

दयानन्द महिला महाविद्यालय, कुरुक्षेत्र
सूचना

दिनांक 03.12.2021

महाविद्यालय की सभी छात्राओं को सूचित किया जाता है कि महाविद्यालय में निम्नलिखित "Value Added Course" (30 Hours) निःशुल्क चलाए जा रहे हैं, जिनमें किसी भी संकाय की छात्राएं Admission ले सकती हैं। ये Courses सामान्य Courses के साथ चलाए जा रहे हैं। इससे सम्बन्धित जानकारी व Admission लेने हेतु निम्न प्राध्यापिकाओं से दिनांक 10.12.2021 तक सम्पर्क करें।

Retail Management	Mrs. Minakshi Thakral Mrs. Sapna Arora
Basics of Marketing	Mrs. Minakshi Thakral Mrs. Sapna Arora
Stress Management	Mrs. Urmila Singh Dr. Urmila Panghal
Yoga	Dr. Anu Chauhan
Nutrition & Fitness	Dr. Shweta Saini Ms. Upasana
मानव जीवन में नैतिक मूल्य	Dr. Suman Rajan Dr. Manjeet Dr. Seema Dr. Reeja Dr. Arti Aggarwal
Indian Constitution	Mrs. Saroj Bala
Indian National Movement	Dr. Rukmesh
Science Around Us	Mrs. Asha Malik Ms. Suman Rani

481
31/12/21

Principal
Dayanand Mahila Mahavidyalaya
Kurukshetra (Haryana)

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Principal
Dayanand Mahila Mahavidyalaya
Kurukshetra (Haryana)

Convenor
IQAC
Dayanand Mahila Mahavidyalaya
Kurukshetra

श्रीमती मीनाक्षी ठाकुर
श्रीमती उर्मिला सिंह
डॉ० उर्मिला पंगवाल
श्रीमती सपना अरोड़ा
डॉ० सुमन राजन
डॉ० अनु चौहान
श्रीमती सरोज बाला
डॉ० रुक्मेश
श्रीमती अशा मलिक

Value added course in Basics of Marketing

2020-2021

Syllabus

(30 hours)

Introduction :- Concept , nature , scope and importance of marketing, Marketing concepts and it's evolution.

Marketing mix :- concept and 4 P's of marketing

Marketing Analysis and selection :- Market segmentation and positioning, Buyer behavior and consumer decision making process .

Product Decision :- concept of product, level of product , Product life cycle ,New product development .

Branding , packaging and labeling:- concept , benefits and decisions (strategies).

Pricing decision :- Concept of pricing , factors affecting price determination and basic price pricing strategies.


Place / distribution Decision :- Nature, functions and Types of distribution channels.


Promotion tools & decision :- Communication process, promotion mix:- advertising , personal selling ,sales promotion, publicity and public relation, advertising effectiveness and sales promotion tools and techniques .

Accepted



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COURSE OUTCOMES

Name of Programme: Basics of Marketing (Value Added Course)

- CO1: To understand fundamental marketing concepts, theories and principles in the area of marketing.
- CO2: To apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
- CO3: Develop Creative Solutions to marketing problems.
- CO4: Utilize information of a firm's external and internal marketing environment to identify and prioritize appropriate marketing strategies.
- CO5: Evaluate and act upon the ethical and environmental concerns linked to marketing activities.
- CO6: Identify and apply new ideas, methods and ways of thinking in marketing strategies.

DAYANAND MAHILA MAHAVIDYALAYA

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List Of Students Enrolled in Value added Course (Basics Of Marketing) 2021-2022

No.	Name	Class	Roll No.	Father's Name
1	Kusham	Bcom	1212092003036	Ramesh Kumar
2	Sanjana Kaur	B COM Final year	3148520036	Sukha Singh
3	Amisha	B.com final(general)	3148520032	Mr.Om Prakash Wadhwa
4	Neha	B. Com 5 th sem gen	3148520063	Sh. Rajender Ahuja
5	Muskan	B.com 5th sem(general)	3148520045	Tarunpreet Singh
6	Monika	Bcom Final year (Gen)	3148520034	Ram Saran
7	Gunjan	Bcom (general) ist sem.	1212092003025	Sh. Pawan kumar
8	Sweta devi	B.com 3 year general	3148520019	Sh.Surinder kumar
9	Rupali	II B.com Gen	120209003160	Anil kumar
10	Preeti saini	B. A 1st year voc.	1212093002026	Jasmer singh
11	Swani	Ba 1st year voc	1212093002008	Sh.Ishwar Singh
12	Srishti	B.com 3rd year	3148520023	Parmod Kumar
13	Anjali	Bcom 2nd year	120209003066	Susheel kumar
14	Bhawna	Bcom. 3rd Year (general)	3148520044	Yashpal
15	Shiwani	Bcom2nd general	120209003090	Satpal singh
16	Jiya rana	B.com 2	120209003030	Malkhan singh
17	Preeti Saini	B.com.3(gen.)	3148520021	Sh. Ashwani kumar
18	Sanjana	B com final	3148520074	Santosh kumar
19	Anjali	Bcom gen (final year)	3148520067	Sh. Suresh gupta
20	Muskan	BA (voc) first year	1212093002023	Mr.Rohtash singh
21	Tanu Priya	B.com 2nd year (3rd semester)	120209003100	Pardeep Gupta
22	Sneha	BA Vocational (1st Year)	1212093002019	Sh. Pawan Kumar
23	Aishna verma	B.com-ll (general)	120209003008	Sohan lal Verma
24	Ankita	B.com 2 general	120209003098	Mr.suresh kumar
25	Divya	B.com 2nd year 3rd semester	120209003092	Balbir Singh
26	Prakariti Ranga	B.com3(general)1a)	3148520038	Parmod Kumar
27	Archana	B.com 3rd year	3148520028	Ashok kumar
28	Rubi	B.com aided 1st year	1212092003027	Mahinder singh
29	Nancy raheja	BA final year	3230920001	Sh.vijay kumar
30	Kamini Devi	B.com3(general)	3148520014	Mr.parmod kumar
31	Srishti jindal	Bcom 3	3148520082	Mr sushil jindal
32	Priyanka	B.com 2nd year general	120209003061	Sh.Jai bhagwan

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Prin. Sobija
4/5/22

33	Taniya	B.com 3rd year General	3148520053	Sh Rajesh kumar
34	Nancy	B.Com gen 1	1212092003015	Rajesh kumar
35	Komal Walla	B.a final year	3148420157	Sohan lal
36	Payal	B.com general 1	1212092003071	Ram Chander
37	Divya Sharma	B.com 2nd year gen.	120209003064	Mr.Ramesh Sharma
38	Riya	B.com1 (gen.)	1212092003081	Mr. Ramesh kumar
39	Yashna tayal	Bsc c.s 1	1212093015018	Mr .Satish
40	Sakshi devi	B.Com 2nd year	120209003017	Sh. Batwan
41	Amanpreet kaur	Bsc(cs) 1year	1212093015052	Karnail singh
42	Priyanka	B.Com 1	1212092003068	Hansraj sharma
43	Kavita devi	B. Com 2 nd gen	120209003023	Dinesh kumar
44	Vartika Sharma	Bcom. 1st year (ger.)	1212092003054	Rajinder Sharma
45	Khushboo kanyan	BA 1st vocational	1212093002038	Mewa Singh
46	Amita Rani	B.com 1st year (Gen)	1212092003002	Suresh Kumar
47	Muskan	B. A 3rd year	3148420127	Sohan lal
48	Heena	B. Com 1 General	1212092003056	Mr. Harish Arora
49	Nirmal	B.com 3rd gen	3148520002	Ramesh kumar
50	Daljeet kaur	B.com 3rd year gen	3148520007	Richhpal Singh
51	Sejal	B.com(1)(gen)	1212092003055	Mr. Arup Das
52	Madhubala	B.com3rd year 5th sem	3148520042	Sh. Rakesh kumar
53	Dhvani	B.com 1 sem gen	1212092003013	Yogender garg
54	Dimple	B.com ist year(sfs)	1212093003034	Vikas bhargav
55	Mahak devi	B. Com (Gen.) 1st year	1212092003020	Praveen kumar
56	Rajni	B.com general	1212092003080	Rajkumar
57	Loveleen	Bcom final 5th sem	3148520001	Sanjay saini
58	Mehak Preet	B.com 1st general	1212092003067	Dhir Singh
59	Simran Wadhwa	Bcom (1 year) SFS	1212093003024	Mr. Raj Kumar Wadhwa
60	Sakshi	B. Com 1st	1202092003034	Mr. Ramesh kumar
61	Neetu	B.com (voc.) 3rd	3148620015	Padam kumar
62	Shristi	B.com final year	3148520031	Shri dhar
63	Neha	B.com final year 5th sem	3148520016	Pawan kumar
64	Jusmeen kaur	Bcom 5th semester	3148520004	Satnam Singh

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Urmila Singh
Bhatia

	komal	bcom1sfs	1212093003019	dharpal
66	Kirti Saini	B.com (SFS) 1st year	1212093003069	Ajay Kumar
67	Chandrika	B.com 1 sfs	1212093003021	Sh. Ramesh
68	Janvi Maan	B.com-I (SFS)	1212093003004	Mr. Dharmendra Maan
69	priya	b.com (I)sfs	1212093003010	Ranjeet singh
70	Preeti	Bcom.(1)sfs	1212093003011	Mr. Rajesh Kumar
71	Ankita	B.com first year gen.	1212092003045	Ramniwas
72	Rishu Devi	B.com 1st year Gen	1212092003011	Ranbir singh
73	Ishu	B.com 1 general	1212092003014	Mr.suresh kumar
74	Mahak	B.com sfs 1	1212093003036	Naresh kumar
75	Renu	B.com I year (sfs)	1212093003030	Jagpal singh
76	Muskan	B.com 1st year (general)	1212092003030	Mr. Balraj
77	Geeta Devi	B.com 1st General	1212092003050	Vinod Kumar
78	Priyanka	B.com final(gen.)	3148520043	Ramdular
79	Simran devi	B.com 1st general	1212092003058	Rakesh kumar
80	Sanjana	Bcom 1st sem	1212092003019	Prabhu dyal
81	Nashima	B.com sfs 1st	1212093003070	Sarajudeen
82	Pinki	B.com3rd	3148520013	Ved parkash
83	Kajal	B.com III	3148520015	Harish Kumar
84	Anusuiya	B. Com 1st year	1212093003067	Rohit Kumar
85	Aditi Aggarwal	Bcom- SFS-1st year	1212093003016	Mr. Kishan Garg
86	Anjali	B.com 3rd year (general)	3148520071	Sushil kumar
87	Bhawna devi	B.com first year	1212092003047	Sh. Sucha singh
88	Mehak garg	Bcom 1st year (general)	1212092003063	Satish Garg
89	Tamnay	b.com gen.1st	1212092003022	Mr.Rajkumar
90	Niharika bansal	Bcom.1 gen.	1212092003031	Dheeraj bansal
91	Payal	B.com1st(general)	1212092003075	Mr.Mahipal
92	Satwinder kaur	Bcom 3rd year general	3148520049	Kashmir singh
93	Sneha	B.com 1st year	1212093003008	Shri ram
94	Nakita	B.comm.1st gen.	1212092003026	Sanjeev kumar

Total no of students enrolled = 94

No of students who completed the course = 94

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Chairman

Sobaya

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DAYANAND MAHILA MAHA

VIDYALAYA, KURUKSHETRA

Class _____ Subject Basis of Mahidy

Month Jan Year _____

Sr No	Roll No	Name	Lectures Delivered in the Month																
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1	212092002023	Muskan	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
2	122092002024	Sushma	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
3	122092002025	Sushma	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
4	2148520059	Komal Kaur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
5	2148520067	Muskan	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
5	122092002064	Divya Sharma	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
7	122092002013	Sakshi Devi	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
6	122092002090	Sushma	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
9	122092002030	Jiya Kaur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
7	122092002092	Ankita	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
11	122092002061	Priyanka	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
12	122092002021	Piya	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
13	122092002023	Komal Devi	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
14	122092002058	Harna	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
15	122092002066	Amyali	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
16	122092002002	Anita Kaur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
17	122092002025	Kumari	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
18	122092002071	Pooja	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
19	1312092002020	Kusum	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
20	122092002063	Priyanka	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
21	122092002027	Kirti	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
22	122092002018	Nancy	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
23	2148520052	Taniya	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
24	2148520023	Sushma	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
25	2148520036	Sanyasa Kaur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
26	2148520019	Sushma Devi	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
27	2148520045	Muskan	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
28	2148520021	Pooja Kaur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	

Previous Lecture	Lectures Delivered in the Month											Total Lectures						
	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Last Attended	Previous Lect.	Total	Shortage
1	P	P	P															
2	P	P	P															
3	P	P	P															
4	P	P	P															
5	P	P	P															
6	P	P	P															
7	P	P	P															
8	P	P	P															
9	P	P	P															
10	P	P	P															
11	P	P	P															
12	P	P	P															
13	P	P	P															
14	P	P	P															
15	P	P	P															
16	P	P	P															
17	P	P	P															
18	P	P	P															
19	P	P	P															
20	P	P	P															
21	P	P	P															
22	P	P	P															
23	P	P	P															
24	P	P	P															
25	P	P	P															
26	P	P	P															
27	P	P	P															

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Kurukshetra (Haryana)

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Kurukshetra

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DAYANAND MAHILA MAHA

Subject Basics of math

Year 2021-22

Class

Month Jan.

Sr. No.	Roll No.	Name	Date																
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1	209302023	Muskaan			P	P	P	P	P	P	P	P	P						
2	209302024	Suami					P	P	P	P	P	P	P						
3	209302024	Sneha			P	P	P	P	P	P	P	P	P						
4	3148420157	Komal Kalia					P	P	P	P	P	P	P						
5	3148420127	Muskaan			P	P	P	P	P	P	P	P	P						
6	12020903014	Divya Sharma			P	P	P	P	P	P	P	P	P						
7	2020903017	Sakshi Devi					P	P	P	P	P	P	P						
8	12020903090	Shivani					P	P	P	P	P	P	P						
9	12020903030	Jiya Rana			P	P	P	P	P	P	P	P	P						
10	12020903098	Ankita			P	P	P	P	P	P	P	P	P						
11	12020903061	Priyanka					P	P	P	P	P	P	P						
12	121209203087	Riya					P	P	P	P	P	P	P						
13	12020903029	Kanika devi			P		P	P	P	P	P	P	P						
14	121209203056	Hiena					P	P	P	P	P	P	P						
15	12020903066	Angali						P	P	P	P	P	P						
16	121209203021	Anita Rani			P	P	P	P	P	P	P	P	P						
17	121209203025	Gunjan			P	P	P	P	P	P	P	P	P						
18	121209203071	Pooja					P	P	P	P	P	P	P						
19	1212092003036	Kusham						P	P	P	P	P	P						
20	1212092003068	Priyanka						P	P	P	P	P	P						
21	1212092003027	Rubi																	
22	1212092003015	Nancy			P	P	P	P	P	P	P	P	P						
23	3148520053	Taniya			P	P	P	P	P	P	P	P	P						
24	3148520023	Srishti			P	P	P	P	P	P	P	P	P						
25	3148520036	Sanjana kaur					P	P	P	P	P	P	P						
26	3148520019	Sunita Devi						P	P	P	P	P	P						
27	3148520045	Muskaan			P		P	P	P	P	P	P	P						
28	3148520021	Prachi Saini			P		P	P	P	P	P	P	P						

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