



105- BoM- GC A.Y. 2022-2023

Course Teacher: S.S.Khatri



Stream

Classwork

People

Grades



Customize

105- BoM- GC A.Y. 2022-2023

Course Teacher: S.S.Khatri



Announce something to your class



Smita Khatri posted a new assignment: ClassTest on all 5 Units

Jan 25



Smita Khatri

Jan 24



Dear Students,

As discussed in Mktg. class on Monday 23/01/2023, a **Class Test** of 50 Marks on all 5 units is scheduled on Saturday 28/01/2023 from 2:30 PM to 4:30 PM.

As this is a part of CCE, attendance for the same in formal dress code (not institute uniform) is mandatory.

Those who will be absent for this test will be responsible for their academic loss.

Take a strict note of it.

Course Teacher
Prof. S.S.Khatri





Stream

Classwork

People

Grades

Smita Khatri posted a new material: Functions of Marketing
Dec 1, 2022



Smita Khatri posted a new material: Transactional & Relationship Marketing
Dec 1, 2022



Smita Khatri posted a new material: Metamarkets
Dec 1, 2022



Smita Khatri posted a new material: Marketing Orientations or Concepts & Holis...
Dec 1, 2022



Smita Khatri posted a new material: Customer Value
Dec 1, 2022



Smita Khatri posted a new material: Core Concepts of Marketing
Dec 1, 2022



Smita Khatri posted a new material: Introduction to Marketing
Dec 1, 2022



Smita Khatri posted a new material: Syllabus
Dec 1, 2022





Stream

Classwork

People

Grades

Jan 24

Smita Khatri posted a new material: Factors influencing CB

Jan 20

Smita Khatri posted a new material: Consumer Buying Behaviour

Jan 18

Smita Khatri posted a new assignment: Assignment 1

Jan 2

Smita Khatri posted a new material: Target Marketing Strategies

Dec 24, 2022

Smita Khatri posted a new material: Market Positioning

Dec 24, 2022

Smita Khatri posted a new material: Bases for Segmenting Business Markets

Dec 24, 2022

Smita Khatri posted a new material: STP & Bases & Criteria for Segmenting Cons...

Dec 24, 2022

Smita Khatri posted a new material: Marketing Environment

Dec 1, 2022





105- BoM- GC A.Y. 2022-2023

Course Teacher: S.S.Khatri



Stream

Classwork

People

Grades

All topics

Create



Class Test QP- All 5 Units



ClassTest on all 5 Units

Posted Jan 25

Unit 5- Mktg Mix



Mktg. Mix & PLC

Posted Jan 24



Unit 4- Consumer Behaviour



Factors influencing CB

Posted Jan 20

Consumer Buying Behaviour

Posted Jan 18

Assignment 1



Assignment 1

Due Jan 6





Stream

Classwork

People

Grades

Target Marketing Strategies

Posted Dec 24, 2022

Market Positioning

Posted Dec 24, 2022

Bases for Segmenting Business Markets

Posted Dec 24, 2022

STP & Bases & Criteria for Segmenting ...

Posted Dec 24, 2022

Unit- 2



Marketing Environment

Posted Dec 1, 2022

Unit 1



Linkages of marketing & Other Functio...

Posted Dec 1, 2022

Functions of Marketing

Posted Dec 1, 2022

Transactional & Relationship Marketing

Posted Dec 1, 2022

Metamarkets

Posted Dec 1, 2022

Marketing Orientations or Concepts & ...

Posted Dec 1, 2022



105- BoM- GC A.Y. 2022-2023

Course Teacher: S.S.Khatri



S

Stream

Classwork

People

Grades

Introduction to Marketing

Posted Dec 1, 2022

Syllabus



Syllabus

Posted Dec 1, 2022





105- BoM- GC A.Y. 2022-2023

Course Teacher: S.S.Khatri



Stream

Classwork

People

Grades

Teachers



Smita Khatri

Students

113 students



Actions



08bhavana Bhagare



67_sumit mehta



Aarti Kuchekar



abhiatole0109@gm... (invited)



Abhishek Gole



abhishekgole@gm... (invited)



Adesh Sonawane



Aditya Gaware



aishwarya lokhande



105- BoM- GC A.Y. 2022-2023

Course Teacher: S.S.Khatri



Stream

Classwork

People

Grades



Akanksha Hendre



Akash Divase



Akash Pawar



akshaybhise929@g... (invited)



Alfiya Tamboli



amit solase



Aniket Bhoite



Aniket Gawali



aniketbhoite@gma... (invited)



Anjali Gidde



Ankita Rayate



Anuj Deo



Arbaz Shaikh



Ashutosh Chavan



Ashwini Khomane



105- BoM- GC A.Y. 2022-2023

Course Teacher: S.S.Khatri



Stream

Classwork

People

Grades



atharva pitke



atharvpitake3105... (invited)



Atul Dhapate



Atul Kokare



atulkokare7535@g... (invited)



Avinash Dhumal



bhosalemayuri745... (invited)



Dagdoba Munde



darshan malave



darshanmalave@g... (invited)



deoanuj@gmail.com (invited)



Dhanashri Kamble



dhotreprafull9797... (invited)



Diksha Randhave



105- BoM- GC A.Y. 2022-2023

Course Teacher: S.S.Khatri



S

Stream

Classwork

People

Grades

☐  **Ganesh Mastud**

☐  ganeshlakade93@... (invited)

☐  **Gaurav Jadhav**

☐  **Hanumant Nikam**

☐  **Hardik Patankar**

☐  **Harshada Hogale**

☐  **Hritik Pawar**

☐  jeeshanbagwan159... (invited)

☐  **Jeeten Chauhan**

☐  **Kajal Khare**

☐  **Kajal Madane**

☐  kambalem486@gm... (invited)

☐  kambledhanashri@... (invited)

☐  **Karan Atole**




105- BoM- GC A.Y. 2022-2023

Course Teacher: S.S.Khatri



Stream

Classwork

People

Grades

☐		Kshitija Bhosale	⋮
☐		Kunal Sasane	⋮
☐		lokesh jain	⋮
☐		Maajid Sayyad	⋮
☐		Madhu Tonde	⋮
☐		maheshkokare1912... (invited)	
☐		manjushri bhoite	⋮
☐		mastudganesh72@... (invited)	
☐		MAYUR TEKE	⋮
☐		Mayuri Bhosle	⋮
☐		Megha Kharade	⋮
☐		Mirabai Khade	⋮
☐		Mubin Pathan	⋮
☐		Naznin Sayyad	⋮

