



DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

CONCURRENT EVALUATION

MBA - SEMISTER II

MARKETING MANAGEMENT (201)

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

The subject is evaluated on the basis of three components

Component No	Component	Marks	Submission Instructions	Submission Date
1	Creating a Quiz	50	Name your file as : MMC1 < Student Full Name> <Div A/B> File Format: MS Excel Send it on mailid: drmanishajagtapdimr@gmail.com	5th July 2022
2	Written Home Assignment / Internal Exam	50	Dnyansagar Institute of Management & Research	-----
3	Online Exam (MCQs)	50		-----



DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

Component No	Create A Quiz	Submission Date :
1		5th July 2022

1. Students are required to create a quiz for all the 5 units of Marketing Management
2. For each unit students need to draft 10 Multiple choice questions, 5 questions need to be theory based and 5 questions practical based.
3. Excel sheet has to be created with the columns shown below. One excel sheet for all 50 questions.
4. Copied questions will grant no marks for the whole assignment.

Q. NO	Question Text	Option 1 (A)	Option 2 (B)	Option 3 (C)	Option 4 (D)	Answer Key	Unit No. & Topic Title	Name of the Source Book Referred & Page number	Other sources referred and link of the source

Submission Instructions:

- Name your file as : **MMC1CQ < Student Full Name> <Div A/B>**
- File Format: **MS Excel**

Send it on mailid: **drmanishajagtapdimr@gmail.com**

Component No	Written Home Assignment	Submission Date :
2	/ Internal Exam	-----

Do Refer Suggested Text Books:

1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson
2. Marketing Management, Rajan Saxena, TMGH
3. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.

Component No	MCQ Based Online Exam
3	

COMPONENT 3: MCQ Based Online Exam

Online Exam for all units will be conducted on our website through online exam portal.