

# Anekant Education Society's Anekant Institute of Management Studies (AIMS)

Religious Minority Institution

(Accredited with B++ (CGPA 2.93) by NAAC & Permanently Affiliated to SPPU)
Anekant Education Society Campus, Baramati, Dist.-Pune, Maharashtra, PIN-413102
Phone: (02112) 227299, Website: www.aimsbaramati.org

### SIP NOTICE No.2

Ref. No. AES/AIMS/2021-22/SIP/60

Date: 31/12/2021

# SIP- Research Proposal Presentation A.Y.2021-2022

All MBA II year students are hereby informed, Research Proposal Presentation for Summer Internship Project (SIP) of Semester-III is scheduled on 7th January, 2022 (Friday). Presentations will be conducted 10:00 AM onwards in the Board Room. All students are required to meet their respective project guides and make a Power Point Presentation (PPT) of progress made during the internship period.

For the said Presentation, students ought to abide by the following instructions:

- 1. Submit a Research Proposal (Two Hard Copies) duly signed by your Project Guide. (Refer the SIP Guidelines Copy shared in the class group & also available in the Library)
- 2. Make a **PPT Presentation** based on Research Proposal framed. Consider making following slides:
  - a) Slide 1: Topic Name, Name of SIP Organization, Name of Student, Roll No., and Name of Guide
  - b) Slide 2: Research Problem & Research Objectives
  - c) Slide 3: Research Methodology
    - i. Research Design
    - ii. Data Collection/Sources: Type of Data, Data Collection Procedure
    - iii. Research Instrument/Tool: Questionnaire, Schedule etc.
    - iv. Plan of Sampling: Sampling Frame, Sampling Unit, Sampling Method, Sample Size etc.
  - d) Slide 4: Intended Method of Data Analysis & Interpretation
  - e) Slide 5: Company Guide Name, Designation, Contact No. & Sharing of Experience
- 3. Presentations will be carried out as per the Institute Roll Numbers.

Students who remain absent for the Presentation without prior written permission or intimation to the Guide, will not be allowed to appear for Internal Viva Voce.

Note: \* No separate Presentations will be conducted after the above-mentioned date.

\* Institute Dress Code & I- Card is mandatory for the presentation.

\* Submit Joining Reports (duly signed by the authority & company seal) during presentation.

Prof. S. S. Khatri SIP Coordinator

Dr. M. A. Lahori Director



### Anekant Institute of Management Studies (AIMS)

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Ref. No. AES/AIMS/2021-2022/SIP/ 61

Date: 12/02/2022

NOTICE No. 03- SIP (GC-13- 6 Credits) INTERNAL VIVA- VOCE & FINAL PROJECT REPORT SUBMISSION- [A.Y. 2021-2022]

## **❖ SIP INTERNAL VIVA-VOCE (OFFLINE):**

This is to inform MBA II year students, SIP Internal Viva-Voce will be conducted in the AIMS Boardroom on Friday, 25/02/2022 from 10:00 AM to 5:30 PM.

### **\* FINAL PROJECT REPORT SUBMISSION:**

As per SPPU guidelines and procedure, SIP Progress Reports and structured SIP Entire Report (Golden Embossed Binding) must be submitted.

### **Instructions for Submission:**

- 1. Bring Two Hard Copies (Golden Embossed Binding) and One Soft Copy (CD) and submit one copy with CD to the respective Guide on Monday, 07/03/2022.
- 2. Strictly follow the format of project report given in SIP Guidelines Booklet.
- 3. The report may be printed on both sides of the paper.
- 4. No student shall be allowed to submit the project report after the above-mentioned dates.

### Instructions to Students:

- 1. Internal Viva Voce will be evaluated for 50 marks.
- 2. Institute Dress Code (Uniform with Blazer Tie) & I- Card is mandatory.
- 3. At the beginning of the Viva-Voce, Student shall introduce himself/herself,
- 4. Viva voce will be conducted as per Institute Roll Nos.
- 5. Attendance for Internal Viva-Voce is mandatory.

## **Evaluation Parameters:**

- 1. Presentation by the student-10 marks
- 2. Identification of the contemporary issue- 5 marks
- Relevance & Linkages of the issue with functional and general management frameworks, principles and practices- 10 marks
- 4. Survey of Literature- 5 marks & Methodology- 5 marks
- 5. Overall Understanding of Functional/Cross-functional/Global/Interdisciplinary/Social perspectives of the study- 10 marks
- 6. Ability to put forth a unified and cumulative argument- 5 marks

Note: 1. Students who have not given their SIP Research Proposal Presentations & Joining Letters, are required to do the said submissions as per the format given in the guidelines [to the allotted guide] by Tucsday, 15/02/2022.

2. Any interim order related to the Internal Viva-Voce in due course from the SPPU shall be followed by the Institute.

SIP Coordinator 12/02/05

Prof. S.S. Khatri

Dr. M. A. tahori Director

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Phone: (02112) 227299 Fax: (02112) 227299 Website: www.aimsbaramati.org

Subject: Business Research Methods

Date of Submission: 25th February, 2022

MBA SEM-I (25 Marks)

# Comprehensive Concurrent Evaluation (CCE): 2

# **Preparation of Research Proposal**

- All students should form the groups (voluntarily) consist of 5 students in each. Each group is informed to prepare a research proposal on any topic of their choice as per the contextual need of business, society and policy makers.
- All students are supposed to work in team to prepare the proposal and the voluntary contribution of each individual is expected.
- Students can choose topic pertaining to any of the following suggestive areas.

# **Suggestive Areas for Research:**

- 1. Skill GAP of Students
- 2. Acceptance of Herbal Products
- 3. Covid 19 Pandemic
- 4. Financial Inclusion
- 5. Investment Preferences
- 6. Real Estate
- 7. Electric Vehicles
- 8. Share-market
- 9. Digital Marketing
- 10. Student Engagement



# Guidelines for Preparation of Research Proposal

All students should prepare the proposal according to the format given below.

# The Proposal includes following:

- 1. Cover Page
- 2. Title
- 3. Introduction to topic
- 4. Statement of the problem
- 5. Objectives
- 6. Hypothesis (if any)
- 7. Scope
- 8. Research Methodology to be used
  - a. Type of Research
  - b. Primary and Secondary Data Required
  - c. Primary and Secondary Data Sources
  - d. Instrument for Data Collection
  - e. Sampling-Sample Unit, Universe, Sample Size, Sampling Method
- 9. Data analysis- Intended method and Statistical tools to be used for analysis
- 10. References

# **Proposal Typing Instructions**

- Font: Times New Roman
- Font Size for body text: 12
- Line spacing: 1.5
- Title Font size: 14
- Bottom Right- Page No.

# **Submission Guidelines**

The PDF copy of Proposal should be uploaded in assignment section by any one student from group within the given schedule.

# **Evaluation Criteria**

Need & Significance of Topic, Research Problem, Objectives, Sampling, Intended method of Data Analysis.

COURSE FACULTY



# Anekant Institute of Management Studies (AIMS)

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Phone: (02112) 227299 Fax: (02112) 227299 Website: www.aimsbaramati.org

Subject: Business Research Methods

Date of Presentation: 28th February, 2022

MBA SEM-I

(25 Marks)

# Comprehensive Concurrent Evaluation (CCE): 3

# **Research Proposal Presentation**

All students (groups formed for Research Proposal) are informed to prepare the PPT presentation of their research proposal and present the same in the classroom.

# **Guidelines for Presentation**

Slide No. 1: Title and Group Details

Slide No. 2: Introduction

Slide No. 3: Research Problem

Slide No. 4: Objectives and Hypothesis

Slide No. 5: Research Methodology (Data & Instrument)

Slide No. 6: Sampling

Slide No. 7: References

# **Evaluation Criteria**

The presentation will be evaluated on the basis of Conceptual Clarity, Research Knowhow, Teamwork & Answering ability.

Dr. D. P. More Course Teacher





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		FACULTY
Marret	1	COURSE

	List of Studen	List of Students for Research Proposal Presentation
Name of the Student	Roll Number	Title of Research Proposal
HEENA B. TAMBOLI	673121119	
KSHITIJA A. LIPARE	673121075	
VAISHNAVI V. GULAVE	673121044	A Research Proposal on Electrical Vehicle (EV) Consumer Preferences in India
ZAID A. MULLA	673121086	
SUMIT T. SHINDE	673121111	
NIRANJAN D.BHANDARE	673121007	
APURVA A. LIMAYE	673121074	
SURAJ D. PAWAR	673121096	A Study On Impact of COVID -19 Pandemic on Small Scale Businesses In Baramati City.
AVINASH V. SHENDE	673121108	
SHREYA S. SONAWANE	673121116	
Rutuja R Dugad	673121034	
Tejaswini S Dagale	673121027	
Ankita K Bhokare	673121013	A study on investment pattern in rural area of baramati
Sagar mahadev Nagawade	673121087	
bhairinath mohan Chavan	673121025	
Amol Rajendra Bhosale	673121015	
Gaurav Vijay Joshi	673121060	
Shubham Uttam Surve	673121117	A Study on Awareness, Utilization & Determinants of Health Insurance in Rural Areas
Gaurav Satish Yadav	673121124	
Ramdas Bapu Zanje	673121125	
Prathamesh.u .dongare	673121031	
Sweeti P. Pawar	673121097	SNI

- Freetra

	List of Studen	List of Students for Research Proposal Presentation	_
Name of the Student	Roll Number	Title of Research Durings	
Kiran D.Ghadge	673121040	Study on rural consumer behaviour towards online shopping	
Priyanka S.Saswade	673121106		
Nayan.s Bhosale	673121018		
Akshada H. kadam	673121061		
Amruta R.Deshmukhe	673121030		
Pratiksha A.Raskar	673121102		£189
Jyoti J. Bhise	673121011	Consumer preferences towards perchasing food online in baramati city,	
Kiran P. Jadhav	673121052		
Prajakta P. Londhe	673121076		
Aishwarya P.Nalage	673121088		
Vishakha R.Shinde	673121113		=
Rutuja B.Ghanwat	673121041	A study on Impact of Covid -19 on Teaching Learning process of zn school in Baramati	
Akshay Hadambar	673121045		
Shubham awaghade	673121004		
Vaibhav kumbhar	673121072		
Asif mulani	673121085	Adoption of emerging technology in farming by in baramati tal	
Devendra pawar	673121092		
Pratik jogdand	673121059		TF OF:
Jadhav Akshay	673121050		AN.
Vishal Hagare	673121046	// LAN	GE X WELL
Shivraj L.		Study on accident prevention practice in sugar industry	MEN
	1		17

	List of Studen	List of Students for Research Proposal Presentation
Name of the Student	Roll Number	Title of Research Proposal
Jadhav Vaishnavi	673121054	
Jadhav Chaitrali	673121051	
Mergal Komal	673121082	
Jain Rajat	673121057	
Sangle Rutuja	673121105	A study on awareness, attitude and preference towards cosmetic products with preference to working women in baramati.
Kothmire Divyani	673121070	
Haspe Rutuja	673121047	
Atole Omkar	673121003	
pradnya Khomane	673121067	
sonali khomane	673121068	
komal pawar	673121093	A study on effect of over usage of social media on students
Sachin pawar	673121095	
sakshi kuchekar	673121071	
Shubhangi dargude	673121029	
More Sayali.	673121084	
Kondke priyanka.	673121069	
Kate Anuradha.	673121064	A Study On Impact Of Digital Marketing on Small And Medium Scale Interprises.
Kamble Saloni.	673121062	
Bhong Kirti	673121014	



COURSE FACULTY

# PHOTOS - RESEARCH PROPOSAL PRESENTATION

# DATE -28 02 2022





Brown !

COURSE FACULTY





COURSE FACULTY.

Date: 9/3/2022

To, **The Director,**AIMS Baramati.

# SUB: Submission of Business Game Activity Report-Reg.

\*\*\*\*\*

Respected Sir,

As our Institute practices, leaning by Doing. We have successfully conducted business game for Communication skill.

Participants: MBA 6 Students

Activity: First Student has given written Notice and asked to communication orally to subordinate. Second student listen from first and orally communicates to his subordinates. After 5 stages Communication becomes miscommunication is the case.

Leaning Outcome: Audience and participants realized the importance of Written Communication

Recommendation: This and such activities are vital in learning.

1-1-20

This is for your kind Submission.

Thanking you,

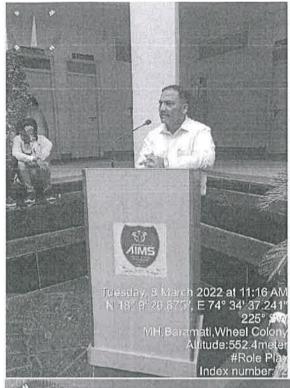
Dr Tanaji Chavan

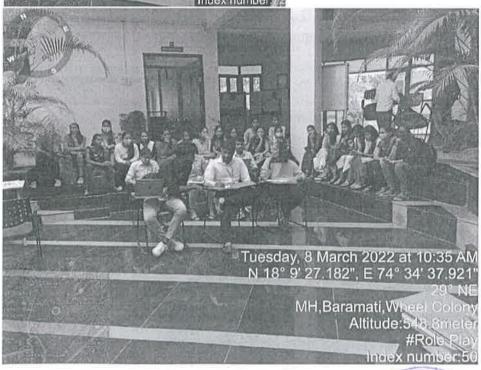
Activity Coordinator

### **Enclosures:**

1. Photos of the Event [P.T.O]

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Report on: Role play

10/03/2022

To The Director AIMS, Baramati

Respected Sir,

We have conducted Role play activity on 08/03/2022. The theme of role play was 'Responsible Decision Making'. 21 students of MBA-I were participated in role play and performed their roles very effectively. Responsible Decision-Making is the ability to make constructive and respectful choices about personal behavior and social interactions based on consideration of ethical standards, safety concerns, social norms, the realistic evaluation of consequences of various actions, and the well-being of self and others.

Through that activity students benefited by experiential learning. Role play provide real-world scenarios to help students learn. Students learned kills used in real-world situations (negotiation, debate, teamwork, cooperation, persuasion). Students motivated and engaged through that activity. These activity Provide opportunities to students for critical observation of peers. This activity also useful to enhance teaching strategies.

Students enjoyed and learned lot through that activity and gave positive feedback and demanded that kind of activities every month,

This is for your kind perusal.

Prof. Shriram S. Badave

Coordinator

Enclosure:

List of participated students & photos



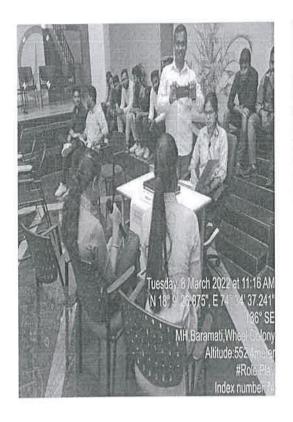
# Anekant Institute of Management Studies (AIMS) Baramati

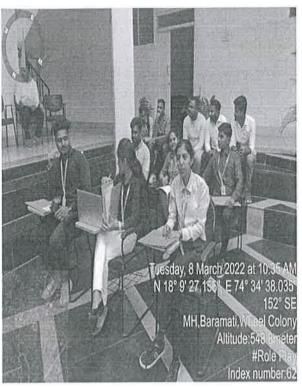
# List of students participated in Role play activity

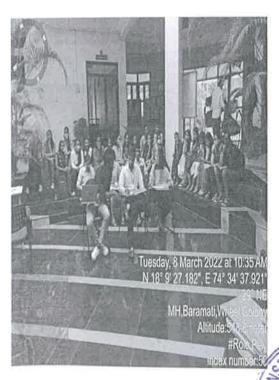
Roll No.	Students Name
673121092	Pawar Devendra Ashok
673121061	Kadam Akshada Hanumant
673121047	Haspe Rutuja Namdev
673121052	Jadhav Kiran Prakash
673121008	Bhapkar Anita Balaso
673121124	Yadav Gaurav Satish
673121086	Mulla Zaid Ajij
673121067	Khomane Pradnya Santosh
673121095	Sachin Ramchandra Pawar
673121116	Sonawane Shreya Santosh
673121117	Surve Shubham Uttam
673121034	Dugad Rutuja Rahul
673121027	Dagale Tejaswini Santoshkumar
673121085	Mulani Asif Sikandar
673121059	Pratik Dadasaheb Jogdand
673121119	Heena Bashir Tamboli
673121025	Chavan Bhairinath Mohan
673121096	Suraj Devidas Pawar
573121004	Awaghade Shubham Vilas
673121115	Sonawane Priyanka Mahendra
573121011	Bhise Jyoti Janaba

# **Anekant Institute of Management Studies** (AIMS) Baramati

Role play activity dated 08/03/2022



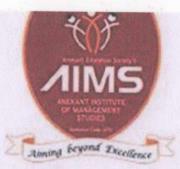






(PUNE)

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# 10th National Conference on "Fostering Human Resilience: Catalyst for Management, Science & Technology"





[Academic Year- 2021-22]

Anchoring Team: (Left to Right)
Dikshita Doshi, Snehal Ranaware, Neha Shah

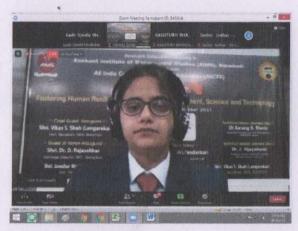




# 10th National Conference on "Fostering Human Resilience: Catalyst for

Management, Science & Technology"







[ Academic Year - 2021-22] Anchoring Team - Neha shah, Dikshita Doshi & Snehal Ranaware.

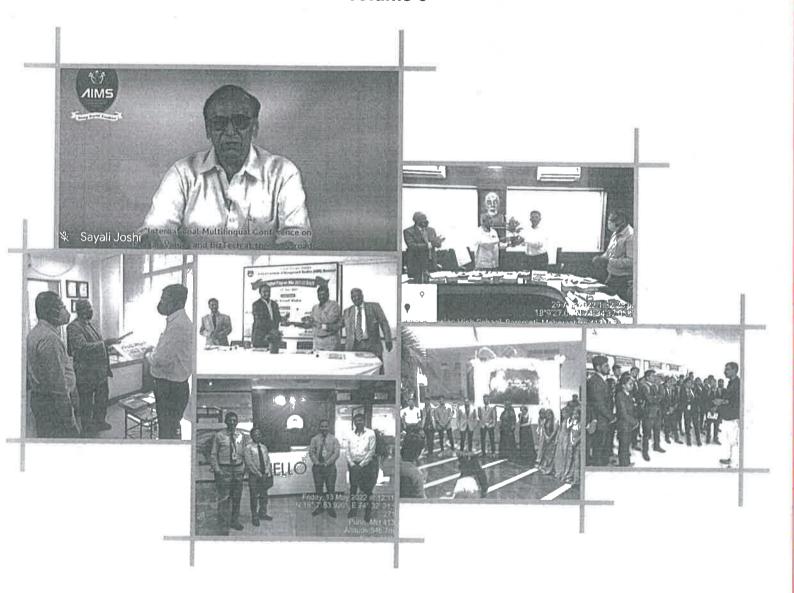




Newsletter of Anekant Institute of Management Studies (AIMS) 2021-22

# AIMS TIMELINE

Volume 8



# Inside this Issue •

- Conferences
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- Students Achievement

- Expert Talk
- Day's Celebration
- Library Activities
- Industrial Visit

- Paper Publications
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- Induction Program

# From Secretary's Desk



Dear All!!

Season's Best and Warmest Greetings!!!

Let me reveal you all with great amount of pride and pleasure that we attract the most amazing students from diverse socio-economic and educational background to our

campus. Our faculty are remarkable scholars and academicians who focus on teaching while also fully engaging their research, consultancy, and innovation. We have the most devoted administrative staff who not only make the AIMS experience nothing less than excellent but par excellence!

Since our inception in 2011, AIMS, Baramati has offered a transformational education that prepares students for lives of deep meaning—helping them to better understand the world, its people, its problems, and its opportunities, to engage thoughtfully and productively in personal and professional life, and to achieve success and satisfaction in work.

Today, we live in a period of unprecedented change characterized by globalization, by challenges to established political, economic, and social institutions and norms, by information and knowledge generated from vast amounts of data, by the willful dismissal of science and fact and the withering of civil discourse, and by a thirst for wisdom and ethical judgment. It remains our charge and responsibility to prepare our students for the world they inherit.

That's what AIMS' MBA Program is all about. It is about ensuring access for students who have earned their place here. It is about supporting the timeless aspects of a management education while also evolving and sharpening what we do to prepare students to lead and succeed in a rapidly changing world. And it is about strengthening the bonds of the AIMS community in support of this vital work. This is how we remain one of the most reckoned MBA campuses in the surrounding.

I am excited to present the AIMS TIME LINE for the AY 2021-22, showcasing the students and Faculty Member's achievements throughout the year.

With Great Regards,

ihri. Vikas S. Shah (Lengarekar) Hon. Secretary, AIMS, Baramati

# From Director's Desk



Hello students.....

AIMS Timeline basically compendium of activities and outcome of students forging events. AIMS always take initiative to groom students for their better take-off and better tomorrow with great human values.

Your icebreaker is by our

luminaries, who are master of their own domain and with good hand on approach with corporate along with their academia. Indeed, you have great upfront opportunity to be a mentee and associates with the faculties. You have real-time situation to align in various committees, councils, students' forums and lot more to follow..... This is all about to sculpture your hidden and latent talent to its reality like, confidence, stage courage, soft skills, personality development and lot more life skills to lead happy and prosperous life.

The availability of guidance and handholding by our learned and experience faculty shall retrofit the goodness and shall take you to the outstanding place. Your commitment, involvementand discipline surely make you different from other and a pathway to lead glorious life.

This marvelous work of 'Timeline' is led by Librarian Prof. Priti Hanchate and Student's Editorial Committee namely, Suraj Pawar, Zaid Mulla, Kshitija Lipare and Jyoti Bhise. All the team deserves commendation and appreciation for their mettle. Relax and go through the Timeline....

"You Learn: YouLead"
Enjoy Experiential Learning @ AIMS!!!!!"

Dr. M. A. Lahori Director, AIMS, Baramati

# 11th National Conference

AIMS have always catapulted on issues pertaining to society and national interest as a whole by organizing inexorable National Conferences. We have successfully conducted ten National Conferences and now it gives us immense pleasure to inform your good self that in line with the ongoing worldwide narrative on Quality Education AIMS has set "Innovative Practices for Quality Enhancement in Higher Education Institution" as the theme for the II<sup>th</sup> National Conference 7<sup>th</sup> (Friday) & 8<sup>th</sup> (Saturday) Oct., 2022.

We invite all of you to take active part in conference by contributing your research work.

Dr. T.V. Chavan

tanaji.chavan@aimsbaramati.org

Convener

**National Conference 2022** 

# Intaglio Series 2023

We firmly believe that every single student has God gifted talent, potential and skill. Thus, we have immense pleasure to invite the students from all the Institutes/Colleges for the most awaited mega event of the year Intaglio Series 2023 (Management Fest). A platform to perform and showcase their latent talent and skills to forward to its best. We have specially designed Two-Day Intercollegiate Management Carnival at AIMS. This is a purely student driven event tentatively scheduled on Friday 20th and Saturday 21<sup>st</sup> January 2023.

Prof.S.S.Khatri

smita.khatri@aimsbaramati.org Event Coordinator,

**Management Fest-Intaglio Series 2023** 

ISO 9001:2015 and Green Audit Certified Institute

# Appreciation & Acknowledgement

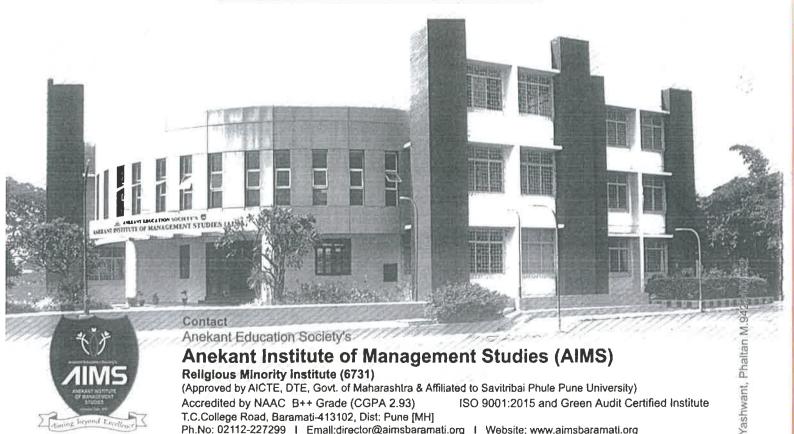
Prof.S.S.Khatri & Dr. U.S.Kollimath @ Newsletter proof reading Mr. Uday Gardi & Ms. Ujwala Mane for providing necessary photographs.

# Editorial Team

Coordinator - Prof. P. D. Hanchate

Student Representatives (MBA I)

Suraj Pawar, Zaid Mulla, Kshitija Lipare and Jyoti Bhise



Ph.No: 02112-227299 | I Emall:director@aimsbaramati.org | I Website: www.aimsbaramati.org

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T.C.College Road, Baramati-413102, Dist: Pune [MH]

# Students' Participation & Organization of Events at the Institute













# **Anekant Institute of Management Studies (AIMS)**

Permanent Affiliation- SPPU, NAAC Accredited, ISO9001:2015 Certified, Green Audited Baramati, Pune-413102 (MH), India.

Ph. 02112-227299 Email: director@aimsbaramati.org

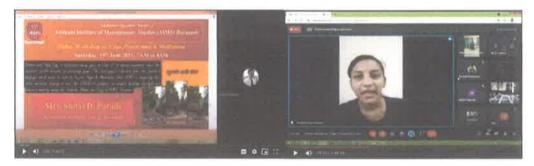
Visit us at www.aimsbaramati.org

# A Report on International Yoga Day

# 21st June 2021

Yoga and Meditation Club, Anekant Institute of Management (AIMS) conducted a series of activities to mark the 7<sup>th</sup> International Yoga Day.

In the runup to the event, Yoga & Meditation Club, AIMS Baramati had organized an "Online Workshop on Yoga, Pranayama & Meditation" by Mrs. Shital D. Parade, a wellness Coach and founder of Moksha Healthcare, Baramati. The event was conducted on 19<sup>th</sup> June 2021 from 7:00AM to 8:00AM online mode. 25 students and 5 faculty members attended the workshop and benefitted. Following are the glimpses:



Yoga and Meditation club extensively promoted the event among students, alumni and Staff.



Ms. Shubhashree Kadam (MBA-I) was host of the event. Ms. Snehal Ranaware(MBA-I) narrated purpose of the Workshop. Ms. Neha Galinde introduced the guest. Dr. M.A. Lahori, Hon. Director, AIMS welcomed the guests and gave opening remarks.

Mrs. Shital D. Parade, the resource person of the workshop, effectively covered all the three aspects of the workshop viz., Yoga, Pranayama and Meditation in a short period of time:

She not only explained the postures, but also clarified the right breathing techniques for each of the postures that were discussed.

Besides, she covered important aspects of meditation and pranayama.

3-10-17















Ms. Ashwini Kavitake proposed Vote of Thanks.



Yoga & Meditation Club, AIMS Baramati also interviewed Ms. Bhavyata Jethva from Art of Living, Bengaluru on various aspects of Meditation. Ms. Shubhashree Kadam conducted the

- From

interview. Following are few glimpses:









The interview held for 20 minutes crisply covered the benefits and relevance of meditation across age groups, appropriate technique of meditation, and its ability to explore true potential of individuals.

Further, the members of Yoga & Meditation Club demonstrated various Yoga postures and publicized among the student groups. The activities were curated by Dr. Umesh S. Kollimath:

BARANIA (PUNE)



Anekant Institute of Management Studies (AIMS) Baramati

# International Yoga Day



Halasana



**Padmasana** 

**Vakrashsana** 

Bhujangasana

Sukhasana



Chakrasana

Sarvangasana

# ANEKANT INSTITUTE OF MANAGEMENT STUDIES NC-8th & 9th Oct. 2021 (ONLINE)



# e - Proceeding

# "Fostering Human Resilience- Catalyst for Management, Science and Technology" ISBN: 978-81-947958-8-9

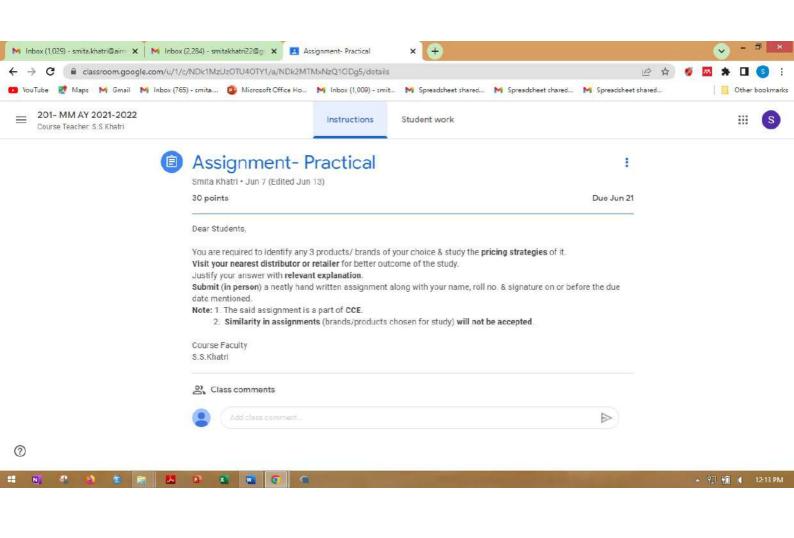
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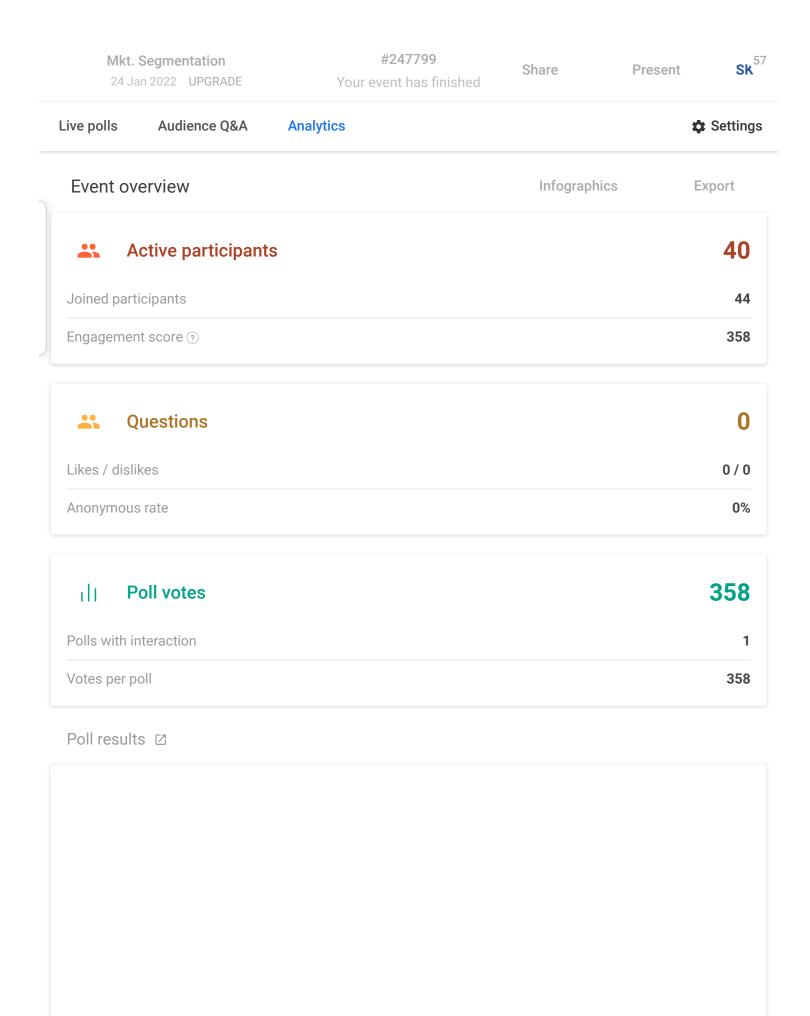
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2	A Study on Impubite Buying Behavior Of Youth With Reference To Online Buying: Prof. Shahil Mohauk Mulla, Swaraj Institute of Management, Vanvannachi - Karad	R-14
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Quiz

being:

41

1 Concentrated marketing is based around: \_\_\_\_\_. 2 Lifestyle segmentation is about: \_\_\_\_\_. 3 An example of a segmented market would be: \_\_\_\_\_. 4 "Coke in the morning" is an attempt to segment according to which of the following? 5 The customers who are loyal to two or three brands are termed as\_\_\_\_\_ Targeting soft drink users as light, medium, or heavy users depending on their consumption 6 patterns is an example of which segmentation variable? When Marriott Corporation designs its hotel/motel service at many different price ranges 7 (Residence Inns, Fairfield Inns, Marriott Resort Hotels), it is using what type of strategy? When Ace Hardware designs an advertising program to attract "all comers" to buying hacksaw 8 blades in its stores, this is an example of ABC CO. offers not only its traditional green cards but also gold cards, corporate cards, and even 9 a black card aimed at a small group of "superpremium customers." Which of the following marketing efforts is ABC following with their credit card policies? Clearly, there are many ways to segment markets. However, not all segmentations are effective or 10 successful. To be useful, market segments must have all the following characteristics EXCEPT



# Concentrated marketing is based around: \_\_\_\_\_.

Focusing marketing efforts on a number of segments

27%

Focusing marketing efforts on the mass market

27%

Focusing marketing effort on one segment 🤣

45%

Focusing marketing effort on a particular country **0**%

# 35<sup>2</sup>

Lifestyle segmentation is about: \_\_\_\_\_.

Understanding how people live and developing products/services that match that way of life  $\checkmark$  54%

Dividing the market into distinct groups of buyers

31%

Understanding what consumers like or dislike about their life 11%

Developing stylish products for that segment

3%



An example of a segmented market would be: \_\_\_\_\_.

Phillips marketing its product to all residents of the European Union with one marketing mix based on the concept 'Sense and Sensibility'

20%

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MILLO

# Online Workshop on 'Job Application & CV Writing'

Day & Date: Friday, 17/09/2021

Time: 11:00 MA to 12:00 Noon

