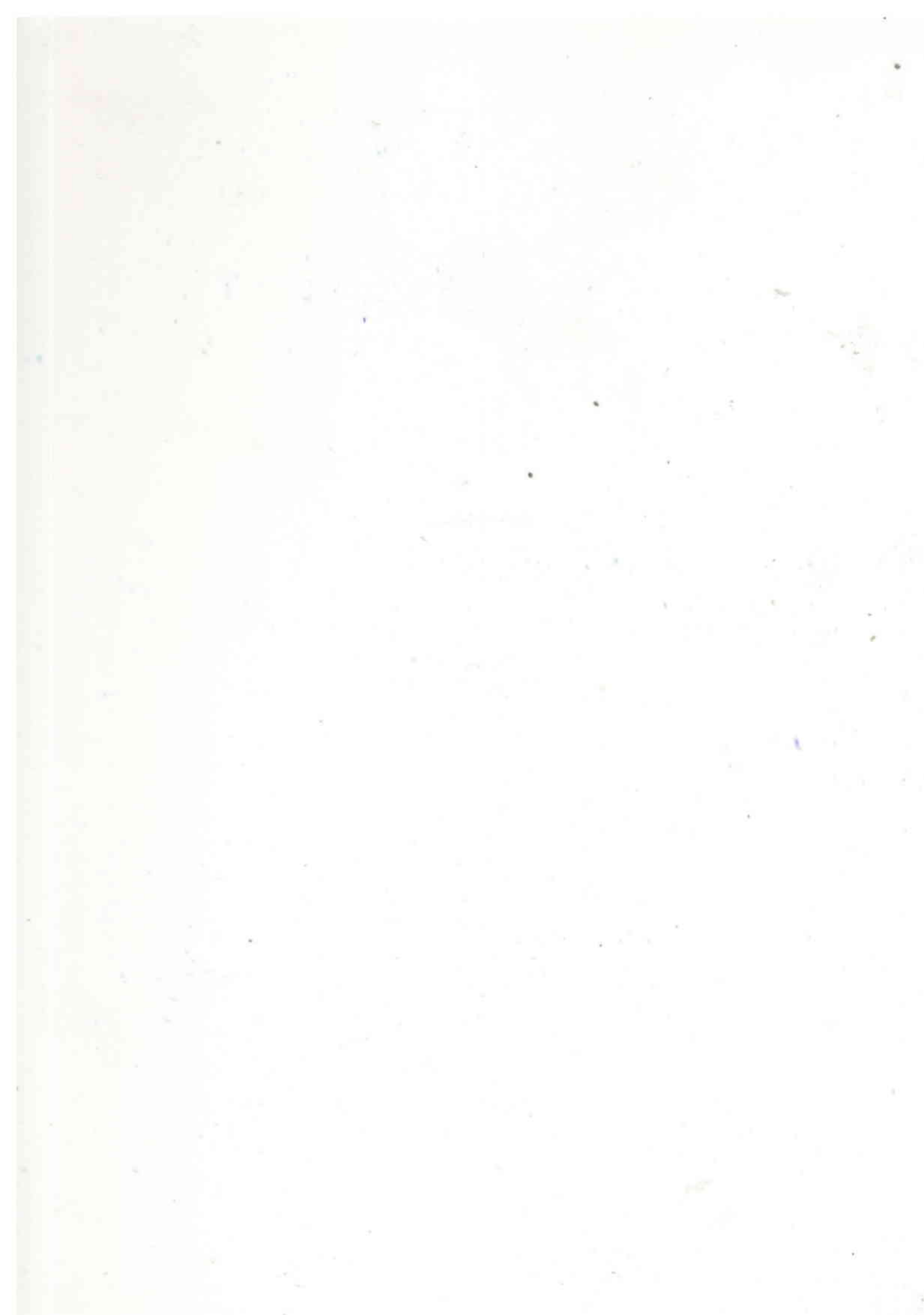






AFIA IMAM

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

DSE B (2) LOGISTICS OPERATIONS & SUPPLY CHAIN MANAGEMENT

CU REGISTRATION NO. – 013-1211-0264-19

CU ROLL NO. – 192013-13-0005

CASE STUDY ON SUPPLY CHAIN MANAGEMENT OF BIG BASKET

SEMESTER – 6

SESSION – 2022

Authenticated.


Principal

Gokhale Memorial Girls' College

10 FEB 2023


Principal

ADVERTISING SALES PROMOTIONS SALES MANAGEMENT

CURRICULUM NO. 120543-0004

CURRICULO DE 120543-0004

SEMESTER: 6 (2022)

DSSEB(2) Logistics Operations & Supply Chain Management

Supply Chain Management of



Presentation by Sayant Biswas

Authenticated

Sayant Biswas

Principal

Gothale Memorial Girls' College

10 FEB 2023

- SRISTI ROY
- UNIVERSITY ROLL NO. – 193013-13-0005
- UNIVERSITY REGISTRATION NO.- 013-1211-0296-19
- AVERTISING,SALES PROMOTION AND SALES
- MANAGEMENT
- SEMESTER – 6 (2022)
- CC - 13
- ENTREPRENEURSHIP DEVELOPMENT

Authenticated.

Chapple

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Chapple

Romi Mukherjee

Advertising, Sales Promotion and Sales Management

CC 13- Entrepreneurship Development

Roll No:- 193013-13-0001

Registration No:- 013-1211-0275-19

6th Semester-2022

Authenticated

Chandra
Principal

Gokhale Memorial Girls' College

10 FEB 2023

S NEHA MAJUMDER

ASPV

BAV/18/0035

REGISTRATION NO. -

144-1221-1417-16

Authenticated

Shankar

Principal

Gokhale Memorial Girls' College

10 FEB 2023

CC6

PRITAMA BAAG
AVERTISING, SALES PROMOTION AND SALES
MANAGEMENT

CC-6

SALES PROMOTION

COLLEGE ROLL NO-BAV/18/0015

UNIVERSITY REGISTRATION NO-013-1211-0235-18

Authenticated.

Chappa

Principal

Gokhale Memorial Girls' College

10 FEB 2023

CORE COURSE 5 SALESMANSHIP

Neha Mahato

ASPV

BAV/18/0012

Registration no. – 013-1211-0327-18

Authenticated.

Dr. P. D. A.

Principal

Gokhale Memorial Girls' College

10 FEB 2023

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

- NAME - SAYANI BISWAS
- ROLL NO - 19/BAV/0216
- REGISTRATION NO - 013-1211-0257-19
- PAPER – CCI TUTORIAL (SEM 1)

Authenticated.

Dr. P. C.

Principal

Gokhale Memorial Girls' College

; 0 FEB 2023

Advertising, Sales Management & Promotion

- ▶ Name – Sruti Halder
- ▶ Registration Number – 013-1212-0271-118
- ▶ Roll Number – 19/BAV/0001
- ▶ Subject – CCC1 (SEM1)

Authenticated

Sruti

Principal

Gokhale Memorial Girls' College

10 FEB 2023

SAYONI DAS

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT
DISCIPLINE SPECIFIC ELECTIVE COURSE A(2) DIGITAL MARKETING

ROLL NUMBER: 192013-13-0002

REGISTRATION NUMBER: 013-1211-0255-19

SEMESTER: 6

DIGITAL MARKETING ON SOCIAL MEDIA OF NYKAA

SESSION 2022



Authenticated,

Sayoni Das
Principal
Sokhale Memorial Girls' College

10 FEB 2023

ADVERTISING, SALES PROMOTION & SALES MANAGEMENT

CU ROLL NO: 192013-13-0003

CU REG NO: 013-1211-0257-19

SEMESTER: 6 (2022)

DSE A(2): DIGITAL MARKETING

TOPIC: DIGITAL MARKETING OF OREO

Authenticated,

Principal

Gokhale Memorial Girls' College

10 FEB 2023

NAME----- AISHWARYA CHAKRABORTY
ADVERTISING, SALES PROMOTION AND SALES

MANAGEMENT

PAPER – CC 5

PERSONAL SELLING AND SALESMANSHIP

COLLEGE ROLL NO – BSCV/18/0191

UNIVERSITY REGISTRATION NO----- 013-1211-0067-17

UNIVERSITY ROLL NO ---- 183013-13-0026

Authenticated



Principal

Gokhale Memorial Girls' College

10 FEB 2023



◆ CC2 PRESENTATION

SEMESTER I

Mital Ganguly

Reg No :- 013-1211-0118-18

Ro11 - 182013-13-0003

Authenticated

Chapple

Principal

Gokhale Memorial Girls' College

1 0 FEB 2023



ADVERTISING IS A WAY OF VAST COMMUNICATION

Authenticated.

Charpda

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Name - Pratima Baej

Roll no. - 182013-13-0007

Registration no. - 013-1211-01

MARKETING MIX : AN INSTRUMENT OF MARKETING COMMUNICATION

Authenticated.

Aravinda
Principal

10 FEB 2023

NAME - PRITAMA BAAG

DEPARTMENT - ASPV(CC3)

ROLL NO -182013-13-0007

REGISTRATION NO - 013-1211-0235-18

MARKETING MIX: AN
INSTRUMENT OF MARKETING
COMMUNICATION

CORE COURSE 3
(TUTORIAL)

-SHREYA HALDER

Authenticated .

Shreyas

Principal
Gokhale Memorial Girls' College

10 FEB 2023

Marketing is not only selling

Roll no. - 12201303 Date Recd no. - 074-111 07/2/12

Neha Mahata
BHV/18/0017

Authenticated.

Deapika
Principal

Gokhale Memorial Girls' College

10 FEB 2023

MARKETING IS NOT
ONLY SELLING

CORE COURSE-1 (TUTORIAL)

Authenticated.

Chapple

Principal

Gokhale Memorial Girls' College

Name: Shreya Halder
Roll: BSc/12/0076
University Roll: 183013-13-0009
Registration No.: 013-1219-0003-18

: 0 FEB 2023

Romi Mukherjee

**Advertising, Sales Promotion and Sales
Management**

**CC 10 (Legal Aspects of Marketing and
Advertising)**

Roll No:- 193013-13-0001

**Registration No:- 013-1211-0275-19
4th Semester-2021**

Authenticated.

Ranika

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Name:- Romi Mukherjee
Roll No:193013-13-0001
Department:- Advertising, Sales Promotion
and Sales Management
Registration No:- 013-1211-0275-19
Paper:- CC 11 (Sales Force Management II)

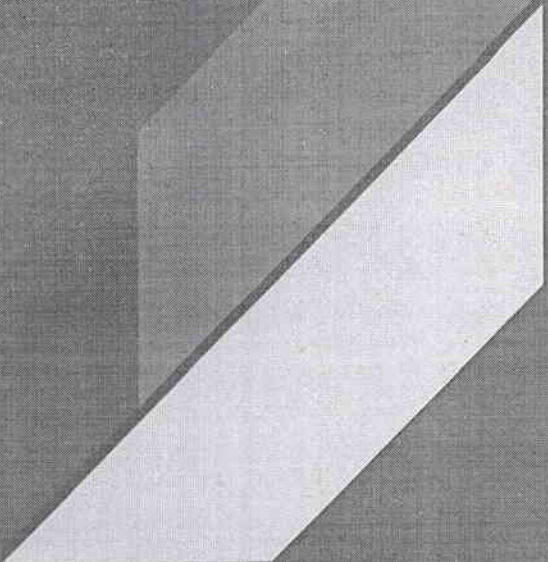
Authenticated

Rampi

Principal

Gokhale Memorial Girls' College

10 FEB 2023



Name:- Romi Mukherjee
Roll No:193013-13-0001
Department:- Advertising, Sales Promotion
and Sales Management
Registration No:- 013-1211-0275-19
Paper:- CC 11 (Sales Force Management II)

Authenticated.


Principal

Gokhale Memorial Girls' College

10 FEB 2023

Name:- Romi Mukherjee

Roll No:193013-13-0001

**Department:- ASPV (Advertising, Sales
Promotion and Sales Management)**

Registration No:- 013-1211-0275-19

**Paper:- DSE A1 (Integrated Marketing
Communication)**

Authenticated.

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Name:- Romi Mukherjee
Roll No:193013-13-0001
Department:- Advertising, Sales Promotion
and Sales Management
Registration No:- 013-1211-0275-19
Paper:- DSE B1 (Retail Business
Management)

Authenticated

Principal

Gokhale Memorial Girls' College

10 FEB 2023

SABARI GANGULY

SUBJECT - ASPV

dse (AI)

INTEGRATED MARKETING COMMUNICATIONS

University Roll No.- 182013-13-0011

REGISTRATION NUMBER- 013-1211-0280-18

College Roll No.- Bav/18/0239

Semester- 5

2020

**TOPIC-INTEGRATED MARKETING
COMMUNICATIONS
IN Gopro**

Authenticated.

[Signature]

Principal

Gokhale Memorial Girls' College

10 FEB 2023



Nestle Good food, Good life

SAYANI BISWAS

CU ROLL NO - 192013-13-0003

CU REG NO - 013-1211-0257-19

SEMESTER 5 (2021)

ADVERTISING, SALES PROMOTION & SALES

MANAGEMENT

CC11 (SALES FORCE MANAGEMENT II)

Importance of sales forecasting of Nestle

Authenticated.

Charpila

Principal

Gokhale Memorial Girls' College

; 0 FEB 2023

SAYONTANI SARKAR

ASPV

DSE A(2) (DIGITAL MARKETING)

UNIVERSITY ROLL NO. - 182013130009

REGISTRATION NO. - 013-1211-0259-18

"SOCIAL MEDIA MARKETING IN THE TIME OF PANDEMIC"

SEMESTER 6 - 2021

Authenticated

Chakrabarti

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Social Media Marketing in the Pandemic

DSE A(2) - DIGITAL MARKETING

-SHREYA HALDER

COLLEGE ROLL NO. - BSCV/18/0076

REGISTRATION NO. - 013-1212-0003-18

UNIVERSITY ROLL NO. - 183013-13-0002

Authenticated.

Shreya

Principal

Gokhale Memorial Girls' College

10 FEB 2023

ADVERTISING II

NAME: SUBHANGI SARKAR

REGISTRATION NO: 013-1212-0266-19

ROLL NO: 192013-13-0007

SUBJECT : CC4

INSTRUCTOR : DIPANKAR

MUKHERJEE

TOPIC : MEDIA PLANNING

Authenticated

Chandra

Principal

Gokhale Memorial Girls' College

10 FEB 2023

AYONA BHATTACHARYA

SESSION 2021

192013-13-0027

013-1211-0297-19

AVERTISING, SALES PROMOTION AND SALES MANAGEMENT

DISCIPLINE SPECIFIC ELECTIVE COURSE-B(2) IMC(Integrated Marketing
Communication)

SEMESTER 5

IMC in companies today

Authenticated

Chandica

Principal

Gobbala Memorial Girls College

0 FEB 2023

Training and Direction

NEHA MAHATO

ASPV

CC8

Roll number-1820-1313-0012

Authenticated

Principal

Principal

Gokhale Memorial Girls' College

10 FEB 2023

TRAINING & DIRECTION

Name - Puspita Saha

Semester - 4

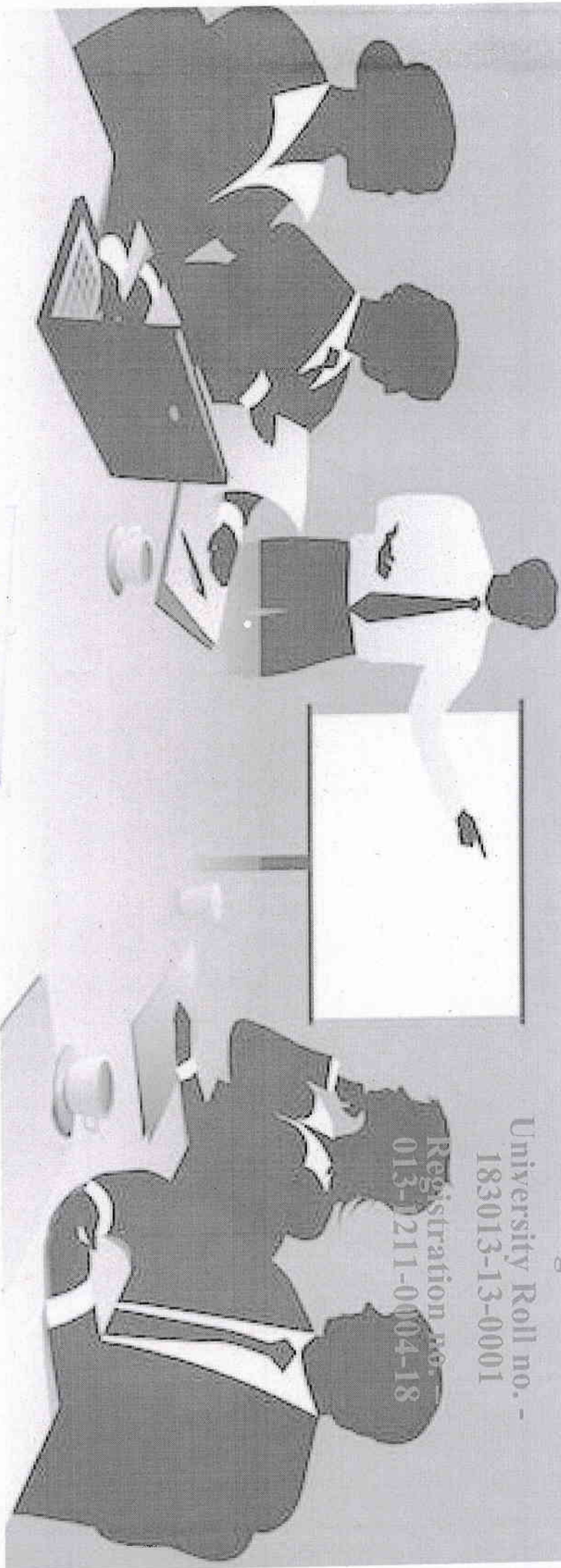
Paper - CC8

Department - ASPV

Subject – Sales Force
Management

University Roll no. -
183013-13-0001

Registration no. -
013-0211-0004-18



Authenticated.

Principal

P. Karpea

Gokhale Memorial Girls' College

10 FEB 2023

Sponsorship as a major tool to promote

NEHA MAHATO

ASPV

CC9

Roll number-1820-1313-0012

Authenticated.

Example

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Sponsorship- A Case Study on “MTV ROADIES-THE REAL HEROES”

Name - Puspita Saha

Department - ASPV

Paper - CC9

Semester – 4

Subject – Public Relation and Publicity

University Roll no. - 183013-13-0001

Registration no. – 013-1211-0004-18

Authenticated.

Puspita
Principal

Gokhale Memorial Girls' College

10 FEB 2023

ADVERTISING SALES PROMOTION SALES MANAGEMENT

CORE COURSE-10
“LEGAL ASPECTS OF MARKETING &
ADVERTISING”

ANUSHKA BISWAS
SEMESTER-4

2020

REGISTRATION NUMBER-013-1211-0207-18

Authenticated.

Sanjita
Principal

Gokhale Memorial Girls' College

10 FEB 2023

Name- **SABARI GANGULY**

Department- **ADVERTISING, SALES PROMOTION AND
SALES MANAGEMENT**

Subject- **LEGAL ASPECTS OF MARKETING AND
ADVERTISING**

Course- **CC10**

Topic- **CONSUMER PROTECTION ACT (SOCIETY OF
CATALYSTS v/s VODAFONE ESSAR**

Semester – **4**

Registration Number- **013-1211-0280-18**

Authenticated .

Debarpa
Principal

Gokhale Memorial Girls' College

10 FEB 2023

DEBJANI MITRA
ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT
DSE - B1 (RETAIL BUSINESS MANAGEMENT)
STRATEGY OF A RETAIL BRAND
CU ROLL NUMBER - 192013-13-0001
CU REGISTRATION NUMBER - 013-1211-0248-19
SEMESTER 5 - 2021

Authenticated .

Principal

Chandra

Gokhale Memorial Girls' College

10 FEB 2023

NAME:

ISHIKA ROY

ROLL NUMBER:

193013-13-0003

**PAPER:
II**

CC3 MARKETING MANAGEMENT

TOPIC:

PRODUCT LIFE CYCLE OF PEPSI

**NAME OF THE
INSTRUCTOR:**

ADITI CHATTERJEE

Authenticated

Adarsha
Principal

Gokhale Memorial Girls' College

10 FEB 2023

NAME:

ISHIKA ROY

ROLL NUMBER:

193013-13-0003

PAPER:

CC4 ADVERTISING II

TOPIC:

MEDIA PLANNING

NAME OF THE
INSTRUCTOR:

DIPANKAR MUKHERJEE

Authenticated

Principal

Gokhale Memorial Girls' College

10 FEB 2023

fewpix

ISHIKA ROY

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

DSE-A(1) IMC (INTEGRATED MARKETING COMMUNICATION)

REGISTRATION NUMBER- 013-1211-0279-19

UNIVERSITY ROLL NO.- 193013-13-0003

SEM-5 2021

IMC IN COMPANIES TODAY

IMC USED BY MICROSOFT

Authenticated.

Chappa

Principal

Gokhale Memorial Girls' College

10 FEB 2023

ISHIKA ROY

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

DSE-B(1) RETAIL BUSINESS MANAGEMENT

REGISTRATION NUMBER- 013-1211-0279-19

UNIVERSITY ROLL NO.- 193013-13-0003

SEM-5- 2021

STRATEGIES ADOPTED BY A RETAIL BRAND

Authenticated.

Okarpla
Principal

Gokhale Memorial Girls' College

10 FEB 2023

Jweli Das

ASPV

DSE B(1) : Retail Business Management

Registration No: 013-1211-0039-18

University Roll No : 182013-13-0001

Semester 5

2020

Authenticated
Principal
Gokhale Memorial Girls' College

10 FEB 2023

SEMESTER 5
CC11
SALES FORCE
MANAGEMENT-II

ASPV

MITUL GANGULY

BAV/18/0019

013-1211-0118-18

182013-13-0003

Authenticated.

Example

Principal

Gokhale Memorial Girls' College

10 FEB 2023

How a domestic company struggles to compete DSE B2 (2) with MNCs.

Neha Mahato
BAV/18/0012
CU Roll no. - 182013-13-0012
Registration no.- 013-1211-0327-18
ASPV
Semester - 6

Authenticated

Shanika
Principal
Gokhale Memorial Girls' College

10 FEB 2023

NIKITA GUPTA

ADVERTISING SALES PROMOTION AND SALES
MANAGEMENT

CC5 (PERSONAL SELLING AND SALESMANSHIP)

UNIVERSITY ROLL NO. - 192013130004

REGISTRATION NO. - 013-1211-0261-19

Aida Model On Dabur India Ltd

SEMESTER 3 - 2020

Authenticated

Chandra

Principal

Gokhale Memorial Girls' College

10 FEB 2023

NIKITA GUPTA

ADVERTISING SALES PROMOTION AND SALES

MANAGEMENT

CC6 (SALES PROMOTION)

UNIVERSITY ROLL NO. - 192013130004

REGISTRATION NO. - 013-1211-0261-19

TRADE ORIENTED SALES PROMOTION

SEMESTER 3 - 2020

Authenticated

Chandra
Principal

Gokhale Memorial Girls' College

10 FEB 2023

NIKITA GUPTA

ADVERTISING SALES PROMOTION AND SALES
MANAGEMENT

CC7 (BRAND MANAGEMENT)

UNIVERSITY ROLL NO. - 192013130004

REGISTRATION NO. - 013-1211-0261-19

Brand Positioning Of Dove Soap Bar

SEMESTER 3 - 2020

Authenticated

Chandee

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Nikita Gupta

Advertising Sales Promotion And Sales

Management

CC8 (Sales Force Management -1)

University Roll No. – 192013130004

Registration No. – 013-1211-0261-19

Recruitment & Selection of Sales Force

Management

Semester 4 -2021

Authenticated

Chandra

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Nikita Gupta

Advertising Sales Promotion And Sales

Management

CC9 (Public Relations And Publicity)

University Roll No. – 192013130004

Registration No. – 013-1211-0261-19

Public Relations

Semester 4 -2021

Authenticated.

Sharda
Principal

Gokhale Memorial Girls' College

10 FEB 2023

NIKITA GUPTA
ADVERTISING SALES PROMOTION AND
SALES MANAGEMENT
CC10 (LEGAL ASPECTS OF MARKETING
& ADVERTISING)
UNIVERSITY ROLL NO. - 192013130004
REGISTRATION NO. - 013-1211-0261-19
CONSUMER PROTECTION ACT
SEMESTER 4 -2021

Authenticated

Chandra

Principal
Gokhale Memorial Girls' College

10 FEB 2023

PRITAMA BAAG

UNIVERSITY ROLL NO. - 182013-13-0007

UNIVERSITY REGISTRATION NO.- 013-1211-0235-18

AVERTISING,SALES PROMOTION AND SALES

MANAGEMENT

SEMESTER - 5 (2020-21)

CC - 11

SALES FORCE MANAGEMENT- II

Authenticated

Chandana

Principal

Gokhale Memorial Girls' College

0 FEB 2023

PRITAMA BAAG

UNIVERSITY ROLL NO. - 182013-13-0007

UNIVERSITY REGISTRATION NO.- 013-1211-0235-18

AVERTISING,SALES PROMOTION AND SALES

MANAGEMENT

SEMESTER - 6 (2021)

CC - 13

ENTREPRENEURSHIP DEVELOPMENT

Authenticated.

Chandana

Principal

Gokhale Memorial Girls' College

10 FEB 2023

PUSPITA SAHA

UNIVERSITY ROLL NO. - 183013-13-0001

UNIVERSITY REGISTRATION NO. - 013-1211-0004-18

SEMESTER - 5 (2020)

SUBJECT - ASPV

DSE-A1 INTEGRATED MARKETING COMMUNICATION

TOPIC - INTEGRATED MARKETING COMMUNICATION OF FLIPKART

Authenticated.

Chakraborty

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Puspita Saha

University Roll no. – 183013-

13-0001

University Registration no. –

013-1211-0004-18

Semester – 5 (2020)

Subject – ASPV

DSE-B1 Retail Business

Management

Case Study on Retail
Organisation “Myntra”

Authenticated.

Chandra

Principal

Gokhale Memorial Girls' College

10 FEB 2023

PUSPITA SAHA

Paper – DSE-B(2)

Registration no. – 013-1211-0004-18

University Roll no. - 183013-13-0001

Semester - 6

Gokhale Memorial Girls' College

Advertising, Sales Promotion
and Sales Management

Authenticated.

Chandra

Principal
Gokhale Memorial Girls' College

10 FEB 2023

THE HALF STITCH

BRINGING GENERATIONS TOGETHER

ROHINI GUHA

ADVERTISING, SALES PROMOTION & SALES MANAGEMENT

ENTREPRENEURSHIP DEVELOPMENT

013-1211-0105-18

182013-13-0002

SEMESTER 6

2021

BUSINESS PLAN

Authenticated.

Arappa

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Name- Romi Mukherjee

Roll No. - 19/bscv/0178

Registration No.-013-1211-0275-19

University Roll-193013-13-0001

Subject-CC3- Marketing Management II

Name of Instructor- Aditi Chatterjee

Authenticated .

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Romi Mukherjee

**Advertising, Sales Promotion and Sales
Management Department**

CC5- Personal Selling and Salesmanship

Registration No.-013-1211-0275-19

University Roll-193013-13-0001

Topic- AIDA of Flipkart.

Semester 3- 2020

Authenticated.

Chandra

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Romi Mukherjee
Advertising, Sales Promotion and Sales
Management Department

...

CC6- (Sales Promotion)
Registration No.-013-1211-0275-19
University Roll-193013-13-0001
How Book My Show Does Sales Promotion.
Semester 3- 2020

Authenticated

Chapple

Principal
Gokhale Memorial Girls' College

10 FEB 2023

Romi Mukherjee

Advertising, Sales Promotion and Sales Management

Department

CC7 - (Brand Management)

Registration No.-013-1211-0275-19

University Roll-193013-13-0001

Brand Positioning of Horlicks.

Semester 3- 2020

Authenticated.

Chapple

Principal

Gokhale Memorial Girls' College

10 FEB 2023

Romi Mukherjee
Roll No:- 193013-13-0001
Registration No:- 013-1211-0275-19
Paper:- CC 8 (Sales Force Management)
Semester:- 4th semester
Session:- 2021
Course :- Advertising, Sales Promotion
and Sales Management

Authenticated.

Chopra
Principal
Gokhale Memorial Girls' College

10 FEB 2023

Romi Mukherjee

**Advertising, Sales Promotion and Sales
Management**

CC 9 (Public Relations and Publicity)

Roll No:- 193013-13-0001

**Registration No:- 013-1211-0275-19
4th Semester-2021**

Authenticated.

Chandela

Principal
Gokhale Memorial Girls' College

10 FEB 2023

SAYONTANI SARKAR
CC7 - BRAND MANAGEMENT

BAV/18/0227

REGISTRATION NO. - 013-1211-0259-18

Authenticated .

Principal

Gokhale Memorial Girls' College

10 FEB 2023

SAYONTANI SARKAR

CC4

BAV/18/0227

REGISTRATION NO. - 013-1211-0259-18

Authenticated.

Signature

Principal

Gokhale Memorial Girls' College

; 0 FEB 2023

Puspita Saha

Semester - 2

Core Course- 4

BSCV/18/0209

Registration no. - 013-1211-0004-18

University Roll no. - 183013-13-0001

Gokhale Memorial Girls' College

Authenticated .

Puspita

Principal

Gokhale Memorial Girls' College

0 FEB 2023

Puspita Saha

Semester - 3

Core Course-7

BSCV/18/0209

Registration no. - 013-1211-0004-18

University Roll no. - 183013-13-0001

Gokhale Memorial Girls' College

Authenticated.

Principal

Gokhale Memorial Girls' College

10 FEB 2023