



Name : MALAIKA DORAI  
 Father's Name : DORAISWAMY ARULSWAMY  
 Mother's Name : RENET DORAI  
 Programme : Bachelor of Business Administration  
 Specialization in Marketing  
 Reg No : 1720249 Years of Study : 2017 - 2020



**CHRIST**  
 DEEMED TO BE UNIVERSITY  
 BANGALORE

Declared as Deemed to be University on 12/05/2013

**Consolidated Statement of**

Sl. No.	Courses	Maximum Marks	Marks Obtained	Grade	Credits	Sl. No.	Courses	Maximum Marks	Marks Obtained	Grade	Credits
<b>SEMESTER I</b>						<b>SEMESTER II</b>					
Ability Enhancement Compulsory Course						Ability Enhancement Compulsory Course					
01	* ENGLISH	50	35	B+	2	01	* ENGLISH	50	29	B-	2
02	* ADDITIONAL ENGLISH	50	32	B	2	02	* ADDITIONAL ENGLISH	50	32	B	2
Core Courses						Core Courses					
03	FINANCIAL ACCOUNTING	100	86	A	5	03	* ENVIRONMENTAL STUDIES	50	37	A-	2
04	MANAGEMENT CONCEPTS	100	74	A-	5	04	CORPORATE ACCOUNTING	100	68	B+	5
05	ORGANISATIONAL BEHAVIOR	100	73	A-	4	05	HUMAN RESOURCE MANAGEMENT	100	69	B+	4
06	BUSINESS MATHEMATICS	100	71	B+	4	06	BUSINESS STATISTICS	100	84	A	5
Generic Elective						Generic Elective					
07	SOCIAL WELFARE AND SERVICES	100	62	B	4	07	INTERNATIONAL BUSINESS	100	79	A-	4
Skill Enhancement Course						Skill Enhancement Course					
08	SKILL DEVELOPMENT			B+	0	08	BASIC SOCIAL PSYCHOLOGY	100	70	B+	4
						Skill Enhancement Course					
						SKILL DEVELOPMENT					
						SOCIAL RESPONSIBILITY PROJECT					
						HOLISTIC EDUCATION					
<b>SEMESTER III</b>						<b>SEMESTER IV</b>					
Core Courses						Core Courses					
01	FINANCIAL MANAGEMENT	100	70	B+	4	01	COST AND MANAGEMENT ACCOUNTING	100	87	A	4
02	MARKETING MANAGEMENT	100	77	A-	4	02	ENTREPRENEURSHIP DEVELOPMENT	100	82	A	4
03	INNOVATION AND CREATIVITY IN BUSINESS	100	76	A-	4	03	SERVICE MANAGEMENT	100	84	A	4
04	MANAGEMENT INFORMATION SYSTEM	100	75	A-	4	04	EVENT MANAGEMENT	100	82	A	4
Generic Elective						Generic Elective					
05	MANAGERIAL ECONOMICS	100	83	A	4	05	MACRO ECONOMICS	100	71	B+	4
Skill Enhancement Course						Skill Enhancement Course					
06	RESEARCH METHODOLOGY	100	59	B-	3	06	BUSINESS ANALYTICS	100	78	A-	3
07	EXCEL : BASICS AND INTERMEDIATE			A-	1	07	ENTREPRENEURSHIP PROJECT			A	0
08	INDUSTRY REVIEW PROJECT			A-	0	08	PROJECT MANAGEMENT SKILLS			A	1
						HOLISTIC EDUCATION					
						B					
						2					
<b>SEMESTER V</b>						<b>SEMESTER VI</b>					
Core Courses						Core Courses					
01	BANK MANAGEMENT	100	78	A-	4	01	INSURANCE AND RISK MANAGEMENT	100	87	A	4
02	TAXATION MANAGEMENT	100	83	A	4	02	OPERATIONS MANAGEMENT	100	89	A	4
03	STRATEGIC MANAGEMENT	100	82	A	4	03	BUSINESS LAW	100	79	A-	4
Discipline Specific Elective						Discipline Specific Elective					
04	BRAND MANAGEMENT	100	78	A-	4	04	INTEGRATED MARKETING COMMUNICATION	100	86	A	4
05	RETAIL MANAGEMENT	100	85	A	4	05	DIGITAL MARKETING	100	83	A	4
06	INTERNATIONAL MARKETING	100	77	A-	4	06	NEURO MARKETING	100	81	A	4
Skill Enhancement Course						Skill Enhancement Course					
07	INTERNSHIP PROJECT	100	87	A	2	07	PROJECT	100	77	A-	3
08	BASIC MARKETING SKILLS			A	1	08	ADVANCED MARKETING SKILLS			A	1
						INDIAN CONSTITUTION LAWS					
						B+					
						1					

*Malaika*

<b>First Class</b>	<b>3600</b>	<b>2812</b>	<b>162</b>	<b>3.67</b>	<b>9.18</b>
<b>RESULT</b>	<b>MAXIMUM MARKS</b>	<b>MARKS OBTAINED</b>	<b>CREDITS AWARDED</b>	<b>CGPA (4 Point Scale)</b>	<b>CGPA (10 Point Scale)</b>



***The Board of Management of CHRIST (Deemed to be University)***

***hereby makes known that***

***MALAIKA DORAI***

***with Registration Number***

***1720249***

***is awarded the Degree of***

***Bachelor of Business Administration  
Specialization in Marketing***

***having been assessed by duly appointed examiners***

***from JUNE 2017 through JUNE 2020***

***securing***

***First Class***

*Malaika*

***Given under the Seal of CHRIST (Deemed to be University)***



Bengaluru

08/11/2020



*Attireyankal*

Vice Chancellor