



SCHOOL OF COMMERCE

VALUE ADDED COURSE 2023-2024

- 1. BRAND MANAGEMENT**
- 2. ORGANIZATIONAL BEHAVIOUR**
- 3. CUSTOMER RELATIONSHIP MANAGEMENT**
- 4. MANAGEMENT INFORMATION SYSTEM**
- 5. SERVICE MARKETING**



BRAND MANAGEMENT

BRAND MANAGEMENT

Unit-1: Brands as symbols, Historical development of branding, Introduction to marketplace, Sources of brand loyalty, Differences between product and brand, Product levels, What is Brand Management as an activity

Unit-2: Brand Management Challenges, Brand associations as raw material, (visual, verbal, emotional and sensory impressions) as pre-conscious and non-verbal material, Brand stimuli as colors, typefaces, slogans, Mining memory networks, eliciting hidden brand associations through projective techniques

Unit-3: Creating brand iceberg, Role of id, ego, and superego, appearances of logo, slogan, ambassadors etc on the surface, value system below the surface, Brand Personality? Big Five of human personality, Five dimensions of brand personality? Can brand personality be measured? brand identity

Unit-4: New branding theatre, Kapferer's brand prism, Brand Positioning, Creating space in the mind through innovation, abstraction and unique experiences, Scope of brand repositioning exercise, From ad jingle to changing the business model,

Unit-5: Critical evaluation of brand manager system, Contribution of Ad agencies, Indian experience, brand extensions? What is a zone of acceptance? Line and Category Extensions, Advantages & disadvantages of brand extensions, Forward and Reciprocal spillover



Books and references

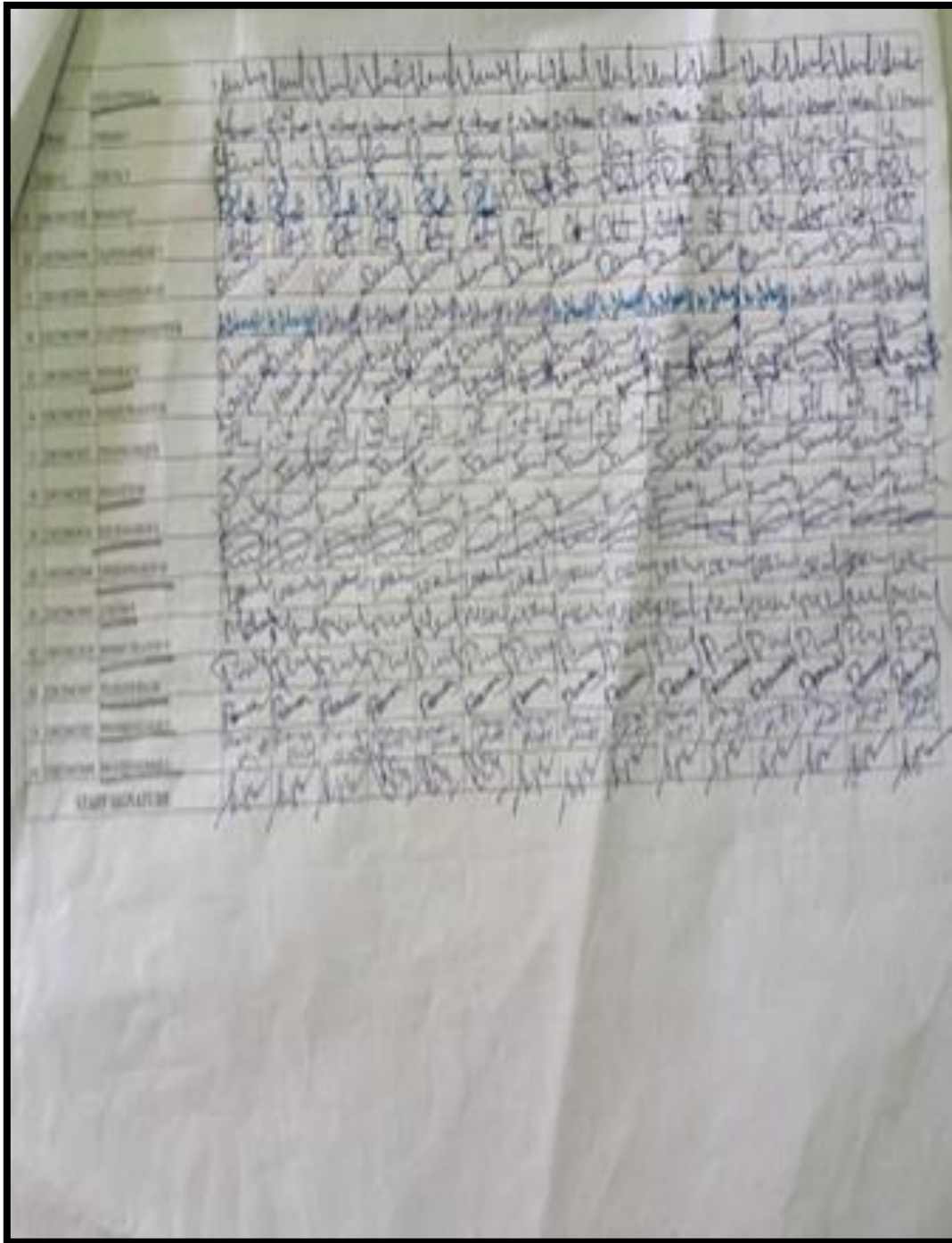
- 1.Strategic Brand Management by Kevin Lane Keller
- 2.Aaker, David A. (1991), Managing Brand Equity: Capitalizing on the Value of a Brand Name. New York: The Free Press
- 3.Understanding core brand equity: guidelines for in-depth elicitation of brand associations, Magne Supphellen, Norwegian School of Economics and Business Administration, International Journal of Market Research Vol. 42 Issue 3
- 4.Brands, Brand Management, and the Brand Manager System: A Critical-Historical Evaluation, GEORGE S. LOW and RONALD A. FULLERTON, Journal of Marketing Research Vol. XXXI (May 1994), 173-190
- 5.Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study, Hermann Simon, JMR, 1979, 439-52



THIRUTHANGAL NADAR COLLEGE
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VALUE ADDED COURSES 2023-2024
CLASSES: II YR & III YR
BRAND MANAGEMENT
ROOM NO: CB-4

Sl. No.	Dept.	Name	6/19/23	17/02/23	15/03/23	22/03/23	29/03/23	26/04/23	23/05/23	30/05/23	6/06/23	13/06/23	20/06/23	27/06/23	4/07/23	11/07/23	18/07/23	25/07/23
1	COMMERCE	ADARSH	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS
2	COMMERCE	ADARSH	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS
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20	COMMERCE	ADARSH	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS	SS





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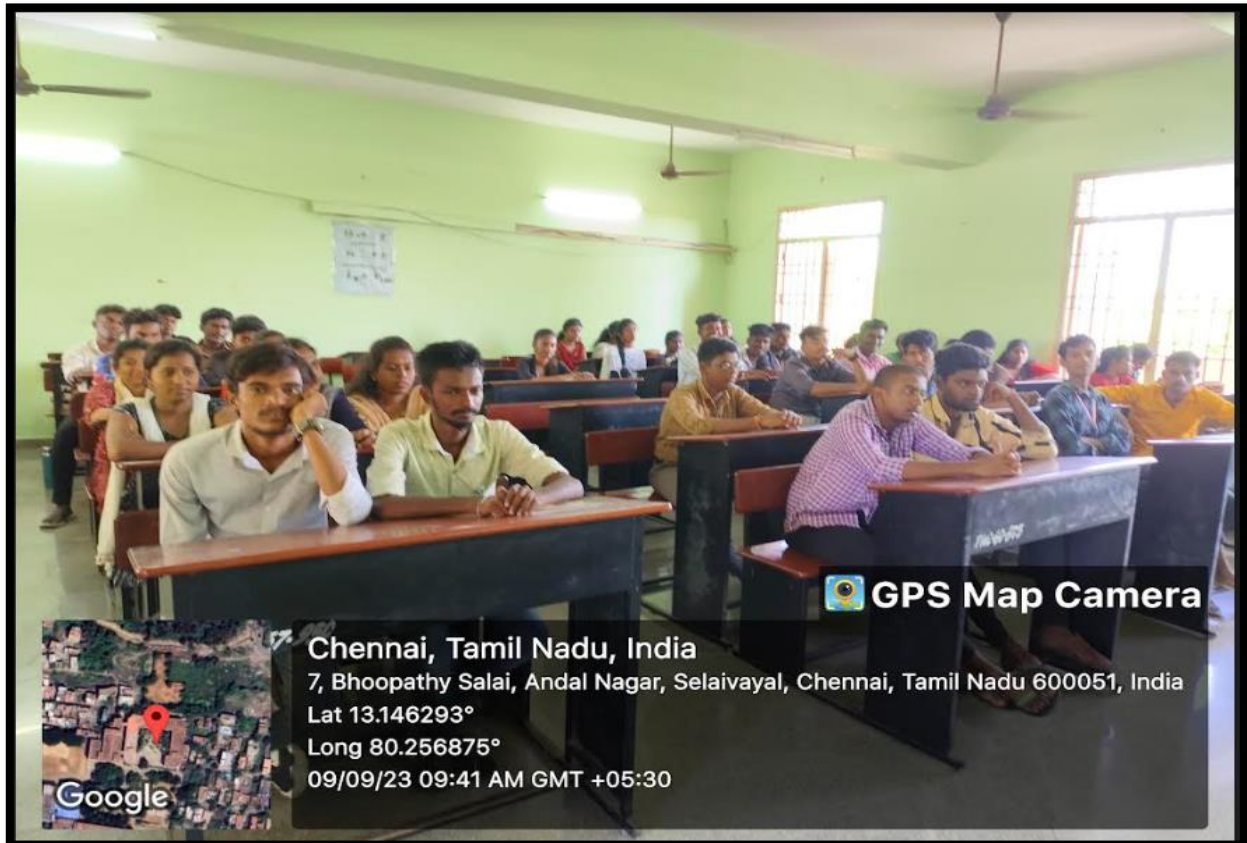
VALUE ADDED COURSES 2023-2024

CLASSES: II YR & III YR

BRAND MANAGEMENT

ROOM NO: CB-5

Sl. No.	NAME	16/8/23	17/8/23	18/8/23	19/8/23	20/8/23	21/8/23	22/8/23	23/8/23	24/8/23	25/8/23	26/8/23	27/8/23	28/8/23	29/8/23	30/8/23	31/8/23	1/9/23	2/9/23	3/9/23	4/9/23	5/9/23	6/9/23	7/9/23	8/9/23	9/9/23	10/9/23	11/9/23	12/9/23	
1	ABHIRAM	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star
2	ABHIRAM	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star
3	ABHIRAM	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star
4	ABHIRAM	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star
5	ABHIRAM	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star
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7	ABHIRAM	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star
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12	ABHIRAM	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star	Star





THIRUTHANGAL NADAR COLLEGE

VALUE ADDED COURSE EXAMINATION 2024

BRAND MANAGEMENT

Date: 07/02/2024

Time: 3Hrs

Marks: 100

SECTION - A (25 X 2 = 50 Marks)

Choose the correct answer.

1. What was branded first as a product?
 - a. Animals
 - b. Tea
 - c. Paper
 - d. Wood
2. Brand stickiness can be defined as
 - a. We continue to buy what we buy
 - b. Advertisement of Fevicol
 - c. Value consistency of experiences
 - d. Sticking to the same neighborhood shop
3. Brand experience is actually all the following except
 - a. Shopping experience
 - b. Product experience
 - c. Consumption experience
 - d. Extra-sensory experience
4. Brand management continuum can be
 - a. Linear
 - b. Non-linear
 - c. both
 - d. Neither
5. A large part of brand Iceberg is,
 - a. on water
 - b. below water
 - c. above water
 - d. in the air
6. Brand personality does not change with
 - a. Price
 - b. Product features
 - c. Availability



- d. Brand Ambassador
7. Marketing comprises the following activities except
- Creation of value
 - Communication of value
 - Delivery of value
 - Distribution of value
8. Anthropomorphic qualities of a brand mean
- Human-like traits to brand
 - Animal-like qualities
 - Product-like qualities
 - Global Outlook
9. Brand Personality scale constructed by Prof Jennifer Aaker does not have the following dimension
- Sincerity
 - Ethicality
 - Competence
 - Sophistication
10. Kapferer's brand identity prism has
- Picture of sender
 - Picture of receiver
 - Both
 - Neither
11. Which option below is not a technique for eliciting deeply held brand association?
- Focus group interview
 - Long personal interview
 - Survey questionnaire
 - Projective technique
12. Which one of the following does not provide a brand related stimulus?
- Colour
 - Logo
 - Company building
 - Typeface
13. Brand experiences lead directly to
- Consumer behaviour
 - Strong brand
 - Company's profitability.
 - None of the above



14. What among the following is not a touch point for a brand?
 - a. Shelves in a retail store
 - b. Actual consumption
 - c. Watching the advertisement of the brand
 - d. Profitability of the brand

15. The formal meaning of brand identity is determined by
 - a. Firm
 - b. Consumers
 - c. Market place
 - d. Automatically

16. Creating a brand is actually
 - a. ~~Productization~~
 - b. ~~Servitization~~
 - c. Defining product features well
 - d. Identifying a brand ambassador

17. Which option below is not a technique for eliciting deeply held brand ~~association~~
 - a. Focus group interview
 - b. Long personal interview
 - c. Survey questionnaire
 - d. Projective technique

18. Brand management continuum begins with product and ends with
 - a. Service
 - b. Brand
 - c. Iconic brand
 - d. Brand associations

19. POP is
 - a. Points of Parity
 - b. Points of Perception
 - c. Points of Pain
 - d. Points of Pleasure

20. Business media Brand personality has ____ dimensions
 - a. 11
 - b. 12
 - c. 13
 - d. 14



21. The following is not a part of the brand relationship spectrum
- Branded house
 - House of brands
 - Sub brands
 - Brand driver
22. The company that pioneered the development of brand management system is
- Coca Cola
 - P&G
 - Unilever
 - Bata
23. Reciprocal spillover is an impact of brand extensions on parent brand
- Negative
 - No
 - Positive
 - Sometimes positive sometime negative
24. Brand architecture defines brand and the nature of -between brands in a brand portfolio.
- Roles, Relationships
 - Positioning, Identity
 - Performance, connections
 - Love, Relationships
25. Brand extension is when a firm uses the existing name to introduce
- Company
 - Product
 - CED
 - Product line

SECTION – B

Answer any Five questions (5 X 10 = 50 Marks)

- Explain the classification of product on basis of end users.
- Explain the new product development process with help of diagram.
- Discuss the concept of brand, various brand elements and criteria for selecting Brand elements.
- Explain the process of brand positioning.
- Discuss the concept of brand identity and Kapferer's brand identity prism
- Discuss the advantages and disadvantages of brand extension.
- Discuss the concept of Brand .What is the significance of branding for consumers and firms.



THIRUTHANGAL NADAR COLLEGE				
VALUE ADDED COURSE 2023-2024				
ASSESSMENT MARK SHEET				
Subject : Brand Management				
Date : 07/02/2024			Sub Code : VACSOC2305	
S.NO	ID NO.	NAME	DEPARTMENT	SIGNATURE
1	22MCOM17	KAMESH.M	M.COM(G)	42
2	22MCOM09	ILAKKIYA KANIKA.K	M.COM(G)	40
3	22MCOM08	ILAYA KANIKA.K	M.COM(G)	40
4	22MCOM07	JAMES PRAVIN.M	M.COM(G)	40
5	21/BBA/08	AKSHAY. M	BBA	43
6	21/BBA/31	ANAS. M	BBA	54
7	21/BBA/18	ARAVIND. S	BBA	40
8	21/BBA/19	BALAKRISHNAN. S	BBA	45
9	21/BBA/06	BLESSTON.J	BBA	47
10	21/BBA/21	DHAYANITHI . N	BBA	42
11	21/BBA/12	DINAGARAN. J	BBA	54
12	21/BBA/14	HARI. B	BBA	53
13	21/BBA/30	HARISH KUMAR. Y	BBA	45
14	21/BBA/23	JAYA SURIYA. R	BBA	51
15	22BCOMG006	SARAVANAN.A	BCOM G	57
16	22BCOMG001	SHIRANJEEVL.K.R	BCOM G	53
17	22BCOMG011	SOWNDARYA R	BCOM G	48
18	22BCOMG016	THIGA.M	BCOM G	72
19	22BCOMG159	VAISHNAVI K	BCOM G	74
20	22BCOMG041	VASANTHA KUMAR.R	BCOM G	84
21	22BCOMG024	VASEER IMTHIYAS B.S	BCOM G	81
22	22BCOMG010	VIJAY KARTHICK.B	BCOM G	69
23	22BCOMG003	YOGESWARAN.K	BCOM G	61
24	22BCOMG036	YUKESH V	BCOM G	70
25	22BCOMG165	YUVANESHA	BCOM G	75
26	22BCOMG184	NANDHA KUMAR.B	BCOM G	50
27	22BCOMG182	SUREKA.S	BCOM G	70
28	22BCOMG181	SATHYA PRIYA.N	BCOM G	67
29	22BCOMG164	ABISHEK	BCOM G	68
30	22BCOMG190	ANITHA K	BCOM G	62
31	22BCOMG197	MANOJ M	BCOM G	42
32	22BCOMG201	MADHU SHREE P	BCOM G	63
33	21BCOMCS064	GOWTHAM G	BCOM CS	42
34	21BCOMCS006	GOWTHAM.R	BCOM CS	48
35	21BCOMCS100	JABEZ B	BCOM CS	53



36	21BCOMCS059	JANANI JB	BCOM CS	64
37	21BCOMCS073	JAYSREE M	BCOM CS	55
38	21BCOMCS090	KOWSALYA .K	BCOM CS	55
39	21BCOMCS052	MD.KAIF R	BCOM CS	40
40	21BCOMCS019	MOHAMED AZARUDIN R	BCOM CS	51
41	21BCOMCS062	MOHAMED HAROON B	BCOM CS	43
42	21BCOMCS093	MUKESH KUMAR R	BCOM CS	45
43	21BCOMCS026	PARTHIBAN S	BCOM CS	46
44	21BCOMCS032	RAGHUL R	BCOM CS	45
45	21BCOMCS030	SANTHOSH KUMAR P	BCOM CS	40
46	21BCOMCS071	SANTHOSH KUMAR.M	BCOM CS	40
47	21BCOMCS054	SANTHOSH RAJ S	BCOM CS	42
48	21BCOMCS017	SATHEESH KUMAR M	BCOM CS	54
49	21BCOMCS096	SIVASHANMUGAM R	BCOM CS	40
50	21BCOMCS003	SURESH BABUJ	BCOM CS	50
51	21BCOMCS105	SURIYA R	BCOM CS	40
52	21BCOMCS043	SURYA M	BCOM CS	40
53	21BCOMCS034	WASEEM AHAMED J	BCOM CS	44
54	21BCOMCS050	IMRAN SHARIF R	BCOM CS	55
55	21BCOMCS014	KABILESHWARAN.K	BCOM CS	54
56	21BCOMCS070	KEERTHANA.G	BCOM CS	50
57	21BCOMCS110	MONICA .A	BCOM CS	65
58	21BCOMCS097	KISHORE P	BCOM CS	50
59	21BCOMCS067	MANOJA OL	BCOM CS	42
60	21BCOMCS020	MOHAMED KALIL RAHMAN.	BCOM CS	46
61	21BCOMCS038	MOHAMED SHARUFAAN A	BCOM CS	46
62	21BCOMCS048	MUHUNDHAN .V	BCOM CS	40
63	21BCOMCS103	MUJEEB AHAMED S	BCOM CS	58
64	21BCOMCS046	NALINLR	BCOM CS	45
65	21BCOMCS106	NANDHA KRISHNA.P	BCOM CS	55
66	21BCOMCS076	NARESH P	BCOM CS	48
67	21BCOMCS095	PRATHIBA .P	BCOM CS	48
68	21BCOMCS094	RANGAIAH P.C	BCOM CS	47



THIRUTHANGAL NADAR COLLEGE				
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Subject : Brand Management				
Date : 07/02/2024			Sub Code : VACSOC2305	
S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	22MCOM03	JAGADEESH.S	M.COM(G)	47
2	22MCOM04	PALANIBALA.K	M.COM(G)	41
3	22MCOM14	DHANASEKAR.S	M.COM(G)	41
4	22MCOM06	NITHISH KUMAR.R	M.COM(G)	40
5	22BBA55	ABISHAL.P	BBA	40
6	22BBA47	ADUL ROUF.A.Y	BBA	40
7	22BBA56	AJALM	BBA	42
8	22BBA60	ANUPRIYA.P	BBA	40
9	22BBA07	BENHUR.C	BBA	40
10	22BBA49	BHARANI DEVI.K.S	BBA	54
11	22BBA19	BHUVANESVAR.M	BBA	45
12	22BBA05	CHARAN.N	BBA	40
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27	22BCOMG166	RANJITHA R	BCOM G	50
28	22BCOMG047	ROHAN GANAPATHY	BCOM G	73
29	22BCOMG042	SABITHA.S	BCOM G	78
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33	22BBA34	SANGEETHA.A	BCOM G	50
34	22BBA18	SANJAY.S	BCOM G	44
35	22BBA53	SANTHOSH KUMAR.S	BBA	40
36	22BBA40	SARANYA.M	BBA	41



37	22BBA17	SATHYAPRIYA.S	BBA	42
38	22BBA47	SHAHAE MEERAN N	BBA	40
39	22BBA38	SHASIDHARAN. B	BBA	40
40	22BBA15	SHIVANI.K	BBA	43
41	22BBA23	SNEHA.V	BBA	46
42	22BBA62	SUDHARSAN PRABU.D	BBA	45
43	22BBA01	SYED SABIKUR SULAIMAN.M	BBA	44
44	22BBA16	SYEDE JAFFAR.B	BBA	45
45	22BBA21	VARSHA.Y	BBA	50
46	22BBA11	VENGATESHAN.V	BBA	62
47	22BBA63	VIKRAMS	BBA	40
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49	22BCOMCS050	BHARATH.P	BCOM CS	40
50	22BCOMCS004	CHANDRASEKAR.V	BCOM CS	42
51	22BCOMCS006	DEENADAYALAN.M	BCOM CS	48
52	22BCOMCS060	DHATCHINAMOORTHY.K	BCOM CS	41
53	22BCOMCS036	DURAIRAJ.D	BCOM CS	43
54	22BCOMCS024	HARISH PRASATH N	BCOM CS	50
55	22BCOMCS027	ITHAYAKUMAR R	BCOM CS	40
56	22BCOMCS033	JAGADESH.M	BCOM CS	41
57	22BCOMCS026	KIRUBAKARAN K	BCOM CS	41
58	22BCOMCS040	LINGESHWARAN.M	BCOM CS	41
59	22BCOMCS067	LOKESH.P	BCOM CS	40
60	22BCOMCS030	MOHAN PRADEEP V	BCOM CS	47
61	22BCOMCS047	PRAKASH RAJ.M	BCOM CS	42
62	22BCOMCS025	PRAVEEN KUMAR P	BCOM CS	53
63	22BCOMCS028	PRAVEEN KUMAR S	BCOM CS	48





**THIRUTHANGAL NADAR COLLEGE
VALUE ADDED COURSE
2023-2024 (ODD SEMESTER)
BRAND MANAGEMENT REPORT**

Thiruthangal Nadar college conducted value Added Course in the academic year 2023-24 (odd semester) from 16/08/2023 to 13/09/2023. Dr. Jagadeeswaran was the Convenor for the add on course. Ms. S. Poojasree was the Coordinator for the School of Commerce and conducted add on course in the topic "Brand Management" Students from the Department of B. Com (G), B. Com (CS), BBA, M. Com, (enrolled in the course. A total of 131 students got benefitted from the course. Evaluation was done based on the course. All the students received the Add on course certificate after the evaluation. Faculty members received certificates for curriculum designing. It was very useful for the students.



ORGANIZATIONAL BEHAVIOUR

ORGANIZATIONAL BEHAVIOUR

Unit-1 : Introduction – a) defining organization, behavior and organizational behavior, b) assumptions of OB, c) principles of OB, d) levels of OB, e) scope of OB, f) OB and Human Resource Management, g) Applications of OB, h) Historical developments of OB, i) emerging concerns

Unit-2 : Perception and Learning – a) understanding perception, b) Basic elements of perception, c) Principles of perceptual selection, d) Perceptual grouping, e) Social Perception, f) Self-perception and identity, g) attribution of causality, h) Perceptual biases in social perception, i) Implications for human resource management, j) defining learning, k) classical and operant conditioning l) learning in organizations

Unit-3 : Personality – a) Defining Personality, b) History of the concept, c) Key assumptions, d) biological and social determinants, e) Theories – Intrapsychic theory, social learning theory, self-theory, Trait and type theories f) Related concepts (locus of control, dogmatism, authoritarianism, Machiavellianism), g) measuring personality.

Unit-4 : Attitudes – a) Definition, b) Key elements of attitudes, c) Attitudes and related concepts (Values, opinion, belief and ideology), e) Characteristics of attitudes, f) Attitude formation, g) Attitude measurement, h) Changing attitudes, i) Attitudes at workplace (job satisfaction, work attitude and organizational commitment), j) Prejudice and discrimination at workspace.

Unit-5 : Emotions in workplace - a) Definition, b) Types of emotions, c) Related concepts (mood, temperament), d) Stress in workplace, e) General Adaptation Syndrome, f) Managing Stress, g) Psychosomatic disorders and stress h) emotional labor and emotional contagion.



Books and references

1. Behaviour in Organizations by Jerald Greenberg and Robert A. Baron, PHI learning private Ltd, New Delhi (Ninth Edition).
2. Understanding Organizational Behaviour by Udai Pareek, Oxford University Press (Third Edition).
3. ORGB by Nelson, Quick and Khandelwal , Cengage Learning New Delhi (second edition).



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THIRUTHANGAL NADAR COLLEGE
 Higher Secondary Education
 A Government Institution
 Thiruthangal, Palani District
 Tamil Nadu - 626 001

VALUE ADDED COURSES 2023-2024

CLASSES: II YR & III YR

ORGANIZATIONAL BEHAVIOUR

ROOM NO: CB-17

Sl No	Sl No	NAME	16/02	17/02	18/02	21/02	22/02	23/02	24/02	25/02	26/02	27/02	28/02	29/02	01/03	02/03	03/03	04/03	05/03	06/03	07/03	08/03	09/03	10/03	11/03	12/03	13/03	14/03	15/03		
1	20230001	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
2	20230002	ADITHYAN P	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
3	20230003	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
4	20230004	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
5	20230005	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
6	20230006	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
7	20230007	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
8	20230008	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
9	20230009	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
10	20230010	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present
11	20230011	ADITHYAN S	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present	Present



THIRUTHANGAL NADAR COLLEGE
Christ the Good Shepherd, Palayamkottam, Tamil Nadu
686 010
Phone: 0471-2531111, 2531112, 2531113
Fax: 0471-2531114
Email: principal@tnadarcollege.edu.in

VALUE ADDED COURSES 2023-2024
CLASSES: II YR & III YR
ORGANIZATIONAL BEHAVIOUR
ROOM NO: CB-18

Sl. No.	Name	17/02	18/02	21/02	22/02	23/02	24/02	25/02	26/02	1/03	4/03	7/03	8/03	11/03	14/03
1	ABHIRAM K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
2	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
3	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
4	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
5	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
6	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
7	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
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12	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
13	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
14	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
15	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
16	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
17	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
18	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
19	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
20	ADARSH K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB



Sl. No.	Name of the Institution	Address	Signature	Date
1	St. Ann's College
2	St. Peter's College
3	St. Joseph's College
4	St. Mary's College
5	St. Francis College
6	St. Ignace College
7	St. Vincent College
8	St. Elizabeth College
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96	St. Ignace College
97	St. Vincent College
98	St. Elizabeth College
99	St. Rose College
100	St. Ann's College





THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennai-based Thiruthangal Hindu Nadar Uraimamral Dharmam Fund)
A Self Financing Co-Educational College of Arts & Science
Affiliated to the University of Madras
Re-accredited at 'B++' Grade by NAAC & An ISO 9001:2015 Certified Institution
Selavayal, Chennai, Tamil Nadu, India

VALUE ADDED COURSE 2023-2024

ASSESSMENT

Subject : Organisational Behaviour

Sub Code : VACSOC23103

Date : 07/02/2024

Marks 100

Time : 1 ½ hours

PART -A (25 X 2 = 50 marks)

Answer all the questions:

1. Which of the following is not an organization?
 - a. TATA Steels
 - b. UNICEF
 - c. Facebook Inc.
 - d. Germany
2. Response of the organism or system to various stimuli or inputs, whether internal or external, conscious or subconscious, overt or covert, voluntary or involuntary is called:
 - a. Organization
 - b. Behaviour
 - c. Resource
 - d. Productivity
3. The social expectation on an individual is called:
 - a. Role
 - b. Designation
 - c. Job
 - d. Task
4. More output for less input or being able to provide optimal output for a given input is called:
 - a. Effectiveness
 - b. Productivity
 - c. Efficiency
 - d. Motivation
5. Which field can be called as the mother of Organizational behaviour?
 - a. Anthropology
 - b. Economics
 - c. Industrial Psychology
 - d. Law
6. Henry Ford first introduced the assembly line of production.
 - a. True



- b. False
7. In social learning theory, the withdrawal of something which somebody likes to strengthen a behavior is called:
- Negative Reinforcement
 - Positive Reinforcement
 - Reward
 - Punishment
8. In Johari's Window model of self-awareness, the part of the self which is not known to ourselves, but others know is called:
- Open
 - Blind
 - Hidden
 - Unknown
9. The meaning of the Latin word 'Persona' from which the word Personality arises is:
- Behavior
 - Mask
 - Thought
 - Person
10. Many psychologists argue that one's personality can be changed over a period of time because those qualities are formed because of social factors.
- True
 - False
11. According to Big Five Personality Theory, people who like to experiment and try and find out new things and are less judgmental about people of other cultures are high on:
- Adjustment
 - Agreeableness
 - Conscientiousness
 - Intellectual Openness
12. After watching a Dance TV show, a kid starts to make dance moves. This is an example of:
- Operant conditioning
 - Classical conditioning
 - Observational learning
 - Negative Reinforcement
13. Opinion is primarily _____ in nature.
- Affective
 - Cognitive
 - Behavioural
 - Unconscious



- c. Centrality
 - d. Valence
15. When people do not provide honest answers to certain questions because they feel that it is not right to give those answers, it is called:
- a. Social Loafing
 - b. Fatigue
 - c. Social Desirability Effect
 - d. Sampling
16. Uncomfortable tension which comes from holding two conflicting thoughts in the mind at the same time is called Cognitive Dissonance.
- a. True
 - b. False
17. When John failed his driving license test, he starts to remember how his friends used to tease him saying he was not a good driver. This is an example of:
- a. Work-family spillover effect
 - b. Emotional dissonance
 - c. Empathy
 - d. Mood congruence effect
18. The stress which happens because of positive incidences is called:
- a. Distress
 - b. Eustress
 - c. Hypo-stress
 - d. Hyper work stress
19. An unfocused, relatively mild feeling that exists as background to our daily experience is called:
- a. Behaviour
 - b. Perception
 - c. Mood
 - d. Envy
20. The psychological effort involved in holding back one's true emotions is called:
- a. Emotional dissonance
 - b. Emotional labor
 - c. Emotional Attachment
 - d. Temperament
21. Threat-based aggression can stem from both a real stimulus or a perceived stimulus.
- a. True
 - b. False
22. _____ is the willingness of a person to put high levels of efforts to reach a goal.
- a. Emotions
 - b. Motivation



- c. Frustration
- d. Incentives

23. The need to be part of a group is categorized as:

- a. Achievement motive
- b. Affiliation motive
- c. Power motive
- d. Role conflict

24. Money is a form of extrinsic motivation.

- a. True
- b. False

25. According to Maslow's hierarchy of needs, the highest level of needs one can achieve is:

- a. Self-actualization
- b. Social Needs
- c. Esteem needs
- d. Safety needs

PART -B (5 X 10 = 50 marks)

Answer all the questions:

1. What are the key elements of Attitude.
2. Explain the principles of perceptual selection.
3. Explain the theories on learning.
4. What is Emotion? How you manage emotion at workplace.
5. Distinguish between self-esteem and self-awareness.



THIRUTHANGAL NADAR COLLEGE				
VALUE ADDED COURSE 2023-2024				
ASSESSMENT MARK SHEET				
Subject : Organizational Behaviour				
Date : 07/02/2024			Sub Code : VACSOC2303	
S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	21BCOMG029	SEETHA LAKSHMI T	B.COM (G)	77
2	21BCOMG016	HARINI D	B.COM (G)	68
3	21BCOMG019	HARSHAVARDHANI P	B.COM (G)	73
4	21BCOMGFS03	MAHALAKSHMI B	B.COM (G)	75
5	21BCOMG014	SANDHIYA S	B.COM (G)	84
6	21BCOMGTR02	VINITHA T R	B.COM (G)	60
7	21BCOMG001	GOKUL S	B.COM (G)	64
8	21BCOMG079	KARTHIKEYAN G	B.COM (G)	75
9	21BCOMG074	SIVARAM G	B.COM (G)	73
10	21BCOMG053	SHANKARAPANDIYAN S	B.COM (G)	87
11	21BCOMG110	GANESAN.M	B.COM (G)	79
12	21BCOMG090	JEEVA.V	B.COM (G)	76
13	22BCOM AF10	SIMOM RAJS	BCOM AF	50
14	22BBA54	MAHALINGAM.M	BBA	74
15	22BBA09	MANIGANDAN.B	BBA	70
16	22BBA52	MANOJ KUMAR.R	BBA	55
17	22BBA10	MATHESH.M	BBA	40
18	22BBA12	MOHAMED SHAMEEL. M	BBA	54
19	22BBA20	NAGARAJS	BBA	62
20	22BBA59	NITHYA.S	BBA	42
21	22BBA50	NIVETHA.D	BBA	72
22	22BBA33	PADMASRLR	BBA	46
23	22BBA31	PAVAN.J.B	BBA	47
24	22BCOMG120	AARTHI J	BCOM G	60
25	22BCOMG128	ARAVIND R	BCOM G	45
26	22BCOMG148	ARCHANA S	BCOM G	65
27	22BCOMG040	BHARATH R	BCOM G	75
28	22BCOMG054	BHUVANESHWARAN R	BCOM G	46
29	22BCOMG078	CHANDRU.D	BCOM G	56
30	22BCOMG075	DHANASEKAR I	BCOM G	51
31	22BCOMG063	DHANUSH KANNA B	BCOM G	45



32	22BCOMG060	DHANYA SAGAYAMARY	BCOM G	70
33	22BCOMG155	DINESH KUMAR K	BCOM G	65
34	22BCOMG069	DINESH S	BCOM G	70
35	22BCOMG179	DIVYA DARSHINLP	BCOM G	65
36	22BCOMG043	GIRLM	BCOM G	49
37	22BCOMG039	GOWTHAM.D	BCOM G	60
38	22BCOMG157	HARISH A	BCOM G	75
39	22BCOMG113	ISRAVEL S	BCOM G	45
40	22BCOMG154	JAGADESH M	BCOM G	40
41	22BCOMG064	KAMALESH N	BCOM G	76
42	22BCOMG057	KAMALESH P K	BCOM G	70
43	22BCOMG122	KANIMOZHI A	BCOM G	65
44	22BCOMG076	LINGESHWARAN.R	BCOM G	45
45	22BCOMG077	LOKESHPRAVEEN.K	BCOM G	65
46	22BCOMG090	MADHAVAN M	BCOM G	64
47	22BCOMG091	MAHALAKSHMI M	BCOM G	45
48	22BCOMG130	MANIKANDAN S	BCOM G	50
49	21BCOMGE19	EFSHIBHA. G	BCOM G	40
50	21BCOMGE12	KAVIYA. P	BCOM G	81
51	21BCOMGE02	PRIYA.A	BCOM G	80
52	21BCOMGE16	SHRUTHIKA.D	BCOM G	75
53	21BCOMGE15	SUMALATHA.P	BCOM G	85
54	21BCOMGE07	SWATHI. B	BCOM G	63
55	21BCOMGE23	SWATHI.S	BCOM G	54
56	21BCOMGE09	TAMIL VANI. M	BCOM G	71
57	21BCOMGE24	YAMINI .S	BCOM G	75
58	22BCOMGELE0	AMREEN.K	BCOM G	60
59	22BCOMGE10	S.DINESH	BCOM G	75
60	22BCOMGE06	G.DIVAKARAN	BCOM G	68
61	22 BCOMGE23	B.DURGA BHAVANI	BCOM G	66
62	22 BCOMGE22	S.HARIKARAN	BCOM G	40
63	22BCOMGE02	S.JOHNSON	BCOM G	40
64	22BCOMGE12	A. LIGITH KANISHKAR	BCOM G	45
65	22BCOMGE11	D.MADHUMITHA	BCOM G	40
66	22BCOMGE13	A.S.MOHAMED SUHAIL	BCOM G	40
67	22BCOMGE18	V.KAMALESH	BCOM G	55
68	22MCOM13	DINESH KUMAR.M	MCOM	50
69	22MCOM16	DHIVYA.S	MCOM	42



THIRUTHANGAL NADAR COLLEGE

VALUE ADDED COURSE 2023-2024

ASSESSMENT MARK SHEET

Subject : Organizational Behaviour

Date : 07/02/2024

Sub Code : VACSOC2303

S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	21BCOMG118	AYATH BASHA.A	B.COM (G)	56
2	21BCOMG126	SUSIDHAR.P	B.COM (G)	58
3	21BCOMG113	BLASET BENNIYOLA	B.COM (G)	60
4	21BCOMG093	AZEES AHAMED.T	B.COM (G)	43
5	21BCOMG086	NIRMAL RAJ.K	B.COM (G)	42
6	21BCOMG130	HARISH.R.P	B.COM (G)	56
7	21BCOMG073	JAGADEESWARLD	B.COM (G)	60
8	21BCOMG138	BHUVANESHWARLM	B.COM (G)	69
9	21BCOMG127	JAYASINGH PRABHU.E	B.COM (G)	54
10	21BCOMGFS01	PRADEEPA. A	B.COM (G)	71
11	21BCOMG175	YADHESWARLM	B.COM (G)	45
12	21BCOMG204	SUBHADHARSHINI.R	B.COM (G)	57
13	22BCOMG017	ABIRAMI.D	B.COM (G)	45
14	22BCOMG173	ARASU K	B.COM (G)	52
15	22BCOMG005	AYYADURALS	B.COM (G)	43
16	22BCOMG044	BHARATH.K.R	B.COM (G)	53
17	22BCOMG021	BHUANA SHREE	B.COM (G)	45
18	22BCOMG029	DEEPAN.B	B.COM (G)	46
19	22BCOMG160	DEVARAJ D	B.COM (G)	44
20	22BCOMG51	DEVI SHREE K	B.COM (G)	48
21	22BCOMG008	GOKUL.E	B.COM (G)	46
22	22BCOMG022	GOWTHAM S	B.COM (G)	50
23	22BCOMG049	HARISH RAGAVENDER.K	B.COM (G)	50
24	22BCOMG058	IMMANUVEL S	B.COM (G)	52
25	22BCOMG014	JAGADESHWARAN.S	B.COM (G)	45
26	22BCOMG034	JAGAN.S	B.COM (G)	43
27	22BCOMG032	JEYARAJ.S.V	B.COM (G)	61
28	22BCOMG053	KALYANI V	B.COM (G)	42
29	22BCOMG030	KEERTHANA.S	B.COM (G)	54
30	22BCOMBM07	FALEDRA KUMAR	BCOM BM	40



31	22BCOMBM16	HARSHA.R	BCOM BM	58
32	22BCOMBM20	MADHAVAN.U	BCOM BM	40
33	22BCOMBM10	MALAI MARAN.B	BCOM BM	40
34	22BCOMBM09	MOHAMED SAFFIYULLA.M	BCOM BM	50
35	22BCOMBM05	PRIYADARSHAN .E	BCOM BM	43
36	22BCOMBM08	RAHUL.S	BCOM BM	57
37	22BCOMBM13	RAHULDOSS M	BCOM BM	40
38	22BCOMBM01	RAJAGANAPATHY	BCOM BM	42
39	22BCOMBM23	SATHIYA PRIYA.R	BCOM BM	54
40	22BCOMBM12	SHARAN.K	BCOM BM	45
41	22BCOMBM11	SURYA.M	BCOM BM	40
42	22BCOMBM03	THILO.A	BCOM BM	40
43	22BCOMBM15	VARUN.R	BCOM BM	45
44	22BCOMBM14	VISHNU PRIYA.M	BCOM BM	53
45	22BCOMBM02	YAMINLM	BCOM BM	44
46	22BCOMBM24	KANCHANA.K	BCOM BM	46
47	22BCOMBM25	SANGEETHA PRIYA K	BCOM BM	42
48	22BBA14	PRAGATHI.K	BBA	40
49	22BBA13	PRAVEEN PERUMAL.R	BBA	40
50	22BBA03	PRIYA.B	BBA	63
51	22BBA42	ROSHINLB	BBA	42
52	22BBA02	SABITHA.V	BBA	47
53	21BCOMCS021	AJIL KUMAR PS	BCOM CS	48
54	21BCOMCS084	AKASH.N	BCOM CS	57
55	21BCOMCS042	AKBAR M	BCOM CS	40
56	21BCOMCS060	ARASU D	BCOM CS	40
57	21BCOMCS053	CHAKARVARTHY T.S.	BCOM CS	40
58	21BCOMCS063	CHANDRA BALU.E	BCOM CS	46
59	21BCOMCS087	DEVARAJE	BCOM CS	40
60	21BCOMCS033	DHARUN KUMAR .S	BCOM CS	62
61	22MCOM12	GOPALAKRISHNAN.S	MCOM	42
62	22MCOM15	KARTHICK.P	MCOM	42



32	22 B.COM CA38	SHALINI . S	BCOM CA	47
33	22 B.COM CA46	SHYAM V	BCOM CA	40
34	22 B.COM CA43	SIBIRAJ.M	BCOM CA	45
35	22 B.COM CA65	SRIKANTH M	BCOM CA	42
36	22 B.COM CA19	SUGHISIVAM. A	BCOM CA	45
37	22 B.COM CA60	SUMAN.S	BCOM CA	40
38	22 B.COM CA57	THIYAKU. S	BCOM CA	41
39	22 B.COM CA07	ULAGA ARASAN. B	BCOM CA	45
40	22 B.COM CA66	VAITEGL E	BCOM CA	44
41	22 B.COM CA28	VIGNESH .V	BCOM CA	49
42	22 B.COM CA10	YAMUNA. S	BCOM CA	56
43	22 B.COM CA17	YUVAPRASATH. E	BCOM CA	51
44	21BCOMCS058	ABISHEK D	BCOM CS	69
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46	21BCOMCS075	AJAI PANDIYAN P	BCOM CS	43
47	21BCOMCS081	AKASH.R	BCOM CS	42
48	21BCOMCS065	ARUN.P	BCOM CS	40
49	21BCOMCS011	ASHWIN.C	BCOM CS	47
50	21BCOMCS041	BASKAR B	BCOM CS	55
51	21BCOMCS028	BHARATH KUMAR.G	BCOM CS	51
52	21BCOMCS047	DHINESH KUMAR S OL	BCOM CS	47
53	21BCOMCS029	DINESH KUMAR.P	BCOM CS	47
54	21BCOMCS001	DIVYA.P	BCOM CS	59
55	21BCOMCS002	GAYATHIRLG	BCOM CS	63
56	21BCOMCS010	GOKULNATH.V	BCOM CS	40
57	21BCOMCS057	GOWTHAM P	BCOM CS	62
58	21BCOMCS036	GUNASEKAR.M	BCOM CS	42
59	21BCOMCS039	HARIHARAN E	BCOM CS	51
60	21BCOMCS005	FERICK.J	BCOM CS	49
61	21BCOMCS086	GOVADHARAN.R	BCOM CS	48
62	21BCOMCS023	GOWTHAM .S	BCOM CS	41
63	21BCOMCS109	DHILIP KUMAR P	BCOM CS	42
64	22BCOMCA69	MOHAMMED ASKAR. N	BCOM CA	45
65	21BCOMCS080	DILIP.M	BCOM CS	41
66	22MCOM11	MUTHUMANI.M	MCOM	48
67	22MCOM10	RAMYA.S	MCOM	46



 **THIRUTHANGAL NADAR COLLEGE** 

(Belongs to the Chennavazh Thiruthangal Hindu Nadar Uraivimurai Dharma Fund)
A Self-financing Co-Educational College of Arts & Science
Affiliated to the University of Madras
Re-Accredited at 'B++' Grade by NAAC & An ISO 9001:2015 Certified Institution
Selavayal, Chennai - 600 051.

CERTIFICATION OF COMPLETION

This Certificate is Presented to MUTHUMANI.M of
II M.Com for successful completion of 30 hours of Value Added Course
on ORGANIZATIONAL BEHAVIOUR during the Academic year 2023 – 2024.

V. Devi
Dr. V.DEVI
Principal

A.N.M.
Thiru. A.NARAYANA MURTHY
Secretary & Correspondent

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Selavayal, Chennai - 600 051.

CERTIFICATION OF COMPLETION

This Certificate is Presented to RAMYA.S of
II M.Com for successful completion of 30 hours of Value Added Course
on ORGANIZATIONAL BEHAVIOUR during the Academic year 2023 – 2024.

V. Devi
Dr. V.DEVI
Principal

A.N.M.
NARAYANA MURTHY
Secretary & Correspondent



THIRUTHANGAL NADAR COLLEGE
VALUE ADDED COURSE
2023-2024 (ODD SEMESTER)
ORGANIZATIONAL BEHAVIOUR REPORT

Thiruthangal Nadar college conducted value Added Course in the academic year 2023-24 (odd semester) from 16/08/2023 to 13/09/2023. Dr. Jagadeeswaran was the Convenor for the add on course. Ms. S. Poojasree was the Coordinator for the School of Commerce and conducted add on course in the topic “Organizational Behaviour” Students from the Department of B. Com (G), B. Com (CS), B. Com (AF), B. Com (CA), BBA, M. Com, (enrolled in the course. A total of 198 students got benefitted from the course. Evaluation was done based on the course. All the students received the Add on course certificate after the evaluation. Faculty members received certificates for curriculum designing. It was very useful for the students.



CUSTOMER RELATIONSHIP MANAGEMENT

CUSTOMER RELATIONSHIP MANAGEMENT

Unit-1: Strategic and Conceptual Foundations of CRM

Unit-2: Building Customer Relationships (and Case Analysis)

Unit-3: Economics of CRM (and Case Analysis)

Unit-4: CRM for B2C Markets (and Case Analysis)

Unit-5: CRM for B2B Markets (and Case Analysis)

Unit-6: Technology in CRM

Unit-7: The CRM Roadmap & Operational issues in implementing CRM

Unit-8: CRM Analytics (and Case Analysis)



THE TYPICAL SAMPLES

VALUE ADDED COURSES 2023-2024
CLASSES: II YR & III YR
CUSTOMER RELATIONSHIP MANAGEMENT
ROOM NO: CB-10

SR.	NAME	DATE	16/8/23	17/8/23	19/8/23	21/8/23	23/8/23	25/8/23	27/8/23	29/8/23	31/8/23	1/9/23	4/9/23	7/9/23	8/9/23	11/9/23	12/9/23
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20



1.2.2 & 1.2.3 Add-on / Certificates / MoU
Approved by the Council on 11.02.2024
School Code: 100100100

VALUE ADDED COURSES 2023-2024

CLASSES: II YR & III YR

CUSTOMER RELATIONSHIP MANAGEMENT

ROOM NO: CB-11

SR NO	DATE	NAME	16/02/23	17/02/23	18/02/23	19/02/23	20/02/23	21/02/23	22/02/23	23/02/23	24/02/23	25/02/23	26/02/23	27/02/23	28/02/23	1/03/23	2/03/23	3/03/23	4/03/23	5/03/23	6/03/23	7/03/23	8/03/23	9/03/23	10/03/23	11/03/23	12/03/23	
1	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
2	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
3	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
4	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
5	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
6	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
7	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
8	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
9	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
10	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
11	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
12	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
13	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
14	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
15	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
16	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
17	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
18	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
19	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
20	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi
21	DEVIKANTH	DEVIKANTH	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi	Devi



Thiruthangal Nadar College
Knowledge is Power

NAAC CYCLE III - AQAR

1.2.2 & 1.2.3 Add-on / Certificates / MoU

1.2 Academic Flexibility

Year: 2023-2024





- b. retention value
 - c. shareholder value
 - d. base value
6. Customer Relationship Management is about _____
- a. acquiring the right customer
 - b. motivating employees
 - c. instituting the best processes
 - d. all of the above
7. Customized products and services for customers and interaction to individual customers are part of _____
- a. company relationship management
 - b. retailers management
 - c. supplier management
 - d. customer relationship management
8. Company's 'customer relationship capital' is another name of _____
- a. customer conversion
 - b. customer retention
 - c. dissatisfied customers
 - d. satisfied customers
9. CRM technology can help in _____
- a. processing transactions faster
 - b. developing new pricing models
 - c. designing direct marketing efforts
 - d. All of the above
10. A person or company that yields a revenue more than incurred costs of selling and serving is called _____
- a. profitable customers
 - b. satisfied customers
 - c. dissatisfaction
 - d. superior value
11. Customers lifetime purchases that generate net present value of future profit streams is called _____
- a. customer purchases value
 - b. customer cost incurred
 - c. customer lifetime value
 - d. customer relationships
12. A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.
- a. business database
 - b. customer mailing list
 - c. customer database
 - d. none of the above
13. Number of customers or potential customers who will help in company's growth is classified as _____



- a. retailer base
 - b. distributors base
 - c. customer base
 - d. marketers base
14. First step in analysis of customer value is to _____
- a. assessing attributes importance
 - b. identify customers value attributes
 - c. assessing company's performance
 - d. assessing competitors performance
15. The main drawback of CRM is _____
- a. rolling out crm before changing the organization to match
 - b. implementing crm before creating a customer strategy
 - c. stalking, not wooing, customers
 - d. All of the above
16. Difference between customers evaluation including all costs incurred and benefits is called _____
- a. company market value
 - b. customer affordability
 - c. customer reliability
 - d. customer perceived value
17. What is the primary goal of CRM?
- a. Maximizing profits
 - b. Improving customer satisfaction and relationships
 - c. Reducing operational costs
 - d. Increasing market share
18. Which of the following is NOT a key component of CRM?
- a. Customer data management
 - b. Sales automation
 - c. Inventory management
 - d. Marketing automation
19. How does CRM benefit businesses in managing customer interactions?
- a. It eliminates all customer interactions.
 - b. It automates customer interactions entirely.
 - c. It centralizes and analyzes customer interactions.
 - d. It increases the number of customer interactions.
20. What is the purpose of marketing automation in CRM?
- a. To eliminate marketing activities entirely
 - b. To automate customer interactions completely
 - c. To improve marketing effectiveness and efficiency
 - d. To replace marketing personnel with AI systems
21. How does CRM contribute to better customer service?
- a. By making customer service irrelevant
 - b. By automating all customer service tasks



- c. By facilitating quicker response times and issue resolution
 - d. By eliminating customer service departments
22. What does CRM analytics and reporting provide insights into?
- Employee performance only
 - a. Customer behavior and sales performance
 - b. Marketing budget allocation only
 - c. Competitors' strategies and tactics
 - d. It eliminates all customer interactions.
23. How can CRM systems help businesses with decision-making?
- a. By automating all decision-making processes
 - b. By eliminating the need for human decision-makers
 - c. By providing valuable data and insights for informed decisions
 - d. By reducing the number of decisions made by managers
24. What role does CRM play in lead nurturing?
- a. It eliminates the need for lead nurturing activities.
 - b. It automates the entire lead nurturing process.
 - c. It helps identify and prioritize leads for nurturing.
 - d. It requires customers to nurture leads themselves.
25. How can CRM improve customer retention?
- a. By ignoring customer feedback and complaints
 - b. By offering discounts to new customers only
 - c. By providing personalized experiences and timely support
 - d. By focusing solely on acquiring new customers

PART -B (5 X 10 = 50 marks)

1. What are the Advantages of CRM?
2. What are the Factors of CRM?
3. What are the Technologies of CRM?
4. Explain about the best CRM Practices?
5. Explain the benefits of Co-creation?



THIRUTHANGAL NADAR COLLEGE				
VALUE ADDED COURSE 2023-2024				
ASSESSMENT MARK SHEET				
Subject : Customer relationship management				
Date : 07/02/2024			Sub Code : VACSOC2302	
S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	21BCOMISME02	KARTHIGA. K	BCOM ISM	75
2	22BCOMGE20	SANOFAR NISHA. M	B.COM G (S-II)	75
3	22BCOMGE14	ILALFRED	B.COM G (S-II)	78
4	22BCOMGE15	S.SHAKTHI KUMAR	B.COM G (S-II)	40
5	22BCOMG133	MLMONISHA	B.COM G (S-I)	79
6	22BCOMG108	J.RAVIKUMAR	B.COM G (S-I)	75
7	22BCOMG112	V.YUVARAJ	B.COM G (S-I)	80
8	22BCOMG134	YUGENDHIRAN.J	B.COM G (S-I)	90
9	22BCOMG092	GANAPATHY.S	B.COM G (S-I)	77
10	22BCOMG099	N.GANAPATHY	B.COM G (S-I)	70
11	22BCOMG096	SRIVISHAL. S	B.COM G (S-I)	85
12	22BCOMG052	BALAJLV	B.COM G (S-I)	60
13	22BCOMG013	GOWTHAM .B	B.COM G (S-I)	40
14	22BCOMG004	PREM SANKAR S	B.COM G (S-I)	85
15	22BCOMG046	RAAJADURAI K	B.COM G (S-I)	74
16	22BCOMG038	VELAN S	B.COM G (S-I)	65
17	21BCOMAF20	VARSHA.D	BCOM AF	88
18	21BCOMAF03	VASANTHA PRIYA.M	BCOM AF	90
19	21BCOMAF27	VIJAY.P	BCOM AF	97
20	21BCOMAF24	YASHWANTH KUMAR.S	BCOM AF	74
21	21BCOMAF16	YUKESH NATHAN.S	BCOM AF	68
22	21BCOMAF29	SUBRAMANI V	BCOM AF	86
23	21BCOMAF30	SANJAY	BCOM AF	83
24	21BCOMAF31	NITHYA	BCOM AF	91
25	21BCOMAF32	CHANDU	BCOM AF	69
26	21/BBA/28	KALYANKANTH. K	BBA	40
27	21/BBA/39	KARTHICK. R	BBA	55
28	21/BBA/16	KARTHICK. A	BBA	52
29	21/BBA/25	KAVIARASU. N	BBA	40
30	21/BBA/20	LOKESH. S	BBA	40
31	21/BBA/42	MANOVA DANIEL. R.C.N	BBA	40
32	21/BBA/07	NARESHKUMAR. K	BBA	40
33	21/BBA/09	PRAKASHRAJ.M	BBA	40
34	21/BBA/41	RAJARAAN. G	BBA	40
35	21/BBA/45	RAJESH.R	BBA	45
36	21/BBA/32	RIYAZ ALL. S	BBA	40



37	21/BBA/43	SAIRAM SINGH.K	BBA	52
38	21/BBA/11	SAMIULLA. N	BBA	58
39	21/BBA/24	SANJAY KANNA. J	BBA	40
40	21/BBA/48	SANTHOSILR	BBA	40
41	021BCOMISME03	MOULISHWAR.P	BCOM ISM	40
42	021BCOMISME05	RAMYA.M	BCOM ISM	40
43	21BCOMG150	MARSHAL.P	BCOM G	60
44	21BCOMG172	MOHAMED ZACKYA	BCOM G	54
45	21BCOMG160	NANCY RANLL	BCOM G	77
46	21BCOMG140	NAVEEN BERCK MANS.A	BCOM G	42
47	21BCOMG177	NISHA.W	BCOM G	97
48	21BCOMG147	PRAKASH RAJ.S	BCOM G	73
49	21BCOMG185	PRASANNA KUMAR.L	BCOM G	60
50	60	PREM KUMAR.M	BCOM G	80
51	21BCOMG192	RAGUL.R	BCOM G	85
52	21BCOMG179	RAVI PRASATH.P	BCOM G	69
53	21BCOMG210	RUPAN RAJ.R	BCOM G	56
54	21BCOMG197	SAGAYA DSOUZAJ	BCOM G	58
55	21BCOMG148	SANJAY.U	BCOM G	77
56	21BCOMG171	SASIKUMAR.R	BCOM G	60
57	21BCOMG196	SHALINLS	BCOM G	57
58	21BCOMG163	SHREENIVASAN.K	BCOM G	82
59	21BCOMG191	SOWMYA.V	BCOM G	71
60	21BCOMG181	SRINIVASAN.M	BCOM G	74
61	21BCOMG184	SRIRAME	BCOM G	74
62	21BCOMG159	SUNILKUMARAN.R	BCOM G	85
63	21BCOMG215	SWATHLS	BCOM G	46
64	21BCOMG141	SYED SHAHUL HAMEED BASHA.S	BCOM G	75
65	21BCOMG146	TEJA.B	BCOM G	76
66	21BCOMG143	UDHAYA KUMAR.M	BCOM G	65
67	21BCOMG205	AJAY.S	BCOM G	77
68	21BCOMG214	ARAVIN.S	BCOM G	68
69	21BCOMG168	ASHWIN.V	BCOM G	50



THIRUTHANGAL NADAR COLLEGE				
VALUE ADDED COURSE 2023-2024				
ASSESSMENT MARK SHEET				
Subject : Customer relationship management				
Date : 07/02/2024			Sub Code : VACSOC2302	
S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	22BCOMG037	MONISHRAJ S	B.COM G (S-I)	74
2	22BCOMG026	HEMALATHA M	B.COM G (S-I)	77
3	22BCOMG025	VANAPARVATHI L	B.COM G (S-I)	74
4	22BCOMG174	SHALINI B	B.COM G (S-I)	60
5	22BCOMG015	HAMSA VARTHINI R	B.COM G (S-I)	75
6	22BCOMG095	MOUNIKA S R	B.COM G (S-I)	70
7	22BCOMG170	BHUVANSHWARLS	B.COM G (S-I)	60
8	22BCOMG093	SARASWATHY S	B.COM G (S-I)	60
9	22BCOMG067	BHUVANSHWARLR	B.COM G (S-I)	70
10	22BCOMG031	SAFRIN BANU S	B.COM G (S-I)	70
11	22BCOMG070	KRIBA C	B.COM G (S-I)	75
12	22BCOMG129	DHIVYA DHARSHINI M	B.COM G (S-I)	75
13	22BCOMG194	MONISHA R	B.COM G (S-I)	70
14	22BCOMG121	FRANKLIN RUBAN A	B.COM G (S-I)	65
15	22BCOMG094	PRAVEEN PJ	B.COM G (S-I)	65
16	22BCOMG086	BHARATH E	B.COM G (S-I)	70
17	22BCOMG062	MANOJ KUMAR N	B.COM G (S-I)	77
18	21BCOMG024	KOWSHIK.V	BCOM G	65
19	21BCOMG042	LUCAS JEBARAJ.P	BCOM G	60
20	21BCOMG009	LUKAS HUTSON.T	BCOM G	65
21	21BCOMG040	MADHAV.V	BCOM G	60
22	21BCOMG071	MADHAVAN.M	BCOM G	65
23	21BCOMG021	MADHUMITHA.E	BCOM G	75
24	21BCOMG054	MAHESH KUMARS	BCOM G	65
25	21BCOMG070	MANIKANDAN.V	BCOM G	75
26	21BCOMG038	MOHAMED RAFAEEK.N	BCOM G	50
27	21BCOMG039	MOHAMMED ZUBAIRSHARIEF.U	BCOM G	100
28	21BCOMG032	MUKESH.M	BCOM G	40
29	21BCOMG013	POORNIMA.R	BCOM G	75
30	21BCOMG052	MURUGAN.S	BCOM G	42
31	21BCOMG062	NAVEENKUMAR.M	BCOM G	50
32	21BCOMG002	NIVASAN.G	BCOM G	75
33	21BCOMG027	PAVITHRA.U	BCOM G	75
34	21BCOMG017	PORSELVAN.P	BCOM G	75
35	21BCOMG046	PRADEEPS S B	BCOM G	75
36	21BCOMG072	PRAVEEN KUMAR.G	BCOM G	47



37	21BCOMG004	PRIYANKA.H	BCOM G	75
38	21BCOMG152	BALA.R	BCOM G	64
39	21BCOMG167	DHANUSH.H	BCOM G	40
40	21BCOMG198	GOKULA	BCOM G	74
41	21BCOMG154	GOWTHAMAN.S	BCOM G	42
42	21BCOMG189	UMASHANKAR.D	BCOM G	71
43	21BCOMCA15	ASHVATH V	BCOM CA	80
44	21BCOMCA20	ATHUL P	BCOM CA	63
45	21BCOMCA29	BALAJI B	BCOM CA	65
46	21BCOMCA16	BALAKRISHNAN M	BCOM CA	88
47	21BCOMCA39	BALAMURUGAN J	BCOM CA	65
48	21BCOMCA03	DAVID SAMUEL A	BCOM CA	88
49	21BCOMCA33	DEEPAK KUMAR K	BCOM CA	65
50	21BCOMCA27	DHAKSHANA MOORTHY P	BCOM CA	67
51	21BCOMCA69	DHANUSH S	BCOM CA	55
52	21BCOMCA21	DHARANI R	BCOM CA	60
53	21BCOMCA55	DINESH S	BCOM CA	75
54	21BCOMCA51	DOMINIC XAVIER J	BCOM CA	65
55	21BCOMCA61	GAYATHIRI DEVI B.V.	BCOM CA	75
56	21BCOMCA09	HARI PRASATH M	BCOM CA	72
57	21BCOMCA35	HARIPRASAD K	BCOM CA	60
58	21BCOMCA11	HARISH KARTHICK R	BCOM CA	74
59	21BCOMCA07	HARISH KUMAR M	BCOM CA	63
60	21BCOMCA57	HARISH KUMAR S	BCOM CA	65
61	21BCOMCA68	HEMALATHA S	BCOM CA	65
62	21BCOMCA66	JAGAN A	BCOM CA	65
63	21BCOMCA14	JAGAN M	BCOM CA	81
64	21BCOMCA41	JOSEPH ARISTOTLE A	BCOM CA	70
65	21BCOMCA36	JOSHUA FRAZER CN	BCOM CA	65
66	21BCOMCA05	KAMALESH A	BCOM CA	62
67	21BCOMCA24	KARTHICK M	BCOM CA	60
68	21BCOMCA52	KEARON CHRISTINA I	BCOM CA	65
69	21BCOMCA30	KEERTHANA N.P.	BCOM CA	70
70	21BCOMCA60	KUMARESH D	BCOM CA	65



THIRUTHANGAL NADAR COLLEGE				
VALUE ADDED COURSE 2023-2024				
ASSESSMENT MARK SHEET				
Subject : Customer relationship management				
Date : 07/02/2024			Sub Code : VACSOC2302	
S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	22BCOMG156	VASANTHAKUMAR R	B.COM G (S-I)	65
2	22BCOMG059	FAYAZULLAH A	B.COM G (S-I)	65
3	22BCOMG195	GOWTHAM .V	B.COM G (S-I)	65
4	22BCOMG080	PRAVEEN P	B.COM G (S-I)	45
5	22BCOMAF36	E.JAYASHREE	B.COM AF	60
6	22BCOMAF06	M.SARASWATHI	B.COM AF	85
7	22BCOMAF50	C.HEPHZIBAH BEULAH	B.COM AF	70
8	22BCOMAF29	P. HEMASRI	B.COM AF	93
9	22BCOMAF40	S.SHALINI	B.COM AF	65
10	22BCOMAF15	IL. JEEVANANDHAM	B.COM AF	70
11	22BCOMAF22	R.HARIHARAN	B.COM AF	94
12	21BCOMAF06	C.ABISHEK	B.COM AF	92
13	21BCOMAF18	S.VINODHINI	B.COM AF	82
14	21BCOMAF12	RAYALLA MADHAVI	B.COM AF	93
15	21BCOMG137	MONISHV	BCOM G	60
16	21BCOMG144	MYTHILLD	BCOM G	93
17	21BCOMG129	NAVEEN KUMAR.K.R.	BCOM G	65
18	21BCOMG107	NAVEEN KUMAR.V	BCOM G	55
19	21BCOMG086	NIRMAL RAJ.K	BCOM G	70
20	21BCOMG051	POOJA.M	BCOM G	75
21	21BCOMG132	POOJA.N	BCOM G	70
22	21BCOMG124	PRAHALAATHAN.B.J.K.	BCOM G	70
23	21BCOMG119	PRASANTILR	BCOM G	77
24	21BCOMG045	PRIYADHARSHINI.V	BCOM G	75
25	21BCOMG125	PUGAZHENDILR	BCOM G	63
26	21BCOMG081	RAMACHANDRAN.T	BCOM G	65
27	21BCOMG114	SAIKUMAR.N	BCOM G	40
28	21BCOMG088	SAMUVELA	BCOM G	58
29	21BCOMG049	SANDHIYA.G	BCOM G	70
30	21BCOMG101	SANTHOSH KUMAR.M	BCOM G	50
31	21BCOMG108	SARAAL.M	BCOM G	75
32	21BCOMG117	SATHISH KANNAN.M	BCOM G	50
33	21BCOMG134	SATHISH KUMAR.S	BCOM G	72
34	21BCOMG083	SHAIK KALIL.S	BCOM G	63
35	21BCOMG105	SHERWIN KUMAR.W	BCOM G	67
36	21BCOMG131	SHYAM SUNDAR.V	BCOM G	60



37	21BCOMGFS02	SRILA.P	BCOM G	75
38	21BCOMG055	SUGANYA.K	BCOM G	75
39	21BCOMG104	SYED ANSAR BASHA.S	BCOM G	78
40	22BCOMCS072	RAKSHANA DEVI.A	BCOM CS	80
41	22BCOMCS080	SRUTHIKA.S	BCOM CS	100
42	22BCOMCS082	KAVITHA.P	BCOM CS	60
43	22BCOMCSE04	IMMANUVEL .A	BCOM CS	75
44	22BCOMCSE08	MANOJKUMAR.N	BCOM CS	50
45	22BCOMCSE05	PARTHASARATHY.M	BCOM CS	52
46	22BCOMCSE07	SANJAY.S	BCOM CS	63
47	22BCOMCSE06	UDHAYAKIRAN.V.H	BCOM CS	67
48	22BCOMCSE01	YUGENDRARAJA.P	BCOM CS	40
49	22BCOMCS045	AKASH.K	BCOM CS	69
50	22BCOMCS042	ASWIN.A	BCOM CS	40
51	22BCOMCS019	CALEB SUNDARRAJ	BCOM CS	68
52	22BCOMCS029	DANIEL ANTO K	BCOM CS	67
53	22BCOMCS023	DHANIGAVEL.K	BCOM CS	66
54	22BCOMCS065	DILLIRAJ.B	BCOM CS	75
55	22BCOMCS005	GOKUL.K	BCOM CS	45
56	22BCOMCS009	GOWTHAMS	BCOM CS	50
57	22BCOMCS031	HARITHATCHIN.M	BCOM CS	40
58	22BCOMCS052	JAGADEESHWARAN.S	BCOM CS	66
59	22BCOMCS008	MJALALAH GOWDAM	BCOM CS	74
60	21BCOMCA53	LOKESH KUMAR V	BCOM CA	65
61	21BCOMCA13	MADESH N	BCOM CA	58
62	21BCOMCA63	MADHAN M	BCOM CA	60
63	21BCOMG208	VENKATESAN.T	BCOM G	83
64	21BCOMG207	VENKATESHP	BCOM G	93
65	21BCOMG182	VIGNESHLV	BCOM G	66
66	21BCOMG209	VIKASLV	BCOM G	90
67	21BCOMG156	HARISILD	BCOM G	51
68	21BCOMG176	JANA.R	BCOM G	84
69	21BCOMG173	JANANLM	BCOM G	93





**THIRUTHANGAL NADAR COLLEGE
 VALUE ADDED COURSE
 2023-2024 (ODD SEMESTER)
 CUSTOMER RELATIONSHIP MANAGEMENT REPORT**

Thiruthangal Nadar college conducted value Added Course in the academic year 2023-24 (odd semester) from 16/08/2023 to 13/09/2023. Dr. Jagadeeswaran was the Convenor for the add on course. Ms. S. Poojasree was the Coordinator for the School of Commerce and conducted add on course in the topic “Customer relationship management” Students from the Department of B. Com (G), B. Com (CS), B. Com (AF), B. Com (CA), B. Com (BM), BBA (enrolled in the course. A total of 208 students got benefitted from the course. Evaluation was done based on the course. All the students received the Add on course certificate after the evaluation. Faculty members received certificates for curriculum designing. It was very useful for the students.



MANAGEMENT INFORMATION SYSTEM

MANAGEMENT INFORMATION SYSTEM

Unit-1: Introduction to Management Information systems :Types of MIS, Capabilities, Complements, CCR Framework; Role of manager with respect to IT in an organization

Unit-2: Database management systems, Data Warehousing, Foundations of business intelligence, Data and Text Mining.

Unit-3: Strategic Enterprise Systems - ERP, SCM, CRM, SRM.

Unit-4: Strategic Enterprise Systems (contd..)

Unit-5: Operational Support Systems - Manufacturing Systems, Sales and Marketing Systems, HRIS, Finance and Accounting Systems

Books and references

1. Kenneth C. Laudon & Jane P. Laudon. "Management Information Systems". Pearson Publishing.
2. Reading material from Harvard Business School Repository





Sl. No.	Name of the Institution	Address	Year of Establishment	Approval Status	Signature	Date
1
2
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THIRUTHANGAL NADAR COLLEGE
Approved & Licensed / Permitted by the Government of Tamil Nadu
Affiliated to the Government of Tamil Nadu
Established in the year 1948
Accredited by the Council for Higher Education, Tamil Nadu
Distance Education Unit, Chennai

VALUE ADDED COURSES 2023-2024
CLASSES: II YR & III YR
MANAGEMENT INFORMATION SYSTEM
ROOM NO: CB-22

S.NO	NAME	DATE	6/8/23	7/8/23	8/8/23	9/8/23	10/8/23	11/8/23	12/8/23	13/8/23	14/8/23	15/8/23	16/8/23	17/8/23	18/8/23	19/8/23	20/8/23
1	THIRUTHANGAL NADAR COLLEGE																
2	THIRUTHANGAL NADAR COLLEGE																
3	THIRUTHANGAL NADAR COLLEGE																
4	THIRUTHANGAL NADAR COLLEGE																
5	THIRUTHANGAL NADAR COLLEGE																
6	THIRUTHANGAL NADAR COLLEGE																
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14	THIRUTHANGAL NADAR COLLEGE																
15	THIRUTHANGAL NADAR COLLEGE																
16	THIRUTHANGAL NADAR COLLEGE																
17	THIRUTHANGAL NADAR COLLEGE																
18	THIRUTHANGAL NADAR COLLEGE																



1	20230001	ABHIRAM	...
2	20230002	ADARSH	...
3	20230003	ADITHYAN	...
4	20230004	ADITHYAN	...
5	20230005	ADITHYAN	...
6	20230006	ADITHYAN	...
7	20230007	ADITHYAN	...
8	20230008	ADITHYAN	...
9	20230009	ADITHYAN	...
10	20230010	ADITHYAN	...
11	20230011	ADITHYAN	...
12	20230012	ADITHYAN	...
13	20230013	ADITHYAN	...
14	20230014	ADITHYAN	...
15	20230015	ADITHYAN	...
16	20230016	ADITHYAN	...
17	20230017	ADITHYAN	...
18	20230018	ADITHYAN	...
19	20230019	ADITHYAN	...
20	20230020	ADITHYAN	...
21	20230021	ADITHYAN	...
22	20230022	ADITHYAN	...
23	20230023	ADITHYAN	...
24	20230024	ADITHYAN	...
25	20230025	ADITHYAN	...
26	20230026	ADITHYAN	...
27	20230027	ADITHYAN	...
28	20230028	ADITHYAN	...
29	20230029	ADITHYAN	...
30	20230030	ADITHYAN	...
31	20230031	ADITHYAN	...
32	20230032	ADITHYAN	...
33	20230033	ADITHYAN	...
34	20230034	ADITHYAN	...
35	20230035	ADITHYAN	...
36	20230036	ADITHYAN	...
37	20230037	ADITHYAN	...
38	20230038	ADITHYAN	...
39	20230039	ADITHYAN	...
40	20230040	ADITHYAN	...
41	20230041	ADITHYAN	...
42	20230042	ADITHYAN	...
43	20230043	ADITHYAN	...
44	20230044	ADITHYAN	...
45	20230045	ADITHYAN	...
46	20230046	ADITHYAN	...
47	20230047	ADITHYAN	...
48	20230048	ADITHYAN	...
49	20230049	ADITHYAN	...
50	20230050	ADITHYAN	...



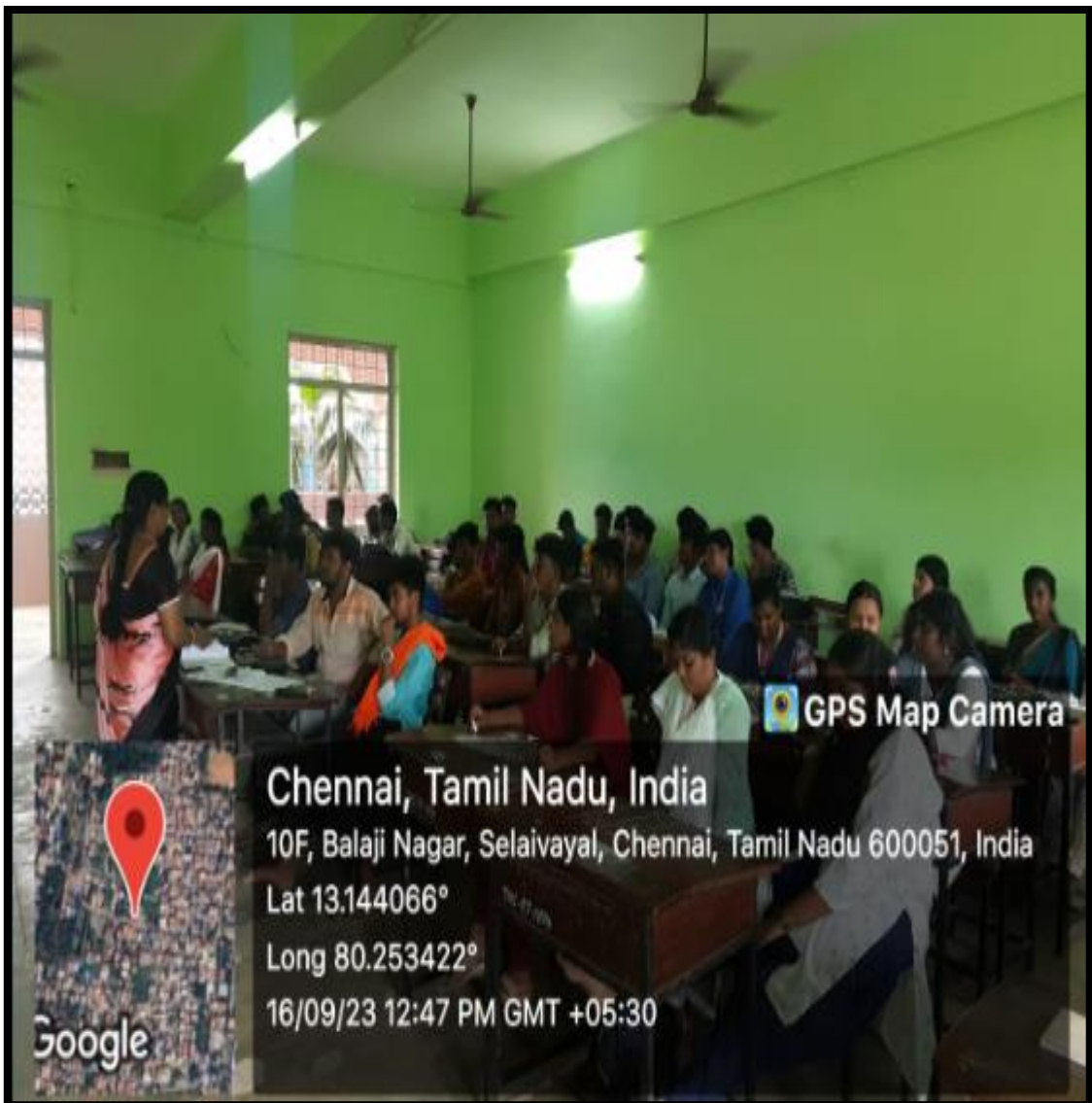
Thiruthangal Nadar College
Knowledge is Power

NAAC CYCLE III - AQAR

1.2.2 & 1.2.3 Add-on / Certificates / MoU

1.2 Academic Flexibility

Year: 2023-2024





Q5. Management information systems usually:

- a. Serve managers interested in weekly, monthly, and yearly results, not day-to-day activities.
- b. Help managers make decisions that are unique, rapidly changing, and not easily specified in advance.
- c. Provide managers with a generalized computing and telecommunications capacity that can be applied to a changing array of problems.
- d. Perform and record the daily routine transactions necessary to the conduct of business.

Q6. Decision support systems usually:

- a. Serve managers interested in weekly, monthly, and yearly results, not day-to-day activities.
- b. Help managers make decisions that are unique, rapidly changing, and not easily specified in advance.
- c. Provide managers with a generalized computing and telecommunications capacity that can be applied to a changing array of problems.
- d. Perform and record the daily routine transactions necessary to the conduct of business.

Q7. Identifying customers and markets using data on demographics, markets, consumer behavior, and trends is an example of a(n):

- a. Operational-level sales and marketing information system.
- b. Knowledge-level sales and marketing information system.
- c. Management-level sales and marketing information system.
- d. Strategic-level sales and marketing information system.

Q8. Deciding where to locate new production facilities is a(n) example of manufacturing and production information system operating at the:

- a. Operational level
- b. Management level
- c. Knowledge level
- d. Strategic level

Q9. Preparing short-term budgets is an example of a finance and accounting information system operating at the:

- a. Operational level
- b. Management level
- c. Knowledge level
- d. Strategic level

Q10. Tracking employee training, skills, and performance appraisals is an example of a human resource information system operating at the:

- a. Operational level
- b. Management level
- c. Knowledge level
- d. Strategic level

Q11. Assembling a product, identifying customers and hiring employees are:

- a. Transactions
- b. Phases
- c. Business processes
- d. Business functions



Q12. Which of the following is a network of facilities for procuring materials, transforming raw materials into intermediate and finished products, and distributing the finished products to customers?

- a. Production chain
- b. Primary chain
- c. Supply chain
- d. Distribution chain

Q13. Information systems can facilitate supply chain management by:

- a. Tracking the status of orders.
- b. Rapidly communicating orders.
- c. Providing product specifications.
- d. Doing all of the above.

Q14. Enterprise systems support:

- a. Manufacturing processes.
- b. Financial and accounting processes.
- c. Human resource processes.
- d. All of the above

Q15. A computer security protocol for logging in would be an example of the _____ component of an information system.

- a. software
- b. hardware
- c. data
- d. proceduree. People

Q16. Customer numbers and their names would be an example of the _____ component of an order management information system

- a. software
- b. hardware
- c. data
- d. proceduree. People

Q17. Nonroutine cognitive skills include:

- a. communication.
- b. problem-solving.
- c. abstract reasoning.
- d. collaboration.
- e. All of the above.

Q18. The quality of your _____ is a large part of the quality of your information system.

- a. computer
- b. thinking
- c. time
- d. challenges
- e. Life



Q19. Which of the following is not a characteristic of good information?

- a. Interchangeability
- b. Relevance
- c. cost effectiveness
- d. timeliness.
- e. Accuracy

Q20. If you are a _____ recipient of sensitive information, such as might be overheard or contained in a misdirected email, this would not be illegal, but might be unethical to use it.

- a. active
- b. passive
- c. proper
- d. business

Q21. A human order taker can be bypassed when using a(n) _____.

- a. Office automation system
- b. Management information system
- c. Transaction processing system
- d. Decision support system

Q22. Data mining cannot be done if

- a. operational data has not been archived
- b. earlier management decisions are not available
- c. the organization is large
- d. all processing had been only batch processing

Q23. Batch processing is preferred over on-line transaction processing when

- i) processing efficiency is important
- ii) the volume of data to be processed is large
- iii) only periodic processing is needed
- iv) a large number of queries are to be processed

- a. i ,ii
- b. i , iii
- c. ii ,iii
- d. i , ii ,iii

Q24. On-line transaction processing is used when

- i) it is required to answer random queries
- ii) it is required to ensure correct processing
- iii) all files are available on-line
- iv) all files are stored using hard disk

- a. i ,ii
- b. i , iii
- c. ii ,iii, iv
- d. i , ii ,iii

Q25. Which is not a domain of Artificial Intelligence?

- a. Virtual Reality
- b. Intelligent Agents
- c. Expert System
- d. None of the above
- e. All of the above



PART -B (5 X 10 = 50 marks)

Answer all the questions:

1. What is an information system?
2. What activities does it perform? List and describe the organizational management and technology dimension of information System?
3. What is purpose of information system from a business perspective?
4. What role does it play in business information value chain?
5. What are business processes? What role do they play in organizations?



THIRUTHANGAL NADAR COLLEGE				
VALUE ADDED COURSE 2023-2024				
ASSESSMENT MARK SHEET				
Subject : Management Information System				
Date : 07/02/2024			Sub Code : VACSOC2304	
S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	21BCOMCS025	RAKESH. R	B COM (CS)	45
2	21BCOMCS045	RAMANA. D	B COM (CS)	56
3	21BCOMCS024	ATCHAYA SNEHA.D	B COM (CS)	49
4	21BCOMCS013	VIMAL RAJE	B COM (CS)	33
5	21BCOMCS098	YOGESHWARI. M	B COM (CS)	57
6	21BCOMCS102	HEMADHARSHINI. S	B COM (CS)	60
7	21BCOMCS044	SUGUNESHJ	B COM (CS)	45
8	21BCOMCS098	MANISHA. S	B COM (CS)	53
9	21BCOMCS045	DRAVID KRISHNA. H	B COM (CS)	35
10	21BCOMCS102	MOHANA PRIYA. M	B COM (CS)	53
11	21BCOMCS040	REHANA. A	B COM (CS)	41
12	21BCOMCS077	ABINAYASRI.R	B COM (CS)	48
13	22BCOM AF12	DILIP KUMAR.S	BCOM AF	83
14	22BCOM AF46	DHAMODHARAN.A	BCOM AF	76
15	22BCOM AF30	GANESHJ	BCOM AF	83
16	22BCOM AF01	GOPINATH.B	BCOM AF	69
17	22BCOM AF25	KARTHIGA.M	BCOM AF	73
18	22BCOM AF37	KEERTHIKA.R	BCOM AF	77
19	22BCOM AF13	LALITHA.R	BCOM AF	77
20	22BCOM AF20	MALINI.K	BCOM AF	82
21	22BCOM AF24	MANJULA.B	BCOM AF	83
22	22BCOM AF44	MITHRA.K	BCOM AF	62
23	22BCOM AF39	MONICA.A	BCOM AF	62
24	22BCOM AF38	MONIKA.S	BCOM AF	82
25	22BCOM AF45	MUTHU BHARATHY.V	BCOM AF	86
26	22BCOM AF04	NATCHIAPPAN.R	BCOM AF	63
27	22BCOM AF28	PAWANSAN.V	BCOM AF	55
28	22BCOM AF43	PREETHIKA.S	BCOM AF	83
29	22BCOM AF42	PRIYADHARSIKA.K	BCOM AF	73
30	22BCOM AF16	RAGAVAN.R	BCOM AF	65



31	22BCOM AF41	RESHMA.D	BCOM AF	66
32	22 BCOMG 132	MARIA PRIYA DHARSHINI S	BCOM G	89
33	22 BCOMG 135	MOHAMMED SALIM K	BCOM G	73
34	22 BCOMG 175	MONISH.S	BCOM G	86
35	22 BCOMG 097	PINAKAS R	BCOM G	78
36	22 BCOMG 192	PREETHI R	BCOM G	77
37	22 BCOMG 176	PRIYADHARSHINI R	BCOM G	76
38	22 BCOMG 106	PRIYADHARSHINI S	BCOM G	78
39	22 BCOMG 189	RAJESH C	BCOM G	85
40	22 BCOMG 188	RAJESH S	BCOM G	79
41	22 BCOMG 136	RAMYA R	BCOM G	78
42	22 BCOMG 188	REVATHI S	BCOM G	75
43	22 BCOMG 191	ROSELINE S	BCOM G	74
44	22 BCOMG 204	S.RENUGA DEVI	BCOM G	67
45	22 BCOMG 103	SABITHRA S	BCOM G	82
46	22 BCOMG 114	SAJITHA A	BCOM G	78
47	22 BCOMG 131	SAKTHIVEL K	BCOM G	67
48	22 BCOMG 073	SANTHOSH P	BCOM G	83
49	22 BCOMG 137	SARATH S	BCOM G	86
50	22 BCOMG 199	SRIRAM M	BCOM G	72
51	22 BCOMG 144	SUBHASH A	BCOM G	73
52	22 BCOMG 178	SUGU NANCY C	BCOM G	84
53	22 BCOMG 190	SWETHA K	BCOM G	78
54	22 BCOMG 140	UDHAYAKUMAR S	BCOM G	77
55	22 BCOMG 146	VARALAKSHMI K	BCOM G	76
56	22 BCOMG 115	VENKATESH D	BCOM G	85
57	22 BCOMG 141	VIKNESH K	BCOM G	79
58	22 BCOMG 105	VINOTH J	BCOM G	66
59	22 BCOMG 072	VISHAL S	BCOM G	65
60	22BCOMGE17	K.MONISH	BCOM G	75
61	22BCOMGE04	G.PRACHAATH	BCOM G	41
62	22BCOMGE03	N.RAJASREE	BCOM G	56
63	22BCOMGE01	K.SAI KRISHNAN	BCOM G	61
64	21BCOMG155	JENIFER.J	BCOM G	76
65	21BCOMG188	KEVIN.R	BCOM G	47
66	21BCOMG183	LAVANYA.H	BCOM G	53
67	22BCOMGE15	A.P. SAM PRAVEEN	BCOM G	67



THIRUTHANGAL NADAR COLLEGE

VALUE ADDED COURSE 2023-2024

ASSESSMENT MARK SHEET

Subject : Management Information System

Date : 07/02/2024

Sub Code : VACSOC2304

S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	21BCOMCS066	DHANALAXMI.R	B COM (CS)	54
2	21BCOMCS078	HEMALATHA.M	B COM (CS)	59
3	21BCOMCS104	PAVITHRA.G	B COM (CS)	67
4	21BCOMCS004	ATCHAYA.P	B COM (CS)	38
5	21BCOMCS089	SARANYA.S	B COM (CS)	55
6	21BCOMCS072	KANDHA KUMAR.M	B COM (CS)	48
7	21BCOMCS074	MONISHA.S	B COM (CS)	52
8	22BCOMBM01	ASHWINI D B	B.COM BM	69
9	22BCOMBM02	BHAVANI M	B.COM BM	54
10	22BCOMBM03	SATHISH S	B.COM BM	65
11	22BCOMBM04	ESHWAR V	B.COM BM	65
12	22BCOMBM06	ANTONY STEPHEN S	B.COM BM	43
13	21BCOMG063	RAKESHJ	BCOM G	85
14	21BCOMG030	RESHMA.A	BCOM G	86
15	21BCOMG022	SAIHARISH.R	BCOM G	78
16	21BCOMG033	SAKTHIAYANAR.V	BCOM G	76
17	21BCOMG035	SARUMATHLD	BCOM G	67
18	21BCOMG048	SATHISH.G	BCOM G	70
19	21BCOMG058	SIVENDAR.S	BCOM G	76
20	21BCOMG008	SOBANA.M	BCOM G	70
21	21BCOMG006	SRI RANJINI.S	BCOM G	55
22	21BCOMG005	SUDHA.E	BCOM G	57
23	21BCOMG043	SWAMI NATHAN.D	BCOM G	87
24	21BCOMG025	SWATHI LAKSHMI.D	BCOM G	88
25	21BCOMG018	THILAGAVATHI.S	BCOM G	77
26	21BCOMG041	THIRUMANLV	BCOM G	68
27	21BCOMG076	UDHAYA PRAKASH.V	BCOM G	75
28	21BCOMG037	UDHAYAMOORTHY.R	BCOM G	76
29	21BCOMG012	VINOTH.L	BCOM G	67
30	21BCOMG056	YAKESH.V	BCOM G	88



31	21BCOMG034	YOGASRI.D	BCOM G	87
32	21BCOMG015	YOGESH.S	BCOM G	78
33	21BCOMG166	LEVIN AKASH.G	BCOM G	67
34	21BCOMG169	LINGESHWAR.R.D.	BCOM G	40
35	22 B.COM CA55	ASHOK BHARATHI. C	BCOM CA	77
36	22 B.COM CA39	AFROZ AHAMED . F	BCOM CA	25
37	22 B.COM CA52	AKSHAYA SHRI .K	BCOM CA	78
38	22 B.COM CA12	APIYUTH RAJ. B	BCOM CA	25
39	22 B.COM CA49	AZIR KHAN	BCOM CA	69
40	22 B.COM CA48	BALAJI .S	BCOM CA	76
41	22 B.COM CA44	DHANUSH KUMAR . S	BCOM CA	77
42	22 B.COM CA06	DHANUSH. G	BCOM CA	40
43	22 B.COM CA02	DILLI BABU. S	BCOM CA	42
44	22 B.COM CA33	DIVAKAR.S	BCOM CA	66
45	22 B.COM CA54	DIVYADARSHINI T.S	BCOM CA	67
46	22 B.COM CA36	ELANCHEZHIAN. M	BCOM CA	77
47	22 B.COM CA11	GODWIN JOSE. A	BCOM CA	30
48	22 B.COM CA51	GOKUL J	BCOM CA	85
49	22 B.COM CA01	GOPIKA.S	BCOM CA	53
50	22 B.COM CA53	GOPINATHAN . D	BCOM CA	68
51	22 B.COM CA59	GOWTHAM .K	BCOM CA	65
52	22 B.COM CA14	HARISH RAGAVENDRAN. V	BCOM CA	27
53	22 B.COM CA25	HARISH.P	BCOM CA	30
54	22 B.COM CA41	JEEVANANDAM.G	BCOM CA	55
55	22 B.COM CA27	KALEESHWARI. M	BCOM CA	53
56	22 B.COM CA42	KAMESH KANNAN . N	BCOM CA	71
57	22 B.COM CA21	KANCHANA. G	BCOM CA	57
58	22 B.COM CA31	KARTHICK . N	BCOM CA	25
59	22 B.COM CA13	KARTHICK RAJA. K	BCOM CA	46
60	22 B.COM CA50	KARTHICK.K	BCOM CA	45
61	22 B.COM CA34	LALITH KRISHAN . S	BCOM CA	53
62	22 B.COM CA35	LENIN JOSHVAJ	BCOM CA	36
63	22 B.COM CA09	LOGESHWARAN. N	BCOM CA	36
64	22 B.COM CA61	MADHAN. S	BCOM CA	78
65	22 B.COM CA04	MAGESH KUMAR. A	BCOM CA	40
66	22 B.COM CA03	MANOJ KUMAR. S	BCOM CA	61
67	22 B.COM CA67	SINDHU.K	BCOM CA	68



THIRUTHANGAL NADAR COLLEGE

VALUE ADDED COURSE 2023-2024

ASSESSMENT MARK SHEET

Subject : Management Information System

Date : 07/02/2024

Sub Code : VACSOC2304

S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	22BCOMBM07	MOHAMMED YOUSUF T	B.COM BM	40
2	22BCOMBM08	GOWTHAMI YASODHA K M	B.COM BM	32
3	22BCOMBM09	SRIKANTH K	B.COM BM	64
4	22BCOMBM10	JANAKI M	B.COM BM	54
5	22BCOMBM12	SAMVEL N	B.COM BM	57
6	22BCOMCA68	HARINI M	B.COM CA	66
7	22BCOMCA01	GOPIKA S	B.COM CA	77
8	22BCOMCA64	LOKESHWARI S	B.COM CA	25
9	22BCOMCA16	BOOBALAN. S	B.COM CA	33
10	22BCOMCA40	VIGNESH.M	B.COM CA	55
11	22BCOMCA15	SANTHOSH S	B.COM CA	40
12	22 B.COM CA29	KAVIYA. R	B.COM CA	48
13	22BCOMBMRJ01	MALAR KODLS	B.COM BM	49
14	21BCOMG121	SYED TAJUDDIN.B	BCOM G	73
15	21BCOMG128	THIRUMALAIPATHY.K	BCOM G	55
16	21BCOMG060	TIVENA.M	BCOM G	64
17	21BCOMG094	VASIKARAN.N	BCOM G	24
18	21BCOMG096	VENKATESH.P	BCOM G	47
19	21BCOMG116	VIKRAM.S	BCOM G	45
20	21BCOMG089	VIMALRAJ.G	BCOM G	55
21	21BCOMG044	YASMEEN.M	BCOM G	66
22	22BCOMG048	PRAKASH A	BCOM G	67
23	22BCOMG158	PREETHI DEVI R S	BCOM G	77
24	22BCOMG081	PREM KUMAR.M	BCOM G	30
25	22BCOMG050	RAMANA G	BCOM G	85
26	22BCOMG083	SAM RATHINARAJ.S	BCOM G	53
27	22BCOMG061	SARAN KRISHNA S N	BCOM G	68
28	22BCOMG068	SARATHI M	BCOM G	65
29	22BCOMG084	SATHISH.K	BCOM G	27
30	22BCOMG035	SURENDRAN A	BCOM G	30
31	22BCOMG079	THARUN KUMAR.C	BCOM G	55



32	22BCOMG056	THILAGARAJ D	BCOM G	53
33	22BCOMG161	VARSHA V	BCOM G	71
34	22BCOMG045	VASANTH M	BCOM G	57
35	22BCOMG074	VIGNESH KUMAR	BCOM G	25
36	22BCOMG147	VIJAYASHREE R	BCOM G	46
37	22BCOMG119	VINOTHINI K	BCOM G	45
38	22BCOMG087	YUVANESH.M	BCOM G	53
39	22BCOMG180	ARCHANA V	BCOM G	36
40	22BCOMFS01	NAVEEN.G	BCOM G	36
41	22BCOMG186	SHAIK SHAJITHA K	BCOM G	78
42	22BCOMG198	BHARATH N	BCOM G	40
43	22BCOMG	NIVETHITHA B P	BCOM G	61
44	22BCOMG203	PRASANA RAJAN D	BCOM G	68
45	22BCOMG207	MANI KANDAN M	BCOM G	62
46	21BCOMGE22	NISHA .S	BCOM G	36
47	21BCOMGE06	SYED FARDEEN AHMED	BCOM G	48
48	21BCOMGE03	VISWAA. S	BCOM G	61
49	21BCOMGE13	AJAY KUMAR . J	BCOM G	53
50	21BCOMGE18	JAYAKANDAN. T	BCOM G	33
51	21BCOMGE14	SANJAY.D	BCOM G	49
52	21BCOMGE21	SANTHOSH KUMAR .S	BCOM G	22
53	21BCOMGE05	SATHISH. S	BCOM G	55
54	21BCOMGE10	VIGNESH.G	BCOM G	43
55	21BCOMGE08	DEVADHARSHINI. A	BCOM G	55
56	22BCOMGE19	M.SANGEETHA	BCOM G	65
57	22BCOMGE09	M.VIJAY	BCOM G	52
58	22BCOMGE07	J.YOKESHWARAN	BCOM G	55
59	21BCOMG213	LOKESH.A	BCOM G	48
60	21BCOMG139	MADHAVAN.S	BCOM G	96
61	21BCOMCS083	SACHIN.K.G	BCOM CS	45
62	21BCOMCS012	SAI AKASH.M	BCOM CS	61
63	21BCOMCS108	SAKTHI JOTHIP	BCOM CS	56
64	21BCOMCS068	SANTHOSH .S	BCOM CS	34
65	21BCOMCS085	SARATH KUMAR.D	BCOM CS	40
66	21BCOMCS055	SATHYA PRIYA V	BCOM CS	60
67	21BCOMCS056	SORNALACHUMI S	BCOM CS	53
68	21BCOMCS091	SURENDAR KUMAR.S	BCOM CS	25
69	21BCOMCS031	UDAY KIRAN .CH	BCOM CS	40







**THIRUTHANGAL NADAR COLLEGE
VALUE ADDED COURSE
2023-2024 (ODD SEMESTER)
MANAGEMENT INFORMATION SYSTEM REPORT**

Thiruthangal Nadar college conducted value Added Course in the academic year 2023-24 (odd semester) from 16/08/2023 to 13/09/2023. Dr. Jagadeeswaran was the Convenor for the add on course. Ms. S. Poojasree was the Coordinator for the School of Commerce and conducted add on course in the topic “Management Information System” Students from the Department of B. Com (G), B. Com (CS), B. Com (AF), B. Com (CA), BBA, M. Com, (enrolled in the course. A total of 203 students got benefitted from the course. Evaluation was done based on the course. All the students received the Add on course certificate after the evaluation. Faculty members received certificates for curriculum designing. It was very useful for the students.



SERVICES MARKETING: INTEGRATING PEOPLE, TECHNOLOGY, STRATEGY

SERVICES MARKETING: INTEGRATING PEOPLE, TECHNOLOGY, STRATEGY

Unit-1: New Perspectives on Marketing in the Service Economy, Consumer Behavior in the Service Context

Unit-2: Consumer Behavior in the Service Context (Contd.), Positioning Services in Competitive Markets, Developing Service Products

Unit-3: Developing Service Products (Contd.), Global Marketing of Services, Distributing Services through Physical and Electronic Channels, Setting Prices and Implementing Revenue Management (Contd.)

Unit-4: Setting Prices and Implementing Revenue Management, Promoting Services and Educating Customers, Designing and Managing Service Processes (Contd.)

Unit-5: Designing and Managing Service Processes (Contd.), Balancing Demand and Productive Capacity, Crafting Service Environment



THIRUTHANGAL NADAR COLLEGE
Widely Accredited Thiruthangal Nadar Institute of Education
 1st Floor, 19 Educational Colony, A-4 & B-4
 Changanassery, Kollam District, Kerala
 Telephone: 94473 24111, 94473 24112, 94473 24113
 Website: www.tnadarcollege.edu.in

VALUE ADDED COURSES 2023-2024
CLASSES: II YR & III YR
SERVICES MARKETING INTEGRATING PEOPLE, TECHNOLOGY AND STRATEGY
ROOM NO: CB-07

SR NO	SR NO	NAME	16/8/23	17/8/23	19/8/23	22/8/23	24/8/23	28/8/23	29/8/23	30/8/23	31/8/23	1/9/23	4/9/23	7/9/23	8/9/23	11/9/23	14/9/23
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22	THIRUMATHI ANANDHAKALI S																



THIRUTHANGAL NADAR COLLEGE
Approved by the Council of Higher Secondary Education, Government of Tamil Nadu
 Affiliated to the University of Madras
 Accredited by UGC to all UG and PG Courses
 (Autonomous) Since 2011. It has 20000 sq. ft. Central Library
 (Library, Hostel, and Staff Quarters)

VALUE ADDED COURSES 2023-2024

CLASSES: IIYR & IIIYR

SERVICES MARKETING INTEGRATING PEOPLE, TECHNOLOGY AND STRATEGY

ROOM NO: CB-08

Sl. No	NAME	16/10/23	17/10/23	18/10/23	19/10/23	20/10/23	21/10/23	22/10/23	23/10/23	24/10/23	25/10/23	26/10/23	27/10/23	28/10/23	29/10/23	30/10/23	31/10/23	01/11/23	02/11/23	03/11/23	04/11/23	05/11/23	06/11/23	07/11/23	08/11/23	09/11/23	10/11/23	11/11/23	12/11/23				
1	THIRUTHANGAL SAKSHI	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi	Sakshi			
2	THIRUTHANGAL DIVYANSHREE	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree	Divyanshree		
3	THIRUTHANGAL SAHITHA KRISHNA	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha	Sahitha		
4	THIRUTHANGAL JAYITHA KRISHNA	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	Jayitha	
5	THIRUTHANGAL SARINI	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	Sarini	
6	THIRUTHANGAL THEERHA	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha	Theerha
7	THIRUTHANGAL NITHYAN	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan	Nithyan
8	THIRUTHANGAL ANJALI SURESH	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali	Anjali
9	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi
10	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi
11	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi
12	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi
13	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi
14	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi
15	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi
16	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi
17	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi
18	THIRUTHANGAL ANJALIMATHI	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi	Anjalmathi



Sl. No.	Name	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	
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THIRUTHANGAL NADAR COLLEGE
Autonomous & Christ the King (Thiruthangal) Higher Secondary School
 A Not-For-Profit Educational Institute of Arts & Science
 Affiliated to the University of Madras
 Incorporated under Section 12C of the 1946 Act & 1956 Act
 Government of Tamil Nadu

VALUE ADDED COURSES 2023-2024
CLASSES: II YR & III YR
SERVICES MARKETING INTEGRATING PEOPLE, TECHNOLOGY AND STRATEGY
ROOM NO: CB-09

S.NO	ID NO	NAME	6/8/23	17/8/23	29/8/23	10/9/23	22/9/23	24/9/23	26/9/23	28/9/23	30/9/23	2/10/23	4/10/23	6/10/23	8/10/23	10/10/23	12/10/23	14/10/23
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3	211100003	ABHIRAM																
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8	211100008	ABHIRAM																
9	211100009	ABHIRAM																
10	211100010	ABHIRAM																
11	211100011	ABHIRAM																
12	211100012	ABHIRAM																
13	211100013	ABHIRAM																
14	211100014	ABHIRAM																
15	211100015	ABHIRAM																
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30	211100030	ABHIRAM																



Thiruthangal Nadar College
Knowledge is Power

NAAC CYCLE III - AQAR

1.2.2 & 1.2.3 Add-on / Certificates / MoU

1.2 Academic Flexibility

Year: 2023-2024





THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennalambal Thiruthangal Nadar Uradharamal Dharmam Fund)
A Self Financing Co-Educational College of Arts & Science
Affiliated to the University of Madras
Re-accredited at 'B++' Grade by NAAC & An ISO 9001:2015 Certified Institution
Selvayal, Chennai, Tamil Nadu, India

VALUE ADDED COURSE 2023-2024

ASSESSMENT

Subject : Services Marketing : Integrating People, Technology, Strategy

Date : 07/02/2024

Time : 1 ½ hours

Sub Code : VACSOC23101

Marks : 100

PART -A (25 X 2 = 50 marks)

Answer all the questions:

1. Which of the following is not a tangible dominant?

- A. Detergents
- B. Automobiles
- C. Investment Management
- D. Soft drinks

2. Select name of the country having maximum percent of GDP attributed to services.

- A. United States
- B. China
- C. Germany
- D. India

3. _____ is not an element of physical evidence.

- A. Employee dress
- B. Employee Training
- C. Equipment
- D. Facility design

4. Equity Foundation, India's average Gross Value Added (GVA) as a % of total GVA for FY 2018 & FY 2019 is _____.

- A. 40-45%
- B. 50-55%
- C. 60-65%
- D. 70-75%

5. _____ is not an element of People.

- A. Motivation
- B. Teamwork
- C. Flow of activities
- D. Customer training



6. _____ is the difference between customer expectations and perceptions.
- A. Customer Delight
 - B. Customer Satisfaction
 - C. Customer Gap
 - D. The supplier Gap
7. SSTs stands for _____.
- A. Stable Service Technologies
 - B. Social Service Technologies
 - C. Smart Service Technologies
 - D. Self Service Technologies
8. Which of the following is difficult to evaluate?
- A. Jewellery
 - B. Auto repair
 - C. Furniture
 - D. Clothing
9. Evaluation of Medical Diagnosis service is mainly depends on _____.
- A. High in experience quality
 - B. High in credence quality
 - C. High in search quality
 - D. Both a and c
10. _____ can be characterized as pure service.
- A. Teaching
 - B. Banking
 - C. Saloon
 - D. There's no such thing like a pure service
11. Intangibility, Perish ability, Inseparability & Variability are the characteristics of _____.
- A. Products
 - B. Services
 - C. Goods
 - D. Both a&b
12. _____ is defined as the caring, individualized attention that the firm provides to its customers.
- A. Empathy
 - B. Responsiveness
 - C. Sympathy
 - D. Assurance
13. Charging customers different prices for essentially the same service is called _____.
- A. Price discrimination
 - B. Price Determination
 - C. Price segmentation
 - D. Price Settlement



14. Which of the following is not a type of Service encounters?

- A. Remote encounters
- B. Phone encounters
- C. Face to face encounters
- D. Check in Encounters

15. Distinct characteristic of services is ____

- A. Inseparability
- B. Perishability
- C. Intangibility
- D. Variability

16. Service marketing is the same as _____.

- A. Digital Marketing
- B. Retail Marketing
- C. Ambush Marketing
- D. Relationship Marketing

17. _____ are the only service distributors which do not require direct human interactions.

- A. Electronic Channels
- B. SSTs
- C. Direct Service Channels
- D. Speculative channels

18. _____ is the main reason for difficulty in Services Marketing.

- A. Separability
- B. Intangibility
- C. Availability
- D. Demand Supply Gap

19. In Services Marketing, All of the following are examples of services except _____.

- A. Insurance & Banking
- B. Income Tax Filing
- C. Salon
- D. Computer Software

20. In this pricing strategy mostly services are sold at different prices by the same provider in different markets is known as _____.

- A. Price differentiation
- B. Price discrimination
- C. Market Pricing
- D. Marketing Myopia

21. Total customer value consists of all of the following components except ____

- A. Personal Value
- B. Product Value
- C. Service Value
- D. Image Value



22. _____ is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitate performance or communication of the service.

- A. Physical evidence
- B. Process
- C. Place
- D. People

23. _____ is a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view.

- A. Front end planning
- B. Service Blueprinting
- C. Service Standardization
- D. None of these

24. A triangle of Company, Customers, Employees, Internal Marketing, External Marketing communications and Interactive marketing is known as.....

- A. Marketing Triangle
- B. Service Triangle
- C. Communication Triangle

A triangle of Company, Customers, Employees, Internal Marketing, External Marketing communications and Interactive marketing is known as.....

- A. Marketing Triangle
- B. Service Triangle
- C. Communication Triangle

25. Tata sky is the joint venture of Tata and _____.

- A. Sony
- B. Star
- C. IBN
- D. Zee

PART -B (5 X 10 = 50 marks)

Answer all the questions:

1. What is services marketing? Explain its characteristics.
2. Explain the significance of service marketing.
3. How are services classified? Elaborate.
4. Briefly explain the factors affecting pricing decisions.
5. Discuss the stages in new service development process.



THIRUTHANGAL NADAR COLLEGE

VALUE ADDED COURSE 2023-2024

ASSESSMENT MARK SHEET

Subject : Services Marketing : Integrating People, Technology, Strategy

Date : 07/02/2024

Sub Code : VACSOC2301

S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	22BCOMISME01	ANANDHARAJ. S	BCOM ISM	57
2	22BCOMCS017	ANANDARAJA	B COM (CS)	52
3	22BCOMCS051	AVINASH.M	B COM (CS)	58
4	22BCOMCS049	MOHA SHANMUGA PERUMAL.S	B COM (CS)	61
5	22BCOMCS038	SHANKAR.S	B COM (CS)	56
6	22BCOMCS074	VIGNESH.M	B COM (CS)	70
7	22BCOMCS041	GOWTHAM CHAND.R	B COM (CS)	58
8	21BCOMAF25	AARTHLC	BCOM AF	54
9	21BCOMAF19	ABISARANYA.M	BCOM AF	77
10	21BCOMAF01	BADARNISHA.	BCOM AF	59
11	21BCOMAF23	DILIP.M	BCOM AF	58
12	21BCOMAF08	GOKUL.G	BCOM AF	54
13	21BCOMAF05	KEERTHANA.S	BCOM AF	64
14	21BCOMAF22	MOHANA MURALLV	BCOM AF	58
15	21BCOMAF14	MOIDEEN.S	BCOM AF	50
16	21BCOMAF04	NITHESHKUMAR.P	BCOM AF	70
17	21BCOMAF10	PASUPATHIAYYAPPAN.S	BCOM AF	70
18	21BCOMAF28	PRABHAKARAN.S	BCOM AF	48
19	21BCOMAF26	PRASATH.D.K	BCOM AF	60
20	21BCOMAF11	RENUKA DEVI.V	BCOM AF	70
21	21BCOMAF17	SANTHOSH KUMAR.R	BCOM AF	51
22	21BCOMAF07	SELVAGANAPATHI.D	BCOM AF	61
23	21BCOMAF21	SIVARENJANLB	BCOM AF	83
24	21BCOMAF09	SUDARRAJA	BCOM AF	53
25	21BCOMAF02	SURIYA PRAKASH.V	BCOM AF	75
26	21BCOMAF15	SURIYA.K	BCOM AF	40
27	22 BCOM G 125	ABINASH C.M	BCOM G	40
28	22 BCOM G 150	ABINAYA M	BCOM G	62
29	22 BCOM G 101	AISHWARIYA K	BCOM G	54
30	22 BCOM G 200	AQUILA FRANKLIN J	BCOM G	64
31	22 BCOM G 116	ARAVIND KUMAR K	BCOM G	44
32	22 BCOM G 100	ARAVINDAN K	BCOM G	52
33	22 BCOM G 027	BALAJLS	BCOM G	51
34	22 BCOM G 151	BOOMI BALAN M	BCOM G	47
35	22 BCOM G 139	CHERAN S	BCOM G	54



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S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	22BCOMCS039	ABARNA.S	B COM (CS)	66
2	22BCOMCS010	DEVADHARSHINLB	B COM (CS)	52
3	22BCOMCS016	SAMEERA BEGUM.K	B COM (CS)	76
4	22BCOMCS069	ZAHEEYA SULTHANA.M	B COM (CS)	81
5	22BCOMCS046	SARAL.N	B COM (CS)	77
6	22BCOMCS068	THIRISHA.R	B COM (CS)	70
7	21BCOMCA04	R.NITHISH	B.COM CA	64
8	21BCOMG078	ARRABATI VAMSHLN	BCOM G	50
9	21BCOMG069	ARUNACHALAM.R	BCOM G	67
10	21BCOMG011	ARUNBALAAJLR	BCOM G	55
11	21BCOMG050	ATHISIVARAMA KRISHNAN.S	BCOM G	52
12	21BCOMG023	BALAJLN	BCOM G	56
13	21BCOMG059	BALAJLP	BCOM G	59
14	21BCOMG061	BALAJLS	BCOM G	68
15	21BCOMG077	BELLAM KONDA LAKSHMAN.V	BCOM G	73
16	21BCOMG026	BHUVANESH.M	BCOM G	58
17	21BCOMG080	BOOPAL.P	BCOM G	50
18	21BCOMG031	DHANALAKSHMLL	BCOM G	69
19	21BCOMG064	DINESH KUMAR.T	BCOM G	56
20	21BCOMG067	GOKULAN.B	BCOM G	50
21	21BCOMG068	JAGADEASAN.B	BCOM G	65
22	21BCOMG028	JOHNSON BABU.S	BCOM G	58
23	21BCOMG003	KAMALESHK	BCOM G	48
24	21BCOMG036	KAMESHWARAN.G	BCOM G	70
25	21BCOMG075	KANNAN.U	BCOM G	58
26	21BCOMG020	KARUNESH KUMAR.C S	BCOM G	48
27	21BCOMG066	KISHORE.L	BCOM G	50
28	21BCOMCA02	MANIKANDAN N	B.COM CA	54
29	21BCOMCA31	MANIKANDAN P	B.COM CA	48
30	21BCOMCA12	NAGAARJUN N	B.COM CA	65
31	21BCOMCA65	NEVIN J	B.COM CA	58
32	21BCOMCA19	NISHANTH S	B.COM CA	56
33	21BCOMCA	PRIYAVARSHINE K	B.COM CA	58
34	21BCOMCA37	RIYAZ KHAN M	B.COM CA	40
35	21BCOMCA43	SADHA SIVAM S	B.COM CA	62
36	21BCOMCA44	SANJAY S	B.COM CA	61
37	21BCOMCA59	SARATHKUMAR L	B.COM CA	64
38	21BCOMCA50	SASIKUMAR N	B.COM CA	54



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S.NO	ID NO.	NAME	DEPARTMENT	MARKS
1	21BCOMCA58	K.SANTHOSH	B.COM CA	61
2	21BCOMCA70	B.SARATH KUMAR	B.COM CA	58
3	21BCOMCA08	M.MOHAMMED KAIF	B.COM CA	60
4	21BCOMCA23	J.SANJAY	B.COM CA	67
5	21BCOMCA28	P.MANOJ	B.COM CA	73
6	21BCOMCA67	S.SANTHOSH	B.COM CA	75
7	21BCOMCA17	MARIA BASIL ANDREW I	B.COM CA	76
8	21BCOMCA42	CHANDRASEKAR M	B.COM CA	62
9	21BCOMG097	ABDUL AZEEZ S	BCOM G	67
10	21BCOMG099	ABISHEIK K	BCOM G	52
11	21BCOMG111	ABTHUL RAHIM.R	BCOM G	32
12	21BCOMG136	AKASH.D	BCOM G	41
13	21BCOMG087	AMRITH.S.M.	BCOM G	65
14	21BCOMG084	ANTHONY RAJ.D	BCOM G	40
15	21BCOMG092	ARUL MURUGAN.S	BCOM G	45
16	21BCOMG109	BHARATHI KANNAN.G	BCOM G	41
17	21BCOMG120	BHAVANLM	BCOM G	41
18	21BCOMG057	DEEPA.P.K.	BCOM G	41
19	21BCOMG153	DHANALAKSHMI.B	BCOM G	41
20	21BCOMG082	DHANALAKSHMI.V	BCOM G	40
21	21BCOMG103	DHANUSHLB	BCOM G	57
22	21BCOMG085	DILIP KUMAR.S	BCOM G	51
23	21BCOMG216	DINESH.S	BCOM G	47
24	21BCOMG123	GIDEON.J	BCOM G	50
25	21BCOMG091	GNANASEKAR.B	BCOM G	49
26	21BCOMG115	HARIHARAN.S	BCOM G	60
27	21BCOMG102	IRISH MICHEAL RAJJ	BCOM G	41
28	21BCOMG047	JENIFER.S	BCOM G	45
29	21BCOMG112	KISHORE.P	BCOM G	47
30	21BCOMG098	MARIA JEBA SUGITH.S	BCOM G	65
31	21BCOMG106	MENAGARAJ.M	BCOM G	60
32	21BCOMG100	MOHAMMEDAMAN.A	BCOM G	59
33	21BCOMG122	MOHAN.S	BCOM G	46
34	22BCOMISME06	SANTHOSH KUMAR B.	BCOM ISM	40
35	22BCOMISME04	SIMRITH SEBASTIN C.	BCOM ISM	53
36	22BCOMISME03	VISHAL M.	BCOM ISM	40
37	22BCOMCS056	MAHALAKSHMLL	BCOM CS	72
38	22BCOMCS066	NARMADHAM	BCOM CS	60



39	22BCOMCS034	PAVANI PAVITHRA.P	BCOM CS	70
40	22BCOMCS044	SUVETHA.S	BCOM CS	72
41	22BCOMCS073	RAMYA	BCOM CS	68
42	22BCOMCS082	KANISHKA.D	BCOM CS	68
43	21BCOMCS061	VELMURUGAN.V	BCOM CS	56
44	21BCOMCS037	VELU B	BCOM CS	56
45	21BCOMCS035	VIGNESHLD	BCOM CS	53
46	21BCOMCS008	VIGNESHLP	BCOM CS	50
47	22 B.COM CA08	MOHAMMED ISMAIL. S	B.COM CA	60
48	22 B.COM CA26	MOHAN BABU . R	B.COM CA	68
49	22 B.COM CA56	MOSES. C	B.COM CA	66
50	22BCOMBM19	AJAY.M	B.COM BM	45
51	22BCOMBM17	ASHWINLU	B.COM BM	55
52	22BCOMBM18	BHARATH KUMAR.S	B.COM BM	41
53	22BCOMBM21	CHANDHRA KUMAR.P	B.COM BM	41
54	22BCOMBM04	EZHIL VARSHA . J	B.COM BM	69
55	22BCOMCS048	KANNAN.M	BCOM CS	60
56	22BCOMCS021	LITHISHKUMAR.K	BCOM CS	52
57	22BCOMCS032	MOHAMMED RAFIK.P	BCOM CS	54
58	22BCOMCS015	NANDHAKUMAR.M	BCOM CS	50
59	22BCOMCS007	PRASANTH .R	BCOM CS	41
60	22BCOMCS059	PRAVEEN.V	BCOM CS	60
61	22BCOMCS063	RAKESH.R	BCOM CS	64
62	22BCOMCS022	SATHSHKUMAR.V	BCOM CS	58
63	22BCOMCS057	SHANTHAKUMAR.A	BCOM CS	52
64	22BCOMCS043	SIMON FELIX.S	BCOM CS	62
65	22BCOMCS020	VIGNESH.R	BCOM CS	52
66	21BCOMG186	GILBERT JOE.A	BCOM G	70
67	21BCOMG157	JAYAMANIKANDAN.T	BCOM G	52
68	21BCOMG174	KEERTHIVASAN.K	BCOM G	59



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 Selavayal, Chennai - 600 051.



CERTIFICATION OF COMPLETION

This Certificate is Presented to C. SIMRITH SEBASTIN of
II BCOM - ISM for successful completion of 30 hours of Value Added Course
 on SERVICE MARKETING INTEGRATING TECH. STRATEGY during the Academic year 2023 – 2024.

V. Devi
Dr. V.DEVI
 Principal

A.N.M.
Thiru. A.NARAYANA MURTHY
 Secretary & Correspondent

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V. Devi
Dr. V.DEVI
 Principal

A.N.M.
Thiru. A.NARAYANA MURTHY
 Secretary & Correspondent



THIRUTHANGAL NADAR COLLEGE
VALUE ADDED COURSE
2023-2024 (ODD SEMESTER)
SEVICES MARKETING: INTEGRATING PEOPLE, TECHNOLOGY,
STRATEGY REPORT

Thiruthangal Nadar college conducted value Added Course in the academic year 2023-24 (odd semester) from 16/08/2023 to 13/09/2023. Dr. Jagadeeswaran was the Convenor for the add on course. Ms. S. Poojasree was the Coordinator for the School of Commerce and conducted add on course in the topic “Services Marketing: Integrating People, Technology, Strategy” Students from the Department of B. Com (G), B. Com (CS), B. Com (AF), B. Com (CA), B. Com (BM) (enrolled in the course. A total of 204 students got benefitted from the course. Evaluation was done based on the course. All the students received the Add on course certificate after the evaluation. Faculty members received certificates for curriculum designing. It was very useful for the students.



FEEDBACK

Timestamp	Student Id No.	Register Number	Name of the Student	Email ID	Contact Number	Class & Sec	Course	Feedback of the course
7/15/2024 12:15:30	22bcomb09	312211561	M. Mohamed Saffiyulla	saffiyullamoahmed@gmail.com	8939710805	Boom Bank management	Organizational Behaviour	Good
7/15/2024 12:16:51	22BCOMG117		H.lakshmanan	22bcomg117@thiruthang	9176349587	3rd boom (c)	Services Marketing : Integrating People, Technology And Strategy	No
7/15/2024 12:17:08	22bcomcs074	122202703	Vignesh.m	mvishwa752@gmail.com	7845320559	Bcom cs 3rd year 'A'	Services Marketing : Integrating People, Technology And Strategy	Improve our skills
7/15/2024 12:17:15	22BCOMCA01	312211824	Gopika S	gopika23005@gmail.com	9840646961	BCOMCA 3year	Management Information System	
7/15/2024 12:17:25	21bcomg057	312113139	Deepa.p.k	deepasunder244@gmail.com	6374616898	III b.com (G)B section	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 12:19:18	22BCOMG174	312211755	B.shalini	22bcomg174@thiruthang	9342842008	3rd year -A	Customer Relationship Management	Really a wonderful course to understand the customer and their demands upon the product.
7/15/2024 12:19:49	21bcomaf11	312113114	V.Renuka Devi	21bcomaf11@thiruthang	9345892373	3rd B.COM (ACCOUNT)	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 12:21:14	22BCOMG133	312211731	MONISHA M	monishamthukumar3@gmail.com	6374172621	3 BCOMG C	Customer Relationship Management	It is very useful course to get more knowledge
7/15/2024 12:22:56	21bcomaf31	312113113	NTHYA S	21bcomaf31@thiruthang	8220910703	3 rd BCOM (ACCOUNT)	Customer Relationship Management	Good
7/15/2024 12:24:08	22MCOM08	53201031	Kilaya Kanika	ilayakanika@gmail.com	9361551259	II mcom	Brand Management	Good
7/15/2024 12:25:28	22BCOMAF25	312211536	KARTHIGA.M	Karthisuj9@gmail.com	9361572906	IIIBCOMAF	Management Information System	Good
7/15/2024 12:25:42	22BCOMAF12	312211511	S. Dilipkumar	Dilipfestro16@gmail.com	6374417024	22BCOMAF	Management Information System	Good
7/15/2024 12:27:11	22BCOMAF38	312211543	S.Monika	monikasudhakar25@gmail.com	9840257725	III BCOM AF	Management Information System	
7/15/2024 12:35:07	22BBA21	412202710	Varsha yuvaraj	varshayuvraj31@gmail.com	8110882743	BBA-3RD YEAR	Brand Management	Good
7/15/2024 12:39:20	21bcomg051	312113314	M.Pooja	poojamoharajpooja@gmail.com	8610054104	3 & B	Customer Relationship Management	Excellent
7/15/2024 12:39:21	22bcomg169	312211724	S.kokila	kokilasingaram@gmail.com	8015124998	3rd year sec.c	Services Marketing : Integrating People, Technology And Strategy	Excellent
7/15/2024 12:39:25	22bba49	412202687	K.S.Bharani Devi	bharanidevi319@gmail.com	7200324044	2ndBBA 'A'	Brand Management	Useful for my studies
7/15/2024 12:39:33	22bcomg098	312211701	ABINAYA M	shainaabi72@gmail.com	6369645303	III C	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 12:39:44	22bcomg204	312211742	S. Renuka Devi	devirenuqa453@gmail.com	9344289278	III BComg & C	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 12:42:04	22BCOMG146	312211762	K. Varalakshmi	varalakshmivara261@gmail.com	9940671240	III C	Management Information System	Good
7/15/2024 12:43:06	21BCOMCA35	312113358	Hariprasad K	hari.kavenger@gmail.com	9043743337	III Bcom CA	Customer Relationship Management	It was good and engaging.
7/15/2024 12:43:07	22MCOM09	532201030	K.lakkiya Kanika	ilakkiyakanika@gmail.com	9444875529	II mcom	Brand Management	Good
7/15/2024 12:44:02	21BCOMCS072	122102932	KANDHA KUMAR	kandhakumar232003@gmail.com	9344688976	III B.com(CS)	Management Information System	Need improvement
7/15/2024 12:44:18	22BCOMG091	321122728	Maha Lakshmi .M	lakshmiimaha95000@gmail.com	9361642067	3rd Boom(G) B sec	Organizational Behaviour	Very Interesting and Good Teaching
7/15/2024 12:45:51	21BCOMBM01	312113124	Ashwini D B	ashwinidurai2@gmail.com	6374481364	III year	Management Information System	Good
7/15/2024 12:46:23	22BCOMG176	312211738	Priyadarshini.R	22bcomg176@thiruthang	9962128416	Bcom G&C	Management Information System	Good
7/15/2024 12:48:24	22BCOMG114	312211748	A. Sajitha	shajitha922005@gmail.com	7358418883	III BCOMG 'C'	Management Information System	Useful for our carrier
7/15/2024 12:51:53	21bcomcs09	122102900	S.Abishek	ShanmugamSangeetha@gmail.com	6383104211	B.com cs & B	Brand Management	Good
7/15/2024 12:51:54	22BCOMAF48	312211514	Gopinath. K	gopinathkathirvel19@gmail.com	7305331697	B. Com AF	Organizational Behaviour	Good
7/15/2024 12:52:01	22BCOMG134	312211695	J YUGENDHIRAN	jyugendhiran@gmail.com	6374460301	II B.COM(G) C	Customer Relationship Management	The course is helpful to gain knowledge about customer management and relationship.
7/15/2024 12:52:12	22BCOMG004	312211659	PREM SANKAR S	tnbcomg22apremsanka@gmail.com	7305781470	3rd year B.COM GENER	Customer Relationship Management	Very useful if easily bonding relationship in customer
7/15/2024 12:54:38	22BCOMAF17	312211525	Sham.L	svel46100@gmail.com	9361544053	IIIBCOMAF	Organizational Behaviour	Good
7/15/2024 12:55:24	22BCOMG108	312211664	Ravi Kumar j	ravijagadeeshwaran@gmail.com	9025063661	2nd year BCOMG-C	Customer Relationship Management	We learned many useful things during the course and we enjoyed a lot during the classes and played many mind games in between the class.
7/15/2024 12:59:36	22BCOMG073	312211668	P.santhosh	santhosh200404@gmail.com	6382795889	3bcomg & c	Management Information System	Information about the management its helpful for company workers
7/15/2024 13:02:02	22BCOMG052	312211588	BALAJI V	tnbcomg22abdalajiv0904@gmail.com	9080865580	3rd BCOM(G)- A	Customer Relationship Management	Good
7/15/2024 13:02:34	22BCOMAF05	312211523	SARATHY S	sarathysrinivasan120520@gmail.com	9176530974	III BCOM AF	Organizational Behaviour	Good
7/15/2024 13:04:39	22BCOMAF46	312211510	Dhamodharan A	dhamodharan0415@gmail.com	9940316274	B.com AF	Brand Management	Good
7/15/2024 13:05:14	22BCOMG150	312211703	K.Ashwariya	janihema1722@gmail.com	7667560123	Boom(G)-'C'	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 13:05:50	21BCOMG060	312113337	M.Tivena	21bcomg060tivena.m@gmail.com	7639539162	bcom(geral)- B Sec	Management Information System	Good
7/15/2024 13:08:21	22BcomAF22	312211515	Hanharan.R	harisandhu2005@gmail.com	6379347254	3 Rd year	Customer Relationship Management	Very interesting course
7/15/2024 13:09:17	III BCOM A&F 21	312211521	Rogith G	22bcomaf21@thiruthang	7200127301	III BCOM A&F & section	Organizational Behaviour	That's good
7/15/2024 13:11:43	22bcomcs075	122202672	Hussain	imam28139@gmail.com	9940162733	A	Services Marketing : Integrating People, Technology And Strategy	I interested



Timestamp	Student Id No.	Register Number	Name of the Student	Email ID	Contact Number	Class & Sec	Course	Feedback of the course
7/15/2024 13:13:35	21BCOMG039	312113221	MOHAMMED ZUBAIR S	zubairsharif13042003@	9941277701	III BCOM G (A)	Customer Relationship Management	It was effective and got a chance to learn about a new topic.
7/15/2024 13:14:55	22Bcombm14	312211575	M. Vishnu priya	thramagesh27@gmail.c	9344039125	Bcom BM , 3rd year	Organizational Behaviour	Overall gud
7/15/2024 13:16:16	22bcomcs010	122202710	B. Devadharshini	devadharshindeva004@	9176158597	3bcomcs-A	Services Marketing : Integrating People, Technology And Strategy	I'm interested
7/15/2024 13:17:13	21BBA28	412102506	KALYANKANTH K	kk308296@gmail.com	9342266636	BBA	Customer Relationship Management	NI
7/15/2024 13:20:01	22BCOMAF36	312211535	Jayashree-E	22bcomaf36@thiruhang	868288254	3rd yr	Customer Relationship Management	Learned about business strategy
7/15/2024 13:22:29	22BcomG143	312211723	L.kogila	kogila2102@gmail.com	9080229776	3rd Bcom(G) - C	Services Marketing : Integrating People, Technology And Strategy	It is very useful for my education
7/15/2024 13:38:15	22BCOMG096	312211675	S.Sri vishal	srivishal532@gmail.com	9940031398	BCOM C	Customer Relationship Management	The course was helpful for studies
7/15/2024 13:41:17	22bcomg120	312211700	J. Aarthi	jaarthijaya@gmail.com	8925454403	3rdBcom general -Bsec	Organizational Behaviour	Very good and deafly it will be useful
7/15/2024 13:44:45	22BCOMG070	312211722	c.kiruba	koklakiruba10@gmail.co	9345832567	III-Year Bcom(G) B sec	Customer Relationship Management	Very Good
7/15/2024 13:45:07	22BCOMG191	312211744	S. Rosline	serosline@gmail.com	9003210054	2nd bcom c	Management Information System	I learned lots of things from this course. MIS is very interesting subject. I learned how the organizations use management. And the management is how control the organization.
7/15/2024 13:46:25	22bcomcs030	122202685	Mohan Pradeep	MohanPradeep711@gm	9334341687	3 year a	Brand Management	Useful
7/15/2024 13:50:19	21bcomaf05	312113112	Keer thana.s	keerthishankar610@gma	8925465767	III B COMAF	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 13:56:30	22BCOMAF27	312211526	SHAM R	shadowkingsk24@gmail	8608306911	II B.COM AF	Organizational Behaviour	good
7/15/2024 13:57:07	22BCOMAF47	312211546	S. Pavithra	Pavisathiya20@gmail.co	7904621711	III BCOMAF	Organizational Behaviour	Very usefully
7/15/2024 13:58:19	22bcomA/f13	312211538	Lalitha.R	lalitharavichandran04@g	9150480569	3rd year b.comAf	Management Information System	Excellent
7/15/2024 14:02:56	21BCOMCS002	122102977	GAYATHRI G	gayathirig292@gmail.co	9342845501	BCOM (CS) B	Organizational Behaviour	Very Good
7/15/2024 14:04:36	22BCOMGE13	312211845	Mohamed Suhail A.S	suhail2sumaiya@gmail.c	9943294595	3rd year c sec	Organizational Behaviour	Good
7/15/2024 14:07:40	22bcomg046	312211660	K.RAAJADURAI	tnbcomg23raajadurai0	9361459141	III - A	Customer Relationship Management	Excellent
7/15/2024 14:08:26	21BcomGF501	312113317	Pradeepa A	angalpradeeps2003@gr	9094228895	III Bcom G	Organizational Behaviour	Its useful for my studies and career
7/15/2024 14:11:03	22BCOMG162	312211598	Dhanasekar S	Dhanaran928@gmail.co	9025783323	3year&C	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 14:11:29	22BCOMGE20	312211857	M.SANOFAR NISHA	sanofamisha91@gmail.c	9176184896	Bcom general 'C'	Customer Relationship Management	It will improve my knowledge
7/15/2024 14:17:36	22bcomcs038	122202698	Shankar-S	shankarsaishankar98@g	9884718545	3th bcom CS Sec A	Services Marketing : Integrating People, Technology And Strategy	Not so good
7/15/2024 14:26:08	22BCOMG178	312211757	Sugunancy. C	Sugunancy615@gmail.c	6380924657	2nd BCOM GENERAL -	Management Information System	I learned lots of things in this class during weekend
7/15/2024 14:28:45	22bcomcs004	122202659	Chandra sekar.V	chandruvs2004@gmail.c	9345874160	III Bcom A	Brand Management	Good teaching
7/15/2024 14:31:26	22BCOMAF19	312211531	Vigneshwaran	c.vigneshwaran831@gm	7305274732	2ndB.COMAF	Organizational Behaviour	good and nice
7/15/2024 14:35:26	21BCOMCS067	122102897	Manoj-A	manojarumugam868@g	8610968498	3rd B	Organizational Behaviour	Good
7/15/2024 14:36:54	21BCOMCS031	122102963	UDAY KIRAN CH	udaykiran242004@gmail	9345552826	III B.com (Corporate Sec	Management Information System	Excellent
7/15/2024 14:47:39	22BCOMCS020	122202654	A.ANANDA RAJ	anandtin2004@gmail.co	7200410709	3 year A	Services Marketing : Integrating People, Technology And Strategy	No comments
7/15/2024 14:50:23	22BCOMG204	312211742	S.Renuga Devi	devirenuga453@gmail.c	9344269278	III Bcom G & C	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 14:51:11	21BCOMG130	312113187	R.P. HARISH	rp.harish25@gmail.com	9363460953	IIIBCOMG & B	Organizational Behaviour	Learned many things facts about Organization behaviour. And this session is very nice to learn.
7/15/2024 14:53:29	22BCOMGE14	312211839	ALFRED. H	venomalfredvivy05@gm	9344533684	Bcom(G) sec'c' shift 2	Services Marketing : Integrating People, Technology And Strategy	No
7/15/2024 14:54:23	22BCOMG150	312211703	K.Aishwariya	janihema1722@gmail.co	7667560123	Bcom(G)-C*	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 14:57:45	22 BCOMCS 002	122202702	D SURYA KUMAR	Suryadsk06@gmail.com	8015410939	3rd year- A	Services Marketing : Integrating People, Technology And Strategy	Excellent
7/15/2024 14:57:56	22BCOMG183	312211726	Krithika.M	kaviykrithika177@gmal	8190963989	3rd year BCOM(G)-C*	Services Marketing : Integrating People, Technology And Strategy	Valued and good
7/15/2024 14:58:33	21BCOMAF14	312113094	Moideen-S	vipmoideenmoideen@gm	7397255119	CB-7	Services Marketing : Integrating People, Technology And Strategy	Services marketing
7/15/2024 15:05:25	21BCOMG045	312113318	PRIYA DHARSHINI.V	21bcomg045priyadharsh	7449063607	III BCom General "B"	Customer Relationship Management	Very nice
7/15/2024 15:05:41	21BCOMCS001	122102976	DIVYA P	shakthidivya871@gmail.c	7010860913	III BCOM (CS) "B" SECT	Organizational Behaviour	Good
7/15/2024 15:06:09	22BCOMCS051	122202656	M. Avinash	mkandan59133@gmail.c	8939685197	3rd year & A	Services Marketing : Integrating People, Technology And Strategy	Good
7/15/2024 15:08:35	21bcomg081	312113241	Ramachaneran.T	ramavicky0109@gmail.c	8248949225	IIIrd year b-Com(general)	Management Information System	Good
7/15/2024 15:10:58	21BCOMG034	312113145	Yogasri.D	yogasri0615@gmail.com	8667081850	III Yr A Sec	Management Information System	I get knowledge about management information system
7/15/2024 15:12:55	22bcomg179	312211713	Divya darshini.P	darshinikavin9@gmail.co	9087368619	3bcomg 'B'	Organizational Behaviour	Good