

Tel No : (020) 24604462
Fax No : (020) 24389318
Website: www.diat.ac.in
Replies are to be addressed



Defence Institute of Advanced Technology
(Deemed University), Girinagar,
Pune - 411025
(An Autonomous Organisation fully
funded by Defence Research
Development Organisation, Ministry of
Defence)

To "The Vice Chancellor"

No: DIAT/F/Acad(SA)/2023_24

06th October 2023

To,
Dr. Manojkumar Dalvi
Principal, Navsahyadri Group of Institutes,
Faculty of Engineering, Naigaon, Pune.

PHONG NO:
PLS. INFORM 2
MAIL.

IL. G. K.
PERMISSION FOR INTERNSHIP PROGRAM

1. Reference to your email dated 29/09/2023 regarding Internship.
2. The following students of your Institute are hereby permitted to carry out an Internship programme for the period from 01st February 2024 to 31st July 2024, under the guidance of Prof. Balasubramanian K, Head of Department, Department of Meta. and Mate. Engg.

Sr No	Name of Student	Mentor from DIAT
1.	Mr. Jadhav Aditya Haridas	Prof. Balasubramanian K, Head of Department, Department of Meta. and Mate. Engg.
2.	Ms. Bagal Gayatri Sugreev	
3.	Mr. Mahesh Devendra Dawalar	
4.	Mr. Mahale Pradnesh	
5.	Mr. Pranav Rajaram Badhe	
6.	Mr. Parjane Pratik	
7.	Mr. Pratik Sunil Kamble	
8.	Mr. Rohan Mane	
9.	Mr. Suyash Holkar	

3. The following conditions are stipulated during her project period at this Institute: -
 - a) That the student shall work in this Institute on all working days on the identified project.
 - b) That the student shall obtain a temporary pass from our Security Section to gain entry in the Technical Premises for the duration of the project.

- c) That the student shall record arrival and departure details in the attendance register kept in the department where he / she would be working.
- d) That the student shall observe all rules, regulations and safety precautions whilst using laboratory facilities.
- e) That the student will leave a record of the work carried out viz; Hardware, Software & Project Report in the concerned Wing / Faculty and IC & L respectively.
- f) That the student shall obtain clearance from the faculty on completion of project.
- g) That no remuneration will be paid to the student by this Institute for the work done.
- h) That the institute will not be responsible for any accident that may occur to the individual during the duration of work at DIAT.
- i) An amount of Rs.1000/- will have to be deposited at DIAT (DU) as refundable library deposit if the student wants to use the library borrowing facility.
- j) A certificate indicating the name of the DIAT Guide, having guided the project, should be attached to the project / dissertation report of the student.
- k) Any patent/s, intellectual property rights etc. arising out of the work will be the property of DIAT/DRDO.
- l) The student will have to make his / her own arrangements for stay, messing and transport.
- m) Student shall not cause any inconvenience to those working at DIAT and shall not create any security problems.
- n) The student has to strictly follow the preventive measures against COVID-19 for this internship duration at DIAT.



P. Kumar
 (Dr. T U Patro) 6/10/23
 Joint Registrar [Acad] I/c

Distribution:-

1. HOD, M&ME
2. Librarian, DIAT, Pune
3. Security Officer

- For information
- For information & necessary action
- To issue temporary DIAT pass

INTERNSHIP RECORD- 2023-24

Exam & Branch: TE 2019 & Mechanical

Semester: II

Exam Centre: NESGI-FOE, Naigaon, Pune (4090)

Maximum Marks: 100

Sr. No.	Seat Number	Name Of Students	Contact Number	Internship Company Name and address	Internship Start Date	Internship End Date
1	72214594C	GAIKWAD OM VIJAY		Sahyadri Udyog, Kelawade	15/12/2023	30/01/2024
2	72214548K	AAYUSHI PRADEEP LOKHANDE		Sahyadri Udyog, Kelawade	15/12/2023	30/01/2024
3	72214662M	NEVASE GANESH DAULAT		Sahyadri Udyog, Kelawade	15/12/2023	30/01/2024
4	72214702D	SATALE KETAN BALASO		Sahyadri Udyog, Kelawade	15/12/2023	30/01/2024
5	72214551K	PAWAR ANEESH PRASHANT			15/12/2023	30/01/2024
6	72259323G	ADSUL HARSHADA NAMDEV		Bajaj Auto Ltd	15/12/2023	30/01/2024
7	72259325C	BHINTADE KETAN SHAM		Philips GBS LLP,	15/12/2023	30/01/2024
8	72259326M	BHUTEKAR HANUMAN BHIMRAO		Philips GBS LLP,	15/12/2023	30/01/2024
9	72259331H	KHANDARE PRITI DINKAR			15/12/2023	30/01/2024
10	72259332F	MARAL OMKAR ANKUSH		Philips GBS LLP,	15/12/2023	30/01/2024
11	72259334B	PANSARE KIRAN MURLIDHAR		Philips GBS LLP,	15/12/2023	30/01/2024
12	72259336J	PRITEE SANDEEP PARDHI		Bajaj Auto Ltd	15/12/2023	30/01/2024
13	72259338E	SALVI RATNESH PRASHANT	9175422868	Pratham Technologies, Pune	15/12/2023	30/01/2024
14	72259340G	TARADE AMOL MAHADEV			15/12/2023	30/01/2024
15	72009137D	JAGTAP OMKAR VINOD			15/12/2023	30/01/2024
16	72214862D	NALAWADE SHIRISH JITENDRA		VDN Tech Engineer Pvt. Ltd., Chinchwad Pune 19	15/12/2023	30/01/2024
17	72214800D	GAWADE TEJRAJ VIKAS			15/12/2023	30/01/2024
18	72214866G	THAKUR PRATHAM GOKULSINGH		Sahyadri Udyog, Kelawade	15/12/2023	30/01/2024
19		Sagar Ramdas Kondhalkar	7744075437	Divgi Torque Transfer Systems pvt ltd / A.p Varve Tal. bhor Dist. pune	15/12/2023	30/01/2024
20		Pandurang Purushottam Jadhav			15/12/2023	30/01/2024



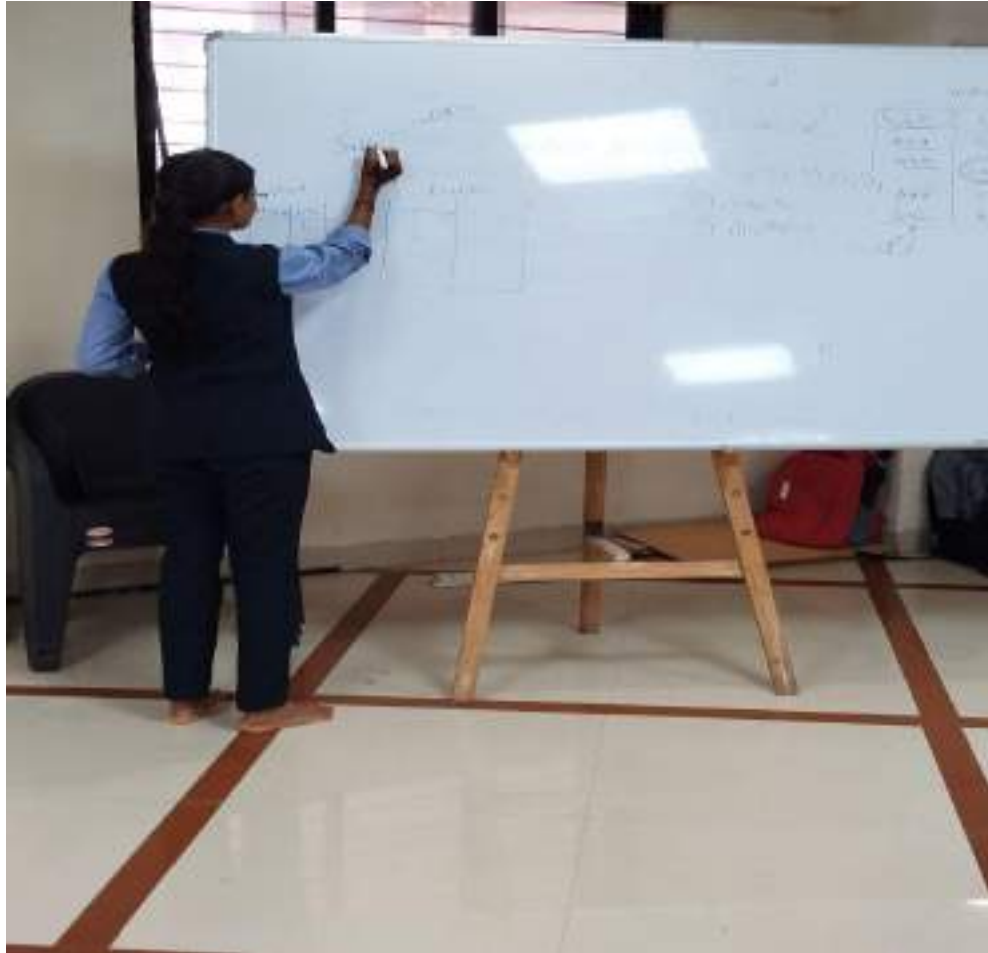
Participative Learning

Group Discussion on Education system of India





Presentations in Lab on DBMS



Prof. S. N. Gujar

HOD



m. dalvi
Dr. M. V. Dalvi
Principal

Participative Learning



Fig. 1. Group Discussion on Future of Electrical Engineers



Fig. 2. Problem Solving by the student



Fig. 3. Experiential Learning of Measurement of Dielectric Strength of Liquid Material.



AMC



HOD



PRINCIPAL

Serial No - 20348

**A PROJECT REPORT ON
STUDY OF HEALTH AND SAFETY OF
EMPLOYEES AT WORKPLACE
AT**

**DHANASHREE INDUSTRIES
D 12 M.I.D.C SATARA**

**Submitted to
SAVITRIBAI PHULE PUNE UNIVERSITY - SPPU
In partial fulfilment of the requirements for the
Award of Requirement of**

**MASTER OF BUSINESS ADMINISTRATION - MBA
Submitted by**

**KIRDAT SNEHAL SUNIL
MBA-II,**

**PROJECT GUIDE
PROFESSOR. PRIYANKA PAWAR**

**NAVSAHYADRI GROUP OF INSTITUTES,
FACULTY OF MANAGEMENT - MBA
A/P NAIGAON (WASAPUR), BHOR,
PUNE - 412213.
BATCH - 2023-24**



DHANASHREE INDUSTRIES

D-12, Old M.I.D.C., SATARA - 415 004, Ph.: (02162) 244663

AN IATF 16949:2016 CERTIFIED COMPANY

TO WHOMSOEVER IT MAY CONERN

Date – 30 September 2023

This is certify that Ms. SNEHAL SUNIL KIRDAT student of MBA (HR) from "NAVSAHMYADRI GROUP OF INSTITUTES, FACULTY OF MANAGEMENT-MBA; A/P NAIGAON (NASARAPUR), BHOR, PUNE- 412213" has been completed summer internship Project On " Study of Health & Safety at Workplace " with us from 1st August 2023 to 30 September 2023. During the internship, we found her to be honest, hard- working, and sincere.

We wish his success in all his future endeavors,

Thanking you

For Dhanashree Industries D12

Old MIDC Satara

Sr. Officer

MR. SUNIL BHOSALE

HR HEAD



CERTIFICATE

This is to certify that Kiradat Snehal Sunil
student of Navsahyadri of Institutes, Faculty of Management-MBA Pune has completed his/her
summer training at Dhanashree Industries on the topic
of Study of health & safety of employees at workplace
and has submitted the Summer Training
Project Report in partial fulfillment of Masters of Business Administration - MBA of the
Savitribai Phule Pune University for the academic year 2023-24.

Signature of Project Guide

Name of Project Guide: Priyanka Pawar

Designation Asst. Prof.

Date:-

Place:-

Director's Signature

Dr. Tanaji Dabade

Director

Priyanka Pawar
Internal Supervisor

Tanaji Dabade
External Supervisor



A
PROJECT REPORT ON
"THE STUDY OF RECRUITMENT AND SELECTION PROCESS IN
US-RECRUITMENT AT INTEGRATED RESOURCES INC."

Submitted to
SAVITRIBAI PHULE PUNE UNIVERSITY - SPPU
In partial fulfilment of the requirements for the Award of Requirement of
MASTER OF BUSINESS ADMINISTRATION - MBA
(HUMAN RESOURCE)

Prepared By
MR. SHRIKRUSHNA SAYAJI KHARMALE,
MBA-II Year

UNDER THE GUIDANCE OF
DR. PRAMOD JADHAV



NAVSAHYADRI GROUP OF INSTITUTES,
FACULTY OF MANAGEMENT - MBA
A/P NAIGAON (NASRAPUR), BHOP, PUNE - 412213.

BATCH: - 2023-24



3471

Shrikrushna Sayaji Kharmale

Subject: Internship Letter

To Whom It May Concern

This letter is to certify that Shrikrushna Sayaji Kharmale has successfully completed his internship program of two months with Integrated Resources Inc. His internship period was from 14/08/2023 to 30/10/2023. He was working with life science department and was actively involved in the projects and tasks assigned to him.

During the span, we found him punctual and reliable person. His learning powers are good and he picks up quickly. His feedback and evaluation proved that he learned strongly. Moreover, his interpersonal and communication skills are brilliant.

We wish him a bright future.

For Integrated Resources Staffing Pvt Ltd.

Sonia Kapoor

Assistant General Manager - Human Resources

CERTIFICATE

This is to certify that *Shrikrushna Gayaji Kharmak* student of Navsahyadri of Institutes, Faculty of Management-MBA Pune has completed his/ her summer training at *Integrated Resources Inc.* on the topic of *The Study of Recruitment & Selection Process in US* and has submitted the Summer Training Project Report in partial fulfillment of *Recruitment* Masters of Business Administration - MBA of the Savitribai Phule Pune University for the academic year 2023-24.

Tanaji
Signature of Project Guide

Name of Project Guide:

Designation

Date:-

Place:-

Director's Signature

Dr. Tanaji Dabade

Director

Internal Supervisor

Tanaji
External Supervisor
5/02/24



**A
Project Report
On
Employee Satisfaction
For
TRDEZ Investment Pvt Ltd**

**Submitted To
Savitribai Phule Pune University
In the partial fulfilment of the requirements for the
award of
Master's in Business Administration (MBA)**

**Submitted By
Shraddha Guruprasad Khatavkar**

MBA II

**Under the Guidance of
Prof. Pramod Jadhav**

**Navsahyadri Education Society's Group of
Institutions**

BATCH:- 2023-24

Date – October 5, 2023

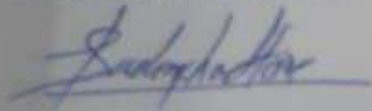
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Shraddha Guruprasad Khataavkar has completed a summer internship project this summer in the time of 60 days from August 5, 2023, to October 5, 2023.

During the period of her project study with us, she worked on a special project titled "Employee Satisfaction." The project aims to identify the different aspects of employee satisfaction and formalize the framework for better action plans for employee satisfaction through a management process. She has been exposed to different processes, technologies, departments, and techniques of our business and found diligence, hard work, and inquisitiveness, and her performance is excellent!

We wish her every success in her career!

For TRDEZ Investment PVT LTD,



Mr. Sachin Khadtare

Co-Founder & Managing Director

TRDEZ Investment PVT LTD



CERTIFICATE

This is to certify that Shraddha Guruprasad Khataekar student of Navsahyadri of Institutes, Faculty of Management-MBA Pune has completed his/her Summer training at TRDEZ Investment PVT. LTD on the topic of "Employee Satisfaction."

and has submitted the Summer Training Project Report in partial fulfillment of Masters of Business Administration - MBA of the Savitribai Phule Pune University for the academic year 2023-24.

Tadha

Signature of Project Guide

Signature of Director

Name of the Project Guide

Dr. Tanaji Dabade

Date = 05/02/2024

Place = Pune

[Signature]
Internal Supervisor

[Signature]
External Supervisor





भारतीय प्रौद्योगिकी संस्थान मुंबई
पवई, मुंबई-400 076, भारत
Indian Institute of Technology Bombay
Powai, Mumbai-400 076, India

दूरभाष/Phone : (+91-22) 2572 2545
फैक्स/Fax : (+91-22) 2572 3480
वेबसाइट/Website : www.iitb.ac.in

IIT Bombay

LETTER OF ASSOCIATION

Ref.No. STIITB/2024/3325

Date - 22/3/2024

To
The Principal,
Navsahyadri Group Of Institutes(NGI), Pune,
Sr. No. 69,70,71 Naigaon,Nasarapur,Pune, Maharashtra - 412213

We are happy to announce the **ASSOCIATION of Knowledge Partner Spoken Tutorial Program, IIT Bombay with Navsahyadri Group Of Institutes(NGI), Pune.** Your College is officially now an **Academic Partner of IIT Bombay Spoken Tutorial**. The Program is a part of the National Mission on Education through ICT, MoE, Govt. of India, to spread IT Literacy all over India. We are promoting the learning and usage of Free & Open Source Software (FOSS), through an Audio-Video teaching tool, viz, 'Spoken Tutorial'.

We support and motivate Colleges to train students on Basic Computer Skills, Software and IT. The course and the training is offered for **Rs. 29,500/-** per year to all the Colleges. **This letter is issued from 19th March 2024 to 19th September 2024 to Navsahyadri Group Of Institutes(NGI), Pune, and will be renewed after 6 months based on learners trained in the College.**

Looking forward to many enrollments from the College. You are making an outstanding contribution of using ICT based teaching and learning methodology for students of your College.

For and On behalf of
Spoken Tutorials,
Indian Institute of Technology, Bombay

Akanksha Saini



Mrs. Akanksha Saini
National Coordinator
Spoken Tutorial Project, IIT Bombay

NAVSAHYADRI GROUP OF INSTITUTIONS (NGI), PUNE

organising
National Level **FDP** on **MOODLE LMS**
in association with
IIT BOMBAY SPOKEN TUTORIAL



COORDINATOR

Dr. Balasaheb Bhamangol

bhamangol.balasaheb@gmail.com

9822356563

Dr. Laxman B. Doiphode

lbdoiphode@gmail.com

8551046292

CONVENER(S)

Prof. Sagar Suke (Group Director, NGI, Pune)

Dr. Tanaji Dabade, Dr. Manojkumar Dalavi,

Prof. P. S. Bhokare



19 APRIL - 23 APRIL 2024

Mode: Online



**JOIN
HERE**

**PARTICIPANTS WILL GET E-CERTIFICATE
FROM SPOKEN TUTORIAL IIT BOMBAY**





NAVSAHYADRI GROUP OF INSTITUTIONS

Naigaon(Nasarapur) Tal. Bhor, Dist. Pune.

Approved by AICTE and affiliated to Savitribai Phule Pune University



Organizing National Level FDP on **MOODLE LMS**

in association with
IIT BOMBAY SPOKEN TUTORIAL



19 April, 2024 to
23 April, 2024

Mode :
Online



Convenor

Prof. Sagar Suke

Group Director, Navsahyadri
Group Of Institutions (NGI),
Pune

Dr. Tanaji Dabade

Director, Navsahyadri Group Of
Institutions (NGI), Faculty of
Management (MBA, MCA) Pune

Dr. Manojkumar Dalavi

Principal, Navsahyadri Group Of
Institutions (College Of
Engineering), Pune

Prof. P.S.Bhokare

Principal, Navsahyadri Group
Of Institutions (Polytechnic),
Pune

Patrons

Hon. P.N.Suke

President, Navsahyadri Group Of
Institutions (NGI), Pune.

Hon. Mrs.Sayali S. Suke

Vice-President, Navsahyadri Group
Of Institutions (NGI), Pune.



moodle



Scan Code
to Register

Spoken Tutorial was established at IIT Bombay with funding from the Ministry of Education (previously Ministry of Human Resource Development), Government of India to Promote IT Literacy through Open Source Software.

Participants will get e-certificate from spoken tutorial IIT Bombay



National Level FDP on MOODLE LMS

in association with
IIT BOMBAY SPOKEN TUTORIAL



19 April, 2024 to
23 April, 2024

Mode :
Online



About Moodle LMS (Learning Management Learning)

It's an open-source learning management system (LMS) that provides educators with a platform to create online courses, manage digital content, interact with students, and assess their performance.

Overall, Moodle plays a crucial role in modern education by empowering educators to deliver engaging, interactive, and personalized learning experiences in online and blended learning environments.

Objectives of FDP:

- Technical Skills Development:
- Course Design and Development:
- Pedagogical Integration:
- Personalization and Customization
- Continuous Professional Development
- Assessment and Feedback Strategies
- Engagement and Collaboration
- Data Analytics and Reporting:

Importance of Moodle

1. **Accessibility:** Moodle makes education more accessible by providing a platform for delivering courses online.
2. **Flexibility:** It offers flexibility in course delivery. Educators can design courses that cater to different learning styles and preferences, incorporating multimedia, interactive activities, and varied assessment methods.
3. **Scalability:** Moodle can accommodate a wide range of users, from individual instructors to large institutions with thousands of students.
4. **Collaboration:** Moodle facilitates collaboration among students and instructors. It provides tools for communication, discussion forums, group activities, and peer assessment.
5. **Customization:** Educators can customize Moodle to suit their specific needs and preferences. They can create personalized learning paths, integrate third-party plugins and extensions.
6. **Assessment and Feedback:** Moodle offers robust assessment features, allowing instructors to create quizzes, assignments, and interactive exercises to evaluate students' progress.
7. **Data-driven Insights:** Moodle generates data on student interactions, participation, and performance, which can be valuable for educators in monitoring progress.
8. **Cost-effectiveness:** As an open-source platform, Moodle is cost-effective compared to proprietary LMS solutions. Institutions can benefit from significant cost savings on licensing fees and enjoy the freedom to customize and extend the platform according to their requirements.

Coordinator

MBA :

Dr. Laxman B. Dolphode : 8551046292
Dr. Suhas Pakhare : 8380003632

MCA :

Dr. Balasaheb Bhamangol : 9822356563
Dr. Sunil Khilari : 98509 79655

Engineering :

Prof. Amar Kalyani
7757888308

Polytechnic :

Prof. Rajashri Sawant
91300 91254



GPS Map Camera

Pune, Maharashtra, India

7V9M+RH9 Navsahyadri Group Of Institutions, Pune, Maharashtra 412205, India

Lat 18.268394°

Long 73.883827°

19/04/24 10:21 AM GMT +05:30






 **GPS Map Camera**



Pune, Maharashtra, India
7V9M+RH9 Navsahyadri Group Of Institutions, Pune, Maharashtra 412205, India
Lat 18.268394°
Long 73.883827°
19/04/24 10:21 AM GMT +05:30




 **GPS Map Camera**

Pune, Maharashtra, India
S. No. 69-71, Naigaon (Nsrapur Tal. Bhor, Dist, Maharashtra 412213, India
Lat 18.26766°
Long 73.883595°
19/04/24 10:26 AM GMT +05:30





 **GPS Map Camera**



Google

Pune, Maharashtra, India
S. No. 69-71, Naigaon (Nsrapur Tal. Bhor, Dist, Maharashtra 412213, India
Lat 18.26766°
Long 73.883595°
19/04/24 10:26 AM GMT +05:30



Spoken Tutorial
Project at
IIT Bombay

Certificate of Participation

PANDIT **M** ADAN
OHAN
ALAVIYA
NATIONAL MISSION ON
TEACHERS AND TEACHING

This is to certify that **DR PRAMOD JADHAV** has participated in **Paid FDP** from **2024-04-19** to **2024-04-23** on **Moodle Learning Management System** organized by **Navsahyadri Group Of Institutes(NGI), Pune** with course material provided by Spoken Tutorial Project, IIT Bombay.

This training is offered by the Spoken Tutorial Project, IIT Bombay.

Prof. Kannan M Moudgalya
IIT Bombay

Spoken Tutorial is a project at IIT Bombay, started with funding from the National Mission on Education through ICT, Ministry of Education (previously MHRD), Govt. of India



Spoken Tutorial
Project at
IIT Bombay

Certificate of Participation

PANDIT **M** ADAN
OHAN
ALAVIYA
NATIONAL MISSION ON
TEACHERS AND TEACHING

This is to certify that **DR TANAJI DABADE** has participated in **Paid FDP** from **2024-04-19** to **2024-04-23** on **Moodle Learning Management System** organized by **Navsahyadri Group Of Institutes(NGI), Pune** with course material provided by Spoken Tutorial Project, IIT Bombay.

This training is offered by the Spoken Tutorial Project, IIT Bombay.

Prof. Kannan M Moudgalya
IIT Bombay

Spoken Tutorial is a project at IIT Bombay, started with funding from the National Mission on Education through ICT, Ministry of Education (previously MHRD), Govt. of India



Spoken Tutorial
Project at
IIT Bombay

Certificate for Completion of Training

PANDIT M ADAN
OHAN
ALAVIYA
NATIONAL MISSION ON
TEACHERS AND TEACHING

This is to certify that **DR TANAJI DABADE** successfully passed a **Moodle Test for Teachers** test, remotely conducted by the Spoken Tutorial project, IIT Bombay, under an honour invigilation system.

Self learning through Spoken Tutorials and passing an online test completes the training programme.

Credits: 2 Score: 62.50%

A handwritten signature in black ink, appearing to read 'Kannan Moudgalya'.

Prof. Kannan M Moudgalya
IIT Bombay

Spoken Tutorial is a project at IIT Bombay, started with funding from the National Mission on Education through ICT, Ministry of Education (previously MHRD), Govt. of India



Spoken Tutorial
Project at
IIT Bombay

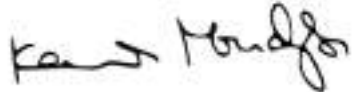
Certificate for the Completion of Introduction to Computers Training

This is to certify that **SAGAR RANJANE** has successfully completed **Introduction to Computers** test organized at **Navsahyadri Group Of Institutes(NGI), Pune** by **SUNIL KHILARI** with course material provided by the Spoken Tutorial Project, IIT Bombay. Passing an online exam, conducted remotely from IIT Bombay, is a pre-requisite for completing this training.

Dr Balasaheb Bhamangol from **Navsahyadri Group Of Institutes(NGI), Pune** invigilated this examination. This training is offered by the Spoken Tutorial Project, IIT Bombay.

Credits: 1 Score: 55.00%

April 27th 2024


Prof. Kannan M Moudgalya
IIT Bombay

Credits for the Spoken Tutorial courses are based on our estimates of the work required to complete them. Recipient institutions are required to apply due diligence and get them ratified/modified by their own duly formed academic/assessment body. Spoken Tutorial is a project at IIT Bombay, started with funding from the National Mission on Education through ICT, Ministry of Education (previously MHRD), Govt. of India.

NAVSAHYADRI GROUP OF INSTITUTIONS, Pune.
Continuous Evaluation Sheet(CES)
Class: MBA-1 (Sem-I) Div: A,B,C
Subject: Basics of Marketing (A.Y. 2023-24)

Roll No.	Student Name	Attendance (50)	Mid Term (30)	Assignment (30)	End Term (50)	SGA (40)	Total Marks (200)	Out of (50)
MB23-001	MESHRAM ASHWADYA LILADHAR	47	25	25	30	38	165	41
MB23-002	SIRTI BIRMAJ SABLE	40	25	26	32	38	161	40
MB23-003	CHITRE ARVIND BHAWAR	46	24	18	25	36	149	37
MB23-004	BASHU BHAVITRAV KHARAT	43	25	15	19	35	137	34
MB23-005	ADYAIT RANJEET DESHAPANDE	46	23	16	16	35	136	34
MB23-006	PURHAR AVINASH BANE	40	18	16	23	35	132	33
MB23-007	BHOSALE PRAMATA NANOJUSAR	47	24	15	23	36	144	36
MB23-008	MANDAR KANTA DATE	46	20	15	26	36	143	36
MB23-009	AKSHATA HARIDAS JADHAV	40	22	15	33	39	149	37
MB23-010	DHAMALE ONKAR PANDITRAO	40	26	16	15	38	135	34
MB23-011	LAGADE POONAM ARJUN	45	16	18	16	38	133	33
MB23-012	SALLUNKE TUKARAM SADASHIV	40	18	18	26	39	140	35
MB23-013	PAWAR VAISHNAV SHANKAR	45	19	15	22	37	138	35
MB23-014	BHONE MAYUR SURESH	39	26	22	28	37	152	38
MB23-015	PATIL SHIVANI MANIKRAO	44	28	17	26	36	149	37
MB23-016	PRATHAMESH SANJAY KAMBLE	40	25	15	31	35	146	37
MB23-017	PATIL VIKRAMSINGH JANARDAN	43	25	22	31	38	159	40
MB23-018	ONKAR SUBHASH KUMBHAR	43	25	26	35	37	165	41
MB23-019	PAWAR JANHAVI SUBODH	47	20	19	25	35	146	37
MB23-020	GOKHALE BHUMIKA BHOORAJ	40	19	16	19	35	129	32
MB23-021	MAHESH CHANGDEV KAMBLE	45	17	18	16	35	131	33
MB23-022	DATTATRYAJUNRAO EKHE	46	28	21	23	36	152	38
MB23-023	ADANGALE VIKRANT RAVINDRA	45	22	30	23	36	156	39
MB23-024	ZADEKAR SUMIT MADHINDRA	38	15	23	26	39	141	35
MB23-025	YADAV MAHESH RAVINDRA	40	25	21	33	38	157	39
MB23-026	PHARANDE DIPAK RAMCHANDRA	43	16	29	15	37	140	35
MB23-027	KATHOLE AKASH BALASAHEB	47	26	27	16	35	151	38
MB23-028	VEDANT SANJAY RASHINKAR	39	25	22	18	36	140	35
MB23-029	LOKHANDE PAYAL MITHARRAM	46	25	28	33	38	170	43
MB23-030	PAWAR AJIT DIP	40	25	20	28	39	152	38
MB23-031	CHAVAN KARTIK VASANT	37	14	25	29	37	142	36
MB23-032	GANGAWANE PUJA BHIMRAO	40	22	21	32	38	153	38
MB23-033	FALLAVI CHONDORAM JADHAV	41	25	21	32	39	158	40
MB23-034	BANDSARIPANDIT SHIVAJI	45	23	25	33	35	161	40
MB23-035	SHINDE DHIRERAJ SHANKAR	46	21	17	35	38	157	39
MB23-036	LAGADE VISHAL ARJUN	45	18	16	29	38	146	37
MB23-037	BERNDE NEHL RITVI	38	18	18	26	39	139	35
MB23-038	KHOJANDE ASHISH VITTHAL	40	20	18	36	38	151	38
MB23-039	SANKAL BHOSALE	40	25	20	28	38	151	38
MB23-040	ALLATAKAR PRANAKA DEEPAK	46	25	19	29	38	157	39
MB23-041	N. NIMALKAR CHAYSAJ SANTOSH	43	15	16	37	36	147	37
MB23-042	BHAPUJI ASHWINI	46	26	25	30	35	162	41
MB23-043	RAJALAKSHMI PARAS	40	25	22	32	37	156	39
MB23-044	CHAVAN ANURAG ANIL	47	25	27	25	37	161	40
MB23-045	WAGHULE SANDIPTO DILLI	46	25	35	19	38	163	41
MB23-046	SHIRASANI SUSHIL KUNDESHIMANI	40	17	15	16	39	127	32
MB23-047	JADHAV ASHISH LAKSHMAN	40	23	17	23	38	141	35



NAVSATIYADRI GROUP OF INSTITUTIONS, Pune
 Continuous Evaluation Sheet (CES)
 Class: MBA-I (Sem-I) Div: A,B,C
 Subject: Basics of Marketing (A.Y. 2023-24)

Roll No.	Student Name	Attendance (50)	Mid Term (30)	Assignment (30)	End Term (50)	CGA (40)	Total Marks (200)	Out of (50)
MB23-018	ASHOK AMAR SHYAM	45	15	16	23	35	134	34
MB23-019	VIJAYAN PAVAN UMESH	40	25	15	26	35	141	35
MB23-020	NAGARANI PRIYANKA ADIL	45	25	15	33	35	153	38
MB23-021	AMAR DINKAR SHREERISHWA	39	18	19	15	35	126	32
MB23-022	CHANDRANATH KISHAY SOMNATH	44	16	20	16	35	131	33
MB23-023	GADE KANSAJ RAHIL RUSTUM	40	22	19	31	38	150	38
MB23-024	KHUTWAD ANCHAL VINAYAK	43	25	18	31	35	152	38
MB23-024	PATIL PRASAD SURESH	43	19	21	35	36	154	39
MB23-026	GAURI SATISH SHILAR	47	18	16	34	35	150	38
MB23-027	SONAWANE SAURABH SANJAY	40	25	20	30	35	150	38
MB23-028	SAMBI BALASO KHUDE	45	18	22	29	35	149	37
MB23-029	GAIKWAD ROHITSANTOSH	46	25	20	25	35	151	38
MB23-029	SOMNATH ASHUBHA GADE	45	17	17	19	36	134	34
MB23-031	LOKESH PRABHAKAR BALAO KONGHE	38	18	20	16	39	131	33
MB23-032	KUMBHAR SOURABH RATNAPPA	40	26	20	23	38	147	37
MB23-033	SANKET RAMDAS JADHAV	43	19	18	23	38	141	36
MB23-034	DINESH POPAT ACHIT	47	16	30	26	35	154	39
MB23-035	BHONTE HARSHALANUMANT	39	25	21	33	35	153	38
MB23-036	SAKSHI SACHIN KHUTWAD	46	23	17	15	35	136	34
MB23-037	APARNA VAIBHAV KHURIEKAR	40	25	20	16	36	137	34
MB23-038	WAGHMARE ASMITA BHARAT	37	16	20	18	39	130	33
MB23-039	KALE SHARAD MADHAV	40	17	19	33	38	147	37
MB23-040	MOHITE SHRAVANI KIRAN	41	21	15	31	38	146	37
MB23-041	YASH RAMDAS CHIKHALE	40	25	23	30	39	157	39
MB23-042	SHIVKUMAR SANTOSHAPPA PARASWAT	37	26	26	27	37	153	38
MB23-043	ZINDE PANKAJ KAILAS	40	25	24	31	37	157	39
MB23-044	DEVKAR MUKESH VISHNU	41	21	22	35	36	155	39
MB23-045	ABHIT MAHPAT CHAVAN	40	23	16	34	35	148	37
MB23-046	SURESH DIVYAD JADHAD	40	21	20	24	38	143	36
MB23-047	AJINKYA ASHOK BHOSALE	40	22	20	31	37	150	38
MB23-048	SAGAR DEVRAM GHODE	41	15	20	31	35	142	36
MB23-049	GOYATHALE PRASIDDI PRASHANT	42	18	15	35	35	145	36
MB23-050	MANE TUSHAR GULAB	47	19	18	34	35	153	38
MB23-051	GAURI PRITI BALU	46	25	17	30	36	154	39
MB23-052	KHUTWAD PRAYAGINOURANG	40	17	20	29	36	142	36
MB23-053	BUDGHATHUSHAN NILESH KAMBLE	40	16	18	23	39	136	34
MB23-054	KALE GAURI MANOHAR	45	15	20	25	38	143	36
MB23-055	GUJAR ATHARVA VIJAY	40	25	21	29	37	152	38
MB23-056	BHANGAVATHI GANPAT RAMT	45	20	15	32	35	147	37
MB23-057	BANSODE MANJANIL	39	25	23	35	36	158	40
MB23-058	PARTHE PRACHI DINGADI	44	22	21	21	38	146	37
MB23-059	JADHAD ARUN JAGAN	40	25	19	20	39	143	36
MB23-060	SHREEMATHABHISAD NILESH	43	25	17	30	37	152	38
MB23-061	PAWAR NIKHITAY SHANVAR	43	25	22	32	38	160	40
MB23-062	GAIKWAD NISHAN VISHRAM	47	25	24	25	39	160	40
MB23-063	GAURILAL KUNJAL BAGAS	40	26	18	19	35	138	35
MB23-064	SHARDESHI RUTIKA SURESH	45	26	20	16	37	144	36



NAVSAHAYADRI GROUP OF INSTITUTIONS, Pune
 Continuous Evaluation Sheet(CES)
 Class: MBA-I(Sem-I) Div: A,B,C
 Subject: Basics of Marketing (A.Y. 2023-24)

Roll No	Student Name	Attendance (50)	Mid Term (30)	Assignment (30)	End Term (50)	SGA (40)	Total Marks (200)	Out of (50)
MB23-095	SHILPA NAGHAV SHET	46	21	18	23	36	144	36
MB23-096	ADARSH RAMJI BHOIRASANKAR	45	25	22	23	35	150	38
MB23-097	P. NALINI DEVI JADHAV	38	25	23	26	38	150	38
MB23-098	SHRADDHA ANURAG NATHA	40	23	20	33	37	153	38
MB23-099	ANUSHKA SASHA BABAN	43	25	26	16	35	144	36
MB23-100	KALPANA SHYAM BABAN	47	22	20	16	35	140	35
MB23-101	SHOBH PRANAV DAMPAT	32	AB	12	AB	35	79	20
MB23-102	PRADYUMN RAM BORKAR	46	15	18	33	36	148	37
MB23-103	SAURABH ANIL SAPKAL	44	16	16	24	36	136	34
MB23-104	KHENDRA ANISH UMESH	40	18	21	17	39	135	34
MB23-105	SHINDE UJAN SHYAM	43	18	21	22	38	142	36
MB23-106	SUSHANT GAUTAM BOKADE	43	16	18	28	37	142	36
MB23-107	MESHRAM PRITI SUNIL	47	25	33	36	35	176	44
MB23-108	SHAMSA SAIYA LIYAKAT	40	26	24	24	36	150	38
MB23-109	SHINDE PANKAJ PRAKASH	45	25	17	17	38	142	36
MB23-110	TONAPE SHUBH RATA PRAKASH	46	15	22	22	39	144	36
MB23-111	HRUTIKA RAVINORA KAMBLE	45	21	28	28	37	159	40
MB23-112	JADHAV NILESH TUKARAM	38	25	36	30	38	167	42
MB23-113	PATIL CHAITANYA DILIP	40	25	18	32	39	154	39
MB23-114	DHAWAL BIDDHANT SATISH	30	AB	19	AB	35	84	21
MB23-115	KHANDEKAR VIJAY PRAKASH	47	21	17	19	38	142	36
MB23-116	AYUSHI AMOL BARTARKE	39	21	21	16	38	135	34
MB23-117	THORATE ANISH ANIL	46	25	21	23	39	154	39
MB23-118	DEEP UMESH JADHAV	40	22	20	23	38	143	36
MB23-119	SALUNKE TANAYA SHARILEJ	37	21	22	26	38	144	36
MB23-120	SASTE NIKHIL KRUSHNAKANT	40	21	22	33	38	154	39
MB23-121	ARJAN SACHIN MHAJRE	41	25	21	15	36	138	35
MB23-122	SAURABH SANDIP SAIKAWAD	40	16	21	16	35	128	32
MB23-123	DHADVE KOMAL JITENDRA	37	18	23	25	37	140	35
MB23-124	PRITANNA PRAMOD GURAV	40	18	24	22	37	141	35
MB23-125	GHADGE JYOTIRAMA	41	23	27	28	38	157	39
MB23-126	GANESH SAJIB POKHAR	40	21	20	26	39	146	37
MB23-127	SHARAD KASHINATH PATIL	40	25	25	31	38	159	40
MB23-128	SHARAT KUNAL PRAMOD	40	17	18	31	35	141	35
MB23-129	SANKU SHRIKANT JAGDIP	41	26	31	35	35	168	42
MB23-130	KRUTIKA SATISH MURAM	42	26	19	25	35	147	37
MB23-131	ASHITOSH PRUNAV MHAJRE	41	21	25	19	35	141	35
MB23-132	SHRADDHA UMESH MHAJRE	42	16	20	16	35	129	32
MB23-133	MANE VIVEK ANIL JITHENDRA	45	20	24	23	38	150	38
MB23-134	SHRADDHA ANURAG NATHA	37	19	15	23	35	129	32
MB23-135	SHRADDHA ANURAG NATHA	40	18	21	26	36	141	35
MB23-136	SHRADDHA ANURAG NATHA	41	25	24	33	35	158	40
MB23-137	SHRADDHA ANURAG NATHA	40	25	21	15	35	136	34
MB23-138	SHRADDHA ANURAG NATHA	37	15	25	16	35	128	32
MB23-139	SHRADDHA ANURAG NATHA	40	16	21	18	35	130	33
MB23-140	SHRADDHA ANURAG NATHA	48	21	19	23	36	157	39
MB23-141	SHRADDHA ANURAG NATHA	40	19	27	28	39	151	38



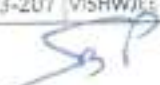
NAVSAHYADRI GROUP OF INSTITUTIONS, Pune
 Continuous Evaluation Sheet(CES)
 Class: MBA-I (Sem-I) Div: A,B,C
 Subject : Basics of Marketing (A.Y. 2023-24)

Roll No	Student Name	Attendance (50)	Mid Term (30)	Assignment (30)	End Term (50)	SGA (40)	Total Marks (200)	Out of (50)
MB23-142	AKSHAY ARHONKUSHORSAGAR	40	18	20	29	38	145	36
MB23-143	ADHAR ANKHAL BANARD	41	25	25	32	38	161	40
MB23-144	NIDARU PRADNYA SANTOSH	42	22	18	32	35	149	37
MB23-145	SAYAN AMIR NAJIB	45	26	31	33	35	170	43
MB23-146	DIVYAKR SHUBHAM GAJANAN	37	26	19	35	35	152	38
MB23-147	DHADI AKATI ANNASAHEB	40	15	18	29	36	138	35
MB23-148	BANDAL DIVYATA VITTHAL	41	21	20	20	39	141	35
MB23-149	PUNDE MAYUR VIJAY	40	18	18	12	38	124	31
MB23-150	SHETE SAURABH DNYANESHWAR	37	23	16	28	38	142	36
MB23-151	MHATEKAR VAIBHAV ANIL	40	23	21	21	39	144	36
MB23-152	SANDEEP SHANKAR BHORDE	48	25	24	24	37	158	40
MB23-153	BHORDE PRASAD BALASAHEB	40	25	21	21	37	144	36
MB23-154	BHUSHAN BHAGWAN PATIL	45	20	19	14	36	134	34
MB23-155	JEDHE JAYDEEP ARJUN	46	20	21	15	35	137	34
MB23-156	SHWETALI SHIVAJI TAMBE	45	18	16	12	38	129	32
MB23-157	BHOSALE KARTIK MAHENDRA	38	20	27	27	37	149	37
MB23-158	KARSHADASUNIL DIGHI	40	21	20	20	35	136	34
MB23-159	JADHAV SHARAD SANTOSH	43	25	25	25	35	153	38
MB23-160	DERE ANIKET AVINASH	28	AB	18	AB	35	81	20
MB23-161	INDULKAR KAJAL BHAI	27	AB	24	AB	35	86	22
MB23-162	MANOHARE GHANSHAM MOHAN	46	26	19	19	36	146	37
MB23-163	KARANDE PRAMOD BHAI SAHEB	44	22	19	12	39	136	34
MB23-164	NITIN SUDHIR JADHAV	40	16	20	20	38	134	34
MB23-165	LONDASE YOGESH SANTOSH	43	21	18	12	37	131	33
MB23-166	NAIR KALSHIK MAKARAND	43	20	19	30	35	147	37
MB23-167	AADESH PRAMOD DADHODE	47	25	21	32	36	161	40
MB23-168	RATHOD SUJIT MDRESHWAR	45	21	20	25	38	149	37
MB23-169	KENDE AVANTIKA RAJENDRA	46	17	20	19	39	141	35
MB23-170	THITE PRASAD SANJAY	45	16	21	16	37	135	34
MB23-171	SAMEER GILIP NAIKWADI	38	18	27	23	38	144	36
MB23-172	ANIKET JATISH BODARE	40	17	20	23	39	139	35
MB23-173	SHINDE GAURAV RAJUNATH	43	25	25	26	35	154	39
MB23-174	TUSKAR SANJAY WADHARE	47	15	18	33	38	151	38
MB23-175	PLANE SAIDASHIM SHIVAJI	39	26	31	15	38	149	37
MB23-176	MATI SANYOGITA SACHIN	46	26	19	16	40	147	37
MB23-177	DMARKAR BALKRISHNA DEVTRASTE	40	19	24	25	40	148	37
MB23-178	MATI SAYALI USAT	37	18	20	22	40	137	34
MB23-179	KHARDEKAR RASHI ARVIND	40	18	23	28	35	144	36
MB23-180	BHOSALE SONALI KARNABER	41	19	19	26	35	140	35
MB23-181	YADAV NEHA CHITRAMANJY	45	25	21	31	38	160	40
MB23-182	THORAPARVATI SUDHAR	46	16	21	31	39	153	38
MB23-183	THORAPARVATI SUDHAR	45	20	19	35	37	156	39
MB23-184	GAJAPATI VIKRANT VIKRANT	38	17	17	25	40	137	34
MB23-185	GAJAPATI VIKRANT VIKRANT	40	16	27	19	35	137	34
MB23-186	GAJAPATI VIKRANT VIKRANT	40	15	20	16	36	127	32
MB23-187	GAJAPATI VIKRANT VIKRANT	46	25	25	23	38	157	39
MB23-188	GAJAPATI VIKRANT VIKRANT	43	21	18	23	39	144	36

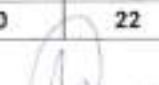


NAVSAHYADRI GROUP OF INSTITUTIONS, Pune
Continuous Evaluation Sheet(CES)
Class: MBA-1(Sem-I) Div: A,B,C
Subject : Basics of Marketing (A.Y. 2023-24)

Roll No	Student Name	Attendance (50)	Mid Term (30)	Assignment (30)	End Term (50)	SGA (40)	Total Marks (200)	Out of (50)
MB23-189	DASWADKAR SHEJAL SADHU	46	26	31	26	37	166	42
MB23-190	SALUNKHE SANIKA GATTATRAY	40	26	19	33	40	158	40
MB23-191	JADHAV DIPAK ANIL	47	15	18	15	40	135	34
MB23-192	KHOT SUSHANT RAGHUNATH	46	20	20	16	35	137	34
MB23-193	MANE RANJIT PRAKASH	40	16	21	18	35	130	33
MB23-194	KAVITA KISAN THORAT	40	23	20	33	36	152	38
MB23-195	GHULE KALPESH BALKRUSHNA	45	25	21	28	38	157	39
MB23-196	MAHAMULKARDONYANRAJ JAYRAJ	40	22	20	29	39	150	38
MB23-197	JOSHI RUSHIKESH RAJENDRA	45	15	19	32	37	148	37
MB23-198	KATE SIDDIHI NAMDEV	39	16	18	32	38	143	36
MB23-199	TUSHAR DILIP KADAM	44	18	27	33	39	161	40
MB23-200	WAKE RAHUL RANGNATH	40	18	20	35	38	151	38
MB23-201	AKASH SHASHIKANT GADE	43	25	25	29	38	160	40
MB23-202	BHOSALE PRATIK CHANDRAKANT	43	19	18	18	37	135	34
MB23-203	JADHAV SANIKA SUNIL	47	26	31	31	38	173	43
MB23-204	KONDHALKARKUNAL SANTOSH	40	26	19	19	38	142	36
MB23-205	VRUSHABH NANDKUMAR WAGHMALE	45	17	23	16	37	138	35
MB23-206	GAIKWAD SAURABH VIKAS	46	18	20	20	36	140	35
MB23-207	VISHWJEET VAJU PATIL	45	19	20	22	36	142	36


Dr. Suhas Pakhare
Subject Teacher


Dr. Laxman Dolphode
HOD


Dr. Tanaji D. Dabade
Director



Director,
 Faculty of Management (MBA & MCA)
 Navsahyadri Education Society's
 Group of Institutions
 Naigohi, Pune 412 215

No	Nama	Jenis	Uraian	Nilai
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50

No	Nama	Jenis	Uraian	Nilai
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50

No	Nama	Jenis	Uraian	Nilai
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50



No	Nama	Jenis	Uraian	Nilai
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50

No	Nama	Jenis	Uraian	Nilai
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50



Navasahyadri Group of Institute,
Faculty of Management.

Name : Chavan Karliki Vasant

Course : MBA

Seat No. : 31 (Roll No.)

Subject : Basics of Marketing (105-GC)

25/30 SBP

Ques. Define basic concepts of marketing with suitable example?

-> ++ Company orientations to the market place & what philosophy should guide a company marketing and selling efforts.

What relative weight should be given to the interest of the organisation, the customer and society. These interest often clash, however an organisation marketing and selling activities should be carried out with well thought-out philosophy of efficiency effectiveness, and socially responsibility.

++ Five orientation concepts to the market place have guided and continue to guide or organizational activity :-

- | | |
|-----------------------------------|---------------------------|
| ① The product concept | |
| | ② The Production Concept. |
| ③ The Selling Concept. | |
| | ④ The marketing Concept. |
| ⑤ The societal Marketing Concept. | |

The Product Concept -

This marketing concept is all about providing good quality products and services with attractive features to consumers at reasonable prices. It helps the sellers to focus on products considering their quality, performance, innovative features etc.

The major problem of this concept is marketing myopia, because of which the organisation ignores other alternatives and its competitive advantages present in the market.

The Production Concept -

The production concept / orientation was introduced during the industrial revolution in the 19th century and lasted till the late 1920s. This concept is based on the law that "Supply creates its own demand". Under this orientation, consumers' tastes and preferences are not considered while producing goods and services.

For example, if a firm wants to cut-down its cost of production then this can be done by increasing production of goods & services. This will generate economies of scale and reduce the cost of products.

The selling Concept.

From the late 1920s till the mid of 1950s, the sales orientation or concept was widely used as the management philosophy. This approach involved larger-scale selling and promotional activities related to products and services.

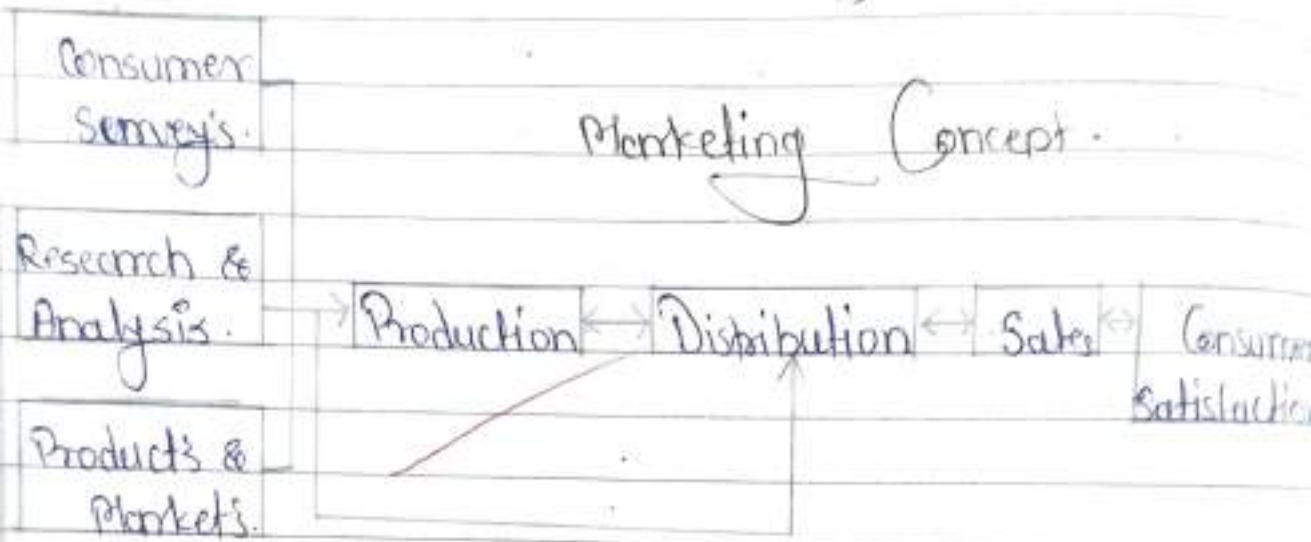
Therefore, sales concept is used to attract such customers. It involves high amount of risk, because organisations need to sell the product whether it is liked by the customers or not. In case the product is not liked by the customers, it may tarnish the goodwill of the organisation.

The marketing Concept.

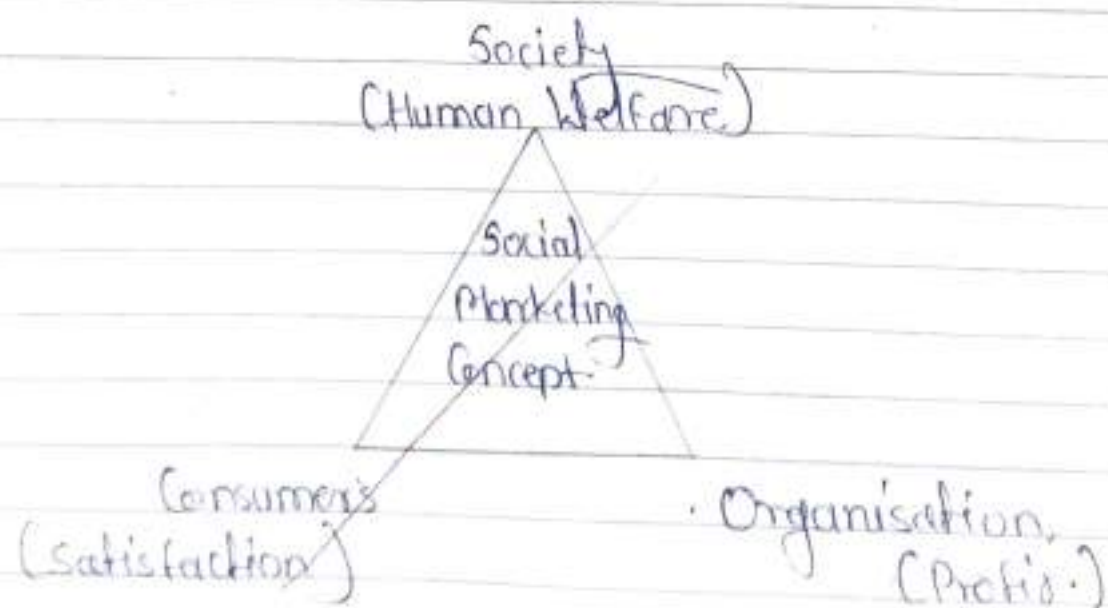
Marketing orientation is a customer-oriented concept, it is also known as the modern marketing concept. The basic philosophy of marketing concept states that the objective of an organisation can only be achieved by acknowledging consumers' needs and wants as well as satisfying them. This also helps the organisation to maximise their profits.

The organisations followed the customer-oriented concept to develop products which satisfied and attracted the customers. In the early 1960s, customer-oriented concept was

implemented by the marketing department of some organisations. Later, these organisations were also known as 'marketing companies'.



The societal Marketing Concept -



Societal marketing orientation is the advanced form of marketing concept. This concept

is not just about customer satisfaction only. Its main aim is to provide social welfare to the general public.

For example - a generator set manufactured by a company, provides electricity back-up which will satisfy the customer needs, but in return will cause environmental pollution, ignoring social welfare.

With the help of social welfare, organisations can develop higher standards of living and pollution-free environment.

more examples required



Assignment No. 2



Q.1. Solve the concept in 2 to 3 line.

1) Need -

Needs refer to the basic necessities of human beings related to their inherent characters. The need fulfilment criterion depends upon the cultural and social environment of the society.

For example - shelter is the basic need of an individual, as one cannot reside on roadside or on footpaths. What we want / basic requirements of human life that is called as Need.

2) Customer Satisfaction -

The term 'Customer satisfaction' is basically used to measure how well the expectations of a customer are fulfilled by utilising the products and services of a company.

Customer satisfaction acts as an important performance indicator of a business and is also one of the four perspectives that together constitute a 'balanced scorecard'.

$$\text{Customer Satisfaction} = \text{Delivery} - \text{Expectations}$$

3) Selling -

In selling, emphasis is given to the product. Traditionally, selling approach involves manufacturing and then sales of the product. It is a sales-volume

oriented process.

The primary and secondary motive of selling is sales and company's satisfaction respectively. It is a short-term plan based on prevailing products and markets. It focuses on the needs of seller's. Business is considered as a source of profit generation.

4) Product Concept

Product is anything that is offered for sale.

According to Philip Kotler -

"A product is a bundle of physical service and symbolical particulars expected to yield satisfaction or benefits to the buyer."

In marketing, product is anything tangible or intangible in nature, which is offered for consumption in order to satisfy consumer needs.

The level of customer satisfaction for a product can be derived on several bases like quality, quantity, brand name, usage, warranty, service warranty, packaging, etc.

5) Micro environment

The environment in which the company thrives, or the set of factors surrounding the company itself, is known as micro environment.

"The micro environment consists of the actors in the company's immediate environment" that effect the performance of the company. These include the suppliers, marketing intermediaries, competitors, customers, and publics. "The macro environment consists of the larger societal forces that affect all the actors in the company's micro environment namely, the demographic, economic, natural, technological, political and cultural forces."

6) Function of marketing management -

Functions of marketing manager are as follows:

- 1) Defining Marketing Objectives
- 2) planning
- 3) Organising
- 4) Staffing
- 5) Directing
- 6) Co-ordinating
- 7) Motivating
- 8) controlling
- 9) Analysis and evaluation
- 10) Promotion
- 11) Research and Development

7) Macro Environment -

The external environment of the organisation has both opportunities as well as threats. Agile companies keep a constant watch on the external

environment of the company. They quickly react to any changes that take place. The task of identifying the major events that occur and how they impact the organisation are the concern of a marketer. The marketing department tries to analyse both the customer and the competitive market.

Companies are able to modify existing strategies and devise future strategies to exploit the opportunities and steer clear of the threats by understanding external environment dynamics.

~~Good~~

Q2. Write the Answer of the questions.

- +> Define marketing, also explain difference between marketing & selling.
- >

marketing -

Q.1 Write the answer of the questions?

- 1) Define Marketing, also explain difference between Marketing & Selling?

Marketing -

According to Prof. Malcolm McNair,

"Marketing is the creation and delivery of standard of living to the society."

"To provide right product, to right customer on right time at right cost at right place that is called as marketing."

Difference between Selling & Marketing

Selling

Marketing

Emphasis.

In selling, emphasis is given to the product.

In case of marketing, consumer needs and wants are emphasised.

Approach.

Traditionally, selling approach involves manufacturing and then sales of the product.

In marketing approach, first the needs and wants of customers are identified and then the product is delivered.

Primary and Secondary Motive

The primary and secondary motive of selling is sales & company's satisfaction respectively.

In marketing, the primary motive is to satisfy the customer and the second motive is to meet the consumer's expectations.

Orientation

It is a sales-volume oriented process

It is a profit oriented process

Planning

It is a short-term plan based on prevailing products and markets.

It is a long-term plan based on the tastes and preferences of the consumers.

Need Priority

It focuses on the needs of sellers.

It focuses on the needs and demands of consumers.

Philosophy

Business is considered as a source of profit generation.

Business is considered as a way to satisfy consumer needs.

Technology

Selling process is based on existing technology with limited costs.

Marketing process is based on superior technology to provide better value and innovative products to customers.

Work Delegation.

Different department perform individually, with distinct objectives. There is common goal to all departments and they work as a team.

Price Determination.

Price is determined by manufacturing costs.

Price is determined by consumer's, i.e., market.

Customers.

In selling, customers are considered as the last link.

In marketing, customers are considered to be the prime link.

Explain consumer buying decision process with example.

The buyer decision process includes five steps, which are explained below:

① Problem Recognition.

② Information Search Processing.

③ Evaluation of Alternatives.

④ Purchase Process.

⑤ Post-Purchase-Process.

Problem Recognition -

A problem or a need is recognised when a customer identifies a significant gap between the desired and the actual state of a product or service, which is enough to provoke the process of decision making. The 'actual state' means the process by which a need is already being satisfied, whereas the 'desired state' means the process by which an individual wants his demand to be fulfilled.

Information search Process-

As soon as the need is recognised, customer requires information related to different aspects of those products which can satisfy his needs. Once a customer recognises the problem, he shifts to the subsequent stage of decision-making process, i.e. information search.

Information search can be classified on the basis of motive of search as 'on-going search' and 'pre-purchase search'.

Evaluation of Alternatives-

When a customer is involved in the process of information search, simultaneously he is also involved in the evaluation of that information by processing, amending, and updating his information continuously. There are four

different methods through which the information can be processed, which are as follows.

- 1) Exposure.
- 2) Attention.
- 3) Awareness.
- 4) Yielding.

4) Purchase Decision.

In order to affect the purchase process of a customer, it is very important for the marketer to have a better understanding of the situational influences and the motives behind the purchases. The purchase motives are converted into a real purchase only when the situational factors become encouraging.

5) Post-Purchase Decision / Process.

When a customer takes the decision of buying a product, then that decision can give rise to various types of behaviours related to it.

- The following two activities are very important.
- d) Decision related to product application and installation.
 - e) Decision related to Associated Products and services.

SUPPORT Ans. with example

Assignment of Basics of Marketing

Marks - $\frac{20}{30}$

Aparna Vaibhav Khurjekar
Roll No - 067

MB-23067

SBP

Assignment No 1

Q.1

a) Needs & Wants :

Needs - Needs are things that people are things that require to survive.

Food, water, clothing & shelter are all needs. If a human body does not have those things, the body ~~does~~ not have those ~~th~~ functions & will die. Basic needs refer to the requirements that are essential for an individual to survive & function optimally.

Wants :

Beyond the needs require more is called want. Wants are desires or aspirations that individuals seek to attain or possess, often driven by personal preferences or societal influences. Wants are not crucial for achieving our goals but add comfort, pleasure, or luxury to one's life. They are often influenced by cultural, social, or individual tastes & can change over time.

b) Micro environment :

'Micro environment' is the environment that exists within a company organization & can influence daily operations. It refers to

the specific & immediate surroundings where a company operates & interacts with various stakeholders. It encompasses the factors that directly affect the organization's ability to serve its customers & achieve its objectives. Understanding the microenvironment is essential for business as it helps them identify opportunities, assess risks & develop effective strategies.

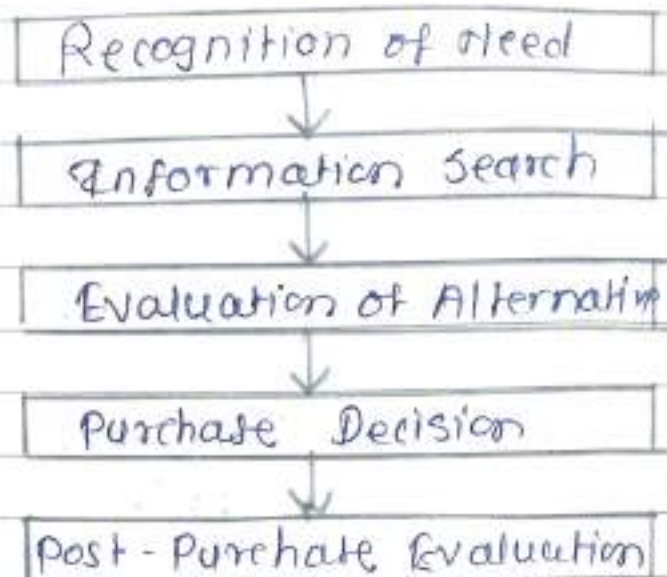
The individuals or organizations that purchase the products or services of a business. For example, a restaurant's micro environment includes regular customers who visit the establishment frequently. Their taste, preferences, demands, etc, directly influence its sales & strategies affecting the restaurant's profits.

Assignment No-2

a) Selling Vs Marketing

Selling	Marketing
1) Short term business planning	1) Long term business planning
2) Focus on seller need	2) Focus on customer needs
3) Sales Volume oriented	3) Customer Satisfaction with profit oriented
4) Manufacture the product first	4) Identify the customer first
5) Starting point factory	5) Starting point market
6) Focus on existing products	6) Focus on customer needs
7) Converting product into cash	7) Converting customer's need into product
8) Buyer beware principle followed	8) Seller beware principle followed

b) Consumer Buying Behaviour process -



1) Recognition of needs:-

This is the stage of the Recognition of needs. A consumer will not initiate a purchase without recognizing the needs or wants. When a consumer feels the need to buy a particular product, he will go for a purchase decision. There is an unmet need or there is a problem that can be solved by buying a particular product.

2) Information search:-

At this stage, the consumer is aware of his need or want. He also knows that he wants to buy a product that can relieve his problem. Here a marketer must offer much information about the product through informative videos, demos, blogs, how-to-do videos & celebrity interviews.

3] Evaluation of alternatives

The market offers many products that can solve the problems of a consumer. Hence the consumer has to make a choice after evaluating the various alternatives available.

At the end of this stage, the consumer will rank his choices & pick a product that best matches his needs & wants.

4] Purchase Decision / purchase:-

At this point, customers have already explored multiple options. They are aware of the pricing & payment options available.

Here, consumers decide whether to buy that product or not. The consumer chooses the product that he wants to buy, but many times, he may not actually buy it for various reasons. The reasons could be price, value & change in the consumer's needs.

5] Post-Purchase Evaluation:-

This is the last stage & is most often ignored by marketers. After buying the product, customers compare products with their expectations. There can be two outcomes: either satisfaction or dissatisfaction. Consumers will be happy after buying the product if it has satisfied their needs.

Assignment No-3

Q.3.

a) Marketing mix



1) Product / services :-

In a marketing mix product considerations involve every aspect of what you're trying to sell this includes -

- 1) Design
- 2) Quality
- 3) Features
- 4) Options
- 5) Packaging
- 6) Market positioning

2) Price -

Many factors go into a pricing model. Brands may -

1) Price a product higher than competitors to create the impression of a higher-quality offering

2) Product Price a product similar to competitors, then draw attention to features or benefits other brands lack

3) Set the Base price higher to make bundling or promotions more appealing

3) Promotion -

Promotion is the part of the marketing mix that the public notices most

4) Place -

Where will you sell your product? The same market research that informed your product & price decisions will inform your placement as well, which goes beyond physical locations

5) People -

People refers to anyone who comes in contact with your customer, even indirectly, so make sure you're recruiting the best talent at all levels - not just in customer service & sales force

6) Packaging -

A company's packaging catches the attention of new buyers in a crowded marketplace & reinforces value to returning customers

7) Process -

Profitable processes that evolve with

the customer experience. The more specific & seamless your processes are the more smoothly your staff can carry them out.

Market Segmentation :-

The 4 types of Market Segmentation

1) Geographic -

- 1) Zip code / post code
- 2) City
- 3) Country
- 4) Population density
- 5) Distance from a certain location
- 6) Climate
- 7) Time zone
- 8) Dominant language

2) Demographic

- 1) Age
- 2) Gender
- 3) Income
- 4) Occupation
- 5) Family size
- 6) Race
- 7) Religion
- 8) Marital status
- 9) Education
- 10) Ethnicity

Psychographic

- ① Values
- ② Goals
- ③ Needs
- ④ Pain points
- ⑤ Hobbies
- ⑥ Personality traits
- ⑦ Interests
- ⑧ Political party affiliation
- ⑨ Sexual orientation

Behavioral

- ① Purchasing habits
- ② Brand Interactions
- ③ Spending habits
- ④ Customer loyalty
- ⑤ ~~Act~~ Actions taken on a website

**Navsahyadri Group of Institutions,
Faculty of Management-MBA**

Date:05/10/2023

EXAM NOTICE

This is to inform all the students of MBA I (Semester 1) that the Mid Term Examination is starting from 16/10/2023. It is mandatory for all the students to attend the exam. If any student remains absent for the exam, will be responsible for the academic loss.


Note: Dress code is compulsory.

The exam schedule is given below.

Time Table: Mid Term Internal Examination, Oct- 2023

MBA I – Semester I- 2019 CBCS (Revised) Pattern

Date	Day	Time	Sub. Code	Subject Title
16-10-2023	Monday	10.00 am to 11.30am	101 GC	Managerial Accounting
		12.00 pm to 01.30pm	102 GC	Organizational Behaviour
		02.30 pm to 04.00pm	103 GC	Economic Analysis for Business Decisions
17-10-2023	Tuesday	10.00 am to 11.30am	104 GC	Business Research Methods
		12.00 pm to 01.30pm	105 GC	Basics of Marketing
		02.30 pm to 04.00pm	106 GC	Digital Business
18-10-2023	Wednesday	10.00 am to 11.30am	107 UL	Management Fundamentals
		12.00 pm to 01.30pm	109 UL	Entrepreneurship Development
		02.30 pm to 04.00pm	111 UL	Legal Aspects of Business
19-10-2023	Thursday	10.00 am to 11.30am	113 IL	Verbal Communication Lab
		12.00 pm to 02.00pm	116 IL	MS Excel


Dr. Pramod Jadhav
Coordinator


Dr. Laxman Doiphode
HOD


Dr. Tanaji Dabade
Director





Navsahyadri Group of Institutes

Faculty of Management - MBA



NAAC 'A' Grade Institute

Campus Address: Naigoan (Nasrapur), Pune-Satara Road, Pune - 412 213

Approved by AICTE, New Delhi | Recognized by Govt. of Maharashtra | Affiliated to SPPU (Pune University) and DTE

First Year M.B.A.

Subject- - GC - : 105 Basics of Marketing (2019 Pattern Revised)
(Semester - I)

Time : 1.5 Hours [Max. Marks : 30]

Total No. of Questions : 3

Instructions to the candidates:

- 1) All Questions are Compulsory. full marks.
- 2) Figures to the right indicate

Q1) Solve Any 5 out of 8: [10]

- a) Marketing Concept
- b) Customer Vs Consumer
- c) Need and Want
- d) Customer Satisfaction Vs Customer Delightness
- e) Product Concept
- f) Selling
- g) Macro Environment
- h) Consumer Behavior

Q2) Solve Any Two out of three: [10]

- a) Five Steps in Consumer buying Process.
- b) Micro Environment
- c) Marketing Vs Selling

Q3) Solve Any One: [10]

- a) Explain the concept of Marketing in detail.

OR

- b) Explain Consumer Buying process in detail and also Explain factors affecting on consumer at the time of buying process.



Navsahyadri Group Of Institutions
FACULTY OF MANAGEMENT - MBA



Approved by AICTE, New Delhi | Recognized by Govt. of Maharashtra | Affiliated to SPPU (University of Pune) and DTE

Mid Term

MAIN + Supp =

Name : Arvind Ishwar Dhotre Roll No : MB-23003

Subject : Base of Marketing Date : 14/11/2023 Supervisor : [Signature]

For official use only Marks : 24/30 Examiner : SBP

$10 + 7 + 7 = 24/30$

Q.1)

a)

→ The marketing concept is a set of strategies that companies use to analyze customer needs and develop strategies to meet those needs. The goal is to increase sales, maximize profits and beat the competition.

Robert Kotler

The five main marketing concepts are:-
 production, product, selling, marketing, societal.

Some examples of marketing strategies include:

- Content marketing
- Taboand marketing
- Social media marketing
- Search engine optimization
- Email marketing
- Paid media advertising.

b)

→

Customer
 A customer is the one who purchases the product

Consumer
 A consumer may or may not purchase but is the end-user.

A customer can resell the product for getting profit.

A consumer cannot resell the product for profits.

2

A customer could be any body - individual company entity or company as a

A monetary transaction is a must to buy the product

A monetary transaction is optional.

c)

→ Market needs: The functional needs, goals, and desires of a target audience.

Basic needs: Physiological needs such as food, water and shelter.

Other needs: Price points, convenience, sustainability, transparency, control, and options.

Wants

Targeted wants: Products, services and experiences that cater to consumers' desires and preferences.

Specific wants: Requests for specific products that the buyer is willing to pay for.

d)

→ Customer Satisfaction

- Meets customer expectations

- Avoids bad reviews

- No emotional connection

Customer Delight

- Exceeds customer expectations

- Builds brand loyalty

- Creates brand advocates

e)

→ The product concept is a marketing philosophy that assumes consumers prefer products with the highest quality, performance, and features. It focuses on creating high-quality products and improving them to develop better versions.

The product concept is concerned with product quality rather than...

Q21

a)

→ five steps

Problem Recognition: This is the stage where a consumer identifies a need or a problem that can be solved through a purchase.

Information Search: After recognizing the need, consumers actively seek information about available products or solutions, gathering details to make an informed decision.

Evaluation of Alternatives: Consumers compare different options based on criteria such as price, features, brand reputation, and reviews to determine the best fit for their needs.

Purchase Decision: Once alternatives are evaluated, consumers make the final decision and commit to the purchase.

Post-purchase Evaluation: After the purchase, consumers assess their satisfaction with the product or service. Positive experiences reinforce brand loyalty, while negative experiences may lead to returns or a decision to avoid the brand in the future.

b)

→ The microenvironment in marketing refers to the immediate and specific factors that can influence an organization's marketing activities. These factors are close to the company and directly impact its ability to serve its customers. Key components of the microenvironment include:

Customers: Understanding and meeting the needs and preferences of target customers is crucial for marketing success.

Suppliers: The availability and reliability of suppliers impact a company's ability to deliver its products or services.

Intermediaries: These are entities such as

retailers, distributors, and wholesalers that help in distributing and selling products.

Competitors: Analyzing and responding to the strategies and offerings of competitors is essential for staying competitive in the market.

Publics: This includes any group that has an interest or impact on the company, such as the media, local communities, or advocacy groups.

Internal Environment: Factors within the company, including its employees, management and corporate culture, play a role in shaping marketing strategies.

1
32 Understanding and managing these micro-environmental factors is critical for a company's marketing success.

Q.3)

a)

→ Marketing is a comprehensive business function that involves creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large. It encompasses a wide range of activities aimed at promoting products or services and building strong customer relationships.

The key components of marketing include:
Understanding Customer Needs and Wants:

Successful marketing begins with a deep understanding of the target audience. This involves market research to identify customer needs, preferences, and behaviors.

Product Development: Creating products or services that meet customer needs and offer unique value is crucial. This involves product design, features, branding and positioning.

Pricing Strategy: Determining the right pricing strategy involves considering factors such as production costs, competitor pricing and perceived value by customers.

Promotion and Advertising: Effectively communicating the value proposition of a product or service is vital. This includes advertising, public relations, social media marketing, and other promotional activities.

Distribution and channel

Management: Ensuring that products or services reach the target market efficiently involves strategic decisions about distribution channels, logistics, and supply chain management.

Market Segmentation and Targeting:

Identifying specific segments of the market and tailoring marketing efforts to address the unique needs of those segments is a key strategy in marketing.

Brand Building: Developing a strong brand image and identity helps in creating trust and loyalty among customers.

Customer Relationship Management (CRM):

Building and maintaining positive relationships with customers is essential for long-term success. CRM involves strategies to retain customers and enhance their overall experience.

Digital Marketing: With the advent of technology, digital channels play a significant role in marketing. This includes online

advertising, social media marketing, email campaigns, and search engine optimization. Measuring and Analyzing

Performance:- Regularly assessing the effectiveness of marketing efforts through metrics and analytics helps in making informed decisions and optimizing strategies.

In essence, marketing is a dynamic and multifaceted discipline that adapts to changes in consumer behavior, technology, and the

business environment. It is a strategic process

6 + 1 that aims to satisfy customer needs while

= 7 achieving organizational goals and objectives.



Navsahyadri Group of Institutes

Faculty of Management - MBA

NAAC 'A' Grade Institute

Campus Address: Naigoan (Nasrapur), Pune-Satara Road, Pune - 412 213



Approved by AICTE, New Delhi | Recognized by Govt. of Maharashtra | Affiliated to SPPU (Pune University) and DTE

Time Table: End Term Internal Examination, Nov-Dec- 2023

MBA I- Semester I- 2019 CBCS (Revised) Pattern

Date	Day	Time	Sub. Code	Subject Title
29/11/2023	Wednesday	10:00 am To 12:30 pm	101 GC	Managerial Accounting
		02:00 pm To 04:30 pm	102 GC	Organizational Behaviour
30/11/2023	Thursday	10:00 am To 12:30 pm	103 GC	Economic Analysis for Busi. Decisions
		02:00 pm To 04:30 pm	104 GC	Business Research Methods
01/12/2023	Friday	10:00 am To 12:30 pm	105 GC	Basics of Marketing
		02:00 pm To 04:30 pm	106 GC	Digital Business
02/12/2023	Saturday	09:30 am To 11:30 am	107 UL	Management Fundamentals
		12:30 pm To 02:30 pm	109 UL	Entrepreneurship Development
03/12/2023	Sunday	09:30 am To 11:30 am	111 UL	Legal Aspects of Business
		12:15 pm To 02:15 pm	113 IL	Verbal Communication Lab
		03:00 pm To 05:00 pm	116 IL	MS Excel



First Year M.B.A. (Semester - I) (END TERM EXAM)

Subject-105 - GC - : Basics of Marketing (BOM) (2019 Pattern Revised)

Time : 2.5 Hours [Max. Marks : 50]

Total No. of Questions : 5

Instructions to the candidates:

1) All Questions are Compulsory.

2) Figures to the right indicate full marks.

Q1) Solve Any 5 out of 8: [10]

a) Mention 'Product mix'.

b Describe Selling Concept

c) Define need & provide two examples.

d) List five elements of Macro environment.

e) List the major consumer market segmentation variables.

f) Identify the two points of distinction between organisation and consumer buying behaviour.

g) List components of marketing mix.

h) Mention the stages of product life cycle.

Q2) Solve Any Two out of Three: [10]

a) Explain components of Micro Environment analysis with proper example.

b) What is long tail marketing and niche marketing. Explain with appropriate example.

c) Explain concept of market share & potential for smart phones in India.

Q3) Solve Any One: [10]

a) Explain the term "Targeting" and "Positioning". How these concepts applied to Android phones? Explain with appropriate example. OR

b) Ayust pvt. ltd. is manufacturer with variety of fruit juices. As a marketing manager design segmentation strategy for it.

Q4) Solve Any One: [10]

a) Explain various steps involved in buying a laptop for personal use. OR

b) Analyse the term "Post purchase behaviour", "Moment of truth", "Zero moment of truth: write selection of B School.

Q5) Solve Any One: [10]

a) Describe strategies adopted at each level of PLC for a F.M.C.G. product of your choice. OR

b) Formulate marketing mix for a new electric SUV brand in India.



NAVSAHYADRI EDUCATION SOCIETY'S GROUP OF INSTITUTIONS, PUNE

Approved by AICTE, PCI, UGC, Recognized by Govt. of Maharashtra,
Affiliated to Savitribai Phule Pune University, MSBTE & DTE, Mumbai



INSTITUTE: POLYTECHNIC: ENGINEERING: MBA: MCA:

Course : M.B.A Sr. No. _____
 Subject : Basics of marketing _____
 Subject Code : 616-105 _____
 Semester : End-term Examination Seat No. : MB-23062
 Center : NGI _____
 Date : 01/12/2023 _____

Q. No.	I	II	III	IV	V	VI	VII	VIII	IX	X	Total
Marks Obtained	10	5/11	3	3+1							23/50
Max Marks	10	10	10	10							50

Name & Sign. of External Examiner

Name & Sign. of Internal Examiner

(Start writing from here)

Q 1 a] product mix :

product mix also known as product assortment or product portfolio, refers to the complete set of product and / or services offered by a firm.

A product mix consist of product line.

b] Selling concept :

Selling in marketing refers to the strategic process of persuading potential customer to purchase a product or service by effectively communicating its value proposition.

and meeting their needs.

c] Need :-

2 A need is something essential for survival of human being. People need food, water and shelter. When you lack them, you're in need.

e.g. food, water, sleep

d] Elements of macro environment.

- 2
- i] Economic environment
 - ii] Demographic environment
 - iii] Political environment
 - iv] Social - culture environment
 - v] Technological environment
 - vi] Ecological environment

h] Stages of product life cycle

- 2
- i] Growth stage
 - ii] Decline stage
 - iii] Maturity stage
 - iv] Introduction stage

2

1] Micro Environment :-

Micro environmental factors are specific to a company and can influence the operation of a company and management ability to meet the goal of the business.

Example of these factors include the company suppliers, resellers, customers, and competition.

Example of micro Environment

- ① customer
- ② competitor
- ③ Suppliers
- ④ Stakeholders

2] long tail marketing and niche marketing

- long tail marketing

In many retail environments, a small group of popular items dominate a store's sales, such as new releases of anticipated movies, books

or video games. many stores automatically promote these already popular items, trying to attract as many customers as they can before their competitors do. meanwhile their other inventory continues to sell, without special promotion. but as no single one of these items makes a big impact, the group as whole may be neglected.

long tail marketing concentrate on these less popular products, developing a business sales model based upon product long tail.

- niche marketing :-

market segments are normally large identifiable group within a market. Niche marketing focuses on subgroups within these segment.

A niche is more narrowly defined group usually identified by dividing a segment into sub segments or by defining a group with a distinctive set of traits who may seek a special combination of benefits.

Q-3a) Targeting and positioning

Targeting :

Target market is a cluster of potential customer to whom a business needs to sell product or services.

Target marketing has second priority.

Determined once the company identifies which consumers to sell to

It's approach is for selected group

It develop measures of segment attractiveness

Market positioning :

Market positioning is referred to acquiring a space in the mind of the customer.

It has third priority.

3 To establish the image or identity of a brand or product

It's approach is for All companies

It develop positioning for

target segments

Q 4. Various steps involved in buying laptop for personal use

1] Problem Recognition :-

The buying process start with problem / need recognition by internal / external stimuli in case of tea it is laptop it is an internal stimulus that triggers the needs. In term of laptop nowadays laptop is not just a device but also vogue. Some consumers recognize their laptop out vogue as problem. Laptop is useful devices not just for students but also employees of company, teachers etc.

2] Information search :-

Having a recognised problem or need, the next step of consumer may take is the information search stage. In order to find out what they feel is the best solution, this is the buyer's effort to search internal or external business environment. It is also called pre-purchase search. In term of external

Information there are ways for consumers to get information such as magazine, TV commercial and internet.

3] Evaluation of alternatives :

In this process, consumer's purchase intention is already quite strong.

3 $A=4$



NAVSAHYADRI GROUP OF INSTITUTIONS
FACULTY OF MANAGEMENT

Approved by AICTE New Delhi
Affiliated to Savitribai Phule Pune University

Address: - Sr. No. 69,70,71 Naggaon,NasirapurPune, Maharashtra 412213.
Website: <https://www.navsahyadri.edu.in/>E- mail- director@navsahyadri.edu.in



Mr. P N Suke
President

Prof. Sagar Suke
Group Director

Dr. Tanaji Dabade
Director

Industrial Visit Report: MAPRO Foods Ltd.

1. Notice

Dear Students,

We are pleased to inform you that an industrial visit has been scheduled to [Mapro Garden Food Park], located at [122, Wai-Surur Rd, Shendurjane, Wai, Maharashtra 415536. This visit is intended to provide insight into the operations and processes involved in the production of Mapro's renowned products, including their fruit-based beverages and confectioneries.

Details of the Visit:

Date: [14/09/2023]

Time: [10 AM] to [5PM]

Meeting Point: [NGI Campus]

Transportation: [Buses will be provided]

Dress Code: [Formal Dress]

Special Instructions:[Bring College ID Card]

Agenda:

- 1.Arrival at Mapro Graden – [11:30AM]
- 2.Introduction and Overview by [MAPRO] – [12:00PM]
- 3.Guided Tour of the Facility – [12:30PM To 1:30PM]
- 4.Q&A Session – [1:30:PM To 2:00PM]
- 5.Lunch – [2.30PM To 3:30PM]
- 6.Wrap-Up and Departure – [3.30PM]
- 7.Arrival at NGI Campus – [5:00PM]

We look forward to your active participation and hope this visit will be an enriching experience for all.

2. Visit Report (No. of Students 46 & No. of Faculty Members 5)

1. Executive Summary

Purpose: The primary objective of the visit was to understand MAPRO's production processes, business strategies, and market positioning.

Key Observations: Insights into MAPRO's operational efficiency, innovation in product offerings, and market strategy.

Recommendations: Suggestions for potential improvements or strategic initiatives based on observations.

2. Introduction



**NAVSAHYADRI GROUP OF INSTITUTIONS
FACULTY OF MANAGEMENT**

Approved by AICTE New Delhi
Affiliated to Savitribai Phule Pune University

Address: - Sr. No. 69, 70, 71, Nagazon, Nasirapur, Pune, Maharashtra 412213.
Website: <https://www.navsahyadri.edu.in/> E- mail- director@navsahyadri.edu.in



Mr. P N Suke
President

Prof. Sagar Suke
Group Director

Dr. Tanaji Dabade
Director

2.1 Purpose of the Visit

To gain insights into MAPRO's business operations, marketing strategies, and production processes. The visit aimed to bridge theoretical knowledge with practical industry applications.

2.2 Date and Duration

Date of Visit: [14/09/2023]

Duration: [1 Day]

2.3 Location

MAPRO Foods Ltd., Wai

3. Company Overview

3.1 Background

History: Established in 1959, MAPRO Foods Ltd. is a leader in producing fruit-based products in India.

Mission: To provide high-quality, natural fruit products that enhance the culinary experience.

Core Values: Quality, innovation, and sustainability.

3.2 Business Model

Product Range: Includes syrups, squashes, jams, fruit fillings, and snacks.

Revenue Streams: Sales of consumer products through retail and online channels.

3.3 Market Position

Industry Standing: Leader in the fruit-based product sector in India.

Competitive Advantage: Strong focus on quality, local sourcing of ingredients, and innovative product development.

4. Visit Details

4.1 Agenda

Tour of Production Facility: Observed the manufacturing and packaging processes.

Presentation: Insightful presentation on MAPRO's business strategy and market positioning.

Q&A Session: Interaction with key management personnel.

4.2 Observations



**NAVSAHYADRI GROUP OF INSTITUTIONS
FACULTY OF MANAGEMENT**

Approved by AICTE New Delhi
Affiliated to Savitribai Phule Pune University

Address: - Sr. No. 69, 70, 71, Naigaoan, Nasirapur, Pune, Maharashtra 412213.
Website: <https://www.navsahyadri.edu.in/> E-mail- director@navsahyadri.edu.in



Mr. P N Suke
President

Prof. Sagar Suke
Group Director

Dr. Tanaji Dabade
Director

Operational Insights:

Production Processes: Advanced machinery and quality control measures.

Supply Chain Management: Efficient sourcing of raw materials and distribution logistics.

Technology: Use of automation and state-of-the-art technology in production.

Strategic Insights:

Market Strategy: Strong emphasis on branding and consumer engagement.

Product Innovation: Continuous development of new flavors and product lines.

Sustainability: Commitment to environmentally friendly practices and sustainable sourcing.

Financial Insights:

Growth: Steady growth in sales and market share.

Profitability: Effective cost management and pricing strategies.

4.3 Interactions

Management Insights: Perspectives from senior management on strategic goals and industry challenges.

Employee Perspectives: Views from employees on workplace culture and operational efficiency.

5. Strategic Analysis

5.1 SWOT Analysis

Strengths: Strong brand reputation, high-quality products, efficient production processes.

Weaknesses: Dependence on local fruit supply, potential market saturation.

Opportunities: Expansion into new markets, product diversification.

Threats: Competitive pressure, fluctuating raw material prices.

5.2 Strategic Fit

Alignment with Industry Trends: How MAPRO's strategies align with current trends in consumer preferences and market demands.

Strategic Decisions: Analysis of MAPRO's strategic choices and their impact on growth and competitiveness.

5.3 Benchmarking



**NAVSAHYADRI GROUP OF INSTITUTIONS
FACULTY OF MANAGEMENT**

Approved by AICTE New Delhi
Affiliated to Savitribai Phule Pune University

Address: - Sr. No. 69, 70, 71, Naggaon, Nasirapur, Pune, Maharashtra 412213.
Website: <https://www.navsahyadri.edu.in/> E- mail- director@navsahyadri.edu.in



Mr. P N Suke
President

Prof. Sagar Suke
Group Director

Dr. Tanaji Dabade
Director

Industry Comparison: Comparison of MAPRO's practices with industry benchmarks and competitors.

6. Learning's and Insights

6.1 Application of Theories

Business Theories: Application of theories such as Porter's Five Forces and the Value Chain Analysis in understanding MAPRO's market position and operational strategies.

6.2 Key Takeaways

Strategic Lessons: Importance of innovation, quality control, and effective marketing.

Operational Insights: Efficiency in production and supply chain management.

7. Recommendations

Strategic Recommendations: Suggestions for enhancing market reach and product diversification.

Operational Improvements: Ideas for improving production efficiency and sustainability practices.

8. Conclusion

The visit was very informative and students gained practical knowledge about the functioning of the food processing unit and the marketing strategies adopted by the company. It was an excellent opportunity to students to gain insights into the practical aspects of the management and entrepreneurship.

We would like to express our gratitude to Mapro Garden for providing us opportunity to visit their factory and gain such a valuable insights.



**NAVSAHYADRI GROUP OF INSTITUTIONS
FACULTY OF MANAGEMENT**

Approved by AICTE New Delhi
Affiliated to Savitribai Phule Pune University



Address: - Sr. No. 69,70,71 Naigaoan,NasirapurPune, Maharashtra 412213.
Website: <https://www.navsahyadri.edu.in/>E- mail- director@navsahyadri.edu.in

Mr. P N Suke
President

Prof. Sagar Suke
Group Director

Dr. Tanaji Dabade
Director

9. Appendices

9.1 Photographs



Dr. Tanaji Dabade
Director





NAVSAHYADRI GROUP OF INSTITUTIONS
FACULTY OF MANAGEMENT
Approved by AICTE New Delhi
Affiliated to Savitribai Phule Pune University



Address - Sr. No. 69,70,71 Nagnan,Nasurapur,Pune, Maharashtra 412213.
Website: <https://www.navsahyadri.edu.in/>E- mail- director@navsahyadri.edu.in

Mr. P N Suke
President

Prof. Sagar Suke
Group Director

Dr. Tanaji Dabade
Director

Participative Teaching Learning

A) Objective:

Participative teaching and learning focus on engaging students actively in the educational process, fostering collaboration, and empowering learners to take responsibility for their own learning. Here are some key objectives of this approach:

1. Enhance Student Engagement
2. Promote Collaboration and Teamwork
3. Develop Self-Efficacy and Confidence
4. Foster Critical Thinking and Problem-Solving Skills
5. Build a Positive Learning Environment

B) Number of students participated: 42

C) Resource Person: Dr. Pramod Jadhav

D) About Programme:

Participative teaching and learning is an educational approach that centers around active student involvement in the learning process. Unlike traditional methods where students are primarily recipients of information, participative teaching and learning fosters an environment where learners are engaged, collaborative, and interactive participants in their educational journey.

participative teaching and learning is a dynamic and inclusive approach that empowers students to take an active role in their education. By fostering engagement, collaboration, and critical thinking, it helps create a more meaningful and effective learning experience.



NAVSAHYADRI GROUP OF INSTITUTIONS
FACULTY OF MANAGEMENT

Approved by AICTE New Delhi
Affiliated to Savitribai Phule Pune University



Address - Sr. No. 69,70,71 Nagnan,NasurapurPune, Maharashtra 412213.
Website: <https://www.navsahyadri.edu.in/> E- mail- director@navsahyadri.edu.in

Mr. P N Suke
President

Prof. Sagar Suke
Group Director

Dr. Tanaji Dabade
Director

E) Outcomes:

Deeper Understanding: By actively participating in their learning, students often achieve a deeper and more nuanced understanding of the subject matter. Engaging with content from multiple angles and through various activities helps solidify knowledge.

Enhanced Retention: Active involvement in learning activities has been shown to improve memory retention. Students are more likely to remember information that they have actively engaged with and applied.

Development of Key Skills: Participative learning environments help students develop essential skills such as critical thinking, problem-solving, communication, and collaboration. These skills are crucial for academic and professional success.

Increased Motivation: When students are given autonomy and have opportunities to engage in activities that interest them, their motivation and enthusiasm for learning often increase.

In summary, participative teaching and learning promote a richer and more engaging educational experience, leading to improved understanding, skill development, motivation, and overall educational outcomes.



NAVSAHYADRI GROUP OF INSTITUTIONS
FACULTY OF MANAGEMENT
Approved by AICTE New Delhi
Affiliated to Savitribai Phule Pune University



Address - Sr. No. 69,70,71 Naigaoan,Nasrapur,Pune, Maharashtra 412213.
Website: <https://www.navsahyadri.edu.in/>E- mail- director@navsahyadri.edu.in

Mr. P N Suke
President

Prof. Sagar Suke
Group Director

Dr. Tanaji Dabade
Director

F) Photos:

The Human Knot	Flying Pen
	
	

Prepared By, Dr. Pramod Jadhav

Dr.Tanaji Dabade
Director



ICT Tools used while teaching

Using Projectors For Teaching:





NAVSAHYADRI GROUP OF INSTITUTES, FACULTY OF ENGINEERING

Sr. No. 69,70,71, Naigaon (Nasarapur), Pune-Satara Highway, Pune-412213

NPTEL Course



NOC:Introduction to Machine Learning, IIT Kharagpur

Prof. S. Sarkar

About
Course

Downloads

TA
List

Statistics

Toppers
List

Certificate
Type



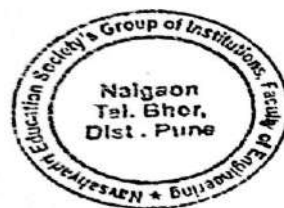
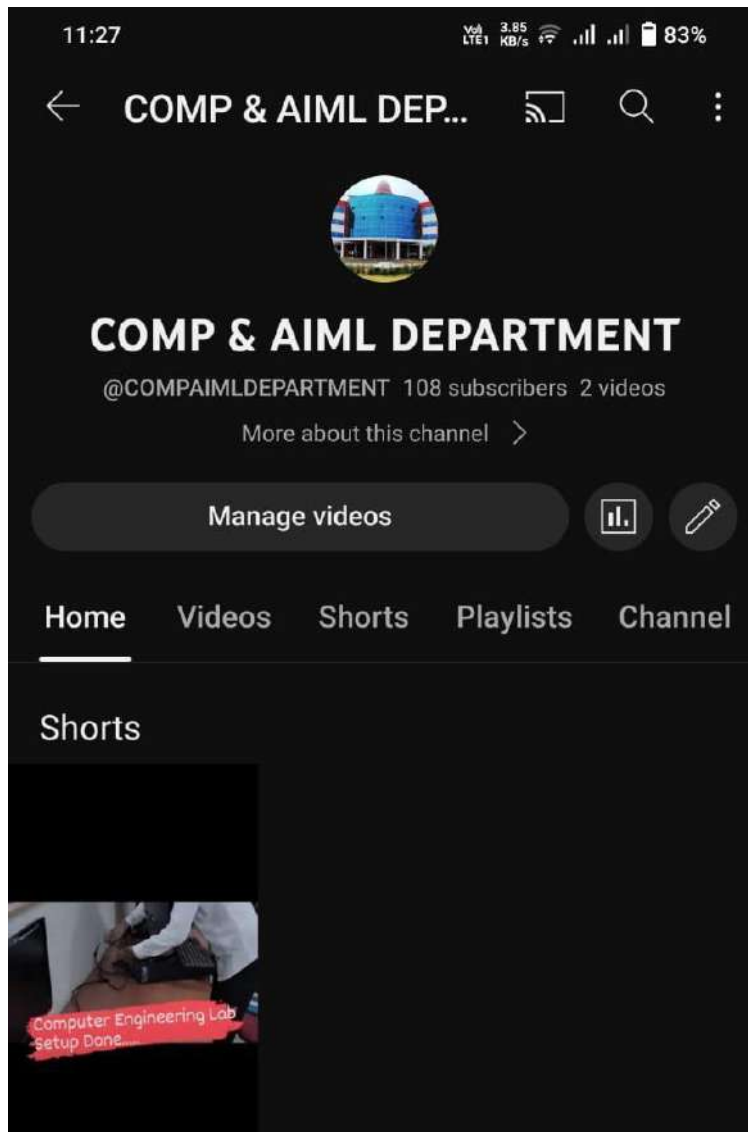


NAVSAHYADRI GROUP OF INSTITUTES, FACULTY OF ENGINEERING

Sr. No. 69,70,71, Naigaon (Nasarapur), Pune-Satara Highway, Pune-412213

Department Youtube Channel:

<https://www.youtube.com/@COMPAIMLDEPARTMENT>



M.V. Dalvi
Dr.M.V. Dalvi
Principal



NAVSAHYADRI GROUP OF INSTITUTES, FACULTY OF ENGINEERING

Sr. No. 69,70,71, Naigaon (Nasarapur), Pune-Satara Highway, Pune-412213

Mechanical Department YouTube Channel:

<https://www.youtube.com/channel/UCMsXKEKr1NkOfNPQ5Gx7Vow>



Navsahyadri Mechanical Engg. Dept.

@navsahyadrieducationsociety7259 · 1.14K subscribers · 144 videos

This is NESGI Mech Engg. Department channel. We are an ISO 9001:2000 certified NAAC 'A' >

Customize channel Manage videos

Home Videos Shorts Live Playlists Community

Created playlists

Sort by



Systems in Mechanical Engineering (FE All Branches)
View full playlist



Engineering Graphics (FE All Branches)
View full playlist



Spoken English Course for SSC/HSC students
View full playlist



Engineering Mechanics FE
View full playlist



Solid Mechanics (SE Mech)
View full playlist



Mathematics Made Easy
View full playlist

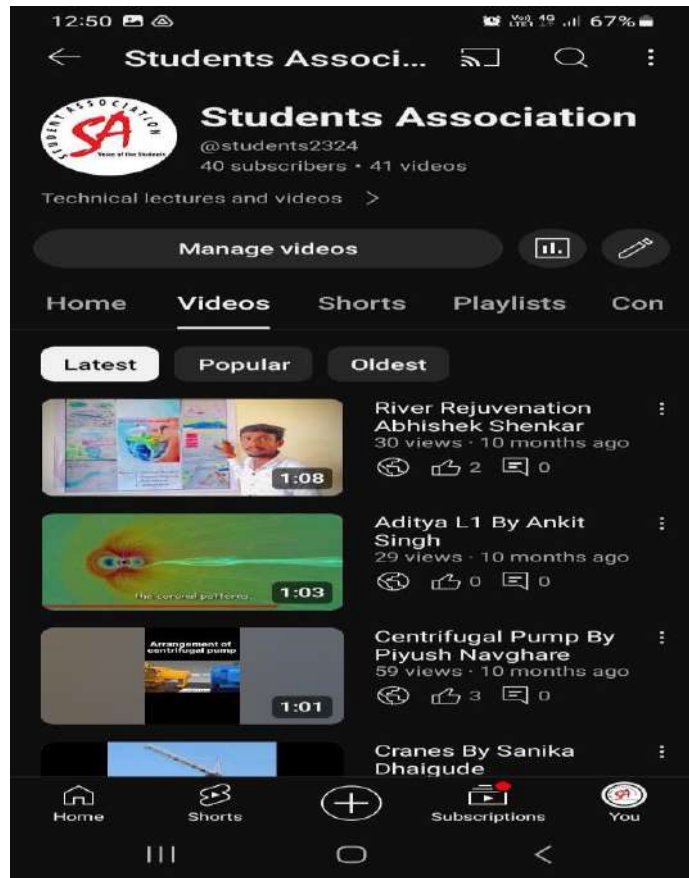
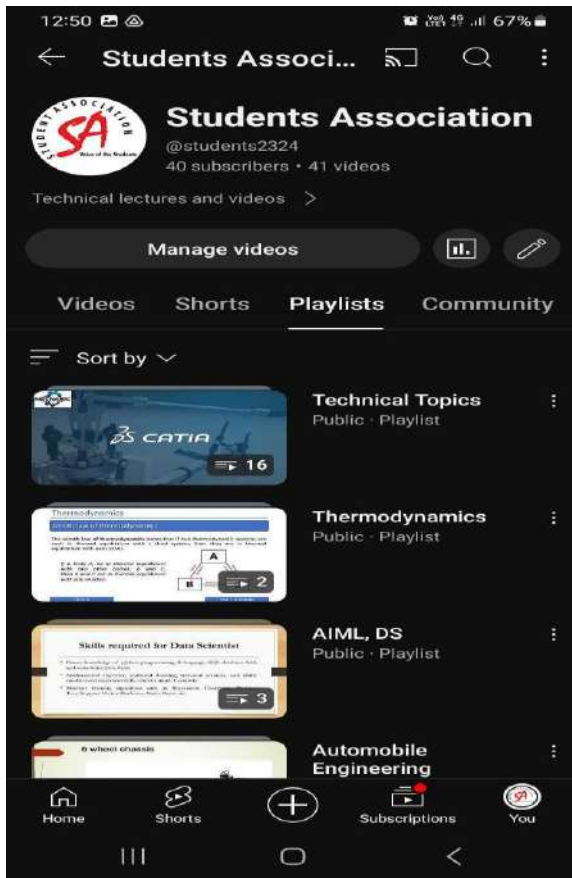
Navsahyadri Mechanical Department Facebook Page



NAVSAHYADRI GROUP OF INSTITUTES, FACULTY OF ENGINEERING

Sr. No. 69,70,71, Naigaon (Nasarapur), Pune-Satara Highway, Pune-412213

Navsahyadri Mechanical Department Practical Videos



Study Material Uploaded on Google Drive:

https://drive.google.com/drive/u/0/folders/16jwrL600A0hyfOKzgO6PVC7tWifRE_j5

Notes Shared on Blogs:

<https://solidmechanicsmadeeasy.blogspot.com/2023/08/solid-mechanics-unit-i-notes.html>



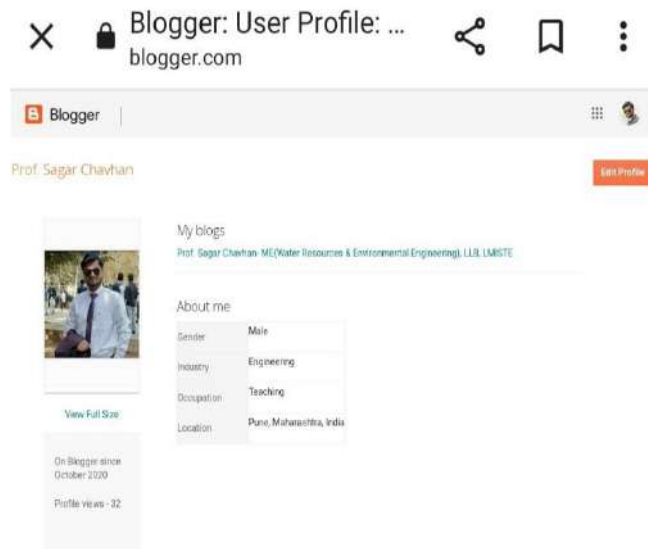
NAVSAHYADRI GROUP OF INSTITUTES, FACULTY OF ENGINEERING

Sr. No. 69,70,71, Naigaon (Nasarapur), Pune-Satara Highway, Pune-412213

Civil Department Faculty YouTube Channel:



Civil Department Faculty Blogs:



S. S. Chavhan
Principal
NESGI, Faculty of Engineering
Gal No.69,70,71,Naigaon, Tal. Bhor, Dist. Pune