

**ATTAINMENT OF PROGRAMME
OUTCOMES AND COURSE OUTCOMES**

Academic Calendar

2021-22



Shri. Venkateshwara Shikshan Sanstha's
Venkateshwara Institute of Management
(M.B.A.)
Academic Calendar 2021-2022

Month	Program
September	IQAC Meeting
	College Development Committee Meeting
October	Anti-ragging Committee Meeting
	IQAC Meeting
November	Commencement of Sem III
	Guest lecture
	Guest lecture
December	Commencement of Sem I
	Well- Come Function
	Guest lecture
	Local Industrial Visit
January	Submission of Projects
	Field work/ Mini Project
	Guest lecture
February	Mid Test
	University Exam
March	Commencement of 4 th Sem Classes
	Guest lecture



	IQAC Meeting
April	Commencement of 2 th Sem Classes
	Environment study tour
	Guest lecture
May	Guest lecture
	Outside Industry Visit
	Guest lecture
June-	Vanashree Mohastav (Cultural, Sport program)
July	Mid Test
	University Exam




 Vanakateshwara Institute of Management.
 Peth, Tal. Waha, Dist. Sangli.

2020-21



Shri. Venkateshwara Shikshan Sanstha's
Venkateshwara Institute of Management
(M.B.A.)
 Academic Calendar 2020-2021

Month	Program
September	Commencement of Sem III
	Guest lecture on Marketing Management
	Teachers Day
	Guest lecture on Human Resource Management
	Local Industrial Visit
	Submission of Projects
October	Field work/ Mini Project
	Guest lecture on Financial Management
	Preliminary Internal Exam
	Seminars
	IQAC Meeting
November	Submission
December	Mid Test
	IQAC Meeting
	College Development Committee Meeting
	University Exam
January	Commencement of 1 st Sem Classes
	Well- Come Function
	Environment study tour
	Guest lecture on Financial Management



February	Outside Industry Visit
	Vanashree Mohastav (Cultural, Sport program)
March	Commencement of 4 th Sem Classes
	IQAC Meeting
	Field Work
	Guest Lecture
	Mid Test
	University Exam
April	Seminar
	Campus Interview
May	Commencement of 2 nd Sem Classes
	Common Lecture on Summer Project
June-	Mid Test
	University Exam
July-Aug	Guest Lecture
	Mid Test
	University Exam



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2019-20



Shri. Venkateshwara Shikshan Sanstha's
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Academic Calendar 2019-2020

Month	Program
August	Commencement of Second year classes
	Independence Day
	Selection of UR/CR
	Commencement of classes for first year student
September	Guest lecture
	IQAC Meeting
	Guest lecture
	Teachers Day
	Guest lecture
	College Development Committee Meeting
	Local Industrial Visit
	Guest lecture
	Submission of Projects
	October
Guest lecture on Financial Management	
Preliminary Internal Exam	
IQAC Meeting	
November	Seminars
	Submission



	Preparation Leave For Student
	University Exam Sem III
December	University Exam Sem I
	Winter Vacation for II nd Year
January	Commencement of 4 th Sem Classes
	Winter Vacation for 1st Year
	Commencement of 2 nd Sem Classes
	Environment study tour
	Guest lecture
February	Outside Industry Visit
	Vanashree Mohastav (Cultural, Sport program)
	Workshop
March	Field Work
	IQAC Meeting
	Guest Lecture
	Mid Test
April	Seminar
	Campus Interview
May	University Exam
	Common Lecture on Summer Project
June- July	50 Days for Summer project



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2018-19



Shri. Venkateshwara Shikshan Sanstha's
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Academic Calendar 2018-2019

Month	Program
August	Commencement of Second year classes
	Independence Day
	Commencement of classes for first year student
	Guest lecture
	IQAC Meeting
September	Well- Come Function
	Teachers Day
	Guest lecture
	Local Industrial Visit
	College Development Committee Meeting
October	Field work/ Mini Project
	Guest lecture on Personality Development
	Preliminary Internal Exam
	Seminars
	Workshop
	Anti-ragging Committee Meeting
	IQAC Meeting



November	Submission
	Preparation Leave For Student
December	University Exam Sem III
	Winter Vacation for II nd Year
	University Exam Sem I
January	Commencement of 4 th Sem Classes
	Winter Vacation for 1st Year
	Commencement of 2 nd Sem Classes
	Industrial Visit
February	Guest lecture
	Vanashree Mohastav (Cultural, Sport program)
	Workshop
March	Field Work
	IQAC Meeting
	Guest Lecture
	Mid Test
April	Seminar
	Submission
	Preparation Leave
May	University Exam
	Common Lecture on Summer Project



June- July	60 Days for Summer project
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P.K. 1/2025

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2017-2018



Shri. Venkateshwara Shikshan Sanstha's
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(M.B.A.)
 Academic Calendar 2017-2018

Month	Program
July	IQAC Meeting
August	Commencement of Second year classes
	Independence Day
	Commencement of classes for first year student
	Workshop
	IQAC Meeting
September	Well- Come Function
	Teachers Day
	Guest lecture
	Local Industrial Visit
	College Development Committee Meeting
October	Field work/ Mini Project
	Workshop
	Preliminary Internal Exam
	Seminars
	IQAC Meeting
November	Submission
	Preparation Leave For Student



December	Anti-ragging Committee Meeting
	University Exam Sem III
	Winter Vacation for II nd Year
	University Exam Sem I
January	Commencement of 4 th Sem Classes
	Winter Vacation for 1st Year
	Industrial Visit
	Commencement of 2 nd Sem Classes
February	Guest lecture
	Vanashree Mohastav (Cultural, Sport program)
	IQAC Meeting
March	Field Work
	Guest Lecture
	Mid Test
April	Seminar
	Submission
	Preparation Leave
May	University Exam
	Common Lecture on Summer Project
June- July	60 Days for Summer project



P. K. Kulkarni
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Academic Diary



Shri Venkateshwara Shikshan Sanstha's

VENKATESHWARA INSTITUTE OF MANAGEMENT (M.B.A.)

Gat No. 2665, Peth Naka, Tal. Walwa, Dist. Sangli - 415 407
PH.NO. (02342) 252100, 252110

ACADEMIC DIARY

A.Y.- 2021 - 2022

Name of Faculty Patil Amit Shivaji

Year 2021-22 Sem I & III

Teaching Load

Sr.No.	Class	Subject	L.	Total
1	MBA-I	Indian Ethos & mgt. Concepts	40	40
2	MBA-II	Compensation management	40	40
3	MBA-II	Corporate Social Responsibility	20	20
		Total Load	100	100




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VENKATESHWARA INSTITUTE OF MANAGEMENT (M.B.A.)

Subject: Indian Ethos & management
Concepts

Class: MBA-1 Year: 2021-22

Course Objectives

1	Understanding cultural values Indian ethos, & management determine to the rich cultural heritage
2	Promoting ethical leadership
3	Enhancing cross-cultural competence.
4	Fostering sustainable development
5	Exploring Traditional wisdom

Course Outcomes

1	Understand the way of righteousness in the Gita
2	Understand sources of organizational ethical culture & different behaviour.
3	Identify the features of Indian ethos.
4	Analyze the principles of management
5	Understand dynamics of ethics in management



LESSON PLAN

Subject: Indian Ethos & Mgt Concept Semester: I

MBA I
Class: 2021-22
Lect. / Week:

Lec. No.	Topics to be Covered	Planned Date	Date of Actual Coverage
1	Introduction & Evaluation of mgt.	2/12/21	3/12/21
13	* Scientific management	to	15
16	* Human Resource approach	18/12/21	20/12/21
	* Levels of management		
	* MBO process		
4	Planning & organizing		
to	* Nature & types of planning	23/12/21	23/12/21
10	* Organization structure & types.	to	
	* Staffing & Directing Controlling		
	* Need & Importance of staffing	8/01/22	13/01/22
	* Techniques of Controlling		
10	Indian Ethos.		
to	* Principles practices by Indian	15/2/22	15/2/22
10	companies.	to	
	* Role of Indian Ethos In man- ageeial practices.	4/2/22	12/2/22
	* management lesson from mahabharatha, vedas, bible, quran		
	Arthashastra		
	* Ethic Vs Ethos		

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Faculty



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LESSON PLAN

Class : MBA-I

Subject : LE & MC

Semester : I

Lect. / Week :

Lec. No.	Topics to be Covered	Planned Date	Date of Actual Coverage
4	Business ethics.		
	* Historical perspective of ethics	17/2/22	17/2/22
	* Trusteeship mgmt	10	10
	* G.D. Birla, JRD Tata policies.	07/3/22	12/3/22
	* practitioners of business ethics.		

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Lt. Director
Institute of Management
Varanasi



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ACADEMIC DIARY

A.Y.- 20 - 20

Name of Faculty Dr. P. B. Kupure

Year 2021-22 Sem Sem I & III

VENKATESHWARA INSTITUTE OF MANAGEMENT (M.B.A.)

Subject: Management Accounting.

Class: MBA-I Year: 2021-22

Course Objectives

1)	To combine practice & theoretical knowledge of financial accounting.
2)	To active learners & develop awareness of emerging trends in financial accounting.
3)	The course will provide decision making skills to the students in the financial analysis context.
4)	To identify and analyze complex financial accounting problem & opportunities in real life situations.

Course Outcomes

1)	Describe concepts in management accounting.
2)	Prepare final account of a company.
3)	Prepare cost sheet of a company.
4)	Produce CVP analysis.

LESSON PLAN

Class : MBA-I

Subject : Management

Semester : II

Lect. / Week :

Lec. No.	Topics to be Covered	Planned Date	Date of Actual Coverage
①*	Financial Accounting	02/12/21	02/12/21
	Need for accounting	to	to
	Accounting process & system.	17/12/21	18/12/21
	Depreciation methods.		
2)	Trial Balance & final Accounts	18/12/21	19/12/21
	* Preparation of trial balance	to	to
	* Preparation of final accounts		
	* Computerized Accounting.	04/01/22	04/01/22
	* Tally package.		
3)	Cost Accounting	06/01/22	06/01/22.
	* Financial & Cost accounting.	to	to
	* Cost unit & cost centre.	21/01/22	22/01/22
	* Element of cost.		
	* Inventory valuation methods.		
4)	Management Accounting		
	* Concept, meaning, feature, function	22/01/22	24/01/22
	* CVP analysis	to	to
	* Contribution, PV ratio, BEP.		
	* Margin of safety	10/02/22	12/02/22.
	* Angle of incidence.		

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LESSON PLAN

Class : MBA-I

Lect. / Week : 1

Subject : Personality Development Semester : I

Lec. No.	Topics to be Covered	Planned Date	Date of Actual Coverage
1)	Introduction to different personality traits.	01/12/2021	01/12/2021
	Self Management.	to	to
	Positive thinking & Attitude.		
	Interpersonal Relations.	29/12/2021	29/12/2021
2)	Etiquette & Manners.	03/01/22	03/01/22
	Time Management.		
	Coaching	to	to
	Email & telephone communication		
	Physical fitness.	07/02/22	09/02/22

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ACADEMIC DIARY

A.Y.- 20 - 20

Name of Faculty

Adv. D. D. Pabli

Year

2021-22

Sem

I

VENKATESHWARA INSTITUTE OF MANAGEMENT (M.B.A.)

Subject: Legal & Business Environment Class: MBA-I Year: 2021-22

Course Objectives

1)	To gain knowledge of the branches of law which related to business transaction certain corporate bodies & related matters.
2)	To understand the applications of these laws to practical commercial situations.
3)	To give student knowledge of Business Environment in India.
4)	To give student an understanding of the various constituents of the local and global business environments.

Course Outcomes

1)	Understand legal aspects of business with respect to Indian economy.
2)	Relate various legal provision to relevant business aspects and situations.
3)	Assess Business Environment in India.
4)	Appraise Globalization trends a challenges & environment for foreign trade & investments



LESSON PLAN

Subject: Legal & Business Environment

Semester: I

Class: MBA-I

Lect. / Week: _____

Lec. No.	Topics to be Covered	Planned Date	Date of Actual Coverage
1)	Introduction of Business Law	06/12/21	06/12/21
	Importance of legal knowledge to managerial Personnel & entrepreneurs	to	to
	Indian legal system, Indian Contract Act 1872, Breach of contract, Quasi contracts, Bailment, agency, indemnity.	20/12/21	21/12/21
	Guarantee, sale of goods Act.		
2)	Principle of Laws relating to business Organizations.	21/12/21	23/12/21
	formation of partnership firms & Company. Dissolution of Partnership and winding up of company, IPR	to	
	Trade marks, Patents etc.	06/01/22	06/01/22
3)	Macro & Micro Indicators of Business environment.	10/01/22	10/01/22
	* Growth & Development Indicators	to	to
	* Relative size & growth of public and private sectors.	25/01/22	27/01/22.
4)	Globalization trends & challenges	27/01/22	31/01/22
	Development of rural sector since globalization. Environment for	to	To

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LESSON PLAN

Subject: Legal & Business Environment

Semester: I

Class: MBA I

Lect. / Week:

Lec. No.	Topics to be Covered	Planned Date	Date of Actual Coverage
	Foreign trade & foreign investment		
	India competitiveness in the world economy and ease of doing business in India	19/02/22	10/02/22

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ACADEMIC DIARY

A.Y.- 20 - 20

Name of Faculty

Miss. V. D. Pabli

Year

2021-22

Sem

II & IV

VENKATESHWARA INSTITUTE OF MANAGEMENT (M.B.A.)

Subject: Research Methodology

Class: MBA-I Year: 2021-22

Course Objectives

1)	To generate new knowledge.
2)	To gain familiarity or to develop a new insight into some phenomenon.
3)	To investigate some existing situation or problem.

Course Outcomes

1)	Define various terms used in research process
2)	Describe research design, sample design & sampling methods.
3)	Apply appropriate methods for data collection for research work.
4)	Use appropriate statistical tools for data analysis & interpretation



LESSON PLAN

Subject : Research Methodology Semester : II

Class : MBA-I

Lect. / Week :

Lec. No.	Topics to be Covered	Planned Date	Date of Actual Coverage
①	Research fundamentals	04/04/22	04/04/22
	Meaning objective & motivation		
	Type of research	To	To
	Research Process		
	Management research problems.	22/04/22	23/04/22
2)	Research Design.	23/04/22	25/04/22
	Types of research design.		
	Sampling Design	To	To
	Measurement & scaling tech.		
	Hypothesis.	09/05/22	11/05/22
3)	Data collection & analysis.	11/05/22	13/05/22
	Method of data collection.		
	Processing & analyzing data.	To	
	Testing of hypothesis.	28/05/22	30/05/22
	Use of MS-Excel & SPSS for data analysis.		
4)	Interpretation & Report writing.	30/05/22	01/06/22
	Interpretation of data.		
	Techniques of Interpretation.	To	To
	Report writing.	15/06/22	18/06/22
	layout of project report.		


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Mid Test

Shri. Venkateshwara Shikshan Sanstha's
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Mid Test Time Table
MBA – I Sem-I
YEAR 2020-21

Date	Time	Subject
7/03/2021	11.00 -12.00	Indian Ethos & Management Concepts
	3.00 - 4.00	Management Accounting
8/03/2021	11.00 -12.00	Managerial Economics
	3.00 - 4.00	Information Technology for management
9/03/2021	11.00 -12.00	Legal & Business Environment
	3.00 - 4.00	Organizational Behaviour
10/03/2021	11.00 -12.00	Personality Development
	3.00 - 4.00	Soft Skill Development




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Mid Test Time Table

MBA –II Sem-III

YEAR 2020-21

Date	Time	Subject
7/12/2020	10.30-11.30	Strategic and Change Management
	12.30-01.30	Business Intelligence and Analytics
	02.30-03.30	Buying Behavior and Brand Management / IT Strategy & Governance
8/12/2020	10.30-11.30	Advertising and Sales Management / Information System Security And Audit
	12.30-01.30	Compensation Management / Operations Management Strategies
	02.30-03.30	Human Resource Development / Materials & Inventory Management
9/12/2020	10.30-11.30	Indian Financial System / Principles of International Business
	12.30-01.30	Corporate Restructuring And Liquidity Management / Export and Import Policy
	02.30-03.30	Corporate Social Responsibility / Customer Relationship Management
10/12/2020	12.30-01.30	Agribusiness Management And Practices
	02.30-03.30	Agri-Business Finance




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Shri. Venkateshwara Shikshan Sanstha's

Venkateshwara Institute of Management (M.B.A.)

Mid Test Time Table

MBA – I Sem-II

YEAR 2020-21

Date	Time	Subject
02/08/2021	11.00 AM -12.00 PM	Marketing Management
	2.00 PM - 3.00 PM	Financial Management
03/08/2021	11.00 AM -12.00 PM	Human Resource Management
	2.00 PM - 3.00 PM	Operations Management
04/08/2021	11.00 AM -12.00 PM	Management Information System
	2.00 PM - 3.00 PM	Research Methodology
05/08/2021	11.00 AM -12.00 PM	Managerial Skills for Effectiveness
	2.00 PM - 3.00 PM	Negotiation Skills




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Shri. Venkateshwara Shikshan Sanstha's

Venkateshwara Institute of Management (M.B.A.)

**Mid Test Time Table
MBA –II Sem-IV
YEAR 2020-21**

Date	Time	Subject
05/07/2021	11.00 am - 12.00 pm	Innovation and Entrepreneurship
	01.00 pm - 02.00 pm	Startups and New Venture
	03.00 pm - 04.00 pm	Employability Skill
06/07/2021	11.00 am - 12.00 pm	Service Marketing and Retail Marketing / Business Process Reengineering & ERP
	01.00 pm - 02.00 pm	Contemporary Issues In Marketing / Knowledge Management
	03.00 pm - 04.00 pm	Strategic Human Resource Management and International Perspective / Global Operations & Logistics
07/07/2021	11.00 am - 12.00 pm	Industrial Relations and Labour Laws / World Class Manufacturing
	01.00 pm - 02.00 pm	Investment Management / Issues In International Business
	03.00 pm - 04.00 pm	International Finance / Cross Cultural Management

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Shri. Venkateshwara Shikshan Sanstha's
Venkateshwara Institute of Management (M.B.A.)

Peth Naka, Tal: Walwa, Dist: Sangli 415407

Sub: - Indian Ethos & Management Concepts

Instructions:

- 1) Question No 1 and 4 are compulsory.
- 2) Attempt any one from Question No.2 and 3.

Q.1) Analyse and Solve this case

[20]

Succession Planning at Wadia Group

Silvermoon Hotels have been run by the Wadia family since the 1940s. Wadia Group, through its subsidiary a company is also into travel and tourism, event management, and marketing services. Dina Wadia is the present Chief Executive. Her only son and heir apparent, 18 years old Shiraj Wadia recently died in an air crash.

Dina has now decided that her successor would be someone outside of her family. As the CEO's position was always held by family members there has been neither internal competition nor grooming of other managers at Silvermoon Hotels for the CEO spot resulting in a deficiency of internal candidates. With the support of the Board, Dina has hired an external firm to lead the search process for her successor, which would consider candidates both inside and outside the company.

Questions:-

- 1) If you are the external firm consultant, how would you approach the selection of the non-family CEO?
- 2) Succession planning is important, yet many companies neglect this aspect. Elaborate

Q .2) Case let.

[20]

You are interviewing candidates for sales and marketing position which will involve face to face meetings with customers. On paper, one of the applicants stands out as being the most able and best qualifies for the position. This is confirmed at interview, but you then discover that he has a facial defect that is visually very disturbing and also impacts on his speech. This would not prevent him doing the job and you conclude that he would be very good at, if people gave him the chance, but you are worried that some of your customers, who are not exactly progressive, might not give him the chance. Will you recruit this candidate?



Q .3) a) Describe the 14 principles of Henry Fayol?

[10]

b) Explain in detail Management lesson from Mahabharata.

[10]

Q .4) Write Short note (Any four)

[10]

- i) Gandhian Philosophy of Wealth Management.
- ii) Steps in Controlling
- iii) Features of Indian Ethos
- iv) Management lesson from Vedas
- v) JRD Tata Business Policies.
- vi) Indian Heritage in Business management



**Shri. Venkateshwara Shikshan Sanstha's
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Peth Naka, Tal: Walwa, Dist: Sangli 415407
Sub -Human Resource management**

- Instructions:** 1) Q No.1 and 4 are compulsory.
2) Attempt any two from Q No. 2 and 3.
3) Figures to the right indicate full marks.

Q 1) Read the following case carefully and answers the questions given below it. [20]

As a result of rapid growth in sales, the Simpson Company had to double the size of the central secretarial pool. Many of the current secretarial staff, aged about 40 to 50, had been with the company since its inception. None had more than a high school education. Subsequently, 10 new secretaries were recruited with advanced data processing skills. They had college education and all were in their 20s. Unexpectedly, the performance level of the pool fell off drastically even though doubled in size. The manager interviewed a few of the old staff members and they told him that the new secretaries just did not fit in. They were uncooperative, would not listen, and would not take messages. When their mistakes were corrected, they got offended. In interviewing, a few of the new secretaries resented that the older secretaries refused to accept new and more efficient ideas. They complained their inability to use new knowledge and skills and the older secretaries would not socialize with them.

Questions:

- a) What are the reasons for the declining productivity of the group?
- b) What are your recommendations for improving the situation?

Q.2) If you are head of HRM Department in leading MNCs, what is your approach towards recruitment strategy and how you will recruit employees with using modern source of recruitment? Explain why? [20]

Q 3) a) Define HRM and explain its functions? [10]

b) What is meant by Performance Appraisal? Describe problems of Performance Appraisal [10]

Q 4) Write short notes (any four): [10]

- a) HRM in Indian context.
- b) Job Description and Specification.
- c) PM Vs HRM.
- d) HRD Culture
- e) Recruitment Policy
- f) HRP



Shri. VenkateshwaraShikshanSanstha's
Venkateshwara Institute of Management (M.B.A.)
Peth Naka, Tal: Walwa, Dist: Sangli 415407
Sub.-Management Information System.

Instructions:

- 1) Question no. 1 & 4 are compulsory.
 - 2) Solve Any One From Question No. 2 and 3.
-

Q.1. Solve the Case **(20)**

'The *Sunshine*' the multistate Company dealing different kind of Home & Personal products which have become the favorite & innovative products supplier in Indian Domestic market. Miss. Niharika Singh a young, innovative & dynamic Finance Manager knows the importance of Information System implementation in today's world.

So as Asst. Finance Manager you are supposed to design the Information System for you department which suits the overall functioning of your department

Q.2 Switch Gear Transmission is a family run enterprise that started in 1980 Switch Gear Transmission produces and markets gear cutting machines and grinding tools. It has two facilities in Gurgaon plus subsidiaries in the United Arab Emirate, China & Singapore; it employs a total of 1500 persons in both customized and small batch production, which some extent user non-name parts. The main buyers of Switch Gear Transmission are automotive, aerospace & mechanical engineering companies.

Based on above information **(20)**

- I. Discuss information needs at various levels of Management.
- II. Outline different information systems required for organization with their significance.

Q.3.A] What is Data and information? What are the different types of information? Explain (10)

B] What is MIS? Explain Characteristics & Advantages of MIS. **(10)**

Q.4 Short Notes (Any Four) **(10)**

- A] TPS B] HRIS C] SAP Advantages D] GAS
E] Characteristics of Decision making F] SDLC

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Peth Naka, Tal: Walwa, Dist: Sangli 415407

Sub: - Compensation Management

Instructions:

- 1) Question no. one is compulsory.
- 2) Solve any two from question no. 2 to 4.

Q. 1 Solve the case

20 M

The pay of the sales personnel at Hirani Laboratories was quite high as compared to the industry standards. Though the pay initially attracted the employees to the organization, they did not stick on for more than year or two. A survey was carried out in which the reasons for employee turnover were identified. The results of the surveys showed that the employees were not satisfied with the amount of freedom & responsibility given to them at work. The HR Manager felt the company lacked effective non-monetary incentives.

- a) Analyse the case
- b) Give suggestions to HR manager to implement various non-monetary incentives that firms can offer to satisfy their employees.

Q. 2 Design market competitive pay plan for the reputed Automobile industry and also prepare flexible/cafeteria style compensation.

20 M

Q. 3 Identify potential compensation package offered to an employees of an U.S business who has been given an opportunity to work in a foreign site.

20 M

Q. 4 Develop in detail an outline of the various components of the typical Employee benefits program in I.T sector industry.

10 M



**Shri. Venkateshwara Shikshan Sanstha's
Venkateshwara Institute of Management (M.B.A.)**

Peth Naka, Tal: Walwa, Dist: Sangli 415407

Sub - Service Marketing and Retail Marketing

- Instructions:
- 1) Q No.1 and 4 are compulsory.
 - 2) Attempt any one from Q No. 2 and 3.
 - 3) Figures to the right indicate full marks.

Q. 1 Case study

20 Marks

Uber is a global transportation network company that provides ride-sharing, food delivery, and other services through its mobile app. One of the key aspects of Uber's success lies in its service marketing strategies, which have helped them disrupt the traditional taxi industry and become a dominant player in the market.

Questions:-

- 1) How did Uber leverage service marketing strategies to differentiate itself and gain a competitive advantage?
- 2) How did Uber's focus on convenience, transparency, customer experience, and branding contribute to its success in the transportation industry? Discuss the impact of these service marketing strategies on customer adoption and loyalty.

Q. 2 Suppose you are the marketing manager of a newly launched mobile banking service that aims to provide convenient and secure banking solutions through a mobile app. Outline a service marketing strategy to attract and retain customers for your mobile banking service. **20 Marks**

Q. 3 Imagine you are the marketing manager of a newly established spa and wellness center. The spa aims to provide a high-end, luxurious experience to its customers. As the marketing manager, how would you design and implement a service marketing strategy to attract and retain customers? **20 Marks**

Q. 4 You are the marketing manager of a fashion retail store that specializes in trendy clothing for young adults. Develop a retail marketing strategy to increase footfall, drive sales, and enhance customer engagement in your store. **10 Marks**



Shri. Venkateshwara Shikshan Sanstha's
Venkateshwara Institute of Management (M.B.A.)
Peth Naka, Tal: Walwa, Dist: Sangli 415407
Sub - Service Marketing and Retail Marketing

Instructions: 1) Q No.1 and 4 are compulsory.
2) Attempt any one from Q No. 2 and 3.

.....

Q. 1 Case study

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Uber is a global transportation network company that provides ride-sharing, food delivery, and other services through its mobile app. One of the key aspects of Uber's success lies in its service marketing strategies, which have helped them disrupt the traditional taxi industry and become a dominant player in the market.

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20 Marks

Q. 3 Imagine you are the marketing manager of a newly established spa and wellness center. The spa aims to provide a high-end, luxurious experience to its customers. As the marketing manager, how would you design and implement a service marketing strategy to attract and retain customers?

20 Marks

Q. 4 You are the marketing manager of a fashion retail store that specializes in trendy clothing for young adults. Develop a retail marketing strategy to increase footfall, drive sales, and enhance customer engagement in your store.

10 Marks



ShriVenkateshwaraShikshanSanstha's
Venkateshwara Institute of Management(M.B.A)

INTERNAL MARKS SEM-II

Date:-20/03/2022

Roll No.	Name of Student	MM	MSF	HRM	FM	MIS	RM	OM	NS
101	ASHTEKAR ROHIT PRAKASH	30	39	30	30	39	30	30	39
102	AUNDHKAR SAYALI SUNIL	32	40	32	32	40	32	32	40
103	BUCHADE PRIYANKA RAJARAM	38	38	38	38	38	38	38	38
104	CHAVAN SHUBHAM MAHADEV	32	35	32	32	35	32	32	35
105	CHAVAN SOURABH RAJENDRA	38	35	38	38	35	38	38	35
106	DESHMUKH OMKAR VISHWAS	38	30	38	38	30	38	38	30
107	DESHMUKH ROHIT DADASO	30	39	30	30	39	30	30	39
108	DHUMANE ASHISH SHESHARAO	32	40	32	32	40	32	32	40
109	GHEVADE KAJAL PANDURANG	38	38	38	38	38	38	38	38
110	GHORPADE RUTUJA SARJERAO	32	35	32	32	35	32	32	35
111	GUNJAWATE GOURAV HANMANT	38	35	38	38	35	38	38	35
112	HARALE ABHIJIT ASHOK	38	30	38	38	30	38	38	30
113	INAMDAR MANASI JAGANNATH	30	39	30	30	39	30	30	39
114	INGRULKAR PRASHANT ARUN	32	40	32	32	40	32	32	40
115	INGVALE ABOLI SHIVAJI	38	38	38	38	38	38	38	38
116	JADHAV AKHILESH BAJIRAO	32	35	32	32	35	32	32	35
117	JADHAV APARNA TANAJI	38	35	38	38	35	38	38	35
118	JADHAV DIGVIJAY CHANDRAKANT	38	30	38	38	30	38	38	30
119	JADHAV OMKAR HEMANT	30	39	30	30	39	30	30	39
120	JADHAV RAVIRAJ TANAJI	32	40	32	32	40	32	32	40
121	JADHAV SANGRAM SHIRISHKUMAR	38	38	38	38	38	38	38	38



122	JOSHI TANMAY PRADEEP	32	35	32	32	35	32	32	35
123	KADAM PRANALI JAYKAR	38	35	38	38	35	38	38	35
124	KAMBLE KOMAL TULASHIDAS	38	30	38	38	30	38	38	30
125	KHOT SOURABH SHRIKANT	30	39	30	30	39	30	30	39
126	KURDUKAR SWAPNIL BABASAHEB	32	40	32	32	40	32	32	40
127	LAKESAR SANKET SANTOSH	38	38	38	38	38	38	38	38
128	MAGDUM VARAD ARVIND	32	35	32	32	35	32	32	35
129	MAHAJAN PRIYESH PRASAD	38	35	38	38	35	38	38	35
130	MALI PRANOTI BHASKAR	38	30	38	38	30	38	38	30
131	MANE AKSHAY ASHOK	30	39	30	30	39	30	30	39
132	MANE MAHESH DILIP	32	40	32	32	40	32	32	40
133	MANE TEJSWINI JALINDAR	38	38	38	38	38	38	38	38
134	MHETRE PRANALI PRAKASH	32	35	32	32	35	32	32	35
135	MORE ABHIJIT TUKARAM	38	35	38	38	35	38	38	35
136	MORE PRANALI PRAKASH	38	30	38	38	30	38	38	30
137	MULLA AYYAJ YASIN	30	39	30	30	39	30	30	39
138	NAIKAWADI ASIF HIDAYTULLA	32	40	32	32	40	32	32	40
139	NAIKWADI AJAY MANGESH	38	38	38	38	38	38	38	38
140	NAIKWADI SUBHAN ASLAM	32	35	32	32	35	32	32	35
141	NAYAKAL GAYATRI GAJANAN	38	35	38	38	35	38	38	35
142	NIKAM VAIBHAV BABASO	38	30	38	38	30	38	38	30
143	OTARI ANIKET JAGANNATH	30	39	30	30	39	30	30	39
144	PATIL ADITI SHRIKANT	32	40	32	32	40	32	32	40
145	PATIL AMAR SURESH	38	38	38	38	38	38	38	38
146	PATIL ANIKET SUBHASH	32	35	32	32	35	32	32	35
147	PATIL ASHITOSH NAMDEV	38	35	38	38	35	38	38	35



148	PATIL GOPINATH VIJAY	38	30	38	38	30	38	38	30
149	PATIL MAHESH BHAGAWAN	30	39	30	30	39	30	30	39
150	PATIL PRAJAKTA ABHIJEET	32	40	32	32	40	32	32	40
151	PATIL PRAJAKTA BAJIRAO	38	38	38	38	38	38	38	38
152	PATIL SUSHANT SANJAY	32	35	32	32	35	32	32	35
153	PATIL VIJAY JALINDAR	38	35	38	38	35	38	38	35
154	PATIL VIKAS PANDIT	38	30	38	38	30	38	38	30
155	PATIL VISHWAJEET VASANT	30	39	30	30	39	30	30	39
156	PAWAR AKASH MANOHAR	32	40	32	32	40	32	32	40
157	PAWAR ASHITOSH VILAS	38	38	38	38	38	38	38	38
158	PAWAR CHAITANYA BHASKAR	32	35	32	32	35	32	32	35
159	SALUNKHE ASHITOSH DILIP	32	32	40	32	32	40	32	32
160	SALUNKHE RUSHIKESH ANKUSH	38	38	38	38	38	38	38	38
161	SATHE POOJA JAYAWANT								
162	SHELKE DIVYA CHANDRAKANT	32	32	40	32	32	40	32	32
163	SHETE SHUBHAM BAJARANG	38	38	38	38	38	38	38	38
164	SHEVALE GANESH MACHHINDRA	32	32	35	32	32	35	32	32
165	SURYAWANSHI RUSHIKESH RAMESH	32	32	40	32	32	40	32	32
166	UPADHYE SHAILESH VRUSHABH	38	38	38	38	38	38	38	38
167	VALASE RUTURAJ SANJAY	32	32	35	32	32	35	32	32
168	YADAV VIKAS SHAMRAO	32	32	40	32	32	40	32	32




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INTERNAL MARKS SEM-III

DATE: 25/02/2022

Roll No.	Name of Student	S&CM	BI&A	FM1	FM2	MM1	MM2	HR1	HR2	AB M1	AB M2	P M1	PM 2	IT & SM1	IT & SM 2	CRM	CSR
201	ANUSE GOPALKRUSHNA VITTHAL	38	36			38	36	38	38							35	
202	BAGADI JYOTI SANJAY	38	39			38	39	38	38							36	
203	BHANDARE SANKET DEVDAS	35	35	35	35	35	35									38	
204	BHOSALE MAYUR SARJERAO	36	36	35	35	35	35									38	
205	BILAL KHAJASAB SHEKH	38			36	36	36	36	36							38	
206	DESHMUKH ABHIJIT BAJRANG	38			38	38	36	38	38							38	
207	GAVADE CHANDRAKANT SURESH	35	36					38	38			36	38			35	
208	GUNJAWATE SANDESH ANANDRAO			36	38	38	36	38	38							36	
209	JADHAV DHANLAXMI BHARAT			39	38	38	39	38	38								38
210	JADHAV PRABHUPRASAD MILIND															38	
211	JADHAV SONALI RAJENDRA					35	35			36	35					38	
212	KADAM DHANASHRI RAMESH	38	36			36	36	36	36							38	
213	KADAM SUMIT SUBHASH	38	39			38	36					36	38			35	
214	KAMBLE ABHIJEET PRADEEP	35	35			38	39	38	38							36	
215	KAMBLE AVINASH BHIMRAO	38	38			38	36	38	38							38	
216	KHOT AKSHAY POPAT	38	39			38	39	38	38							38	
217	KUNDLE MANISHA VASANT	35	35	36	35			36	38							38	
218	MADANE NEHA SHASHIKANT	36	36			35	35	35	35							38	
219	MANE ROHIT CHANDRAKANT	38	36			36	36	36	36							35	
220	MOHATKAR SHRADHA NAMDEV																
221	MOHITE ANKITA ANIL	35	35			38	39	38	38								36



222	MOHITE SUNNY SANJAY	38	36			38	36	38	38							38
223	MORE MAMATA NATHUVEL	38	39	39	38			38	38							38
224	NANGARE ROHAN HANMANT	35	35			35	35					35	35			38
225	PATIL AMIT SANJAY	38	36			35	35	35	35							35
226	PATIL ANIKET SADASHIV	38	36			36	38	36	36							36
227	PATIL MANASI SATISH	38	39	36	38							36	38			38
228	PATIL NIKITA TANAJI	35	35	39	38			38	38							38
229	PATIL OMKAR BALKRISHNA	38	38	36	38	38	36									38
230	PATIL PAYAL HAUSHARAO	38	38	39	38			38	38							38
231	PATIL POOJA SUBHASH	35	35			36	38	37	38							35
232	PATIL POONAM SANJAY	36	36					35	35				35	36		36
233	PATIL PRADNYA JAGDISH	38	36	36	38			36	36							38
234	PATIL PRITAM LALASO	38	39			38	36	36	38							38
235	PATIL SAMIKSHA ASHOK	35	35			38	39	38	38							38
236	PATIL SHIRISH SHATRUGHNA	38	38	38	38							38	35			38
237	PATIL SHUBHAM SANJAY	38	38			38	39	38	38							35
238	PATIL SONALI DINAKR	35	35			36	38	37	38							36
239	PATIL SWEETY SUBHASH	36	36			35	35	35	35							38
240	PHARNE RUSHIKESH SANJAY	38	36			36	36	36	38							38
241	PISE SOMESH RAMESH	38	39	36	38			38	38							38
242	RASKAR VISHRANT HANMANT	35	35			38	39	38	38							38
243	SALUNKHE PRAJAKTA SUNIL	38	36	36	38			36	38							35
244	SATPUTE SUNIL VINOD	38	38			38	39	36	38							36
245	SHINDE ONKAR UTTAM	35	35	38	38	35	36									38
246	SISAL PIYUSH ARUN	36	36	35	35	35	35									38
247	SURYAWANSHI KOMAL VIJAY	38	36					36	36				36	38		38
248	THOMBARE SHITAL TATOBA	38	38			38	36									38
249	THORAT PRANALI PANDURANG	35	35	39	38			38	38							35
250	VAREKAR PRATIKSHA PANDIT	38	36	36	38			38	38							36



251	VIBHUTE RUSHIKESH RAJENDR	38	39			38	39	38	38							38
252	WALANKAR TANVEER SHABBIR	35	35			35	36			36	35					38
253	WAYADANDE PALLAVI POPAT	36						35	35					35	36	38




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Industrial Visits

Industrial Visits




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Student Placements

5.2.1 Percentage of placement of outgoing students and students progressing to higher education during the last five years

Year	Name of student who has been placed	Program graduated from	Year of graduation	Name of the employer with contact details	Pay package at appointment (In INR per annum)
Placement of Academic Year 2021-22					
2021-22	Mr. Somesh Ramesh Pise	MBA(HR & Finance)	2021-22	Cute bioscience Surat Gujrat, Branch Pune	1000000/-
2021-22	Miss. Samiksha Patil	MBA(HR & Marketing)	2021-22	Talentedge Education Services Pvt. Ltd. Pune	760000/-
2021-22	Miss. Dhanashri Ramesh Kadam	MBA(HR & Marketing)	2021-22	Tata Consultancy Sevices Ltd, Pune	625006/-
2021-22	Mr. Rohit Mane	MBA(HR & Marketing)	2021-22	Anlage Infotech PVT.Ltd. Pune	380000/-
2021-22	Miss. Sonali Dinkar Patil	MBA(HR & Marketing)	2021-22	Age Home Appliances Pvt. Ltd.Shirala	180000/-
2021-22	Mr. Prabhuprasad Jadhav	MBA(HR & Marketing)	2021-22	SPM Autocomp System Pvt.Ltd.	300000/-
2021-22	Miss. Sweety Subhash Patil	MBA(HR & Marketing)	2021-22	Hexaware Technologies Limited, Mumbai	180000/-
2021-22	Miss. Pooja Subhash Patil	MBA(HR & Marketing)	2021-22	Chowgule Industries Pvt Ltd., Sangli	144000/-
2021-22	Mr. Aniket Sadashiv Patil	MBA(HR & Marketing)	2021-22	Royal Softech India Pvt. Ltd.Delhi	408000/-
2021-22	Miss. Nikta T. Patil	MBA(HR & Finance)	2021-22	Nanasaheb Mahadik Polytechnic Institute, Peth	144000/-
2021-22	Miss. Pranali P Thorat	MBA(HR & Finance)	2021-22	Hotel Aram agency, Vele Pune- Bengalore Highway Tal-Wai Dist-Satara	120000/-
2021-22	Miss. Pritam Lalaso Ptail	MBA(HR & Marketing)	2021-22	Hotel Aram agency, Vele Pune- Bengalore Highway Tal-Wai Dist-Satara	120000/-
2021-22	Miss. Pratiksha Pandit Varekar	MBA(HR & Finance)	2021-22	Hotel Aram agency, Vele Pune- Bengalore Highway Tal-Wai Dist-Satara	120000/-
2021-22	Miss. Pradnya Jagdish Patil	MBA(HR & Finance)	2021-22	Chola Busines Servoces ltd.Chennai Branch Kolhapur	170900/-
Placement of Academic Year 2020-21					
2020-21	Mr. Ajinkya Shivaji Maske	MBA(Production & Marketing)	2020-21	Byju's The Learning App. Mumbai	600000/-



2020-21	Mr. Uday Vijay Gaikwad	MBA(HR & Marketing)	2020-21	Age Home Appliances Pvt. Ltd. Shirala	180000/-
2020-21	Miss. Prajakta A Nayakal	MBA(HR & Marketing)	2020-21	Sunbeam Appliances, Near Sai International Hotel , Yelur	108000/-
2020-21	Mr. Ankush Pandurang Katke	MBA(HR & Marketing)	2020-21	HDFC Life,Opp. Mumbai Contact: 8291958825	390000/-
2020-21	Mr. Mahesh Thombare	MBA(HR & Marketing)	2020-21	Rajrarambapu Sahakari Bank Pvt.ltd. Peth, Branch Pune	252000/-
2020-21	Mr. Omkar Gulab Patil	MBA(Finance &Marketing)	2020-21	Q Connect Business Solution Pvt. Ltd. Thane East,Quess Corp. Ltd. Thane	269000/-
2020-21	Mr. Anuj Vijay Patil	MBA(HR & Marketing)	2020-21	Quess Corp. Ltd. Thane,IKA Human Capital Solutions	240000/-
2020-21	Mr. Ajay N. Jadhav	MBA(Production & Marketing)	2020-21	Nova Medi Science Pvt.Ltd Mumbai	250021/-
2020-21	Mr. Swapnil D. Ozardekar	MBA(Finance &Marketing)	2020-21	Rajrarambapu Sahakari Bank Pvt.ltd. Peth, Branch Peth	252000/-
Placement of Academic Year 2019-20					
2019-20	Mr. Swapnil Hanmant Mane	MBA(HR & Marketing)	2019-20	Vijay Engifab India Pvt Ltd,Address. Waghjainagar-Ambethan Pune	250000/-
2019-20	Mr. Satish B. Patil	MBA(HR & Marketing)	2019-20	Hetero Health Care Andheri € Mumbai, Area Sangli District	475000/-
2019-20	Mr. Aniket Shriknat Chougale	MBA(Production & Marketing)	2019-20	Smart Panel India Pvt. Ltd, Sangli	255768/-
2019-20	Mr. Rahul V. Nikam	MBA(HR & Marketing)	2019-20	Arts, Commerce & Science College Palus	200000/-
2019-20	Mr. Siddiquee Abrar Ahmad Mutahir	MBA(HR & Marketing)	2019-20	Prathmik Arogya Kendra, Kurlap Dist - Sangli	550000/-
2019-20	Mr. Sushant Hiamne	MBA(HR & Marketing)	2019-20	Age Home Appliances Pvt. Ltd. Shirala	180000/-
2019-20	Miss. Snehal Sambhaji Maor	MBA(HR & Finance)	2019-20	Manappuram Finance Ltd. Branch Islampur	300000/-
2019-20	Miss. Vanita H Patil	MBA(HR & Marketing)	2019-20	Hjort Knudsen India,A/20/2/4,MIDC Islampur, taluka walwa, Contact :02342 660 100	265000/-
Placement of Academic Year 2018-19					



2018-19	Miss. Shital Shankar Patil	MBA(HR & Finance)	2018-19	Raj Infrastructure Development (India) Pvt. Ltd, Pune	144000/-
2018-19	Miss. Dhanashri V Kamble	MBA(HR & Finance)	2018-19	Sai Vidya Constructions, Kolhapur	240000/-
2018-19	Miss Supriya Manikrao Ghorpade	MBA(HR & Finance)	2018-19	Precitek Services, Behind Jayganesh Inox Akurdi Pune	144000/-
2018-19	Miss Kajal Hanumant Dhakane	MBA(HR & Finance)	2018-19	Vighnesh Financial Services, Shivajinagar Pune	180000/-
2018-19	Mr. Suraj Todkar	MBA(HR & Marketing)	2018-19	Zanera Pvt. Ltd Near Navle Bridge Pune	360000/-
2018-19	Miss Prachi Kadam	MBA(HR & Marketing)	2018-19	Ilabz Technology LLP. Pune	164733/-
2018-19	Miss. Afrin Arif Shaikh	MBA(HR & Finance)	2018-19	IKYA Human Capital Solutions -Pune 411018	126000/-
2018-19	Miss. Priyanka Jalindar bhoasle	MBA(HR & Finance)	2018-19	LIC Housing Finance Ltd. Branch Sangli	350000/-
2018-19	Miss. Shakuntala N Patil	MBA(HR & Finance)	2018-19	State Street HCI Services ltd, Pune	200000/-
2018-19	Mr. Akshay Mohan Chavan	MBA(Finance &Marketing)	2018-19	HDFC Life Insurance Company Ltd., Islampur	180000/-
2018-19	Mr. Nikhil N. Mane	MBA(HR & Finance)	2018-19	VertScend Automation Pvt.Ltd Warge Pune	196000/-
2018-19	Miss. Nikita Nandkumar Nazare	MBA(HR & Finance)	2018-19	SBI Cap Securities Ltd. Branch Karad	200004/-
Placement of Academic Year 2017-18					
2017-18	Mr. Manoj Sunil Patankar	MBA(Finance &Marketing)	2017-18	Samruddhi Industries Ltd. Pune	300000/-
2017-18	Mr. Suraj S Patil	MBA(Finance &Marketing)	2017-18	Toyota Shaw toyota, Shivajinagar, Pune	500000/-
2017-18	Miss. Prachi Kadam	MBA(HR & Marketing)	2017-18	Rubicon Skill Development Private Limited, Pune	144000/-
2017-18	Mr. Shrirang Kadam	MBA(HR & Finance)	2017-18	Ayurveda Rasyani, Pune	120000/-
2017-18	Mr. Akshay Subhash Choutare	MBA(HR & Finance)	2017-18	Karad Projects and Motors Ltd. Karad	207492/-
2017-18	Mr. Sambhuraje Babaso Patil	MBA(Finance &Marketing)	2017-18	Shriram City Finance, Kolhapur	241397/-
2017-18	Miss. Ashlesha R. Raskar	MBA(HR & Marketing)	2017-18	Son,s House, Bhandup (West), Mumbai	120000/-



2017-18	Miss. Priyanka S. Patil	MBA(HR & Finance)	2017-18	B.P Financial Management Consultancy, Pvt ltd Islampur	156000/-
2017-18	Mr. Rahul B. Kumbhar	MBA(Finance &Marketing)	2017-18	Dhanashre Industrial Corporation, Palus	192000/-




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Students Progression to Higher Studies

Students progressing to higher education

Year	Name of student who enrolled for higher education	Program graduated from	Year of post graduation	Name of institution joined	Name of program admitted to
2021-22					
2020-21	Miss. Shital V Tibe	MBA(HR & Finance)	2016	Shivaji University, Kolhapur	Ph.D
2019-20					
2018-19					
2017-18	Miss. Shital V Tibe	MBA(HR & Finance)	2016	CHHATRAPATI SHAHU INSTITUTE OF BUSINESS EDUCATION AND RESEARCH KOLHAPUR	M.Phil




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