', 'green']
Index 4 is out of range

=== Code Execution Successful ===

