

Sl. No. 63701



AMITY UNIVERSITY

UTTAR PRADESH
MASTER OF BUSINESS ADMINISTRATION (MARKETING AND SALES)

Enrolment No. A0102209136

Roll No. 309A51

Statement of Grades

Name of the Institute/Department: AMITY BUSINESS SCHOOL

Name of the Student: Ena Gupta

Father's Name : Mr. Suresh Chand Gupta

BATCH : 2009-

SEMESTER - I								SEMESTER - II								
COURSE CODE	COURSE TITLE	MM	MARKS OBTD	ACU	ECU	GR	GP	SL. NO.	COURSE CODE	COURSE TITLE	MM	MARKS OBTD	ACU	ECU	GR	
																MMS 101
MMS 102	MARKETING MANAGEMENT	100	72	3	3	A	8	2	MMS 202	INTERNATIONAL MARKETING MANAGEMENT	100	84	3	3	B+	
MMS 103	ACCOUNTING FOR MANAGEMENT	100	70	4	4	A-	8	3	MMS 203	CONSUMER BEHAVIOUR	100	74	3	3	A	
MMS 104	COMPUTER APPLICATION	100	61	3	3	B+	7	4	MMS 204	PRODUCT & BRAND MANAGEMENT	100	79	3	3	A	
MMS 105	ECONOMIC ANALYSIS	100	55	4	4	B	6	5	MMS 205	MARKET RESEARCH	100	68	4	4	B+	
MMS 106	SALES MANAGEMENT	100	68	4	4	A-	8	6	MMS 206	BUSINESS ENVIRONMENT & LAW	100	70	4	4	B+	
MMS 107	QUANTITATIVE TECHNIQUES	100	43	3	3	C+	4	7	MMS 207	FINANCIAL MANAGEMENT	100	53	4	4	B	
MMS 142	BUSINESS COMMUNICATION - I	100	76	1	1	A	9	8	MMS 242	BUSINESS COMMUNICATION - II	100	73	1	1	B+	
MMS 143	BEHAVIOURAL SCIENCE - I	100	73	1	1	B+	7	9	MMS 243	BEHAVIOURAL SCIENCE - II	100	76	1	1	A	
MMS 145	GERMAN - I	100	65	2	2	B	6	10	MMS 245	GERMAN - II	100	79	2	2	B+	
SGPA : 6.79		TOTAL		1000	645	29	29	69	SGPA : 7.34		TOTAL		1000	696	29	29
SEMESTER - III								SEMESTER - IV								
COURSE CODE	COURSE TITLE	MM	MARKS OBTD	ACU	ECU	GR	GP	SL. NO.	COURSE CODE	COURSE TITLE	MM	MARKS OBTD	ACU	ECU	GR	
																MMS 301
MMS 302	MANAGERIAL COMPETENCIES & CAREER DEVELOPMENT *	100	69	-	-	S	-	2	MMS 402	MANAGERIAL EXCELLENCE *	100	70	-	-	S	
MMS 303	ADVANCE SALES MANAGEMENT	100	64	3	3	B+	7	3	MMS 403	CUSTOMER RELATIONSHIP MANAGEMENT & TECHNOLOGY	100	73	3	3	B+	
MMS 304	ADVERTISING & SALES PROMOTION	100	63	3	3	B+	7	4	MMS 404	RETAIL & MALL MANAGEMENT	100	52	3	3	B	
MMS 305	INDUSTRIAL MARKETING	100	71	3	3	A-	8	5	MMS 405	DIRECT MARKETING	100	75	3	3	B+	
MMS 306	SERVICES MARKETING	100	76	3	3	A-	8	6	MMS 406	MARKETING OF FINANCIAL SERVICES	100	65	3	3	B	
MMS 307	RURAL & AGRICULTURAL MARKETING	100	62	3	3	B+	7	7	MMS 407	SERVICE OPERATIONS MANAGEMENT	100	77	3	3	A-	
MMS 308	ENTREPRENEURSHIP & NEW VENTURE	100	74	3	3	B+	7	7	MMS 408	SUPPLY CHAIN COMPETITIVENESS	100	66	3	3	B+	
MMS 342	BUSINESS COMMUNICATION - III	100	69	1	1	B	6	9	MMS 442	BUSINESS COMMUNICATION - IV	100	72	1	1	B+	
MMS 343	BEHAVIOURAL SCIENCE - III	100	74	1	1	A-	8	10	MMS 443	BEHAVIOURAL SCIENCE - IV	100	62	1	1	B	
MMS 345	GERMAN - III	100	71	2	2	B	6	11	MMS 445	GERMAN - IV	100	60	2	2	B	
MMS 350	SUMMER INTERNSHIP	100	75	9	9	B+	7	12	MMS 455	DISSERTATION	100	54	9	9	B-	
SGPA : 7.11		TOTAL		1200	833	35	35	78	SGPA : 6.20		TOTAL		1200	791	35	35

CGPA : 6.84

DIVISION : FIRST

* Non credit course

Checked by Noida, Gautam Buddha Nagar

Checked by

MM = Maximum Marks, Marks OBTD = Marks Obtained, ACU = Associated Credit Units, ECU = Earned Credit Units, GR = Grade, GP = Grade Point
AGPA = Annual Grade Point Average, SGPA = Semester Grade Point Average, CGPA = Cumulative Grade Point Average, I = Incomplete, DE = Debarred, AB = Absent
S = Satisfactory, U = Unsatisfactory Note: For Scheme of Evaluation, Please see details overleaf.

CONTROLLER OF EXAMINATIONS

December 07, 2011

May be verified at www.amity.edu/OC