



Anand Nagar, Krishnankoil - 626126, Srivilliputtur (via), Virudhunagar District, Tamilnadu.

APPLICATION FOR ADMISSION TO Ph.D. PROGRAMMES

Date of Application:29-05-2020

Department	MANAGEMENT STUDIES	Application No.	20200035
Area of Research	MARKETING	Research Mode	PART TIME

Name :PUSHPAM T DAVIS
Date of Birth / Age :01-11-1993 / 26 Years
Gender :FEMALE
Category :OC
e-Mail ID :pushpamk10@gmail.com
Mobile :9061544777



Father's/Husband's Name	DAVIS T P	Father's/Husband's Occupation	BUSINESS
Family Income	200000	Residential Type	URBAN
Birth Place	THRISSUR	Mother Tongue	MALAYALAM
Religion	CHRISTIAN	Martial Status	MARRIED
Aadhaar No.	269909452004	PAN No.	BGLPD3243A
Physically Challenged	NO	Type of Disability	-
Address for Communication: MANAYANI HOUSE PERUNNA CHANGANASERRY KOTTAYAM DISTRICT KERALA INDIA Pin-686102		Permenant Address: MANAYANI HOUSE PERUNNA CHANGANASERRY KOTTAYAM DISTRICT KERALA INDIA Pin-686102	

Qualification						
Degree	Discipline	College/university	Year Passed	AVG/CGPA	Class	Mode
MBA	MARKETING AND FINANCE	CALICUT UNIVERSITY	2018	2.83	FIRST	REGULAR
BTECH	ELECTRONIC AND COMMUNICATION	CALICUT UNIVERSITY	2016	6.57	FIRST	REGULAR

Experience				
Organization	Designation	Experience From	Experience TO	Work Nature
ASSUMPTION COLLEGE CHANGANASERRY	ASSISTANT PROFESSOR	2019-11-12	2020-04-30	TEACHING

Payment Details				
Transaction ID	Reference	Date of transaction	Amount	Status
20200035_200628192118	SUR28941528111	28-06-2020	600	SUCCESS

A study on customer satisfaction over green marketing & the preference of customers towards other products even after knowing the after effects of other products / chemical added products

INTRODUCTION

Green marketing is the marketing of products or services that are presumed environmentally safe. Now a days green marketing & ecofriendly products play a vital role in daily life. Marketers are using green marketing as a competitive strategy to attract the customers and the customers are well aware of the environmental issues and the consequences around them. So the companies are adopting various strategies to make their products ecofriendly, not only in the manufacturing of products but also in the entire process that is from the preproduction stage to after sales service. This includes collecting raw materials, processing the raw materials to finished goods, packing, distribution selling and even the after sales services provided by the company. The present day trend of the customers is to buy products which are ecofriendly even by spending more money and also to lead a green life. But still there are customers who prefer other products even after knowing the after effects of other products / chemical added products.

STATEMENT OF THE PROBLEM

In the present day scenario marketing is a very complex task due to stiff competition. Marketers try to find out innovative methods to attract the customers. Purchase decisions of customers are affected by many factors and as the market widen marketers apply more innovative techniques to influence the buying behavior. Also the concern for ecological balancing and sustainability become the major challenge in today's marketing scenario here is the scope of Green marketing

OBJECTIVES

- To understand about green marketing and to find out which are the major elements of green marketing.
- To identify which element of green contribute more in purchase decisions.

- To study the effect of green marketing on customer satisfaction.
- To offer suggestions to enhance the green marketing techniques and thereby selling of the products

LITERATURE REVIEW

- DR.M.S.Ranjithkumar and Priyanandhini, A study on consumer's level of satisfaction towards Eco-friendly products, (IJRAR) International journal of research and analytical reviews (2018) states that as the customers are preferring branded ones then it's the responsibility of the producers that they should be more concern for environmental sound products.
- Wony Fuiyeng & Rashad Yazdanifard in Green marketing A study of customers buying behaviour in relation to green products, Global journal of management and business research ;E-,marketing (2015) suggested Green marketing covers a wide range of business activities & it is similar to marketing mix therefore, marketers should adopt a suitable single green marketing mix and strategy .
- Prof. Jaya Tiwani in Green marketing in India an overview IOSR journal of business and management (2010) suggested Green marketing should not be considered as just one or more approach to marketing But has to be pursued with much greater vigor, as it has an environmental & social dimension to it.

RESEARCH METHODOLOGY

- The area of study –KOTTAYAM DISTRICT in Kerala .
- Population-20 KUDUMBASREE UNITS OF KOTTAYAM DISTRICT
- Sample size -60 customers who buy the products of 20 kudumbasree UNITS Out of which 10 are urban and 10 are rural

- Sampling technique - Simple Random sampling.
- Data both primary and secondary data's were used. Mainly questionnaire and personal interview are used to collect primary data.
- Secondary data's are collected from reference books, articles and websites.
- Data's were analyzed through percentage analysis method.

$$\text{Percentage analysis} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

CONCLUSION

The study entitled the relation between green marketing and customer satisfaction with particular reference to kudumbasree units of kottayam district was done to understand how green products are affect buying behavior. From the study it is clear that marketers can improve sales by adopting various awareness techniques in their marketing strategy. One of the main problem is that it is difficult to find out proper marketing platform for these products and lack of adequate sales promotional tools is another important factor. The study also reveals that by knowing more on green marketing elements and how they affect customers, marketers can enhance sales. Also the products should presented in attractive packing and more distributional channels should be incorporated for it.

BIBLIOGRAPHY

- Kavita Kumara (2017) "*Green marketing in India: A Review of Literature*" Biz and Bytes (Vol.8.Issue : 1,2017)
- Musdiana Mohamad (2010) "*Consumer's perception and purchase intentions towards organic food products*" Salleh (vol.6 ,No 6 2010)

WEBLIOGRAPHY

- www.greenmarketing.net/stratergic.html
- [https://en.wikipedia.org/wiki/Green marketing](https://en.wikipedia.org/wiki/Green_marketing)

A study on customer satisfaction over green marketing & the preference of customers towards other products even after knowing the after effects of other products / chemical added products

INTRODUCTION

Green marketing is the marketing of products or services that are presumed environmentally safe. Now a days green marketing & ecofriendly products play a vital role in daily life. Marketers are using green marketing as a competitive strategy to attract the customers and the customers are well aware of the environmental issues and the consequences around them. So the companies are adopting various strategies to make their products ecofriendly, not only in the manufacturing of products but also in the entire process that is from the preproduction stage to after sales service. This includes collecting raw materials, processing the raw materials to finished goods, packing, distribution selling and even the after sales services provided by the company. The present day trend of the customers is to buy products which are ecofriendly even by spending more money and also to lead a green life. But still there are customers who prefer other products even after knowing the after effects of other products / chemical added products.

STATEMENT OF THE PROBLEM

In the present day scenario marketing is a very complex task due to stiff competition. Marketers try to find out innovative methods to attract the customers. Purchase decisions of customers are affected by many factors and as the market widen marketers apply more innovative techniques to influence the buying behavior. Also the concern for ecological balancing and sustainability become the major challenge in today's marketing scenario here is the scope of Green marketing

OBJECTIVES

- To understand about green marketing and to find out which are the major elements of green marketing.
- To identify which element of green contribute more in purchase decisions.

- To study the effect of green marketing on customer satisfaction.
- To offer suggestions to enhance the green marketing techniques and thereby selling of the products

LITERATURE REVIEW

- DR.M.S.Ranjithkumar and Priyanandhini, A study on consumer's level of satisfaction towards Eco-friendly products, (IJRAR) International journal of research and analytical reviews (2018) states that as the customers are preferring branded ones then it's the responsibility of the producers that they should be more concern for environmental sound products.
- Wony Fuiyeng & Rashad Yazdanifard in Green marketing A study of customers buying behaviour in relation to green products, Global journal of management and business research ;E-,marketing (2015) suggested Green marketing covers a wide range of business activities & it is similar to marketing mix therefore, marketers should adopt a suitable single green marketing mix and strategy .
- Prof. Jaya Tiwani in Green marketing in India an overview IOSR journal of business and management (2010) suggested Green marketing should not be considered as just one or more approach to marketing But has to be pursued with much greater vigor, as it has an environmental & social dimension to it.

RESEARCH METHODOLOGY

- The area of study –KOTTAYAM DISTRICT in Kerala .
- Population-20 KUDUMBASREE UNITS OF KOTTAYAM DISTRICT
- Sample size -60 customers who buy the products of 20 kudumbasree UNITS Out of which 10 are urban and 10 are rural

- Sampling technique - Simple Random sampling.
- Data both primary and secondary data's were used. Mainly questionnaire and personal interview are used to collect primary data.
- Secondary data's are collected from reference books, articles and websites.
- Data's were analyzed through percentage analysis method.

$$\text{Percentage analysis} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

CONCLUSION

The study entitled the relation between green marketing and customer satisfaction with particular reference to kudumbasree units of kottayam district was done to understand how green products are affect buying behavior. From the study it is clear that marketers can improve sales by adopting various awareness techniques in their marketing strategy. One of the main problem is that it is difficult to find out proper marketing platform for these products and lack of adequate sales promotional tools is another important factor. The study also reveals that by knowing more on green marketing elements and how they affect customers, marketers can enhance sales. Also the products should presented in attractive packing and more distributional channels should be incorporated for it.

BIBLIOGRAPHY

- Kavita Kumara (2017) "*Green marketing in India: A Review of Literature*" Biz and Bytes (Vol.8.Issue : 1,2017)
- Musdiana Mohamad (2010) "*Consumer's perception and purchase intentions towards organic food products*" Salleh (vol.6 ,No 6 2010)

WEBLIOGRAPHY

- www.greenmarketing.net/stratergic.html
- [https://en.wikipedia.org/wiki/Green marketing](https://en.wikipedia.org/wiki/Green_marketing)

Folio No. 234260



UNIVERSITY OF CALICUT

Calicut University P.O.
Pin: 673 635

POST GRADUATION PROGRAMME UNDER CREDIT SEMESTER SYSTEM

GRADE CARD

Date : 12.07.2017

NAME OF PROGRAMME : MASTER OF BUSINESS ADMINISTRATION (REGULAR)

NAME OF CANDIDATE : PUSHPAM T. DAVIS

REGISTER NO. : HFAQMBA028

EXAMINATION : SEMESTER I

MONTH & YEAR: DECEMBER, 2016

Course Code	Title of Course	Credits	Int Grade	Ext Grade	Total Grade	Credit Point
BUS IC 01	BUSINESS COMMUNICATION	2	B	B	B	6.12
BUS IC 02	MANAGEMENT THEORY AND BUSINESS ETHICS	4	B	B	B	12.80
BUS IC 03	BUSINESS LAWS	4	B	D	B	10.24
BUS IC 04	ORGANIZATIONAL BEHAVIOUR	4	B	B	B	11.04
BUS IC 05	ENVIRONMENT AND BUSINESS	4	B	B	B	11.48
BUS IC 06	MANAGERIAL ECONOMICS	4	A	B	B	11.80
BUS IC 07	QUANTITATIVE TECHNIQUES	4	B	C	B	11.24
BUS IC 08	ACCOUNTING FOR MANAGERS	4	B	C	B	10.80
Total		30				85.52

Semester Grade Point Average (SGPA-I) : 2.85

Letter Grade : B

Note: Details of grading scheme are given overleaf.



Prepared by

Checked by

Section Officer

Controller of Examinations

AR/DR/JR (Exams)

Folio No. 261202



Calicut University P.O.
Pin: 673 635

UNIVERSITY OF CALICUT

POST GRADUATION PROGRAMME UNDER CREDIT SEMESTER SYSTEM

GRADE CARD

Date : 18.01.2018

NAME OF PROGRAMME : MASTER OF BUSINESS ADMINISTRATION (REGULAR)

REGISTER NO. : HFAQMBA028

NAME OF CANDIDATE : PUSHPAM T. DAVIS

MONTH & YEAR: JUNE, 2017

EXAMINATION : SEMESTER II

Course Code	Title of Course	Credits	Int Grade	Ext Grade	Total Grade	Credit Point
BUS 2C 09	SOFT SKILL DEVELOPMENT	2	B	C	B	5.32
BUS 2C 10	MARKETING MANAGEMENT	4	B	C	B	10.96
BUS 2C 11	FINANCIAL MANAGEMENT	4	B	D	B	10.72
BUS 2C 12	OPERATIONS MANAGEMENT	4	B	B	B	13.24
BUS 2C 13	HUMAN RESOURCES MANAGEMENT	4	A	B	B	12.04
BUS 2C 14	MANAGEMENT SCIENCE	4	A	C	B	11.72
BUS 2C 15	MANAGEMENT INFORMATION SYSTEMS	4	B	B	B	11.92
BUS 2C 16	BUSINESS RESEARCH METHODS FOR MANAGEMENT	4	B	B	B	11.80
Total		30				87.72

Semester Grade Point Average (SGPA-II) : 2.92

Letter Grade : B

Note: Details of grading scheme are given overleaf.



Controller of Examinations

Prepared by

Checked by

Section Officer

AR/DR/JR (Exams)

Folio No. 293790



Calicut University P.O.
Pin: 673 635

UNIVERSITY OF CALICUT

POST GRADUATION PROGRAMME UNDER CREDIT SEMESTER SYSTEM

GRADE CARD

Date : 01.09.2018

NAME OF PROGRAMME : MASTER OF BUSINESS ADMINISTRATION (REGULAR)

NAME OF CANDIDATE : PUSHPAM T. DAVIS

REGISTER NO. : HFAQMBA028

EXAMINATION : SEMESTER III

MONTH & YEAR: DECEMBER, 2017

Course Code	Title of Course	Credits	Int Grade	Ext Grade	Total Grade	Credit Point
BUS 3C 17	ADVANCED STRATEGIC MANAGEMENT	4	B	C	B	10.96
BUS 3C 18	STRATEGIC COST MANAGEMENT	4	A	C	B	11.24
BUS 3C 19	ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT	4	A	B	B	13.28
BUS 3C 20	SUPPLY CHAIN MANAGEMENT	2	B	C	B	5.66
BUS 3C 21	INVESTMENT MANAGEMENT	4	A	D	B	10.40
BUS 3EM 01	CONSUMER BEHAVIOR AND MARKETING RESEARCH	4	B	C	B	10.80
BUS 3EM 03	MARKETING COMMUNICATION MANAGEMENT	4	B	B	B	10.96
BUS 3E F03/IB 03	STRATEGIC FINANCIAL MANAGEMENT	4	B	B	B	11.64
Total		30				84.94

Semester Grade Point Average (SGPA-III) : 2.83

Letter Grade : B

Note: Details of grading scheme are given overleaf.



Prepared by

Checked by

Section Officer

Controller of Examinations

AR/DR/JR (Exams)

Folio No. 298481



UNIVERSITY OF CALICUT

Calicut University P.O.
Pin: 673 635

POST GRADUATION PROGRAMME UNDER CREDIT SEMESTER SYSTEM
GRADE CARD

Date : 15.09.2018

NAME OF PROGRAMME : MASTER OF BUSINESS ADMINISTRATION (REGULAR)

NAME OF CANDIDATE : PUSHPAM T. DAVIS

REGISTER NO. : HFAQMBA028

EXAMINATION : SEMESTER IV

MONTH & YEAR: JUNE, 2018

Course Code	Title of Course	Credits	Int Grade	Ext Grade	Total Grade	Credit Point
BUS 4C 22	CORPORATE GOVERNANCE	4	B	D	B	10.12
BUS 4C 23	INTERNATIONAL BUSINESS	4	A	B	B	11.92
BUS 4C 24	MANAGEMENT CONTROL SYSTEM	4	B	D	B	10.12
BUS 4EM05	SALES MANAGEMENT	4	B	D	B	10.20
BUS 4E F07	FINANCIAL DERIVATIVES	4	A	C	B	11.28
BUS 4C 25	MAJOR PROJECT	8	B	B	B	22.40
BUS 4C 26	COMPREHENSIVE VIVA VOCE	2		B	B	5.40
Total		30				81.44

Semester Grade Point Average (SGPA-IV) : 2.71

Letter Grade : B

Note: Details of grading scheme are given overleaf.



Controller of Examinations

Prepared by

Checked by

Section Officer

AR/DR/JR (Exams)



FACULTY OF ENGINEERING

Whereas it has been certified by duly appointed Examiners that

Pushpam T. Davis

is qualified to receive

the Degree of Bachelor of Technology (B.Tech.)

in Branch *Electronics & Communication Engineering*,

she having been placed in **First Class**

at the Examination held in

April 2016 (Reg.No. EKAMEEC086)

The Senate of the University of Calicut hereby confers on her

the Degree of

Bachelor of Technology

with all the Rights, Privileges and Honours thereunto appertaining.

Given under the seal of the University

CALICUT UNIVERSITY P.O.
Kerala, INDIA
PIN - 673 635

Date: 23/09/2017


Vice - Chancellor

Digitally signed by Dr K MOHAMMED BASHEER
Date: 23/09/2017 04:25:31 PM



No. 0702007



SAHRDAYA
INSTITUTE OF MANAGEMENT STUDIES
KODAKARA - THRISSUR - 680 684

SIMS/CCC/2018-18

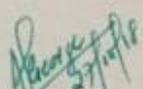
27-10-2018

COURSE COMPLETION AND CONDUCT CERTIFICATE

This is to certify that **Ms. Pushpam T. Davis**, D/o **Mr. Davis T.P.**, Admn No. **IGMBA030**, was a student of this institute from **August 2016** to **July 2018**. She has completed the MBA Course with dual specialization in **Marketing & Finance** and has appeared for the final year (4th Semester) examination in **Master of Business Administration (MBA)** conducted by the University of Calicut in June/July 2018.

Her Conduct and Character during the period was **GOOD**.




Dr. George A.P
Director



Folio No:

8899



UNIVERSITY OF CALICUT

Calicut University P.O.
Pin 673 635

POST GRADUATION PROGRAMME UNDER CREDIT SEMESTER SYSTEM

FINAL GRADE SHEET

Date : 15.09.2018

NAME OF PROGRAMME : MASTER OF BUSINESS ADMINISTRATION (REGULAR)

NAME OF CANDIDATE : PUSHIPAM T. DAVIS

REGISTER NO. :HFAQMBA028

MONTH & YEAR : JUNE, 2018

SPECIALISATION : FINANCIAL MANAGEMENT &
MARKETING MANAGEMENT

The following are the cumulative grades awarded to the Candidate at the Final Semester Degree Examination(CUCSS) , JUNE, 2018

Course Code	Course Title	Credits	Type	Int Grade	Ext Grade	Tot Grade	Credit Point	Session
SEMESTER I								
BUS IC 01	BUSINESS COMMUNICATION	2	C	B	B	B	5.12	12/2016
BUS IC 02	MANAGEMENT THEORY AND BUSINESS ETHICS	4	C	B	B	B	12.80	12/2016
BUS IC 03	BUSINESS LAWS	4	C	B	D	B	10.24	12/2016
BUS IC 04	ORGANIZATIONAL BEHAVIOUR	4	C	B	B	B	11.04	12/2016
BUS IC 05	ENVIRONMENT AND BUSINESS	4	C	B	B	B	11.48	12/2016
BUS IC 06	MANAGERIAL ECONOMICS	4	C	A	B	B	11.80	12/2016
BUS IC 07	QUANTITATIVE TECHNIQUES	4	C	B	C	B	11.24	12/2016
BUS IC 08	ACCOUNTING FOR MANAGERS	4	C	B	C	B	10.80	12/2016
Semester-I	Total Credits acquired : 30 (Core : 30, Elective : 0, Dissertation : 0)					SGPA-I : 2.85		Grade : B
SEMESTER II								
BUS 2C 09	SOFT SKILL DEVELOPMENT	2	C	B	C	B	5.32	6/2017
BUS 2C 10	MARKETING MANAGEMENT	4	C	B	C	B	10.96	6/2017
BUS 2C 11	FINANCIAL MANAGEMENT	4	C	B	D	B	10.72	6/2017
BUS 2C 12	OPERATIONS MANAGEMENT	4	C	B	B	B	13.24	6/2017
BUS 2C 13	HUMAN RESOURCES MANAGEMENT	4	C	A	B	B	12.04	6/2017
BUS 2C 14	MANAGEMENT SCIENCE	4	C	A	C	B	11.72	6/2017
BUS 2C 15	MANAGEMENT INFORMATION SYSTEMS	4	C	B	B	B	11.92	6/2017
BUS 2C 16	BUSINESS RESEARCH METHODS FOR MANAGEMENT	4	C	B	B	B	11.80	6/2017
Semester-II	Total Credits acquired : 30 (Core : 30, Elective : 0, Dissertation : 0)					SGPA-II : 2.92		Grade : B
SEMESTER III								
BUS 3C 17	ADVANCED STRATEGIC MANAGEMENT	4	C	B	C	B	10.96	12/2017
BUS 3C 18	STRATEGIC COST MANAGEMENT	4	C	A	C	B	11.24	12/2017
BUS 3C 19	ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT	4	C	A	B	B	13.28	12/2017
BUS 3C 20	SUPPLY CHAIN MANAGEMENT	2	C	B	C	B	5.66	12/2017
BUS 3C 21	INVESTMENT MANAGEMENT	4	C	A	D	B	10.40	12/2017
BUS 3EM 01	CONSUMER BEHAVIOR AND MARKETING RESEARCH	4	E	B	C	B	10.80	12/2017
BUS 3EM 03	MARKETING COMMUNICATION MANAGEMENT	4	E	B	B	B	10.96	12/2017
BUS 3E F03/B 03	STRATEGIC FINANCIAL MANAGEMENT	4	E	B	B	B	11.64	12/2017
Semester-III	Total Credits acquired : 30 (Core : 18, Elective : 12, Dissertation : 0)					SGPA-III : 2.83		Grade : B

Course Code	Course Title	Credits	Type	Int Grade	Est Grade	Tot Grade	Credit Point	Session
SEMESTER IV								
BUS 4C 22	CORPORATE GOVERNANCE	4	C	B	D	B	10.12	6/2018
BUS 4C 23	INTERNATIONAL BUSINESS	4	C	A	B	B	11.92	6/2018
BUS 4C 24	MANAGEMENT CONTROL SYSTEM	4	C	B	D	B	10.12	6/2018
BUS 4EM06	SALES MANAGEMENT	4	E	B	D	B	10.20	6/2018
BUS 4E F07	FINANCIAL DERIVATIVES	4	E	A	C	B	11.28	6/2018
BUS 4C 25	MAJOR PROJECT	8	D	B	B	B	22.40	6/2018
BUS 4C 26	COMPREHENSIVE VIVA VOCE	2	C	-	B	B	5.40	6/2018
Semester-IV	Total Credits acquired : 30 (Core : 14, Elective : 8, Dissertation : 8)					SGPA-IV : 2.71		Grade : B
Programme Total Credits Acquired : 120 (Core : 92, Elective : 20, Dissertation : 8)								
CUMULATIVE GRADE POINT AVERAGE (CGPA) : 2.83								
GRADE: B								

C : Core E : Elective D : Dissertation

Details of grading scheme are given below.

Grade Point (G)	Letter Grade	Performance Level
3.50-4.00	A	Excellent
2.50-3.49	B	Very Good
2.20-2.49	C	Good
2.0-2.19	D	Average
0.5-1.99	E	Poor
Below 0.5	F	Very Poor

Pass Minimum for a Course

: D Grade

Semester Grade Point Average (SGPA)

: $\frac{\text{Sum of Credit Points Secured in a Semester}}{\text{Sum of Credits Taken in the Semester}}$

Minimum SGPA for the Successful Completion of a Semester

: 2.0

Minimum CGPA for the Successful Completion of a Programme

: 2.0

Cumulative Grade Point Average (CGPA)
(S: Sum of credits taken in the semester)

: $\frac{(SGPA1 \times S1) + (SGPA2 \times S2) + (SGPA3 \times S3) + (SGPA4 \times S4)}{S1 + S2 + S3 + S4}$

Percentage Equivalent to CGPA

: $(CGPA \times 100) / 4$



Checked by

Section Officer

Controller of Examinations

AR/BRJR (Exams)



ASSUMPTION COLLEGE

Autonomous NAAC Re-Accredited 'A' Grade
Changanacherry - 686101 Tel - 0481 - 2420109



PUSHPAM T DAVIS

Dept. of BBA

ASST PROF ON CONTRACT

**MANAYANI HOUSE, PERUNNA P O
CHANGANACHERRY, KOTTAYAM**

9061544777

pushpamtd111@gmail.com



PRINCIPAL



In case this card is lost / found, kindly inform / return to :
Income Tax PAN Services Unit, UTTISL
Plot No. 3, Sector 11, CBD Belapur,
Navi Mumbai - 400 614.

इस कार्ड के खोने/पाने पर कृपया सूचित करें/लौटायें :
आयकर पैन सेवा यूनिट, UTTISL
प्लॉट नं: 3, सेक्टर 11, सी.बी.डी.बेलापुर,
नवी मुंबई-400 614.



SAHRDAYA
INSTITUTE OF MANAGEMENT STUDIES
KODAKARA - THRISSUR - 680 684

SIMS/CCC/2018-18

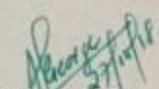
27-10-2018

COURSE COMPLETION AND CONDUCT CERTIFICATE

This is to certify that **Ms. Pushpam T. Davis**, D/o **Mr. Davis T.P.**, Admn No. **IGMBA030**, was a student of this institute from **August 2016** to **July 2018**. She has completed the MBA Course with dual specialization in **Marketing & Finance** and has appeared for the final year (4th Semester) examination in **Master of Business Administration (MBA)** conducted by the University of Calicut in June/July 2018.

Her Conduct and Character during the period was **GOOD**.




Dr. George A.P
Director



Folio No:

8899



UNIVERSITY OF CALICUT

Calicut University P.O.
Pin 673 635

POST GRADUATION PROGRAMME UNDER CREDIT SEMESTER SYSTEM

FINAL GRADE SHEET

Date : 15.09.2018

NAME OF PROGRAMME : MASTER OF BUSINESS ADMINISTRATION (REGULAR)

NAME OF CANDIDATE : PUSHIPAM T. DAVIS

REGISTER NO. :HFAQMBA028

MONTH & YEAR : JUNE, 2018

SPECIALISATION : FINANCIAL MANAGEMENT &
MARKETING MANAGEMENT

The following are the cumulative grades awarded to the Candidate at the Final Semester Degree Examination(CUCSS) , JUNE, 2018

Course Code	Course Title	Credits	Type	Int Grade	Ext Grade	Tot Grade	Credit Point	Session
SEMESTER I								
BUS IC 01	BUSINESS COMMUNICATION	2	C	B	B	B	5.12	12/2016
BUS IC 02	MANAGEMENT THEORY AND BUSINESS ETHICS	4	C	B	B	B	12.80	12/2016
BUS IC 03	BUSINESS LAWS	4	C	B	D	B	10.24	12/2016
BUS IC 04	ORGANIZATIONAL BEHAVIOUR	4	C	B	B	B	11.04	12/2016
BUS IC 05	ENVIRONMENT AND BUSINESS	4	C	B	B	B	11.48	12/2016
BUS IC 06	MANAGERIAL ECONOMICS	4	C	A	B	B	11.80	12/2016
BUS IC 07	QUANTITATIVE TECHNIQUES	4	C	B	C	B	11.24	12/2016
BUS IC 08	ACCOUNTING FOR MANAGERS	4	C	B	C	B	10.80	12/2016
Semester-I	Total Credits acquired : 30 (Core : 30, Elective : 0, Dissertation : 0)					SGPA-I : 2.85		Grade : B
SEMESTER II								
BUS 2C 09	SOFT SKILL DEVELOPMENT	2	C	B	C	B	5.32	6/2017
BUS 2C 10	MARKETING MANAGEMENT	4	C	B	C	B	10.96	6/2017
BUS 2C 11	FINANCIAL MANAGEMENT	4	C	B	D	B	10.72	6/2017
BUS 2C 12	OPERATIONS MANAGEMENT	4	C	B	B	B	13.24	6/2017
BUS 2C 13	HUMAN RESOURCES MANAGEMENT	4	C	A	B	B	12.04	6/2017
BUS 2C 14	MANAGEMENT SCIENCE	4	C	A	C	B	11.72	6/2017
BUS 2C 15	MANAGEMENT INFORMATION SYSTEMS	4	C	B	B	B	11.92	6/2017
BUS 2C 16	BUSINESS RESEARCH METHODS FOR MANAGEMENT	4	C	B	B	B	11.80	6/2017
Semester-II	Total Credits acquired : 30 (Core : 30, Elective : 0, Dissertation : 0)					SGPA-II : 2.92		Grade : B
SEMESTER III								
BUS 3C 17	ADVANCED STRATEGIC MANAGEMENT	4	C	B	C	B	10.96	12/2017
BUS 3C 18	STRATEGIC COST MANAGEMENT	4	C	A	C	B	11.24	12/2017
BUS 3C 19	ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT	4	C	A	B	B	13.28	12/2017
BUS 3C 20	SUPPLY CHAIN MANAGEMENT	2	C	B	C	B	5.66	12/2017
BUS 3C 21	INVESTMENT MANAGEMENT	4	C	A	D	B	10.40	12/2017
BUS 3EM 01	CONSUMER BEHAVIOR AND MARKETING RESEARCH	4	E	B	C	B	10.80	12/2017
BUS 3EM 03	MARKETING COMMUNICATION MANAGEMENT	4	E	B	B	B	10.96	12/2017
BUS 3E F03/B 03	STRATEGIC FINANCIAL MANAGEMENT	4	E	B	B	B	11.64	12/2017
Semester-III	Total Credits acquired : 30 (Core : 18, Elective : 12, Dissertation : 0)					SGPA-III : 2.83		Grade : B

Course Code	Course Title	Credits	Type	Int Grade	Est Grade	Tot Grade	Credit Point	Session	
SEMESTER IV									
BUS 4C 22	CORPORATE GOVERNANCE	4	C	B	D	B	10.12	6/2018	
BUS 4C 23	INTERNATIONAL BUSINESS	4	C	A	B	B	11.92	6/2018	
BUS 4C 24	MANAGEMENT CONTROL SYSTEM	4	C	B	D	B	10.12	6/2018	
BUS 4EM06	SALES MANAGEMENT	4	E	B	D	B	10.20	6/2018	
BUS 4E F07	FINANCIAL DERIVATIVES	4	E	A	C	B	11.28	6/2018	
BUS 4C 25	MAJOR PROJECT	8	D	B	B	B	22.40	6/2018	
BUS 4C 26	COMPREHENSIVE VIVA VOCE	2	C	-	B	B	5.40	6/2018	
Semester-IV		Total Credits acquired : 30 (Core : 14, Elective : 8, Dissertation : 8)				SGPA-IV : 2.71		Grade : B	
Programme Total Credits Acquired : 120 (Core : 92, Elective : 20, Dissertation : 8)									
CUMULATIVE GRADE POINT AVERAGE (CGPA) : 2.83									
GRADE: B									

C : Core E : Elective D : Dissertation

Details of grading scheme are given below.

Grade Point (G)	Letter Grade	Performance Level
3.50-4.00	A	Excellent
2.50-3.49	B	Very Good
2.20-2.49	C	Good
2.0-2.19	D	Average
0.5-1.99	E	Poor
Below 0.5	F	Very Poor

Pass Minimum for a Course

: D Grade

Semester Grade Point Average (SGPA)

: $\frac{\text{Sum of Credit Points Secured in a Semester}}{\text{Sum of Credits Taken in the Semester}}$

Minimum SGPA for the Successful Completion of a Semester

: 2.0

Minimum CGPA for the Successful Completion of a Programme

: 2.0

Cumulative Grade Point Average (CGPA)
(S: Sum of credits taken in the semester)

: $\frac{(SGPA1 \times S1) + (SGPA2 \times S2) + (SGPA3 \times S3) + (SGPA4 \times S4)}{S1 + S2 + S3 + S4}$

Percentage Equivalent to CGPA

: $(CGPA \times 100) / 4$



Checked by

Section Officer

Controller of Examinations

AR/BRJR (Exams)



SAHRDAYA
INSTITUTE OF MANAGEMENT STUDIES
KODAKARA - THRISSUR - 680 684

SIMS/CCC/2018-18

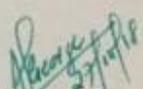
27-10-2018

COURSE COMPLETION AND CONDUCT CERTIFICATE

This is to certify that **Ms. Pushpam T. Davis**, D/o **Mr. Davis T.P.**, Admn No. **IGMBA030**, was a student of this institute from **August 2016** to **July 2018**. She has completed the MBA Course with dual specialization in **Marketing & Finance** and has appeared for the final year (4th Semester) examination in **Master of Business Administration (MBA)** conducted by the University of Calicut in June/July 2018.

Her Conduct and Character during the period was **GOOD**.




Dr. George A.P
Director



Folio No:

8899



UNIVERSITY OF CALICUT

Calicut University P.O.
Pin 673 635

POST GRADUATION PROGRAMME UNDER CREDIT SEMESTER SYSTEM

FINAL GRADE SHEET

Date : 15.09.2018

NAME OF PROGRAMME : MASTER OF BUSINESS ADMINISTRATION (REGULAR)

NAME OF CANDIDATE : PUSHIPAM T. DAVIS

REGISTER NO. :HFAQMBA028

MONTH & YEAR : JUNE, 2018

SPECIALISATION : FINANCIAL MANAGEMENT &
MARKETING MANAGEMENT

The following are the cumulative grades awarded to the Candidate at the Final Semester Degree Examination(CUCSS) , JUNE, 2018

Course Code	Course Title	Credits	Type	Int Grade	Ext Grade	Tot Grade	Credit Point	Session
SEMESTER I								
BUS IC 01	BUSINESS COMMUNICATION	2	C	B	B	B	5.12	12/2016
BUS IC 02	MANAGEMENT THEORY AND BUSINESS ETHICS	4	C	B	B	B	12.80	12/2016
BUS IC 03	BUSINESS LAWS	4	C	B	D	B	10.24	12/2016
BUS IC 04	ORGANIZATIONAL BEHAVIOUR	4	C	B	B	B	11.04	12/2016
BUS IC 05	ENVIRONMENT AND BUSINESS	4	C	B	B	B	11.48	12/2016
BUS IC 06	MANAGERIAL ECONOMICS	4	C	A	B	B	11.80	12/2016
BUS IC 07	QUANTITATIVE TECHNIQUES	4	C	B	C	B	11.24	12/2016
BUS IC 08	ACCOUNTING FOR MANAGERS	4	C	B	C	B	10.80	12/2016
Semester-I	Total Credits acquired : 30 (Core : 30, Elective : 0, Dissertation : 0)					SGPA-I : 2.85		Grade : B
SEMESTER II								
BUS 2C 09	SOFT SKILL DEVELOPMENT	2	C	B	C	B	5.32	6/2017
BUS 2C 10	MARKETING MANAGEMENT	4	C	B	C	B	10.96	6/2017
BUS 2C 11	FINANCIAL MANAGEMENT	4	C	B	D	B	10.72	6/2017
BUS 2C 12	OPERATIONS MANAGEMENT	4	C	B	B	B	13.24	6/2017
BUS 2C 13	HUMAN RESOURCES MANAGEMENT	4	C	A	B	B	12.04	6/2017
BUS 2C 14	MANAGEMENT SCIENCE	4	C	A	C	B	11.72	6/2017
BUS 2C 15	MANAGEMENT INFORMATION SYSTEMS	4	C	B	B	B	11.92	6/2017
BUS 2C 16	BUSINESS RESEARCH METHODS FOR MANAGEMENT	4	C	B	B	B	11.80	6/2017
Semester-II	Total Credits acquired : 30 (Core : 30, Elective : 0, Dissertation : 0)					SGPA-II : 2.92		Grade : B
SEMESTER III								
BUS 3C 17	ADVANCED STRATEGIC MANAGEMENT	4	C	B	C	B	10.96	12/2017
BUS 3C 18	STRATEGIC COST MANAGEMENT	4	C	A	C	B	11.24	12/2017
BUS 3C 19	ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT	4	C	A	B	B	13.28	12/2017
BUS 3C 20	SUPPLY CHAIN MANAGEMENT	2	C	B	C	B	5.66	12/2017
BUS 3C 21	INVESTMENT MANAGEMENT	4	C	A	D	B	10.40	12/2017
BUS 3EM 01	CONSUMER BEHAVIOR AND MARKETING RESEARCH	4	E	B	C	B	10.80	12/2017
BUS 3EM 03	MARKETING COMMUNICATION MANAGEMENT	4	E	B	B	B	10.96	12/2017
BUS 3E F03/B 03	STRATEGIC FINANCIAL MANAGEMENT	4	E	B	B	B	11.64	12/2017
Semester-III	Total Credits acquired : 30 (Core : 18, Elective : 12, Dissertation : 0)					SGPA-III : 2.83		Grade : B

Course Code	Course Title	Credits	Type	Int Grade	Ext Grade	Tot Grade	Credit Point	Session	
SEMESTER IV									
BUS 4C 22	CORPORATE GOVERNANCE	4	C	B	D	B	10.12	6/2018	
BUS 4C 23	INTERNATIONAL BUSINESS	4	C	A	B	B	11.92	6/2018	
BUS 4C 24	MANAGEMENT CONTROL SYSTEM	4	C	B	D	B	10.12	6/2018	
BUS 4EM06	SALES MANAGEMENT	4	E	B	D	B	10.20	6/2018	
BUS 4E F07	FINANCIAL DERIVATIVES	4	E	A	C	B	11.28	6/2018	
BUS 4C 25	MAJOR PROJECT	8	D	B	B	B	22.40	6/2018	
BUS 4C 26	COMPREHENSIVE VIVA VOCE	2	C	-	B	B	5.40	6/2018	
Semester-IV	Total Credits acquired : 30 (Core : 14, Elective : 8, Dissertation : 8)					SGPA-IV : 2.71		Grade : B	
Programme Total Credits Acquired : 120 (Core : 92, Elective : 20, Dissertation : 8)									
CUMULATIVE GRADE POINT AVERAGE (CGPA) : 2.83									
GRADE: B									

C : Core E : Elective D : Dissertation

Details of grading scheme are given below.

Grade Point (G)	Letter Grade	Performance Level
3.50-4.00	A	Excellent
2.50-3.49	B	Very Good
2.20-2.49	C	Good
2.0-2.19	D	Average
0.5-1.99	E	Poor
Below 0.5	F	Very Poor

Pass Minimum for a Course

: D Grade

Semester Grade Point Average (SGPA)

: $\frac{\text{Sum of Credit Points Secured in a Semester}}{\text{Sum of Credits Taken in the Semester}}$

Minimum SGPA for the Successful Completion of a Semester

: 2.0

Minimum CGPA for the Successful Completion of a Programme

: 2.0

Cumulative Grade Point Average (CGPA)
(S: Sum of credits taken in the semester)

: $\frac{(SGPA1 \times S1) + (SGPA2 \times S2) + (SGPA3 \times S3) + (SGPA4 \times S4)}{S1 + S2 + S3 + S4}$

Percentage Equivalent to CGPA

: $(CGPA \times 100) / 4$



Checked by

Section Officer

Controller of Examinations

AR/BRJR (Exams)