IMC RBNQ Certificate of Merit
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Activity Approval Form

Date: 27th July, 2022

Program: Certificate Course on "Digital Marketing & E-CRM"

Objective: To impart knowledge relating to Digital Marketing Techniques and Customer Relationship Management.

Content: Basic concepts of Marketing, Digital Marketing Techniques such as SEO, SEM, Viral Marketing, Buzz Marketing & e-CRM.

Duration: 16th Feb, 2023 to 11th Mar, 2023.

Resource Person:

- Mr. Rohit Salian
- Dr Vijay Vishwakarma
- Mr John Menezes
- Ms Priya Nadar
- MS Steffi Salve

Proposed by: CS Sandesha Shetty

Verified By: Dr. Sridhara Shetty

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Minutes of the Meeting

The Departmental meeting was held on 20^{th} July at 12:30 pm. Following matters were discussed in the meeting:

- 1. Teachers were instructed to plan some events for the Department of Accountancy and Financial Management and suggestions were taken for the same.
- 2. It was decided that Department will be conducting a Certificate Course on "Digital Marketing and E-CRM" from 16th Feb, 2023 to 11th Mar, 2023.
- 3. It was discussed that Dr Vijay Vishwakarma will be the Convenor for the Certificate Course on Digital Marketing and E-CRM".
- 4. It was decided that
- Mr. Rohit Salian
- Dr Vijay Vishwakarma
- Mr John Menezes
- Ms Priya Nadar
- MS Steffi Salve will be the resource person for the certificate course.

Teachers who attended the meeting:

Name	Signature
Asst Prof. CS Sandesha Shetty (Vice Principal & B.Com Coordinator)	and?
Asst Prof John Menezes – Member of Accountancy Department	John
Asst Prof Vijay Vishwakarma – Member of Accountancy Department	Vijaya

A COLOR DE COLOR

Asst Prof. CS Sandesha Shetty Vice Principal & B.Com Coordinator

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BUDGET

BUNTS SANGHA'S
S.M. SHETTY COLLEGE OF SCIENCE , COMMERCE AND MANAGEMENT STUDIES, POWAI, MUMBAI.

July 26, 2022

The Chairman Bunts Sangha's Powai Education Committee Powai, Mumbai 400076.

Respected Sir,

Subject: Permission to collect amount from students towards certificate course on Digital Marketing & E-CRM

The Department of Accountancy & Financial management is organizing a certificate course on Digital Marketing & E-CRM for students from 10th August 22 to 30th August 22.

Amount of Rs.500/- need to be collected per student to cover the cost of the

You are requested to accord your approval for the same.

Thanking you, Yours faithfully,

Sandesha Shetty

Wice-Principal & Co-ordinator, B.Com

Secretary

Principal

Vice Chairman

General Manager (A & A)

Vice Chairpan

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NOTICE

Dear Students,
The department of B.Com of Bunts Sangha's S. M. Shetty College, Powai
Organising
a 30 hours on campus certificate course on *DIGITAL MARKETING AND* *E*_*CRM* for the betterment of our students.
Aim- It will help students in learning various Digital Marketing & E-CRM tools which is the need of the hour for any business organization.
Registration fees- 500/-
Upon completion of the course, *Certificate* will be awarded to the students
Registration link :
https://forms.gle/V6rEmes1kjuaCFLr9
WhatsApp group: https://chat.whatsapp.com/BkgYsPuf5Jr89azCGcNDPx
For Further Details Contact-

Prof. Adya Bharati: 9552205722 (6th floor staff room)

REPORT

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Event: Certificate Course on Digital Marketing & E-CRM

Date: 16th Feb, 2023 to 11th Mar, 2023

Venue: AV Room

Scope: FY, SY and TY Students across all disciplines.

Objective: To educate students with various trends in Digital Marketing.

Highlights: Department of Accountancy and Financial Management conducted a Certificate Course on Digital Marketing and E-CRM from 16th Feb, 2023 to 11th Mar, 2023. The course saw good participation of students from various disciplines. All Resource Persons provided extensive knowledge to students on the course and also took practical assignments to enhance the skill sets of students on Digital marketing and E-CRM. The students were highly benefited from the course and gave very positive feedback for it.

Number of Participants: 34 (Male: 15 & Female: 19)

Resource Persons:

- Asst. Prof. Sandesha Shetty

 Vice Principal and B.Com Coordinator
- Dr Vijay Vishwakarma- Convenor of the Course
- Mr. Rohit Salian Resource person for the Course
- Dr Vijay Vishwakarma- Resource person for the Course
- Mr John Menezes- Resource person for the Course
- Ms Priya Nadar- Resource person for the Course
- MS Steffi Salve Resource person for the Course

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Grading

Sr.No	NAME OF THE STUDENT	Grade	CLASS
1			
	Abhijeet Raju Sangade	A	FYBBI
2			
	Arya Jagdish Shetty	A	FYBMS
3			
	Vidhi Jagdale	A	FYBBI
4			
	Sarvesh shetty	В	FYBBI
5			
	Roshan sahoo	В	FYBBI
6			
	Ayman Mahmood Shaikh	А	FYBMS
7			
	TUSHAR PREMSHANKAR CHAURASIYA	В	SYBCOM
0			
8	Shivanshi Tiwari	А	FYBBI
9	Kavya Shettigar	А	FYBBI
10			
10	Uzma Shaikh	А	FYBBI
11			
	Natasha Ganesh Suthar	Α	FYBBI
12			
	Janvi Pradhan	В	FYBMS
13			
13	Harsh Kadam	В	FYBCOM
14			
17	Mahesh Ravi Gowda	А	FYBCOM

BUNTS SANGHA'S S.M.SHETTY MANAGEM

S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE &

MANAGEMENT STUDIES

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	160.31	001 : 2018 Certifi	
15	150 21	001 : 2018 Certiii	ed
	Jaineel Patel	В	FYBMS
16			
	Ankita Dharewa	В	FYBMS
17		_	E) (D) (O)
	Bhavya Bhaskar Shetty	В	FYBMS
18	Shreya salian	В	FYBMS
	On Gya sanan		T T BIVIO
19	Sumit Naiya	В	FYBMS
20	Mohammad husain Muzammil Inamdar	В	FYBMS
21			
22	Saniya Hasan Khan	A	SYBCOM
22			
	Akshay Suresh shetty	A	FYBBI
23	Krishni Shetty	A	FYBMS
24	Tursiiii Greaty		T T BIVIO
24	Saimah Mohammed Sabir	A	SYBCOM
25	Khan sufiya parvez	В	SYBCOM
26			
	MaheshRajPurohit	В	SYBCOM
27			
	Gayatri pirappa Koli	В	SYBCOM
28	Kristina Diamonds V	A	SYBCOM
	Taristina Diamonus v		O I BOOM
29	Ziaan Sameer Shaikh	В	FYBMS
30	Komal Singh	Fail	FYBMS



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IMC RBNQ Certificate of Merit

	ISO 21001 : 2018 Certified			
31	Khushi Shetty	 Fail	FYBMS	
20	Manual Para	[a]	EVDD!	
32	Mangal Bera	Fail	FYBBI	
33	Saahil Shetty	Fail	SYBCOM	
			2)/2001	
34	Anish Kotian	Fail	SYBCOM	



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CERTIFICATE



has successfully completed 30 Hours Certificate Course on 'Digital Marketing & E-CRM' conducted from 16th February, 2023 to 11th March, 2023 and has obtained 'B' Grade.

CS Sandesha Shetty

CONVENOR VICE PRINCIPAL Dr. Sridhara Shetty PRINCIPAL



ATTENDANCE

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Prof. Sandesha Shetty

Vice-Principal &B.COM Coordinator

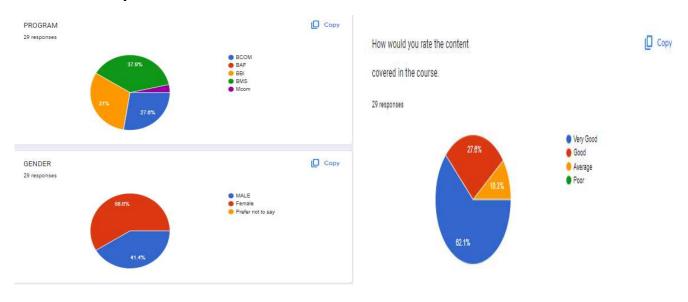
Dr. Sridhara Shetty PRINCIPAL

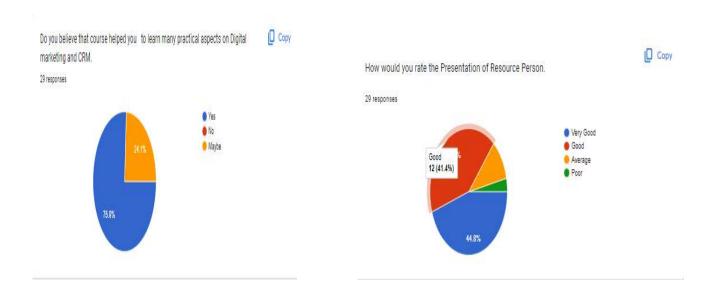


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FEEDBACK ANALYSIS

No of Respondents: 29





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ACTION TAKEN REPORT

Name of the Program: Certificate Course on "Digital Marketing and E-CRM"

FEEDBACK RECEIVED	ACTION TAKEN
Students gave positive feedback. Most of	It was decided that this course will be
them were happy and satisfied with the	continued in future as well.
course.	

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Question Paper

All Questions are compulsory:

7.	Which of the following is the correct depiction of Digital Marketing?*	
	Mark only one oval.	
	E-mail Marketing	
	Social Media Marketing	
	Web Marketing	
	All of the above	
	All of the above	
8.	Which of the following is the correct depiction of Digital Marketing? *	
	Mark only one oval.	
	Digital marketing can only be done offline	
	Digital marketing cannot be done offline.	
	Digital marketing requires electronic devices for promoting goods and services.	
	In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing	
httos://docs.goo 9.	ile.com/forms/d/1T81r 0mOvwadRiF1YsENrKF1tXRZXP#bFiuv3k9OWPY/adit Which of the following is the correct depiction of Digital Marketing? * Mark only one oval.	2
	Which of the following is the correct depiction of Digital Marketing? *	2
	Which of the following is the correct depiction of Digital Marketing? * Mark only one oval. Digital marketing can only be done offline Digital marketing cannot be done offline.	2
	Which of the following is the correct depiction of Digital Marketing? * Mark only one oval. Digital marketing can only be done offline	2
9.	Which of the following is the correct depiction of Digital Marketing? * Mark only one oval. Digital marketing can only be done offline Digital marketing cannot be done offline. Digital marketing requires electronic devices for promoting goods and services. In general, digital marketing can be understood as online marketing, web marketing.	2
9.	Which of the following is the correct depiction of Digital Marketing? * Mark only one oval. Digital marketing can only be done offline Digital marketing cannot be done offline. Digital marketing requires electronic devices for promoting goods and services. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing	2
9.	Which of the following is the correct depiction of Digital Marketing? * Mark only one oval. Digital marketing can only be done offline Digital marketing cannot be done offline. Digital marketing requires electronic devices for promoting goods and services. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing Which of the following is involved in the digital marketing process? *	2
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9.	Which of the following is the correct depiction of Digital Marketing? * Mark only one oval. Digital marketing can only be done offline Digital marketing cannot be done offline. Digital marketing requires electronic devices for promoting goods and services. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing Which of the following is involved in the digital marketing process? * Mark only one oval. RSA Voice Broadcasting Podcasting All of the above What is considered while creating a front page of the website or homepage? * Mark only one oval.	2



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	100 04004 0040 0 110 1
6/20/23, 12:24 AM	ASSESSMENT CUM FEEDBACK DIGITAL MARKETING COURSE 2022-23
12.	What is the name of the process in which marketing is achieved by incorporating * tools, techniques, electronic devices, technologies, or systems?
	Mark only one oval.
	Internet Marketing
	Direct Marketing
	Electronic Marketing
	Interactive Marketing
13.	What is the name of the process in which marketing is achieved by incorporating * tools, techniques, electronic devices, technologies, or systems?
	Mark only one oval.
	Internet Marketing
	Direct Marketing
	Electronic Marketing
	☐ Interactive Marketing
14.	Which of the following factors are responsible for leaving an impact on the Google * PageRank?
	Mark only one oval.
	The text depicting inbound links to a page of a website.
	A total number of inbound links to a website's page.
	The subject matter of the site providing the inbound link to a page of a website.
	The number of outbound links on the page that contains the inbound link to a page
	of a website.
6/20/23, 12:24 AM	ASSESSMENT CUM FEEDBACK DIGITAL MARKETING COURSE 2022-23
15.	Name the features offered by LinkedIn for paid business accounts. *
	Mark only one oval.
	Facilitate posting pictures
	Facilitate to connect directly and send messages to people
	Ability to post in Groups and create a Group
	Ability to block users
	In the email campaign, delivers the advertisements into the group of * targeted customers.
	Mark only one oval.
	Spoofing
	Indirect email marketing
	Direct email marketing
	Spamming
	Which of the following is the most common delivery channel in terms of mobile * marketing?
	Mark only one oval.
	Graphic
	Text
	Voice call
	Search engine marketing

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18.	In what ways can you beat your customer's expectations? *
	Mark only one oval.
	By making your product more appealing
	By providing unique services to your customer
	By providing great deals in terms of discounts to your customer
	By getting appropriate and relevant reviews from your customers on your website
19.	What is the full form of SEO? *
	Mark only one oval.
	Search Engine Optimal
	Social Engine Optimization
	Search Engine Optimization
	Social Engine Optimal
20.	What is the full form of SEM?
	Mark only one oval.
	Social Engine Marketing
	Search Engine Marketing
	Search Engine Management
	Social Engine Management



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ACCREDITED BY NAAC - 'A' GRADE

IMC - RBNQ Merit Certificate ISO 21001: 2018 Certified

SMS/390

February 1, 2023

To,

CS.Sandesha Shetty Vice-Principal

Respected Sir,

We are pleased to inform you that you have been appointed as Chairperson of Board of Studies for syllabus setting as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment,

please email at college@smshettyinstitute.org.

Regards,

PRINCIPAL Bunts Sangha's S. M. Shetty College

of Science, Commerce & Management Studies Powai, Mumbai - 400 076.

VINE * SHOW

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POWAI MUMBAI - 76



S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI

ACCREDITED BY NAAC - 'A' GRADE IMC - RBNQ Merit Certificate

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SMS/390-1

February 1, 2023

To,

Dr. Vijay Vishwakarma Asst. Professor

Respected Sir,

We are pleased to inform you that you have been appointed as Curriculum Design Head for syllabus setting and Resource person as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment,

Please email at college@smshettyinstitute.org.

Regards,

PRINCIPAL Bunts Sangha's S. M. Shetty College of Science, Commerce & Management Studies Powaí, Mumbai - 400 076.

POWAL NUMBAI - 76. SINDS # S3



S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI ACCREDITED BY NAAC - 'A' GRADE

IMC - RBNQ Merit Certificate ISO 21001: 2018 Certified

SMS/390-2

February 1, 2023

To,

Mr. John Menezes Asst. Professor

Respected Sir,

We are pleased to inform you that you have been appointed as Member of Board of Studies for syllabus setting and Resource person as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment, please email at college@smshettyinstitute.org.

Regards,

Bunts Sangha's S. M. Shetty College of Science, Commerce & Management Studies Powai, Mumbai - 400 076.

POWAI MUMBAI - 76



S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI MANAGEMENT STUDIES

ACCREDITED BY NAAC - 'A' GRADE IMC - RBNQ Merit Certificate ISO 21001: 2018 Certified

SMS/390-4

February 1, 2023

To,

Mr. Rohit Salain Asst. Professor

Respected Madam,

We are pleased to inform you that you have been appointed as Expert in Board of Studies for syllabus setting and Resource person as mentioned against your name in the attached appointment letter,

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment, please email at college@smshettyinstitute.org.

Regards,

Principal PRINCIPAL

Bunts Sangha's S. M. Shetty College of Science, Commerce & Management Studies Powai, Mumbai - 400 076.

POWAI MUMBAI - 76

OF SCIENC



S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI MANAGEMENT STUDIES

ACCREDITED BY NAAC - 'A' GRADE

IMC - RBNQ Merit Certificate ISO 21001: 2018 Certified

SMS/390-3

February 1, 2023

To,

Ms Priya Nadar Asst. Professor

Respected Sir,

We are pleased to inform you that you have been appointed as Member of Board of Studies for syllabus setting and Resource person as mentioned against your name in the attached appointment letter.

GE OF SCIENCE

POWAI MUMBAI - 76.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment, please email at college@smshettyinstitute.org.

Regards,

RINCIPAL

Bunts Sangha's S. M. Shetty College of Science, Commerce & Management Studies Powai, Mumbai - 400 076.



S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI

ACCREDITED BY NAAC - 'A' GRADE

IMC - RBNQ Merit Certificate ISO 21001: 2018 Certified

SMS/390-5

February 1, 2023

To.

Ms. Steffi Salve Asst. Professor

Respected Madam,

We are pleased to inform you that you have been appointed as Resource person as mentioned against your name in the attached appointment letter.

Please co-ordinate with the Board and submit your acceptance at the earliest.

For any queries regarding appointment, please email at college@smshettyinstitute.org.

Regards,

PRINCIPAL Bunts Sangha's S. M. Shetty College of Science, Commerce & Management Studies Powai, Mumbai - 400 076.

POWAI **MUMBAI - 76**



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Certificate Course in Digital Marketing and E-CRM

Certificate Course

LETTER OF APPOINTMENT

FOR MEMBER OF BOARD OF STUDIES (BOS) AND/ OR RESOURCE PERSON

NAME	ADDRESS N	ROLE	CONTACT / EMAIL ID
CS Sandesha Shetty Vice-Principal	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Chairperson of BOS	sandeshas@smshettyinstitute.org
Dr. Vijay Vishwakarma Asst. Professor	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Course Framing- Head, Member of BOS & Resource Person	vijayv@smshettyinstitute.org
Mr. John Menezes Asst. Professor	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Resource Person	johnm@smshettyinstitute.org
Mr. Rohit Salian	Digital Marketing Expert	Member of BOS & Resource Person	
Ms. Priya Nadar	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management	Resource Person	priyan@smshettyinstitute.org

POWAI MUMBAI - 76.



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	Studies, Powai		
Ms. Steffi Salve	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Resource Person	steffis@smshettyinstitute.org

