

Comprehensive Concurrent Evaluation Sheet

Academic Year: 2022-23

MBA Semi-II (Division B)

Course Code : 205MKT

Name of Course : Marketing Research

Name of Faculty : Dr. D. P. More

- course exit survey

Roll No	Name of the Student	CO1 %	CO2 %	CO3 %	CO4 %	CO5 %	CO5 %	CO6	Average %	Attainment %	Attainment Level
		100	100	100	100	100		100	Exit Survey		
673122064	KATAKE PRATIBHA HARIDAS	70	60	70	70	50	70	60	64.3	64.3	AL1
673122065	KAVATHE SATYAJIT RAJENDRA	60	70	50	60	60	60	70	61.4	61.4	AL1
673122066	KAVITAKE SAKSHI MADAN	80	60	70	80			70	70.0	70.0	AL2
673122067	KHADE MIRABAI VASANT	70	70				60	70			AL1
673122068	KHARADE MEGHA MAHADEO	40	40	60	40	70		60	51.4	51.4	NA
673122069	KHARE KAJAL SURESH	60	40	70	60	70	70			61.4	
673122070	KHOMANE ASHWINI KANTILAL	70	50	60	60	60	70	50	60.0	60.0	AL1
673122071	KHOMANE ASHWINI SANTOSH	60	40	50	50	50	60	40	50.0	50.0	
673122072	KOKARE ATUL DINESH	80	60	70	60	60	60	50	62.9	62.9	AL1
673122073	KOKARE MAHESH BALASAHEB	70	70	70	60	50	50		58.6	58.6	NA
673122074	KOKARE VAISHALI VIJAY	40	40	60	50	80	60		55.7	55.7	NA
673122075	KUCHEKAR ARTI VITTHAL	60	70	60	60	50	50		60.0	60.0	AL1
673122076	LAKADE GANESH BHANUDAS	60	40	50	60	60	40		55.7	55.7	NA
673122077	LAMBATE OMKAR RAJARAM	50	70	60	60	60	60	70	61.4	61.4	AL1
673122078	LAMBATE UMESH GAJANAN	70	70	50	70	50	70	40	60.0	60.0	AL1
673122079	LOKHANDE AISHWARYA RAJENDRA	70	60	40	50	60	70	50	57.1	57.1	NA
673122080	MADANE KAJAL DATTATRAY	70	80	60	70	50	50	40	60.0	60.0	AL1
	VINAYAK	60	70	70	70	60	50	60	62.9	62.9	AL1
673122083	MASTUD	70	70	60	60	60	60	60	62.9	62.9	AL1
	SANDESH	70	60	40	60	40	50	50	52.9	52.9	NA
673122085	MUNDE	50	60	40	50	60	60	60	54.3	54.3	NA
673122086	NEVASE YOGINDRA SUNIL	40	50	40	40	50	60	50	47.1	47.1	NA
673122087	NIKAM	50	40	40	50	70	40	40	47.1	47.1	NA
	RADHIKA SHASHIKANT	70	50	40	40	60	60	40	51.4	51.4	NA
673122089		70	70	60	40	50	60	70	60.0	60.0	AL1
		60	70	80	60	70	50	50	62.9	62.9	AL1
		70	60	70	70	70	60	50	64.3	64.3	AL1
		80	70	70	60	60	60	60	65.7	65.7	AL1
		80	70	60	40	60	40	50	57.1	57.1	NA
673122093	PAWAR PRATHMESHI SANTOSH	70	50	60	40	50	60	60	55.7	55.7	NA
673122094	KUMAR	80	40	50	40	40	50	60	51.4	51.4	NA
673122095	PAWAR SHUBHAM RAJENDRA	70	50	40	40	50	70	40	51.4	51.4	NA
	SACHIN	70	70	50	40	40	60	60	55.7	55.7	NA
673122097	PILLU PRIITI BALASAHEB	70	70	70	40	60	50	60	60.0	60.0	AL1
673122098	PITAKE ATHARV MILIND		40	70	70	70	40	60	58.6	58.6	NA
673122099	RANADIVE SAKANG SAVATA		60	70	70	50	60	0	61.4	61.4	AL1
673122100	RANAWARE SWARALI DATTATRAY		60	60	60	50	70	40	57.1	57.1	NA
673122101	RANDHAVE DIKSHA SANJAY		50	50	50	60	70	0	54.3	54.3	NA
673122102	RAYATE ANKITA TANAJI		60	60	70	50	50	40	57.1	57.1	NA
673122103	SARTAPE ROHIT DATTATRAY		60	50	70	60	50	60	60.0	60.0	AL1
673122104	SASANE KUNAL KAILAS		50	80	60	60	60	60	61.4	61.4	AL1
673122105	SASANE VITTHAL MAHADEV		60	50	60	40	50	50	52.9	52.9	NA
673122106	SATKAR SWAPNALI TANAJI		60	60	50	60	60	60	57.1	57.1	NA
673122107	SAYYAD MAJID RAHIM		60	60	40	50	60	50	54.3	54.3	NA
673122108	SAYYAD HAZNIN SHAKIL		70	50	50	70	40		52.9	52.9	NA
673122109	SHAI SAKSHI MAHENDRA		50	60	40	60	60	40	50.0	50.0	NA
673122110	SHAH SIDDHARTHI ANIL KUMAR		70	70	60	60	60	60	64.3	64.3	AL1
673122111	SHAIKH ARBAZ LAIK	50	70	40	40	60	50	60	52.9	52.9	NA
673122112	SHINDE AKSHAY RAJARAM	40	60	60	70	70	40	60	57.1	57.1	NA
673122113	SHINDE SAYAJI NAGNATH		40	70	70	50	60	50	57.1	57.1	
673122114	SHITOLE PREM SANJAY		70	50	60	50	70	40	58.6	58.6	NA
673122115	SOLASE AMIT ARJUN		60	40	50	60	70	50	57.1	57.1	
673122116	SONAVANE ADESH PRAKASH			60	70	50		0	60.0	60.0	AL1
673122117	TAKALE SAKSHI RAJU								62.9	62.9	
673122118	TAMBOLI ALFIYA ABDULHAMIDBHAI								62.9	62.9	AL1
673122119	TEKE MAYUR GAJANAN	70	60			40	50				
673122120	TIJOMBARE SHIRINATH ABASAHEB			40	50	60		60	54.3	54.3	NA
673122121	TONDE MADHURI RAJENDRA								47.1	47.1	
673122122	TUPE PRACHI NARESH										NA
673122123	WADEKAR PUJA RAJU							50	51.4	51.4	

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673122124	WAGHMARE NIKHIL DILIP	40	40	40	60	50	50	50	47.1	47.1	NA
673122125	YADAV SHIVRAJ RAMCHANDRA	60	60	40	50	50	70	40	54.3	54.3	NA
673122126	ZENDE SHEKHAR HINDURAO	70	70	70	60	60	60	50	62.9	62.9	AL1
CD1 Overall Attainment									56	88.9	AL3
>=80%	Attainment Level AL3								0	Overall CD Attainment %	
>=70%	Attainment Level AL2								26.0		89%
>=60%	Attainment Level AL1								32.0		
<50%	Not Attained NA								5		

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Comprehensive Concurrent Evaluation Sheet

Academic Year: 2022-23

B.A. Honors II (Division A)

Semester: VI

Name of Course : Qualitative Research Methods

Name of Faculty : Dr. D. P. More

Roll No	Name of the Student	CO1 %	CO2%	CO3 %	CO4%	CO5 %	CO5 %	CO6	Average %	Attainment %	Attainment Level
		100	100	100	100	100		100	Exit Survey		
673122001	ADANE POOJA RAHUL	70	60	70	70	50	70	60	64.3	64.3	AL1
673122002	ADHUNG AJAY DEVIDAS	60	70	50	60	60	60	70	61.4	61.4	AL1
673122003	ATOLE ABHINAV SHIVAJI	80	60	70	80	60	70	70	70.0	70.0	AL2
673122004	ATOLE KARAN SOMNATH	70	70	70	70	70	60	70	68.6	68.6	AL1
673122005	ATOLE ROHIT DATTU	40	40	60	40	70	50	60	51.4	51.4	NA
673122006	ATOLE ROHIT LALASO	60	40	70	60	70	70	60	61.4	61.4	AL1
673122007	BAGADE SUSHANT PRAKASH	70	50	60	60	60	70	50	60.0	60.0	AL1
673122008	BAGWAN JISHAN ASLAM	60	40	50	50	50	60	40	50.0	50.0	NA
673122009	BAGWAN SAAD RIYAZ	80	60	70	60	60	60	50	62.9	62.9	AL1
673122010	BARAWKAR VISHAKHA SUBHASH	70	70	70	60	50	50	40	58.6	58.6	NA
673122011	BHAGARE BHAVANA SIDDHESHWAR	40	40	60	50	80	60	60	55.7	55.7	NA
673122012	BHISE AKSHAY BALU	60	70	60	60	50	50	70	60.0	60.0	AL1
673122013	BHOITE ANIKET DIPAK	60	40	50	60	60	40	80	55.7	55.7	NA
673122014	BHOITE MANJUSHRI PRADIP	50	70	60	60	60	60	70	61.4	61.4	AL1
673122015	BHOSALE SIDDHESH PRAHAAD	70	70	50	70	50	70	40	60.0	60.0	AL1
673122016	BHOSALE KSHITIA DADASO	60	70	80	60	70	70	68.3	68.3	68.3	AL1
673122017	BHOSALE MAYURI HANUMANT	70	70	70	70	60	70	68.3	68.3	68.3	AL1
673122018	BHOSALE PRATIK VITTHAL	40	60	40	70	50	60	53.3	53.3	53.3	NA
673122019	BHOSALE SNEHAL RAJESH	40	70	60	70	70	60	61.7	61.7	61.7	AL1
673122020	CHAUHAN JEETEN MAHESH	50	60	60	60	70	50	58.3	58.3	58.3	NA
673122021	CHAVAN ASHUTOSH PRAFULL	40	50	50	50	60	40	48.3	48.3	48.3	NA
673122022	CHAVAN SWAPNIL SATISH	60	70	60	60	60	50	60.0	60.0	60.0	AL1
673122023	CHOUDHARY UJWALA SANJAY	70	70	60	50	50	40	56.7	56.7	56.7	NA
673122024	DEO ANJUL SURIL	40	60	50	80	60	60	58.3	58.3	58.3	NA
673122025	DEVKATE SHITAL SUBHASH	70	60	60	50	50	70	60.0	60.0	60.0	AL1
673122026	DHAPATE ATUL VILAS	40	50	60	60	40	80	55.0	55.0	55.0	NA
673122027	DHEKALE DIPALI GAJANAN	70	60	60	60	60	70	63.3	63.3	63.3	AL1
673122028	DHOTRE PRAFULLA ASHOK	50	60	50	60	60	70	70.0	70.0	70.0	AL2
673122029	DHUMAL AVINASH BHAUSAHEB	40	50	60	40	70	70	50.0	50.0	50.0	NA
673122030	DHUMAL SHREYASH PRAMOD	60	70	50	70	50	60	50.0	50.0	50.0	NA
673122031	DIVASE AKASH MURLIDHAR	70	70	60	60	40	50	60.0	60.0	60.0	AL1
673122032	DIVKAR SWARUP PANDURANG	60	60	60	80	60	70	50.0	50.0	50.0	NA
673122033	DOPHODE TEJAS SANJAY	40	60	40	70	70	70	60.0	60.0	60.0	AL1
673122034	DOMBALE VISHAL NARAYAN	40	50	60	70	60	60	60.0	60.0	60.0	AL1
673122035	DURGADE NIKITA SHIVAJI	40	40	50	60	40	60	40.0	40.0	40.0	NA
673122036	FARGADE ROHIT BALASAHEB	40	50	70	60	40	50	60.0	60.0	60.0	AL1
673122037	GADADE POOJA SURESH	40	50	60	50	40	40	50.0	50.0	50.0	NA
673122038	GAIKWAD PREETI ANKUSH	50	40	50	40	40	50	70.0	70.0	70.0	AL2
673122039	GAIKWAD VISHAKHA DATTATRAY	70	60	70	50	40	40	60.0	60.0	60.0	AL1
673122040	GAWALI ANIKET RAVINDRA	60	70	70	40	40	60	50.0	50.0	50.0	NA
673122041	GAWARE ADITYA SHIVAJI	50	60	60	60	60	70	70.0	70.0	70.0	AL2
673122042	GHADGE SWAPNIL ARJUN	70	40	60	40	70	70	50.0	50.0	50.0	NA
673122043	GHOGARE POONAM JAYRAM	70	40	50	70	50	60	50.0	50.0	50.0	NA
673122044	GHUDE ANJALI PRUTHWIRAJ	60	40	40	60	40	50	60.0	60.0	60.0	AL1
673122045	GOLE ABHISHEK MAHADEV	60	40	50	80	60	70	50.0	50.0	50.0	NA
673122046	GORE HUSHIKESH SHARAD	70	40	40	70	70	70	60.0	60.0	60.0	AL1
673122047	HEHURE ANAKSHA VINAYAK	70	80	60	70	60	60	60.0	60.0	60.0	AL1
673122048	HOGALE HARSHANA VIJAYSHIRHA	50	70	40	60	40	60	40.0	51.4	51.4	NA
673122049	JADHAV GAURAV RAJENDRA	40	60	60	60	40	50	60.0	52.9	52.9	NA
673122050	JADHAV KIRAN HAMDEV	60	40	70	50	40	40	50.0	50.0	50.0	NA
673122051	JADHAV KUNESH RAJU	70	70	50	40	40	50	70.0	55.7	55.7	NA
673122052	JAIN LOKESH SHROKANT	70	60	40	50	40	40	60.0	51.4	51.4	NA
673122053	JAMNAR RUTUJA SHIVAJI	70	80	60	40	40	60	50.0	57.1	57.1	NA
673122054	JARAD YADNESH SANDIP	60	70	70	70	60	50	60.0	62.9	62.9	AL1
673122055	KALE SAKSHITI SURIL	70	70	60	60	60	60	60.0	62.9	62.9	AL1
673122056	KAMBALE MADHURI SUBHASH	70	60	40	60	40	50	50.0	52.9	52.9	NA
673122057	KAMBALE PRIYA HANUMANT	50	60	40	50	60	60	60.0	54.3	54.3	NA
673122058	KAMBLE DITANASHRI RUPCHAND	40	50	40	40	50	60	50.0	47.1	47.1	NA
673122059	KAMBLE PRADIPNA ARJUN	50	40	40	50	70	40	40.0	47.1	47.1	NA
673122060	KAMBLE SHIVAJI DEEPAK	70	50	40	40	60	60	40.0	51.4	51.4	NA
673122061	KAMBLE SURAS GAUTAM	40	40	40	60	50	50	40.0	47.1	47.1	NA
673122062	KARANIKAR SUBHAM PANDIT	60	60	40	60	50	70	40.0	54.3	54.3	NA
673122063	KARE SONALI KHANDERAO	70	70	70	60	60	60	50.0	62.9	62.9	AL1
CO1 Overall Attainment									48	76.2	AL2
≥80%	Attainment Level AL3								0		Overall CO Attainment %
≥70%	Attainment Level AL2								30.0		
≥60%	Attainment Level AL1								28.0		
<50%	Not Attained NA								5		76%

Anekant Institute of Management Studies (AIMS) Baramati

Course Completion Report

Subject: Marketing Research

Code: 205MKT

Course Teacher: Dr. D. P. More A Y: 2022-23 SEM-II

Session No	Unit	Topic	Description	Proposed Date	Actual Date	Teaching Methodology	References	Course Outcomes	Program Outcomes
1	1	Introduction to MR	Meaning & role of Marketing Research, Role of Information in Marketing Decisions, Marketing Research	10-04-2023	12-04-2023	L	Marketing Research, G C Beri, TMGH	1	NA
2			Sequence of Steps, Meaning & Types of Research Designs - Exploratory, Descriptive & Causal, concept of validity & reliability of a research study	12-04-2023	13-04-2023	L	Marketing Research, G C Beri, TMGH	1	NA
3			Problem Formulation, The decision maker & the environment, alternative courses of action, objectives of decision maker, consequences of alternative courses of action, Translating decision problem to research problem	13-04-2023	14-04-2023	L	Marketing Research, G C Beri, TMGH	2	NA
4			Preparing & Evaluating Marketing Research proposal	14-04-2023	17-04-2023	L	Marketing Research, G C Beri, TMGH	3	NA
5			Formulating hypotheses using exploratory research techniques like literature survey, experience survey & analysis of cases	17-04-2023	19-04-2023	T	Marketing Research, G C Beri, TMGH	5	NA
6			Meaning of Qualitative research & applications of Depth Interviews & Focus Groups in Marketing	19-04-2023	21-04-2023	L	Marketing Research, G C Beri, TMGH	2	NA
8			Applications of longitudinal studies in consumer panels, retail shop audit, media audience tracking studies like TRP, brand tracking studies	21-04-2023	24-04-2023	P	Marketing Research, G C Beri, TMGH	3	NA
9			Case Study on formulation of research proposal	24-04-2023	26-04-2023	L	Marketing Research, G C Beri, TMGH	1	NA
10	2	Data Collection – Questionnaires & Scaling	Designing questionnaires & observation forms for different marketing research situations – study of consumer behavior, advertising copy research, media research like readership surveys, opinion polls	26-04-2023	27-04-2023	L	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	2	NA
11			Retail surveys to understand market potential, channel behavior, mystery shopping etc.	27-04-2023	03-05-2023	L	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	1	NA
12			Scale Construction, Specifying domain, generating scale items,	28-04-2023	03-05-2023	P	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	1	NA
13			Basic Scaling Issues like number of scale points, odd number Vs. even number of options	01-05-2023	04-05-2023	L	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	1	NA
14			Balanced Vs. unbalanced scale, forced Vs. unforced scale, verbal & pictorial description of response categories	03-05-2023	08-05-2023	P	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	4	NA
15			Scale Purification Process, Deleting scale items using correlations with total score, ,	04-05-2023	10-05-2023	P	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	6	NA
16			Reliability Testing using Chronbach Alpha	08-05-2023	11-05-2023	L	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	2	NA
17			Validity Testing – Face Validity, Content Validity, Construct Validity, Convergent Validity & Discriminant Validity	10-05-2023	12-05-2023	P	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	4	NA
18			Applications of Likert, Semantic Differential & Staple Scales for positioning research, brand research, attitudinal studies, customer satisfaction research	11-05-2023	17-05-2023	T	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	3	NA
19			Practical on construction of scales	12-05-2023	18-05-2023	L	Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.	1	NA
20	3	Experimental Designs & Sampling	Experimentation in Marketing Research, Basic/ classical designs	15-05-2023	19-05-2023	T	Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.	2	NA
21			before – after, before – after with control group, after only with control group	17-05-2023	22-05-2023	T	Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.	3	NA
22			Four group – six study designs. (Applications expected with interpretation of data)	18-05-2023	24-05-2023	P	Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.	5	NA
23			Statistical Designs, Randomized Block Design, Latin Square Design, Factorial Design	19-05-2023	25-05-2023	T	Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.	6	NA

24			Applications related to Test Marketing, study of effectiveness of advertising & sales promotional campaigns	22-05-2023	26-05-2023	P	Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.	5	NA
25			Case studies on sampling decisions like defining universe, sampling unit, sampling element,	24-05-2023	31-05-2023	P	Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.	4	NA
26			choice of sampling frame, determining sample size for probability & non-probability sampling methods	25-05-2023	01-06-2023		Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.	3	NA
27			choice of final sample by using appropriate sampling methods in a step-by-step manner	26-05-2023	02-06-2023	P	Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.	6	NA
28	4	Data Analysis - I	Testing hypothesis for one mean, two means, two proportions. (Numerical expected with practical examples)	29-05-2023	05-06-2023	P	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	3	NA
29			Chi Square Test, Observed & Expected Frequencies, ANOVA – One & Two way (numerical expected with practical examples)	31-05-2023	12-06-2023	T	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	4	NA
30			Conjoint Analysis, Conceptual basis, procedure, type of data required, key decision, how to interpret output, applications to study trade off patterns of consumers as related to different levels of marketing mix elements	01-06-2023	14-06-2023	P	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	5	NA
31			Factor Analysis, Conceptual basis, type of data required, procedure, PCA, Interpreting factor matrix (factor loadings, communalities, Eigen value), determining number of factors using latent root criteria & scree test, interpreting &	02-06-2023	15-06-2023	L	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	5	NA
32			Numerical with practical examples	05-06-2023	16-06-2023		Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.		NA
34	5	Data Analysis - II	Cluster Analysis, Conceptual basis, type of data required, procedure, clustering methods – single linkage rule, how to interpret output, applications related to psychographic & lifestyle market segmentation	07-06-2023	19-06-2023	P	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	5	NA
35			Multi- dimensional Scaling & Perceptual Mapping, Conceptual basis, type of data required, key decision- attribute based versus non-attribute based approaches, procedure, how to interpret output, applications related to target market selection & positioning	08-06-2023	21-06-2023	P	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	6	NA
36			Discriminant Analysis (Two Group Case), Conceptual basis, type of data required, determining the coefficients, interpreting discriminant function & classifying subjects using discriminant function, applications in marketing	09-06-2023	22-06-2023	L	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	5	NA
37			Numerical with practical examples	12-06-2023	23-06-2023	P	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	4	NA
38			Applications related to Test Marketing , study of effectiveness of advertising & sales promotional campaigns	14-06-2023	26-06-2023		Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.		NA
39			Case studies on sampling decisions like defining universe, sampling unit, sampling element,	15-06-2023	28-06-2023		Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.		NA
40			choice of sampling frame, determining sample size for probability & non-probability sampling methods	16-06-2023	29-06-2023	P	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	5	NA
41			choice of final sample by using appropriate sampling methods in a step by step manner	19-06-2023	30-06-2023	P	Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.	4	NA
42			Presentations	21-06-2023	01-07-2023	P		5	NA
43			Presentations	22-06-2023	02-07-2023	P		1	NA
44			Presentations	23-06-2023	03-07-2023	P		5	NA