

Prof. Dr. Uday Salunkhe
Director DDG.

Ref. No **02222**

Date **02 Jun 2023**

TRANSCRIPT

This is certify that **Steffi Oswald Pereira (Admission No- DPGD/JL13/0054)** was a bonafide student and has completed **Post Graduate Diploma in Marketing Management** through **Distance Learning** mode from **July, 2013** batch from our Institute. Following is the marks statement for the course undertaken by the student. The medium of instruction during the period of studies was English.

Name of the Applicant : **Steffi Oswald Pereira**
Name of the Institute : Prin. L. N. Welingkar Institute of Management Development & Research,
Matunga, Mumbai, India

Duration of the Distance Learning Program : Two years.

First Year		
S.No	Subject Name	Marks (100)
1	Principles of Management	50
2	Financial Accounting	54
3	Business Communication	55
4	Marketing Management	52
5	Managerial Economics	50
6	I.T. For Management	53
7	Strategic Management	50
8	Human Resource Management	58
9	Financial Management I	50
10	Cost Accounting	54
11	Organizational Behavior	55
12	The Integrative Manager	58
	Total	639
	Out of	1200
	Percentage	53%
	Grade	Second Class
Awarded - Advanced Diploma in Business Administration (ADBA)		

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Continuation.....

Second Year		
S.No	Subject Name	Marks (100)
1	Marketing Research	50
2	Consumer Buyer Behavior	68
3	Advertising & Sales Promotion	62
4	Distribution Management	57
5	CRM	51
6	Marketing Finance	50
7	Social media marketing	51
8	Product : Brand Management	53
9	Services Marketing	53
10	Internet Marketing	56
11	Project Work (Out of 200)	157
	Total	708
	Out of	1200
	Percentage	59%
	Grade	Second Class
Awarded - Post Graduate Diploma in Marketing Management (PGDMM-DLP)		

We wish the student very best for her future endeavour.

Prof. Dr. Rajesh Aparnath

Head - PGDM - HB DIV.

