

**BUNTS SANGHA'S**  
**S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT STUDIES,**  
**POWAI**  
**PERMANENTLY AFFILIATED TO MUMBAI UNIVERSITY**  
**NAAC ACCREDITED 'A' GRADE**  
**IMC RBNQ CERTIFICATE OF MERIT 2019**  
**ISO 21001:2018 CERTIFIED**

**Activity Approval Form**

**Date: 28th July, 2021**

**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:** 17th August, 2021 to 16th September, 2021.

**Resource Person:** Mr. Runal Mehta.

**Proposed by: Prof. Sandesha Shetty**



**Verified By: Dr. Sridhara Shetty**

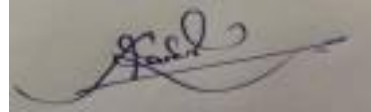


**BUNTS SANGHA'S S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND  
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NAAC ACCREDITED 'A' GRADE  
IMC RBNQ CERTIFICATE OF MERIT 2019  
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**Minutes of the Meeting**



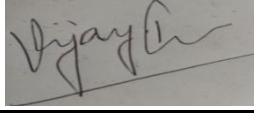
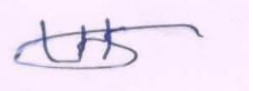
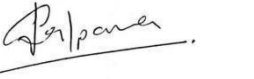
The Departmental meeting was held on 20<sup>th</sup> July at 12:30 pm. Following matters were discussed in the meeting:

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 17<sup>th</sup> August, 2021 to 16<sup>th</sup> September, 2021.
3. It was discussed that Asst. Prof Utkarsh Kapadia will be the Convenor for the Certificate Course on Digital Marketing and E-CRM".
4. It was decided that Mr. Runal Mehta, Mr. Utkarsh Kapadia, Mr. Vijay Vishwakarma, Mr. John Menezes, Mrs. Kalpana Rai Menon will be the resource person for the certificate course.



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

Teachers who attended the meeting:

Name	Signature
Asst Prof. Sandesha Shetty (Vice Principal & B.Com Coordinator)	
Asst Prof John Menezes – Member of Accountancy Department	
Asst Prof Vijay Vishwakarma – Member of Accountancy Department	
Asst Prof Utkarsh Kapadia – Member of Accountancy Department	
Asst Prof Kalpana Rai Menon – Member of BAMMC Department	

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**BUDGET**

PERMISSION LETTER

**Bunts Sangha's**  
**S. M. Shetty College of Science, Commerce and Management Studies, Powai**

To,  
The Principal  
S. M. Shetty College of Science,  
Commerce and Management Studies, Powai.

Date: 31/07/2021

**Sub: Collection of fees for CERTIFICATE COURSE IN DIGITAL MARKETING AND E-CRM**

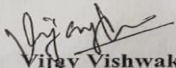
Dear Sir,

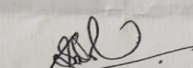
The **B.COM Department** is going to start a **CERTIFICATE COURSE IN DIGITAL MARKETING AND E-CRM** to be conducted via online mode during the month of August, 2021.

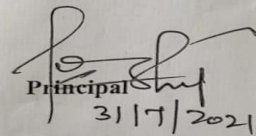
The above course will help the students with various facets of marketing. The coaching fees and the Certification fees will be Rs. 500. The duration of the course will be 30 hours.

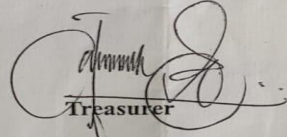
We require your permission to collect the fees from the students who will be taking up the course.

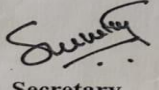
Thanking You,

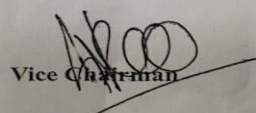
  
Vijay Vishwakarma  
Course Convener

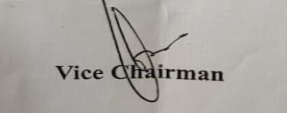
  
Prof Sandesha Shetty  
Vice-Principal & Coordinator

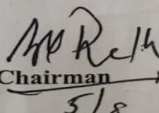
  
Principal  
31/7/2021

  
Treasurer

  
Secretary

  
Vice Chairman

  
Vice Chairman

  
Chairman  
5/8

<https://docs.google.com/...>

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## **NOTICE**

### **CERTIFICATE COURSE IN DIGITAL MARKETING AND E-CRM**

Greetings of the Day!!!

Dear Students,

It gives us immense pleasure to introduce CERTIFICATE COURSE IN DIGITAL MARKETING AND E-CRM for the betterment of our students.

Duration: 30 Hours programme and will be conducted through online mode.

#### **OBJECTIVES OF THE COURSE**

1. To enable students to learn various Digital Marketing & E-CRM tools which is the need of the hour for any business organization.
2. To improve Business Decision Making capabilities of Upcoming managers by enhancing their analytical skills.
3. To have an in depth understanding of different facets of marketing & consumer behaviour which will help in taking vital marketing decisions.
4. To educate about marketing process in detail and it's implications in business.

#### **VALUE ADDITION TO YOUR CV**

Certificate of Course completion will be provided to all students which can be incorporated by students in their CV as a value addition apart from Regular Degree.

#### **FEES**

Rs. 500/-

Course Start Date: 17th August, 2021

Course Timing: 1.30pm to 3pm

Only FEW SEATS LEFT

For REGISTRATION & further Details Contact :

Prof Utkarsh Kapadia-9029410009  
Email I'd: utkarshk@smsheettyinstitute.org

Regards,  
Department of Accountancy & Financial Management (B.Com Department)

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### Programme Schedule

<b>Sr. No.</b>	<b>Date</b>	<b>Time</b>	<b>Topic</b>	<b>Resource Person</b>
1	17/8/2021	1.30pm-3pm	Consumer Behaviour - Part 1	Prof. Utkarsh
2	18/8/2021	1.30 - 3pm	Consumer Behaviour - Part 2	Prof. Utkarsh
3	20/8/2021	1.30 - 2.30pm	Segmentation- Targeting- Positioning	Prof. John
4	21/8//2021	1.30-2.30pm	Segmentation- Targeting- Positioning	Prof. John
5	23/8/2021	1.30-3pm	E- CRM - Part 1	Prof. Kalpana
6	24/8/2021	1.30-3pm	E- CRM - Part 2	Prof. Kalpana
7	25/8/2021	1 - 3pm	Social Networking for CRM	Prof. Runal
8	26/8/2021	1.30 - 3pm	Marketing Research - Part 1	Prof. Vijay
9	27/8/2021		FREE SLOT	
10	28/8/2021		FREE SLOT	
11	30/8/2021	1 - 3pm	Digital Marketing - Part 1	Prof. Runal
12	1/9/2021	1 - 3pm	Digital Marketing - part 2	Prof. Runal
13	2/9/2021	1 - 3pm	Digital Marketing - part 3	Prof. Runal
14	3/9/2021	1 - 3pm	Digital Marketing - part 4	Prof. Runal
15	4/9/2021	1 - 3pm	Digital Marketing - part 5	Prof. Runal
16	6/9/2021	1 - 3pm	Website Building - Part 1	Prof. Runal
17	7/9/2021	1 - 3pm	Website Building - Part 2	Prof. Runal

18	8/9/2021	1 - 3pm	Website Building - Part 3	Prof. Runal
19	9/9/2021	1.30-2.30pm	Marketing Research - Part 3	Prof. Vijay
20	16/9/2021	1.30 - 3pm	Marketing Research - Part 2	Prof. Vijay



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## **REPORT**

**Event:** Certificate Course on Digital Marketing & E-CRM

**Date:** 17<sup>th</sup> August, 2021 to 16<sup>th</sup> September, 2021

**Venue:** Zoom app

**Scope:** SY and TY Students across all disciplines.

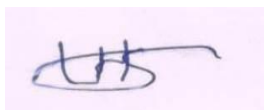
**Objective:** To educate students with various trends in Digital Marketing.

**Highlights:** Department of Accountancy and Financial Management conducted a Certificate Course on Digital Marketing and E-CRM from 17<sup>th</sup> August, 2021 to 16<sup>th</sup> September, 2021. 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: 35 (Male: 15 & Female: 20)**

**Members for the event:**

1. Asst. Prof. Sandesha Shetty– Vice Principal and B.Com Coordinator
2. Asst. Prof. Utkarsh Kapadia - Convener of the Course
3. Asst. Prof. Runal Mehta – Resource person for the Course
4. Asst. Prof. Vijay Vishwakarma – Resource Person for the Course
5. Asst Prof. John Menezes – Resource Person for the Course
6. Asst Prof. Kalpana Rai Menon - Resource Person for the Course



Asst. Prof. Utkarsh Kapadia  
Convener of the Webinar



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

## Grading Scheme

**Certificate Course on “Digital Marketing & E-CRM”- 17th August, 2021 to 16th September, 2021.**

<b>Sr. No</b>	<b>Name</b>	<b>Class and Division:</b>	<b>Marks Obtained</b>	<b>Grade</b>
1	Ali sayyad	TYBCOM	80	A
2	Amisha Panchal	TYBCOM	71	A
3	Amit Mitunjay Ganri	TYBCOM	84	A
4	Ananya Gupta	TYBCOM	78	A
5	Anita Nirmal yadav	SYBCOM	73	A
6	Ashwini Nimble	TYBCOM	65	B
7	Chris David	TYBCOM	72	A
8	Datt Prakash chogale	SYBCOM	82	A
9	Dhanalaxmi Murugan Kaunder	TYBCOM	67	B
10	Gaurab Ranodeb Das	SYBCOM	65	B
11	Gaurang Prashant Gaokar	TYBCOM	80	A
12	Herambvanshikumar Pednekar	SYBCOM	83	A
13	Jonathan Clifford Saldanha	SYBCOM	77	A
14	Khan adnan tayyab	SYBCOM	80	A
15	Manasi Mali	SYBCOM	74	A
16	Mane Komal Vilas	SYBCOM	72	A
17	Mansi Bhaktwani	SYBCOM	81	A
18	Mansi Choubey	SYBCOM	72	A

19	Manthan bhiku kadam	TYBCOM	82	A
20	Mohammed Adnan Qureshi	TYBCOM	71	A
21	Nidhi Surti	SYBBI	68	B
22	Niraj shukla	SYBCOM	71	A
23	Pinky ghanchi	TYBCOM	72	A
24	Preethi Amanna	SYBCOM	67	B
25	Purvesh Mukesh Rathod	TYBCOM	69	B
26	Richa Pandey	TYBCOM	70	A
27	Rishabh Kothari	SYBCOM	75	A
28	Ritu Prajapati	SYBCOM	68	B
29	Sahil Kamtekar	TYBCOM	71	A
30	Saloni Maliwal	TYBCOM	73	A
31	Shitiksha kotian	SYBCOM	68	B
32	Shruti Singu	SYBBI	70	A
33	Smita kori	SYBCOM	75	A
34	Urshita Parikh	SYBCOM	63	B
35	Vaishnavi Ghodake	SYBCOM	67	B

Grading Scheme	Grade
70 & Above	A
55 - 69	B
40 - 54	C
Below 40	F

# CERTIFICATE



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**Department of Accountancy and Financial Management**

## *Certificate of Completion*

This is to Certify that

Mane Komal Vilas

Has successfully completed 30 Hours Certificate Course on '**Digital Marketing and E-CRM**' conducted from 17<sup>th</sup> August, 2021 to 16<sup>th</sup> September, 2021.

Prof. Runal Mehta  
Resource Person

Prof. Utkarsh Kapadia  
Convener

Prof. Sandesha Shetty  
Vice Principal

Dr. Sridhara Shetty  
Principal

E-Certificate No: **DM014**

REC



## Activity

### For Consumer Durables:

1. Whether prefer to buy online or through stores.
2. Whether more importance is given to price or brand.
3. Do they prefer to buy in cash or credit?

### For FMCG Products:

1. Whether prefer to buy online or through stores.
2. Whether prefer to buy from Grocery stores or Supermarkets like Dmart, Reliance Fresh, etc.
3. Whether prefer to buy in large quantity or small quantity.



Zoom

End



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Dhanrajani Kaurder TyB Com A (17)

### SHORT SURVEY ON FMCG PRODUCTS

Gender  
42 responses

Gender	Percentage
Female	50%
Male	50%

This survey form was filled by 40 individuals both Male and Female, equally. This will help us understand both these genders' preferences.

Page: 1 of 1 | Words: 543

Type here to search

25°C | ENG | 02:56 | 19/09/2021



Mute

Stop Video

Share

Participants 33

More 3



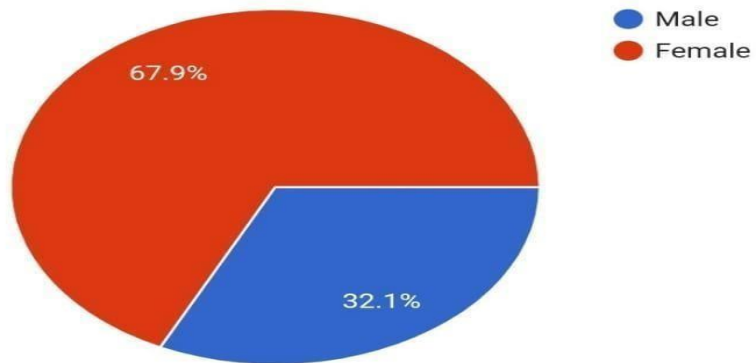


## FEEDBACK ANALYSIS

No of Respondents: 28

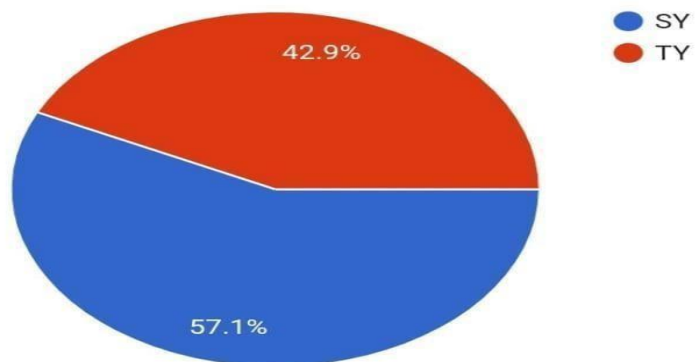
Gender:

28 responses



Year:

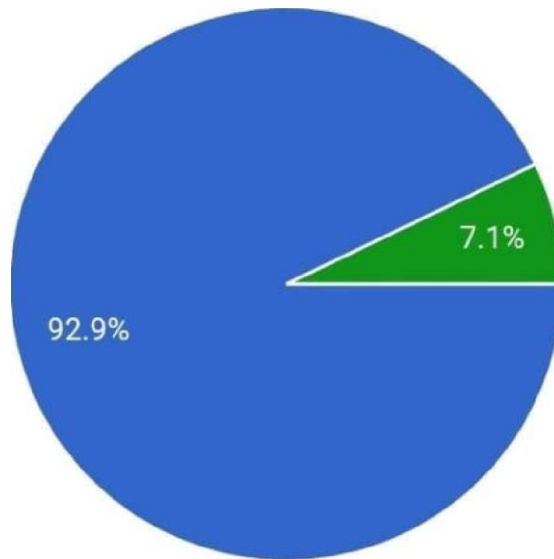
28 responses





Stream:

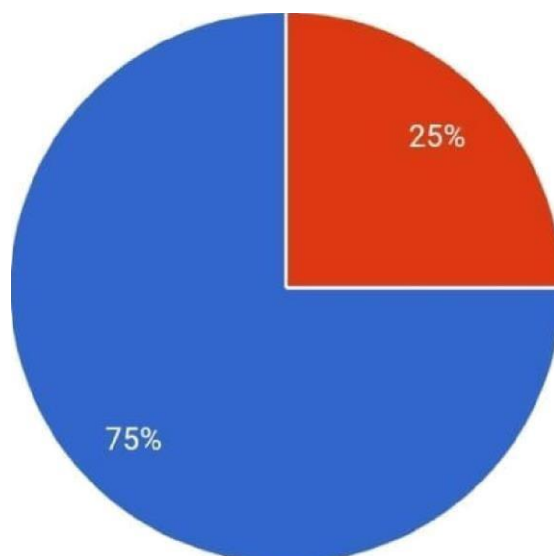
28 responses



- BCOM
- @ BMS
- BAF
- @ BBI
- @ BAMMC
- @ BSCIT
- @ M.Com Part 1
- @ M.Com Part 2
- @ MSc IT Parl 1
- @ Msc IT Part 2

1. How would you rate the content covered in the course.

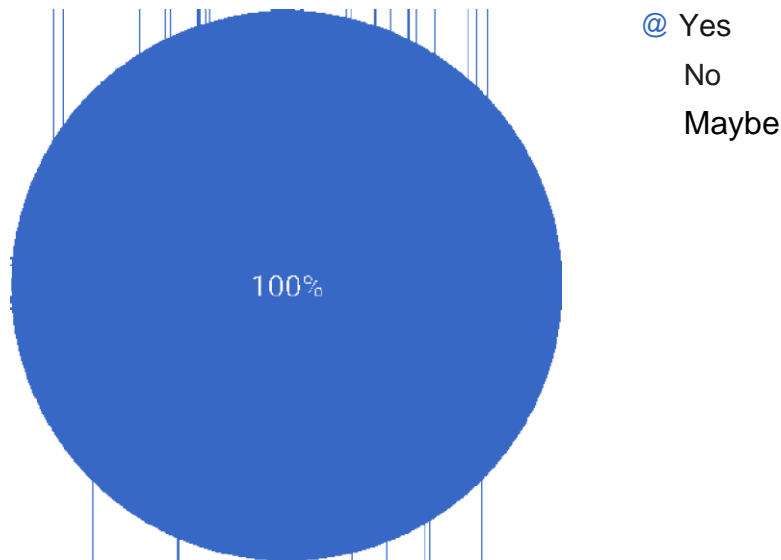
28 responses



- @ Very Good
- @ Good
- Average
- @ Poor

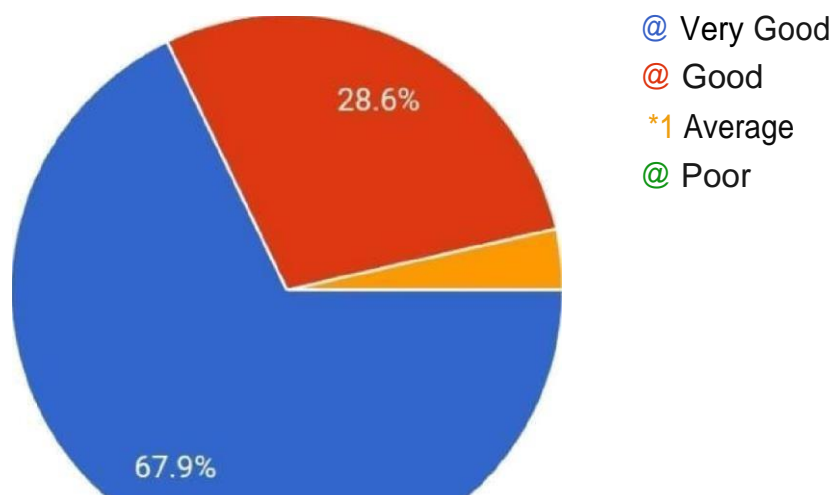
2. Do you believe that course helped you to learn many practical aspects on Digital marketing and CRM. @

28 responses



3. How would you rate the Presentation of Resource Person.

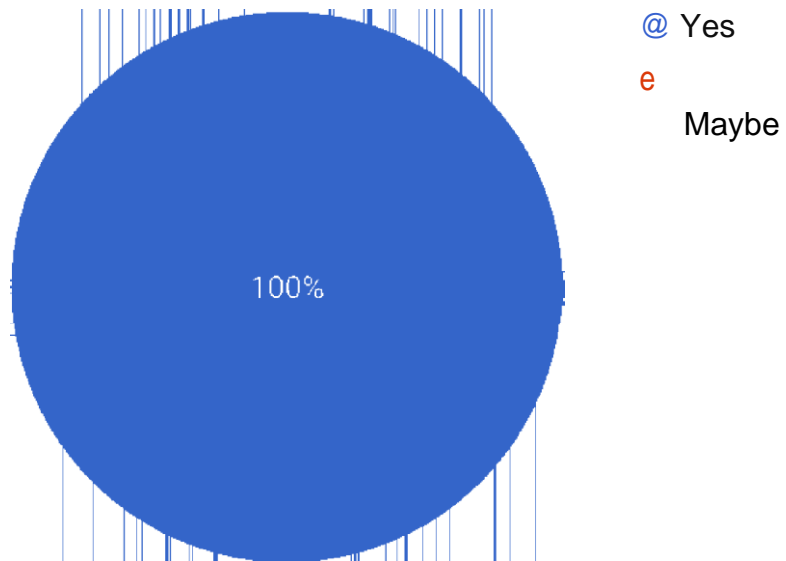
28 responses



4. Do you believe to be benefitted from this course.



28 responses



## 5. Suggestions/Feedback (If Any)

11 responses

Nope

Very helpful

I loved whatever was thought. Assignments were a lot but overall it was great. Runal Sir was great. When will we receive the ppt's?

Nice Courses and Helpful

It was a really very nice course. I enjoyed this course in all the lectures. Thank you so much for this course.

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**ACTION TAKEN REPORT**

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

Duration: 17th August 2021 to 16th September 2021.

Resource Person: Mr. Runal Mehta

**Course Fees: Rs. 500 per student.**

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

## Question Paper

Time: 3 Hours

Marks: 100

All Questions are compulsory:

1. Discuss the Segmentation- Targeting-Positioning Strategies of FMCG Products
2. Write a short note on Social Networking for CRM
3. Explain the process of Website Building for a new organization
4. Write in brief on the Importance of Marketing Research in Organisations. Discuss the steps in Marketing Research
5. Discuss various Consumer Behaviour strategies undertaken by cellular companies



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SMS/253

July 24, 2021

To,

**Mr.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](mailto:college@smshettyinstitute.org).

Regards,

Principal  
PRINCIPAL

Bunts Sangha's S.M. Shetty College  
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Powai, Mumbai - 400 076.





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SMS/253-1

July 24, 2021

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](mailto:college@smshettyinstitute.org).

Regards,

Principal  
**PRINCIPAL**

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







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SMS/ 253-2

July 24, 2021

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](mailto:college@smshettyinstitute.org).

Regards,

Principal  
**PRINCIPAL**

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SMS/ 253-3

July 24, 2021

To,

**Mr. Utkarsh Kapadia**  
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](mailto:college@smshettyinstitute.org).

Regards,

Principal  
**PRINCIPAL**

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SMS/253-4

July 24, 2021

To,

**Mr. Runal Mehta**  
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](mailto:college@smshettyinstitute.org).

Regards,

Principal  
PRINCIPAL

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

SMS/253-5

July 24, 2021

To,

**Ms. Kalpana Rai Menon**  
**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](mailto:college@smshettyinstitute.org).

Regards,

Principal  
**PRINCIPAL**

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



## Certificate Course in Digital Marketing and E-CRM

### Certificate Course

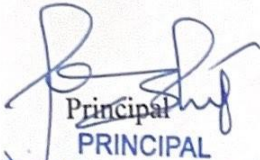
### LETTER OF APPOINTMENT

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

NAME	ADDRESS	ROLE	CONTACT / EMAIL ID
Mr Sandesha Shetty Vice-Principal	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Chairperson of BOS	<a href="mailto:sandeshas@smshettyinstitute.org">sandeshas@smshettyinstitute.org</a>
Mr. Utkarsh Kapadia	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Convenor, Member of BOS & Resource Person	<a href="mailto:utkarshk@smshettyinstitute.org">utkarshk@smshettyinstitute.org</a>
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	<a href="mailto:vijayv@smshettyinstitute.org">vijayv@smshettyinstitute.org</a>
Mr. John Menezes Asst. Professor	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Member of BOS & Resource Person	<a href="mailto:johnm@smshettyinstitute.org">johnm@smshettyinstitute.org</a>
Mr. Runal Mehta Asst. Professor	Narsee Monjee Institute of Management Studies, Mumbai	Member of BOS & Resource Person	<a href="mailto:runal85@gmail.com">runal85@gmail.com</a>



Kalpana Rai Menon	Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai	Resource Person	<a href="mailto:kalpanam@smshtettyinstitute.org">kalpanam@smshtettyinstitute.org</a>
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Principal  
PRINCIPAL

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

