



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE - 638 107

DEPARTMENT OF COMMERCE

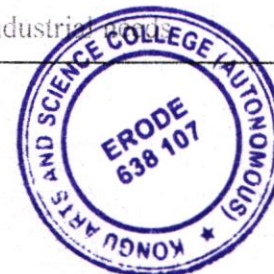
18VCMCA - CREATIVE ADVERTISING - REPORT

Name of the Value Added Course	CREATIVE ADVERTISING
Course Code	18VCMCA
Course Coordinator	Dr.D.ANBUPRIYA, Assistant Professor, Commerce
Date	Starting Date: 09.07.2018 Ending Date: 27.09.2018
Duration of the Course	40 Hours
Total participants Enrolled	73
Successfully Completed	59
Type of Assessment	Oral Examination
Course Outcome	On Completion of this course the students will be able to <ul style="list-style-type: none">▪ Remember the factors determining the product advertisement▪ Understand the communication process in advertising▪ Incorporate the creativity in an advertisement
Outcome Attainment	59 out of 59 Students scored above 60% of Marks

Feedback Question Analysis-Questions Asked

Q.No.	Parameters
Q1	The Course content was in line with my expectations
Q2	General content of the Course
Q3	The Course provided additional knowledge and skill
Q4	Well-designed Practical sessions
Q5	Schedule of the classes and other relevant details have been informed promptly
Q6	Course materials provided were useful
Q7	Provides scope for self-employment and fulfill the industrial requirements

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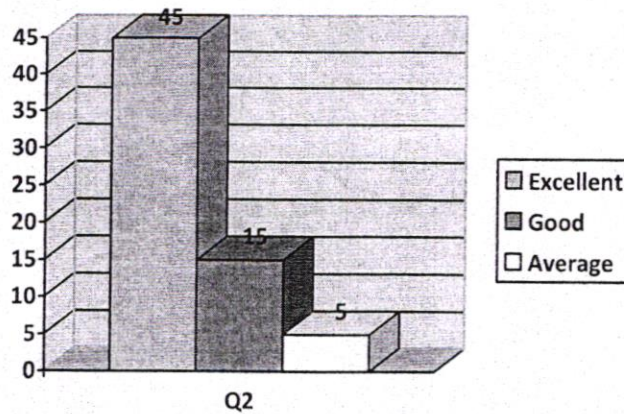
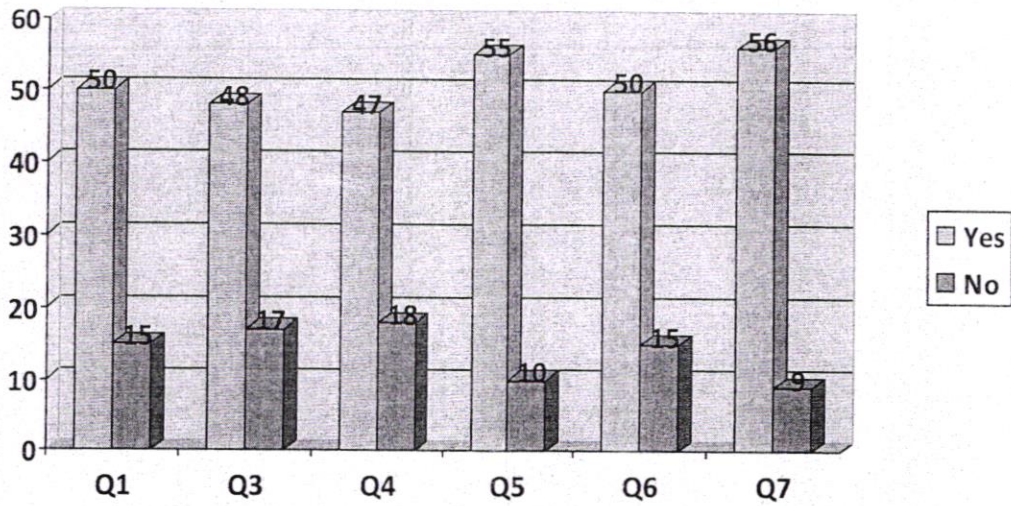


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FEEDBACK RATINGS



[Signature]
Course Coordinator

[Signature]
Head of the Department

[Signature]
Principal,
KONGU ARTS AND SCIENCE COLLEGE
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NANJANAPURAM, ERODE - 638 107

[Signature]
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
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HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
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VALUE ADDED COURSE(2018- 2019) – PROPOSAL

Date : 19.02.2018

Submitted to the Principal

We are planning to conduct a Value – Added Course titled “18VCMCA-CREATIVE ADVERTISING” for all Department Students. The course will be benefitting the students for their career and placement activities. We kindly request you to grant permission for conducting the same.

COURSEDETAILS:

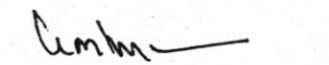
Name of the Course	18VCMCA- “CREATIVE ADVERTISING”
Duration of the Course	40Hours
Conducting Department	Commerce
Course Coordinator(s)	Dr. ANBUPRIYA.D Assistant Professor, Commerce
Assessment Type (Total :100 Marks)	Oral examination


OUTCOMES:

On Completion of this course the students will be able to


- Remember the factors determining the product advertisement
- Understand the communication process in advertising
- Incorporate the creativity in an advertisement

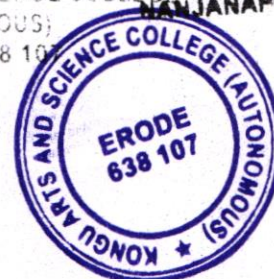

Course Coordinator


Head of the Department


Principal
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VALUE ADDED COURSE(2018- 2019) - CIRCULAR

Date : 06.06.2018

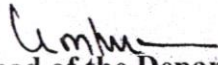
Ref.No.:KASC-AE/COM/VAC/2018-19/02


It is informed that Value Added Course on "18VCMCA-CREATIVE ADVERTISING" will be conducted from **09.07.2018 (Monday)**. Registration will be on **First-Come First-Serve** basis. Students are asked to enroll your names for the abovementioned course after the counseling session on the respective dates as follows.

III Year	II Year	I Year
Counselling Date 13.06.2018 (FN)	Counselling Date 13.06.2018 (AN)	Counselling Date 05.07.2018


HODs and respective Department Staff Members are instructed to follow-up the same. Your whole hearted co-operation is needed to conduct the sessions in a gentlemanly manner.

Total instruction Hours : 40 Hours
Course Coordinator : **Dr. ANBUPRIYA.D**
Assistant Professor/Commerce
Mail-id : **anbupriya82@gmail.com**


Head of the Department
HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
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Principal
PRINCIPAL.
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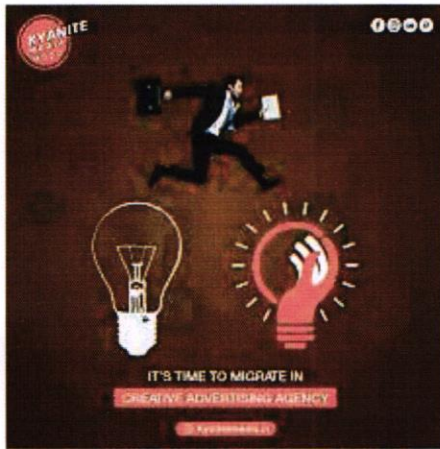
KASC ACADEMY OF EXCELLENCE

Academic Year 2018-2019

VALUE ADDED COURSE ON

COURSE CONTENT

CREATIVE ADVERTISING



- Creative Thinking
- Concept of Advertising
- Elements of Advertising
- Ethical Issues in Advertising
- Social Media Marketing
- Google Analytics
- Digital Market Plan
- Mobile Marketing

COURSE OUTCOMES

Students will be able to

- Remember the factors determining the Product Advertising
- Understand the Communication Process in Advertising
- Incorporate the Creativity in an Advertisement

COURSE DURATION

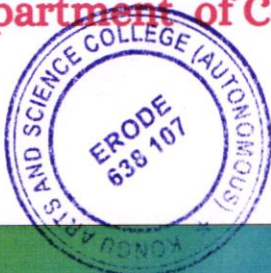
Theory - 40 Hours

FOR WHOM

All the UG Students

Organised By

Department of Commerce



Dr. N. RAMAN
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COORDINATOR

Dr.D.Anbupriya

Assistant Professor

Department of Commerce

KONGU
Assuring the Best



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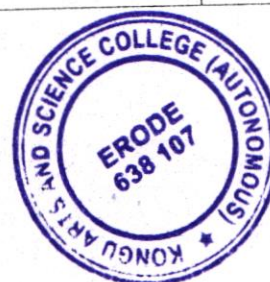
VALUE ADDED COURSE - SYLLABUS

18VCMCA-CREATIVE ADVERTISING

Course Objective: The objective of the programme is to acquire new customers or retain existing customers and attracting the right buyers and the course make the students to prepare advertisement.

UNIT I	Introduction	4 Hours
Meaning - Definition of Marketing and Advertising- functions of Advertising - Types of Advertising, Factors Determining Advertising Opportunity of a Product/Service/Idea- role of advertising in society.		
UNIT II	Creative Thinking	4 Hours
Creative thinking - Creativity in advertising - Stages in the creative process - Making of Creative Brief- Ideation - Various Creative Thinking Modes - Major Creative Thinkers in Advertising.		
UNIT III	Concept of Advertising	4 Hours
Digital Media for Communication - Concept of Advertising on the Net, Viral Advertising, Advertising beyond Print and the Small Screen, Creating Advertising Appeals - copy writing - print copy elements, headlines - body copy - slogan		
UNIT IV	Elements and Design of Advertising	4 Hours
Elements of design and principles of design - Designing Print advertising - choosing format designing page -choosing typefaces- working with visuals - layout ready for print.		
UNIT V	Ethical Issues in advertising	4 Hours
Ethical Issues in Advertising -Social Criticism of Advertising- Advertising Statutory Bodies in India, Role of AAA and ASCI and the Study of Various Code of Conduct.		
Total Hours		20 Hours

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VALUE ADDED COURSE – SYLLABUS 18VCMCA-CREATIVE ADVERTISING

UNIT I	Introduction	4 Hours
Social Media Marketing: Introduction -Benefits – Media types –stakeholders of SMM-channels (Face book, Twitter, Linked In, Google+, You tube, Blogs)		
UNIT II	Social Media Marketing	4 Hours
Social Media Marketing: Usage of Social Media Marketing- additional platforms: Twitter, Instagram, pinterest, snap chat –Advertizing and Analytics		
UNIT III	Mobile Marketing	4 Hours
Mobile Marketing- Mobile industry- opportunities – challenges – mobile optimized websites-App development – proximity marketing – SMS marketing –mobile analytics- emerging and current trends.		
UNIT IV	Google Analytics	4 Hours
Google analytics :concepts – terms –overview –monitor-Audience overview –behaviour-Acquisition –Attribution –Customization-KPIs.		
UNIT V	Digital Market Plan	4 Hours
Strategy and planning: Digital market plan-structure –approach –situation analysis –Information gathering-Multiscreening – Objectives – Budget.		
Total Hours		20 Hours

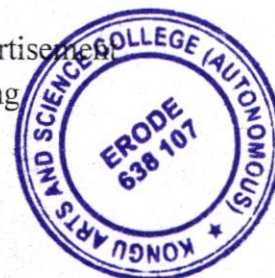
Reference Books:

1. Ian Dodson, "The Art of Digital Marketing", Wiley India Pvt Ltd, 2016.
2. Damian Ryan, "Understanding Digital Marketing" Kogan Page Ltd(USA), 2017.
3. Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Kindle Edition, 2017.

On Completion of this course the students will be able to

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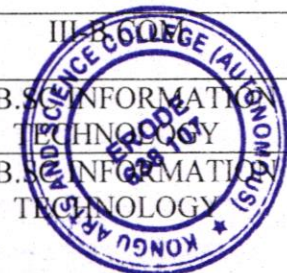
DEPARTMENT OF COMMERCE

ACADEMIC YEAR : 2018 - 2019

18VCMCA-CREATIVE ADVERTISING - FINAL ENROLLMENT LIST

S.No.	REG. NO.	NAME OF THE STUDENT	CLASS
1	16UCDR033	A.SANTHIYA	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
2	16UCDR024	R.M.NANDHINI	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
3	16UCDR013	B.KAMALI	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
4	16UCDR016	S.S.KOUSIKA	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
5	16UCDR031	M.RANGEELA	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
6	16UCDR019	M.MANJA MATHA DEVI	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
7	16UCDR020	R.MENAGA SHREE	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
8	16UCDR017	K.MADHU SHALINI	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
9	16UCDR030	V.PRIYANKA	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
10	16UCDR011	M.JOTHIMANI	III B.SC COSTUME DESIGN AND FASHION (REGULAR)
11	16UCCA001	D.ARUN	III B.COM(CA)
12	16UCCA014	M.GOKULA KRISHNAN	III B.COM(CA)
13	16UCCA055	K.SATHISH KUMAR	III B.COM(CA)
14	16UCOM110	K.SURYA KUMAR	III-B.COM
15	16UCOM087	S.NAVIN KUMAR	III-B.COM
16	16UCOM083	S.MOHAN RAJ	III-B.COM
17	16UCOM064	L.ASHOK RAJ	III-B.COM
18	16UCOM115	N.VIGNESH KUMAR	III B.COM
19	16UCOM028	S.KABILAN	III B.SC INFORMATION TECHNOLOGY
20	16UCOM028	R.MANOJ KUMAR	III B.SC INFORMATION TECHNOLOGY

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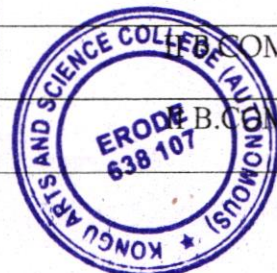
ACADEMIC YEAR : 2018 - 2019

18VCMCA-CREATIVE ADVERTISING - FINAL ENROLLMENT LIST

S.No.	REG. NO.	NAME OF THE STUDENT	CLASS
21	16UCIT032	E.MOHANRAJ	III B.SC INFORMATION TECHNOLOGY
22	16UCOT009	V.DHARANIDHARAN	III B.SC COMPUTER TECHNOLOGY
23	16UCOT025	M.KAVINKUMAR	III B.SC COMPUTER TECHNOLOGY
24	16UCOT039	B.NATHISH	III B.SC COMPUTER TECHNOLOGY
25	16UCOT060	T.D.SUBASH ARAVINDAN	III B.SC COMPUTER TECHNOLOGY
26	16UCBI038	J.PRIRTHIVI RAJAN	III B.COM BANKING & INSURANCE
27	16UCPA057	V.SREE JAYANTH	III B.COM PROFESSIONAL ACCOUNTING
28	17UCOM096	I.MOHAMED FAIZAN	II B.COM
29	17UCOM129	T.YUVARAJ	II B.COM
30	17UCOM108	K.RAJALINGAM	II B.COM
31	17UCOM092	J.MANOJ KUMAR	II B.COM
32	17UCOM074	C.GOKUL	II B.COM
33	17UCOM101	E.T.NAVEEN PRANAV	II B.COM
34	17UCOM125	M.VIGNESH	II B.COM
35	17UCOM102	G.NIRMAL	II B.COM
36	17UCOM130	M.YUVARAJA PRASANNA	II B.COM
37	17UCOM127	S.VINODHINI	II B.COM
38	17UCOM116	S.SHRI VASUKI	II B.COM
39	17UCOM094	V.MEENAMBIGA	II B.COM
40	17UCOM098	T.MOWNIKA	II B.COM

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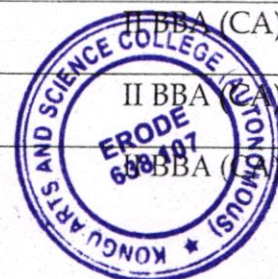
DEPARTMENT OF COMMERCE

ACADEMIC YEAR : 2018 - 2019

18VCMCA-CREATIVE ADVERTISING - FINAL ENROLLMENT LIST

S.No.	REG. NO.	NAME OF THE STUDENT	CLASS
41	17UCOM085	V.KARTHIKEYAN	II B.COM
42	17UCOM104	K.K.PRABHU	II B.COM
43	17UCOM128	S.YUVARAJ	II B.COM
44	17UCOM051	R.SATHISH	II B.COM
45	17UCOM054	SHERRON.M.ROBI	II B.COM
46	17UCOM034	K.NARENDRA KUMAR	II B.COM
47	17UCOM036	S.OM PRAKASH	II B.COM
48	17UCOM029	N.M. MUTHU KUMAR	II B.COM
49	17UCOM039	T.PRADEEP	II B.COM
50	17UCOM047	A.SANTHEESH KATHIR	II B.COM
51	17UCOM051	M.SATHEESH KUMAR	II B.COM
52	17UCOM062	K.SURIYA PRAKAS	II B.COM
53	17UCOM053	C.R.SENTHIL PRABHU	II B.COM
54	17UBAC046	B.RITHIKA	II BBA (CA)
55	17UBAC012	P. DHARSHINI	II BBA (CA)
56	17UBAC026	N. JAFAR SATHICK	II BBA (CA)
57	17UBAC055	D. SHANMATHI	II BBA (CA)
58	17UBAC049	C. SANDHIYA	II BBA (CA)
59	17UBAC015	MOHAMMED ARAFATH	II BBA (CA)
60	17UBAC011	VIJAYAKAR	II BBA (CA)

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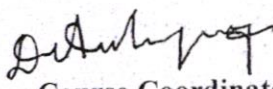
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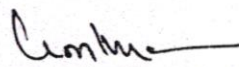
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ACADEMIC YEAR : 2018 - 2019


18VCMCA-CREATIVE ADVERTISING - FINAL ENROLLMENT LIST

S.No	REG. NO.	NAME OF THE STUDENT	CLASS
61	17UBAC040	P. NAVEEN KUMAR	II BBA (CA)
62	17UBAC024	B. ILANGO VAN	II BBA (CA)
63	17UBAC057	J. SOUNDHAR RAJ	II BBA(CA)
64	18UCPA044	M.R. PAVITHRAA	I B.COM (PROFESSIONAL ACCOUNTING)
65	18UCCA074	L. BHAWYA	I B.COM (CA)
66	18UCCA119	G. SINDHU	I B.COM (CA)
67	18UCDR015	M. KAVIPRIYA	I B.SC COSTUME DESIGN AND FASHION (REGULAR)
68	18UCDV016	S.NISMIDHA	I B.SC COSTUME DESIGN AND FASHION (VOCATIONAL)
69	18UCDR023	C.S. PRIYADHARSHINI	I B.SC COSTUME DESIGN AND FASHION (REGULAR)
70	18UCDR010	M. JEEVITHRA	I B.SC COSTUME DESIGN AND FASHION (REGULAR)
71	18UCDR007	S. HARIDHA	I B.SC COSTUME DESIGN AND FASHION (REGULAR)
72	18UENG004	K.M. BAVANAYA	I B.A (ENGLISH)
73	18UCPA043	V.T. NIVETHA	I B.COM (PROFESSIONAL ACCOUNTING)

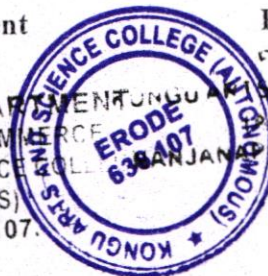

Course Coordinator


Head of the Department


Principal


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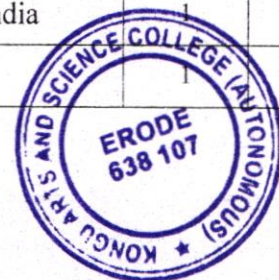
ACADEMIC YEAR : 2018-2019

SCHEDULE FOR THE VALUE ADDED COURSE

18VCMCA-CREATIVE ADVERTISING

S. No.	Date	Time	Topics Covered	Theory Hours	Lab Hours
1	09.07.2018	3.20-4.20PM	Definition and functions of advertising	1	-
2	10.07.2018	3.20-4.20PM	Types of advertising	1	-
3	11.07.2018	3.20-4.20PM	Factors determining advertising	1	-
4	12.07.2018	3.20-4.20PM	Role of advertising in society	1	-
5	13.07.2018	3.20-4.20PM	Creativity in advertising	1	-
6	16.07.2018	3.20-4.20PM	Stages in creative process	1	-
7	17.07.2018	3.20-4.20PM	Various creative thinking modes	1	-
8	18.07.2018	3.20-4.20PM	Major creative thinkers in advertising	1	-
9	19.07.2018	3.20-4.20PM	Digital media for communication	1	-
10	20.07.2018	3.20-4.20PM	Concept of advertising on the Net	1	-
11	21.07.2018	3.20-4.20PM	Creating Advertising Appeals	1	-
12	31.07.2018	3.20-4.20PM	Copy writing, print copy elements	1	-
13	01.07.2018	3.20-4.20PM	Elements of design and principles of design	1	-
14	02.08.2018	3.20-4.20PM	Designing print advertising	1	-
15	06.08.2018	3.20-4.20PM	Choosing format designing page	1	-
16	07.08.2018	3.20-4.20PM	Working with visuals	1	-
17	09.08.2018	3.20-4.20PM	Ethical Issues in Advertising	1	-
18	11.08.2018	3.20-4.20PM	Social Criticism of advertising	1	-
19	13.08.2018	3.20-4.20PM	Advertising Statutory Bodies in India	1	-
20	14.08.2018	3.20-4.20PM	Role of AAA AND ASCI	1	-

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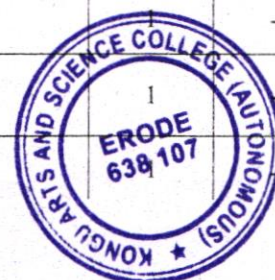
ACADEMIC YEAR : 2018 - 2019

SCHEDULE FOR THE VALUE ADDED COURSE

18VCMCA - CREATIVE ADVERTISING

S. No.	Date	Time	Topics Covered	Theory Hours	Lab Hours
21	16.08.2018	3.20-4.20PM	Social media marketing benefits	1	-
22	20.08.2018	3.20-4.20PM	Media types	1	-
23	21.08.2018	3.20-4.20PM	Stakeholders of SMM	1	-
24	23.08.2018	3.20-4.20PM	Channels of SMM	1	-
25	24.08.2018	3.20-4.20PM	Usage of Social Media Marketing	1	-
26	06.09.2018	3.20-4.20PM	Additional platforms	1	-
27	07.09.2018	3.20-4.20PM	Twitter, Instagram, Pinterest, Snapchat	1	-
28	10.09.2018	3.20-4.20PM	Advertising and Analytics	1	-
29	11.09.2018	3.20-4.20PM	Opportunities and challenges of Mobile Marketing	1	-
30	12.09.2018	3.20-4.20PM	Mobile optimized websites	1	-
31	14.09.2018	3.20-4.20PM	App development	1	-
32	17.09.2108	3.20-4.20PM	SMS Marketing , Mobile analytics	1	-
33	18.09.2018	3.20-4.20PM	Google Analytics concepts	1	-
34	19.09.2018	3.20-4.20PM	Overview, Monitor of Google Analytics	1	-
35	20.09.2018	3.20-4.20PM	Audience overview	1	-
36	22.09.2018	3.20-4.20PM	Behaviour and Acquisition	1	-
37	24.09.2018	3.20-4.20PM	Digital market plan	1	-
38	25.09.2018	3.20-4.20PM	Approach and structure	1	-
39	26.09.2018	3.20-4.20PM	Situation analysis	1	-

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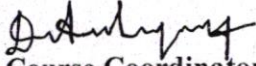
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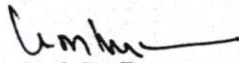
ACADEMIC YEAR : 2018 - 2019

SCHEDULE FOR THE VALUE ADDED COURSE


18VCMCA - CREATIVE ADVERTISING


S. No.	Date	Time	Topics Covered	Theory Hours	Lab Hours
40	25.09.2018	3.20-4.20PM	Information gathering and Multi screening	1	-
Total				40	-
Total Hours (Theory + Lab)				40 Hours	
Assessment Date & Time		: 27.09.2018 (Friday) & 9.30 am - 10.30 am , 1.30 am - 4.30 am			
Type of Assessment		: Practical			


Course Coordinator


Head of the Department

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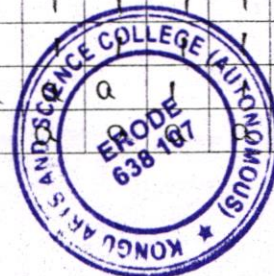
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18VCMCA-CREATIVE ADVERTISING - ATTENDANCE

S.No.	REG. NO.	NAME	09.07.2018	10.07.2018	11.07.2018	12.07.2018	13.07.2018	16.07.2018	17.07.2018	18.07.2018	19.07.2018	20.07.2018
			3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20
1	16UCDR033	A.SANTHIYA	I	I	I	I	I	I	I	I	I	I
2	16UCDR024	R.M.NANDHINI	I	I	I	I	I	I	I	I	I	I
3	16UCDR013	B.KAMALI	I	I	I	I	I	I	I	I	I	I
4	16UCDR016	S.S.KOUSIKA	I	I	I	A	I	I	I	I	I	I
5	16UCDR031	M.RANGEELA	I	I	I	I	I	I	I	I	I	I
6	16UCDR019	M.MANJA MATHA DEVI	I	A	I	I	I	I	I	I	I	I
7	16UCDR020	R.MENAGA SHREE	I	I	I	I	I	I	I	I	I	I
8	16UCDR017	K.MADHU SHALINI	I	I	I	I	I	I	I	I	I	I
9	16UCDR030	V.PRIYANKA	I	I	I	I	I	I	I	I	I	I
10	16UCDR011	M.JOTHIMANI	I	I	P	P	P	I	I	I	I	I
11	16UCCA001	D.ARUN	I	A	A	A	A	A	I	I	I	I
12	16UCCA014	M.GOKULA KRISHNAN	I	A	A	A	A	A	I	I	I	I
13	16UCCA055	K.SATHISH KUMAR	I	I	A	I	I	I	I	I	I	P
14	16UCOM110	K.SURYA KUMAR	I	A	I	I	I	I	I	I	I	I
15	16UCOM087	S.NAVIN KUMAR	I	I	I	I	I	I	I	I	I	I
16	16UCOM083	S.MOHAN RAJ	I	I	I	I	I	I	I	I	I	I
17	16UCOM064	L.ASHOK RAJ	I	I	A	I	I	I	I	I	I	I
18	16UCOM115	N.VIGNESH KUMAR	I	I	I	I	I	I	I	I	I	I
19	16UCIT017	S.KABILAN	I	I	I	I	I	I	I	I	I	I
20	16UCIT028	R.MANOJ KUMAR	A	A	I	I	I	A	I	I	I	I
21	16UCIT032	E.MOHANRAJ	I	I	I	I	I	I	A	I	A	I
22	16UCOT009	V.DHARANIDHARAN	I	I	I	I	I	I	I	I	I	A
23	16UCIT025	M.KAVINKUMAR	I	I	I	I	I	I	I	I	I	A
24	16UCOM039	B.NATHISH	I	A	A	I	I	I	I	I	I	I
25	16UCOT006	S.SIVARAVINDAN	I	A	I	I	I	I	I	A	A	A

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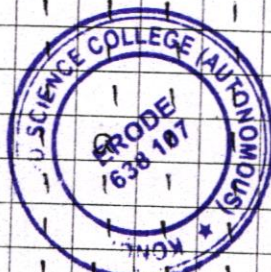
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18VCMCA-CREATIVE ADVERTISING - ATTENDANCE

S.No.	REG. NO.	NAME	09.07.2018	10.07.2018	11.07.2018	12.07.2018	13.07.2018	16.07.2018	17.07.2018	18.07.2018	19.07.2018	20.07.2018
			3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20
26	16UCBI038	J.PRIRTHIVI RAJAN	1	2	2	1	1	1	1	1	1	1
27	16UCPA057	V.SREE JAYANTH	1	1	2	1	1	1	1	1	1	1
28	17UCOM096	I.MOHAMED FAIZAN	1	1	1	1	1	1	1	1	1	1
29	17UCOM129	T.YUVARAJ	1	1	1	1	1	1	1	1	1	1
30	17UCOM108	K.RAJALINGAM	1	1	1	1	1	1	1	1	1	1
31	17UCOM092	J.MANOJ KUMAR	1	1	1	1	2	1	1	1	1	2
32	17UCOM074	C.GOKUL	1	1	1	1	1	1	1	1	1	1
33	17UCOM101	E.T.NAVEEN PRANAV	1	1	1	1	1	1	1	1	1	1
34	17UCOM125	M.VIGNESH	1	1	1	2	2	1	1	1	1	1
35	17UCOM102	G.NIRMAL	1	1	1	1	1	1	1	1	1	1
36	17UCOM130	M.YUVARAJA PRASANNA	1	1	1	1	1	1	1	1	1	1
37	17UCOM127	S.VINODHINI	1	1	1	1	1	1	1	1	1	1
38	17UCOM116	S.SHRI VASUKI	1	1	1	1	2	1	2	1	1	1
39	17UCOM094	V.MEENAMBIGA	1	1	1	1	1	1	1	1	1	1
40	17UCOM098	T.MOWNIKA	1	1	1	1	1	1	1	1	1	1
41	17UCOM085	V.KARTHIKEYAN	2	1	1	1	2	1	1	1	1	1
42	17UCOM104	K.K.PRABHU	1	1	2	1	1	1	1	1	1	1
43	17UCOM128	S.YUVARAJ	1	1	2	1	1	1	1	1	1	1
44	17UCOM051	R.SATHISH	1	1	1	1	1	1	2	1	1	1
45	17UCOM054	SHERRON.M.ROBI	1	1	1	1	1	1	1	1	1	1
46	17UCOM034	K.NARENDRA KUMAR	1	1	1	1	1	1	1	1	1	1
47	17UCOM036	S.OM PRAKASH	1	1	1	1	1	1	2	1	1	1
48	17UCOM029	N.M. MUTHU KUMAR	1	1	1	1	1	1	1	1	1	1
49	17UCOM039	T.PRADEEP	1	1	1	1	1	1	1	1	1	1
50	17UCOM047	A.SANTHEESH KATHIR	2	2	1	1	1	1	1	1	1	1
51	17UCOM051	M.SANTHEESH KUMAR	1	1	1	1	1	1	1	1	1	1
52	17UCOM050	S.SURYA PRAKAS	1	1	1	1	1	1	1	1	1	1
53	17UCOM053	C.SANTHIL PRABHU	1	1	1	1	1	1	1	1	1	1
54	17UBAC046	B.RITHIKA	1	1	1	1	1	1	1	2	1	1

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S.No.	REG. NO.	NAME	09.07.2018	10.07.2018	11.07.2018	12.07.2018	13.07.2018	16.07.2018	17.07.2018	18.07.2018	19.07.2018	20.07.2018
			3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20
55	17UBAC012	P.DHARASHINI	/	/	/	/	/	/	/	/	/	/
56	17UBAC026	N.JAFAR SATHICK	/	/	/	/	/	/	/	/	/	/
57	17UBAC055	D.SHANMATHI	/	/	/	/	/	/	/	/	/	/
58	17UBAC049	C.SANDHIYA	/	/	/	/	/	/	/	/	/	/
59	17UBAC035	A.MOHAMMED ARFATH	/	/	/	a	a	a	a	a	a	/
60	17UBAC014	G.DHIVAKAR	/	/	/	/	/	/	/	a	a	a
61	17UBAC040	P.NAVEEN KUMAR	a	/	/	/	/	/	/	/	a	/
62	17UBAC024	B.ILANGO VAN	/	/	/	/	/	/	/	/	/	a
63	17UBAC057	J.SOUNDHAR RAJ	/	/	/	/	/	a	/	/	/	/
64	18UCPA044	M.R.PAVITHRAA	/	/	/	/	/	P	/	/	/	/
65	18UCCA074	L.BHAWYA	/	/	/	/	/	P	/	/	/	/
66	18UCCA119	G.SINDHU	/	/	/	/	/	P	/	/	/	/
67	18UCDR015	M.KAVIPRIYA	/	/	/	/	/	P	/	/	/	/
68	18UCDV016	S.NISMIDHA	/	/	/	/	/	P	/	/	/	/
69	18UCDR023	C.S.PRIYADHARSHINI	/	/	/	/	/	P	/	/	/	/
70	18UCDR010	M.JEEVITHRA	/	/	/	/	/	P	/	/	/	/
71	18UCDR007	S.IIARIDIHA	/	/	/	/	/	P	/	/	/	/
72	18UENG004	K.M.BAVANAYA	/	/	/	a	/	P	/	/	/	/
73	18UCPA043	V.P.NIVETHA	/	/	/	/	/	P	/	/	/	/
STAFF SIGNATURE			Az	Az	Az	Az	Az	Az	Az	Az	Az	Az
STAFF INITIAL			DA	DA	DA	DA	DA	DA	DA	DA	DA	DA
Dr.D.ANBUPRIYA												

[Signature]
Course Coordinator

[Signature]
HOD/ Commerce

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Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Principal,
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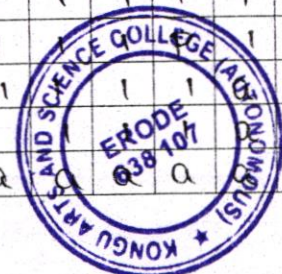
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S.No.	REG. NO.	NAME	3.20-4.20	21.07.2018	3.20-4.20	31.07.2018	3.20-4.20	01.08.2018	3.20-4.20	02.08.2018	3.20-4.20	06.08.2018	3.20-4.20	07.08.2018	3.20-4.20	09.08.2018	3.20-4.20	11.08.2018	3.20-4.20	13.08.2018	3.20-4.20	14.08.2018	
1	16UCDR033	A.SANTHIYA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	16UCDR024	R.M.NANDHINI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
3	16UCDR013	B.KAMALI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4	16UCDR016	S.S.KOUSIKA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
5	16UCDR031	M.RANGEELA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
6	16UCDR019	M.MANJA MATHA DEVI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
7	16UCDR020	R.MENAGA SHREE	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
8	16UCDR017	K.MADHU SHALINI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
9	16UCDR030	V.PRIYANKA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10	16UCDR011	M.JOTHIMANI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
11	16UCCA001	D.ARUN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
12	16UCCA014	M.GOKULA KRISHNAN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
13	16UCCA055	K.SATHISH KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
14	16UCOM110	K.SURYA KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15	16UCOM087	S.NAVIN KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
16	16UCOM083	S.MOHAN RAJ	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
17	16UCOM064	L.ASHOK RAJ	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
18	16UCOM115	N.VIGNESH KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
19	16UCIT017	S.KABILAN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20	16UCIT028	R.MANOJ KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
21	16UCIT032	E.MOHANRAJ	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
22	16UCOT001	Dr. N. RAMAN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
23	16UCIT025	M.VINIKUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
24	16UCOT039	B.NATHISH	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25	16UCOT080	M.SUBASH KRAVINDAN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1





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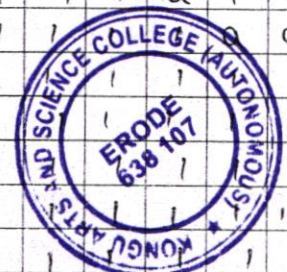
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S.No.	REG. NO.	NAME	3.20-4.20	21.07.2018	3.20-4.20	31.07.2018	3.20-4.20	01.08.2018	3.20-4.20	02.08.2018	3.20-4.20	06.08.2018	3.20-4.20	07.08.2018	3.20-4.20	09.08.2018	3.20-4.20	11.08.2018	3.20-4.20	13.08.2018	3.20-4.20	14.08.2018	
			a	p	a	p	a	p	a	p	a	p	a	p	a	p	a	p	a	p	a	p	a
26	16UCBI038	J.PRIRTHIVI RAJAN	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
27	16UCPA057	V.SREE JAYANTH	p	a	p	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
28	17UCOM096	I.MOHAMED FAIZAN	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
29	17UCOM129	T.YUVARAJ	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
30	17UCOM108	K.RAJALINGAM	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
31	17UCOM092	J.MANOJ KUMAR	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
32	17UCOM074	C.GOKUL	a	p	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
33	17UCOM101	E.T.NAVEEN PRANAV	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
34	17UCOM125	M.VIGNESH	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
35	17UCOM102	G.NIRMAL	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
36	17UCOM130	M.YUVARAJA PRASANNA	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
37	17UCOM127	S.VINODHINI	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
38	17UCOM116	S.SHRI VASUKI	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
39	17UCOM094	V.MEENAMBIGA	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
40	17UCOM098	T.MOWNIKA	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
41	17UCOM085	V.KARTHIKEYAN	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
42	17UCOM104	K.K.PRABHU	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
43	17UCOM128	S.YUVARAJ	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
44	17UCOM051	R.SATHISH	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
45	17UCOM054	SHERRON.M.ROBI	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
46	17UCOM034	K.NARENDRA KUMAR	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
47	17UCOM036	S.OM PRAKASH	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
48	17UCOM029	N.M. MUTHU KUMAR	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
49	17UCOM037	T.PRADEEP	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
50	17UCOM035	M.SATHESH KATHIR	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
51	17UCOM051	M.SATHEESH KUMAR	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
52	17UCOM062	K.SURIYA PRAKAS	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
53	17UCOM053	C.R.SENTHIL PRABHU	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
54	17UBAC046	B.RITHIKA	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a

Dr. N. RAMAN
PRINCIPAL

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DEPARTMENT OF COMMERCE

18VCMCA-CREATIVE ADVERTISING - ATTENDANCE

S.No.	REG. NO.	NAME	3.20-4.20	21.07.2018	3.20-4.20	31.07.2018	3.20-4.20	01.08.2018	3.20-4.20	02.08.2018	3.20-4.20	06.08.2018	3.20-4.20	07.08.2018	3.20-4.20	09.08.2018	3.20-4.20	11.08.2018	3.20-4.20	13.08.2018	3.20-4.20	14.08.2018
55	17UBAC012	P.DHARASHINI	/	/	/	/	/	/	P	/	/	/	/	/	/	/	/	/	/	/	/	a
56	17UBAC026	N.JAFAR SATHICK	/	/	/	/	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/
57	17UBAC055	D.SHANMATHI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
58	17UBAC049	C.SANDHIYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a
59	17UBAC035	A.MOHAMMED ARFATH	/	a	/	/	/	/	a	a	a	a	a	a	a	a	a	a	a	a	a	a
60	17UBAC014	G.DHIVAKAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/	/	/	/	/
61	17UBAC040	P.NAVEEN KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a	a	a	a	a	a
62	17UBAC024	B.ILANGO VAN	a	/	/	/	/	/	P	/	/	/	/	/	/	/	/	/	/	a	a	a
63	17UBAC057	J.SOUNDHAR RAJ	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	a	a	a
64	18UCPA044	M.R.PAVITHRAA	/	/	/	P	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/	/
65	18UCCA074	L.BHAWYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
66	18UCCA119	G.SINDHU	/	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/
67	18UCDR015	M.KAVIPRIYA	P	P	/	/	/	/	/	/	/	/	/	/	/	/	P	a	/	/	/	/
68	18UCDV016	S.NISMIDHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	P	/	/	/	/	/
69	18UCDR023	C.S.PRIYADHARSHINI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	P	/	/	/	/	/
70	18UCDR010	M.JEEVITHRA	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/
71	18UCDR007	S.HARIDHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/	/	/	/
72	18UENG004	K.M.BAVANAYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
73	18UCPA043	V.P.NIVETHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	P	/	/	/	/	/
STAFF SIGNATURE			Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az	Az
STAFF INITIAL			DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA	DA
Dr.D.ANBUPRIYA																						

Dr. N. Ramana
Course Coordinator

Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Dr. N. Ramana
HOD/ Commerce

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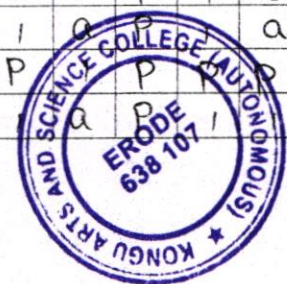
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DEPARTMENT OF COMMERCE

18VCMCA-CREATIVE ADVERTISING - ATTENDANCE

S.No.	REG. NO.	NAME	3.20-4.20	16.08.2018	3.20-4.20	20.08.2018	3.20-4.20	21.08.2018	3.20-4.20	23.08.2018	3.20-4.20	24.08.2018	3.20-4.20	06.09.2018	3.20-4.20	07.09.2018	3.20-4.20	10.09.2018	3.20-4.20	11.09.2018	3.20-4.20	12.09.2018	
1	16UCDR033	A.SANTHIYA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	16UCDR024	R.M.NANDHINI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
3	16UCDR013	B.KAMALI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4	16UCDR016	S.S.KOUSIKA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
5	16UCDR031	M.RANGEELA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
6	16UCDR019	M.MANJA MATHA DEVI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
7	16UCDR020	R.MENAGA SHREE	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
8	16UCDR017	K.MADHU SHALINI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
9	16UCDR030	V.PRIYANKA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10	16UCDR011	M.JOTHIMANI	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
11	16UCCA001	D.ARUN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
12	16UCCA014	M.GOKULA KRISHNAN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
13	16UCCA055	K.SATHISH KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
14	16UCOM110	K.SURYA KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15	16UCOM087	S.NAVIN KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
16	16UCOM083	S.MOHAN RAJ	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
17	16UCOM064	L.ASHOK RAJ	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
18	16UCOM115	N.VIGNESH KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
19	16UCIT017	S.KABILAN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20	16UCIT028	R.MANOJ KUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
21	16UCIT032	E.MOHANRAJ	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
22	16UCOT009	V.DHARANIDHARAN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
23	16UCIT025	M.KAVINKUMAR	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
24	16UCOT039	B.NATHISH	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25	16UCOT030	BASHARAVINDAN	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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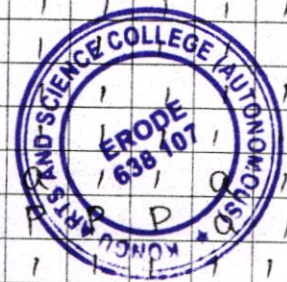
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DEPARTMENT OF COMMERCE

18VCMCA-CREATIVE ADVERTISING -ATTENDANCE

S.No.	REG. NO.	NAME	16.08.2018	20.08.2018	21.08.2018	23.08.2018	24.08.2018	06.09.2018	07.09.2018	10.09.2018	11.09.2018	12.09.2018
			3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20
26	16UCBI038	J.PRIRTHIVI RAJAN	/	/	/	a	/	/	/	/	/	/
27	16UCPA057	V.SREE JAYANTH	/	a	a	p	p	/	p	/	/	p
28	17UCOM096	I.MOHAMED FAIZAN	a	/	/	/	/	/	/	a	/	/
29	17UCOM129	T.YUVARAJ	/	/	/	/	/	/	/	/	/	/
30	17UCOM108	K.RAJALINGAM	/	/	/	a	/	/	/	/	/	/
31	17UCOM092	J.MANOJ KUMAR	/	a	/	/	/	/	/	/	/	/
32	17UCOM074	C.GOKUL	/	/	/	/	/	/	/	a	a	a
33	17UCOM101	E.T.NAVEEN PRANAV	/	a	/	/	a	/	/	/	/	/
34	17UCOM125	M.VIGNESH	/	a	/	/	/	/	/	a	/	/
35	17UCOM102	G.NIRMAL	a	/	/	/	/	/	/	/	/	/
36	17UCOM130	M.YUVARAJA PRASANNA	/	/	/	/	/	a	a	/	p	/
37	17UCOM127	S.VINODHINI	/	/	/	/	/	/	/	/	/	/
38	17UCOM116	S.SHRI VASUKI	/	/	/	/	a	/	/	/	/	a
39	17UCOM094	V.MEENAMBIGA	/	a	a	/	/	/	/	/	a	a
40	17UCOM098	T.MOWNIKA	/	/	/	/	/	/	/	/	a	a
41	17UCOM085	V.KARTHIKEYAN	/	a	/	/	/	/	/	/	/	a
42	17UCOM104	K.K.PRABHU	/	a	a	/	/	/	/	a	/	/
43	17UCOM128	S.YUVARAJ	/	/	/	/	/	/	/	a	a	a
44	17UCOM051	R.SATHISH	/	/	/	/	/	a	/	/	/	a
45	17UCOM054	SHERRON.M.ROBI	a	/	/	p	p	/	/	/	/	/
46	17UCOM034	K.NARENDRA KUMAR	/	/	/	/	/	/	/	a	a	/
47	17UCOM036	S.OM PRAKASH	/	/	/	/	/	/	/	/	/	/
48	17UCOM029	N.M. MUTHU KUMAR	/	/	/	/	/	/	/	/	/	/
49	17UCOM039	T.PRADEEP	/	/	/	/	/	/	/	/	/	/
50	17UCOM031	SANTHEESH KATHIR	/	/	a	/	/	/	/	/	/	/
51	17UCOM051	M.S. COLLEGE KUMAR	/	/	/	/	/	/	/	/	/	a
52	17UCOM062	SURIYA PRAKAS	/	p	p	/	/	p	/	/	/	/
53	17UCOM053	C.R.SENTHIL PRABHU	/	/	/	/	/	/	/	/	/	a
54	17UBAC046	B.RITHIKA	/	/	/	/	/	a	/	/	/	/

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DEPARTMENT OF COMMERCE

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S.No.	REG. NO.	NAME	16.08.2018	20.08.2018	21.08.2018	23.08.2018	24.08.2018	06.09.2018	07.09.2018	10.09.2018	11.09.2018	12.09.2018
			3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20
55	17UBAC012	P.DHARASHINI	/	/	/	/	/	/	/	/	/	/
56	17UBAC026	N.JAFAR SATHICK	/	/	/	/	/	/	/	/	/	/
57	17UBAC055	D.SHANMATHI	/	/	/	/	/	/	/	/	/	/
58	17UBAC049	C.SANDHIYA	/	/	/	a	a	/	/	/	/	/
59	17UBAC035	A.MOHAMMED ARFATH	a	/	/	a	a	/	/	/	/	/
60	17UBAC014	G.DHIVAKAR	/	/	/	/	/	/	/	/	/	/
61	17UBAC040	P.NAVEEN KUMAR	/	/	P	/	/	/	/	/	a	/
62	17UBAC024	B.ILANGO VAN	/	P	P	/	/	P	a	a	/	a
63	17UBAC057	J.SOUNDHAR RAJ	/	P	a	/	a	/	a	/	a	/
64	18UCPA044	M.R.PAVITHRAA	/	/	/	/	/	/	a	/	/	/
65	18UCCA074	L.BHAWYA	/	/	/	/	/	/	/	/	/	/
66	18UCCA119	G.SINDHU	/	/	/	/	/	/	/	/	/	/
67	18UCDR015	M.KAVIPRIYA	/	/	/	/	/	/	/	/	a	a
68	18UCDV016	S.NISMIDHA	/	/	/	/	/	/	/	/	a	/
69	18UCDR023	C.S.PRIYADHARSHINI	/	/	/	a	a	/	/	/	a	/
70	18UCDR010	M.JEEVITHRA	/	a	/	/	/	/	a	a	/	/
71	18UCDR007	S.HARIDHA	/	/	/	/	/	a	/	a	/	/
72	18UENG004	K.M.BAVANAYA	/	/	/	/	/	/	/	/	/	/
73	18UCPA043	V.P.NIVETHA	/	/	/	/	/	/	/	/	/	/
STAFF SIGNATURE			Dr	Dr	Dr	Dr	Dr	Dr	Dr	Dr	Dr	Dr
STAFF INITIAL			DA	DA	DA	DA	DA	DA	DA	DA	DA	DA
Dr.D.ANBUPRIYA												

Course Coordinator

HOD/ Commerce

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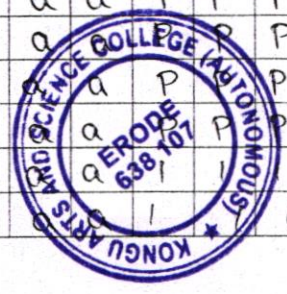
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S.No.	REG. NO.	NAME	14.09.2018	17.09.2018	18.09.2018	19.09.2018	20.09.2018	22.09.2018	24.09.2018	25.09.2018	26.09.2018	27.09.2018
			3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20
1	16UCDR033	A.SANTHIYA	I	I	I	P	I	I	P	I	I	I
2	16UCDR024	R.M.NANDHINI	a	I	a	a	I	I	P	a	I	a
3	16UCDR013	B.KAMALI	I	I	I	I	I	I	P	a	I	I
4	16UCDR016	S.S.KOUSIKA	I	I	I	I	I	I	P	a	I	I
5	16UCDR031	M.RANGEELA	I	I	I	I	a	a	P	a	I	I
6	16UCDR019	M.MANJA MATHA DEVI	I	I	I	I	a	a	P	a	I	I
7	16UCDR020	R.MENAGA SHREE	I	a	I	I	I	I	P	a	I	I
8	16UCDR017	K.MADHU SHALINI	I	I	I	P	I	I	P	a	I	I
9	16UCDR030	V.PRIYANKA	I	I	I	I	I	I	P	a	I	I
10	16UCDR011	M.JOTHIMANI	I	I	I	I	I	I	P	a	I	I
11	16UCCA001	D.ARUN	P	I	I	I	a	a	I	I	I	P
12	16UCCA014	M.GOKULA KRISHNAN	P	I	I	I	a	a	I	I	I	P
13	16UCCA055	K.SATHISH KUMAR	P	P	P	I	a	a	I	I	I	P
14	16UCOM110	K.SURYA KUMAR	I	I	I	a	a	a	I	I	I	I
15	16UCOM087	S.NAVIN KUMAR	a	I	a	a	a	a	I	I	I	I
16	16UCOM083	S.MOHAN RAJ	I	a	I	a	a	a	I	I	I	I
17	16UCOM064	L.ASHOK RAJ	I	I	I	a	a	a	I	I	I	I
18	16UCOM115	N.VIGNESH KUMAR	I	I	I	a	I	I	I	I	I	a
19	16UCIT017	S.KABILAN	I	a	P	I	a	a	P	P	P	I
20	16UCIT028	R.MANOJ KUMAR	I	a	P	I	a	a	P	P	P	I
21	16UCIT032	E.MOHANRAJ	P	a	P	I	a	a	P	P	P	a
22	16UCIT009	V.DHARANIDHARAN	a	a	I	I	a	a	P	P	P	I
23	16UCIT008	KAVINKUMAR	I	a	I	I	a	a	P	P	P	I
24	16UCOT039	B.NATHISH	I	I	P	P	I	I	I	I	I	I
25	16UCOT060	T.D.SUBASH ARAVINDAN	I	I	I	P	I	I	I	I	I	I

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PRINCIPAL
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S.No.	REG. NO.	NAME	14.09.2018	17.09.2018	18.09.2018	19.09.2018	20.09.2018	22.09.2018	24.09.2018	25.09.2018	26.09.2018	27.09.2018
			3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20
26	16UCBI038	J.PRIRTHIVI RAJAN	1	1	1	2	2	2	1	1	1	1
27	16UCPA057	V.SREE JAYANTH	1	P	a	a	a	a	a	1	1	1
28	17UCOM096	I.MOHAMED FAIZAN	1	1	1	2	2	2	1	1	1	1
29	17UCOM129	T.YUVARAJ	1	1	1	2	2	2	1	1	1	1
30	17UCOM108	K.RAJALINGAM	a	1	1	2	2	2	2	2	1	1
31	17UCOM092	J.MANOJ KUMAR	1	1	2	1	1	1	1	1	1	1
32	17UCOM074	C.GOKUL	a	a	a	a	a	a	a	1	a	1
33	17UCOM101	E.T.NAVEEN PRANAV	1	1	1	2	2	2	1	1	1	1
34	17UCOM125	M.VIGNESH	1	a	1	a	a	a	1	1	1	1
35	17UCOM102	G.NIRMAL	1	1	1	1	a	a	1	1	1	1
36	17UCOM130	M.YUVARAJA PRASANNA	1	1	1	1	a	a	a	1	P	P
37	17UCOM127	S.VINODHINI	1	1	1	1	a	a	1	1	1	1
38	17UCOM116	S.SHRI VASUKI	1	a	1	1	a	a	1	1	1	1
39	17UCOM094	V.MEENAMBIGA	1	1	1	1	a	a	1	1	1	1
40	17UCOM098	T.MOWNIKA	1	1	1	a	a	a	1	1	1	1
41	17UCOM085	V.KARTHIKEYAN	a	1	1	a	a	a	P	1	1	1
42	17UCOM104	K.K.PRABHU	1	1	1	1	a	a	1	1	1	1
43	17UCOM128	S.YUVARAJ	1	1	a	1	1	1	1	1	1	1
44	17UCOM051	R.SATHISH	1	1	1	a	1	1	a	1	1	1
45	17UCOM054	SHERRON.M.ROBI	1	1	1	a	a	a	1	1	1	1
46	17UCOM034	K.NARENDRA KUMAR	1	1	1	a	a	a	1	1	1	1
47	17UCOM036	S.OM PRAKASH	1	1	1	1	1	1	1	1	1	1
48	17UCOM039	NANMUTHU KUMAR	1	1	1	a	1	1	1	1	1	1
49	17UCOM039	T.PRADEEP	1	a	1	1	1	1	1	1	1	1
50	17UCOM041	A.SANTHEESH KATHIR	a	a	1	1	1	1	1	1	P	P
51	17UCOM041	S.SATHISH KUMAR	1	1	1	1	1	1	1	1	1	1
52	17UCOM062	K.SURIYA PRAKAS	1	1	1	1	1	1	1	1	P	P
53	17UCOM053	C.R.SENTHIL PRABHU	1	1	1	1	1	1	1	1	1	1
54	17UBAC046	B.RITHIKA	1	1	1	1	1	a	a	a	1	P

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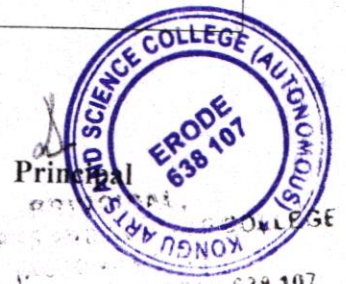
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18VCMCA-CREATIVE ADVERTISING - ATTENDANCE

S.No.	REG. NO.	NAME	14.09.2018	17.09.2018	18.09.2018	19.09.2018	20.09.2018	22.09.2018	24.09.2018	25.09.2018	26.09.2018	27.09.2018
			3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20	3.20-4.20
55	17UBAC012	P.DHARASHINI	/	/	/	/	/	/	/	/	/	P
56	17UBAC026	N.JAFAR SATHICK	/	/	/	/	/	/	/	/	/	P
57	17UBAC055	D.SHANMATHI	a	/	/	/	/	/	/	/	/	P
58	17UBAC049	C.SANDHIYA	a	/	/	/	/	/	/	/	/	P
59	17UBAC035	A.MOHAMMED ARFATH	/	/	/	P	a	a	/	/	a	P
60	17UBAC014	G.DHIVAKAR	/	/	/	P	a	a	/	/	P	P
61	17UBAC040	P.NAVEEN KUMAR	a	/	/	a	/	/	/	/	/	P
62	17UBAC024	B.ILANGO VAN	a	P	P	P	P	P	P	P	P	P
63	17UBAC057	J.SOUNDHAR RAJ	a	/	/	P	P	P	/	/	/	P
64	18UCPA044	M.R.PAVITHRAA	/	/	/	a	/	/	/	/	a	a
65	18UCCA074	L.BHAWYA	/	/	/	/	a	a	/	a	/	/
66	18UCCA119	G.SINDHU	/	/	/	/	a	a	/	/	/	/
67	18UCDR015	M.KAVIPRIYA	/	/	/	a	/	/	/	/	/	/
68	18UCDV016	S.NISMIDHA	/	/	/	a	/	/	/	/	/	P
69	18UCDR023	C.S.PRIYADHARSHINI	/	/	/	a	a	a	/	/	/	/
70	18UCDR010	M.JEEVITHRA	/	/	/	/	/	/	/	/	/	/
71	18UCDR007	S.SHARIDHA	/	/	/	/	/	/	/	/	/	/
72	18UENG004	K.M.BAVANAYA	/	/	/	/	/	/	/	/	/	/
73	18UCPA043	V.P.NIVETHA	/	/	/	/	/	/	/	/	/	/
STAFF SIGNATURE			Dr	Dr	Dr	Dr	Dr	Dr	Dr	Dr	Dr	Dr
STAFF INITIAL			DA	DA	DA	DA	DA	DA	DA	DA	DA	DA
Dr.D.ANBUPRIYA												

Dr. Anbupriya
Course Coordinator

Dr. N. Raman
HOD/ Commerce



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KONGU ARTS AND SCIENCE COLLEGE
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18VCMCA-CREATIVE ADVERTISING – QUESTION PAPER

Time : 3 hrs

Max.Marks: 100

1. Create an advertisement for better consumption of Air purifier product.
2. How to advertise Live wire Motor cycle to cover the attention of customers?
3. Create an advertisement for horizontal reflecting glass which induces the buyer to buy.
4. Design an advertisement for light wifi.
5. Create an advertisement for creating awareness about a solar power window phone charger.
6. Create an advertisement for promoting the product self chilling energy drink.
7. Present an advertisement for water bottle with a built in wallet.
8. Prepare an advertisement for Automatic tooth brush.
9. Design an advertisement for the product fridge cam.
10. How to advertise the product Air fryer?
11. How to advertise smart phone thermometer to cover the attention of customers?
12. Create an advertisement for water proof speaker for your shower which induces the buyer to buy.
13. Design an advertisement for electricity generating fibers in clothes.
14. Create an advertisement for creating awareness about smart bed.
15. Present an advertisement for smart pen.
16. Prepare an advertisement for Mixed reality glass.
17. Design an advertisement for the product Laser touch screen.

EVALUATION PATTERN

Creativity	- 25 Marks
Presentation	- 25 Marks
Coverage	- 25 Marks
Team coordination	- 25 Marks
TOTAL	100 Marks

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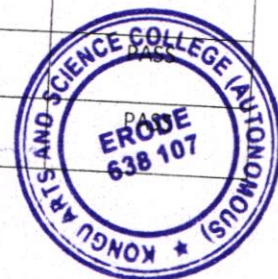
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18VCMCA-CREATIVE ADVERTISING - MARK STATEMENT

SI NO.	REG.NO.	MARK	GRADE	RESULT
1	16UCDR033	96	A++	PASS
2	16UCDR024	94	A++	PASS
3	16UCDR013	94	A++	PASS
4	16UCDR016	96	A++	PASS
5	16UCDR031	94	A++	PASS
6	16UCDR019	96	A++	PASS
7	16UCDR020	94	A++	PASS
8	16UCDR017	96	A++	PASS
9	16UCDR030	94	A++	PASS
10	16UCDR011	96	A++	PASS
11	16UCCA001	NE	NE	NE
12	16UCCA014	95	A++	PASS
13	16UCCA055	95	A++	PASS
14	16UCOM110	90	A++	PASS
15	16UCOM087	92	A++	PASS
16	16UCOM083	90	A++	PASS
17	16UCOM064	92	A++	PASS
18	16UCOM115	90	A++	PASS
19	16UCIT017	90	A++	PASS
20	16UCIT028	90	A++	PASS
21	16UCIT032	90	A++	PASS
22	16UCOT009	90	A++	PASS

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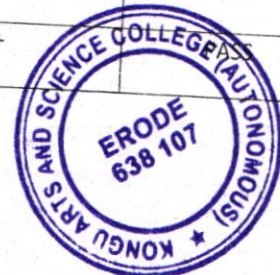
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S.NO	REG. NO.	MARK	GRADE	RESULT
23	16UCIT025	AB	AB	AB
24	16UCOT039	95	A++	PASS
25	16UCOT060	NE	NE	NE
26	16UCBI038	92	A++	PASS
27	16UCPA057	90	A++	PASS
28	17UCOM096	91	A++	PASS
29	17UCOM129	91	A++	PASS
30	17UCOM108	86	A+	PASS
31	17UCOM092	80	A+	PASS
32	17UCOM074	AB	AB	AB
33	17UCOM101	91	A++	PASS
34	17UCOM125	91	A++	PASS
35	17UCOM102	92	A++	PASS
36	17UCOM130	92	A++	PASS
37	17UCOM127	88	A+	PASS
38	17UCOM116	86	A+	PASS
39	17UCOM094	88	A+	PASS
40	17UCOM098	93	A++	PASS
41	17UCOM085	84	A+	PASS
42	17UCOM104	86	A+	PASS
43	17UCOM128	86	A+	PASS

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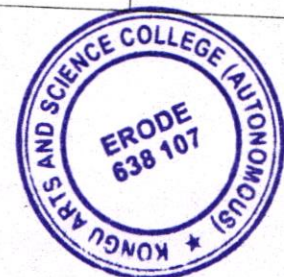
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S.NO	REG. NO.	MARK	GRADE	RESULT
44	17UCOM051	AB	AB	AB
45	17UCOM054	75	A	PASS
46	17UCOM034	74	A	PASS
47	17UCOM036	86	A+	PASS
48	17UCOM029	AB	AB	AB
49	17UCOM039	84	A+	PASS
50	17UCOM047	AB	AB	AB
51	17UCOM051	82	A+	PASS
52	17UCOM062	86	A+	PASS
53	17UCOM053	86	A+	PASS
54	17UBAC046	94	A++	PASS
55	17UBAC012	95	A++	PASS
56	17UBAC026	95	A++	PASS
57	17UBAC055	94	A++	PASS
58	17UBAC049	94	A++	PASS
59	17UBAC035	NE	NE	NE
60	17UBAC014	AB	AB	AB
61	17UBAC040	AB	AB	AB
62	17UBAC024	95	A++	PASS
63	17UBAC057	AB	AB	AB

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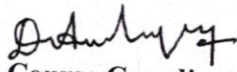
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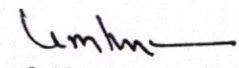
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S.NO	REG. NO.	MARK	GRADE	RESULT
64	17UCOM128	86	A+	PASS
65	17UCOM051	AB	AB	AB
66	17UCOM054	75	A	PASS
67	17UCOM034	74	A	PASS
69	17UCOM029	AB	AB	AB
70	17UCOM039	84	A+	PASS
71	17UCOM047	AB	AB	AB
72	17UCOM051	82	A+	PASS
73	17UCOM062	86	A+	PASS


Course Coordinator


Head of the Department

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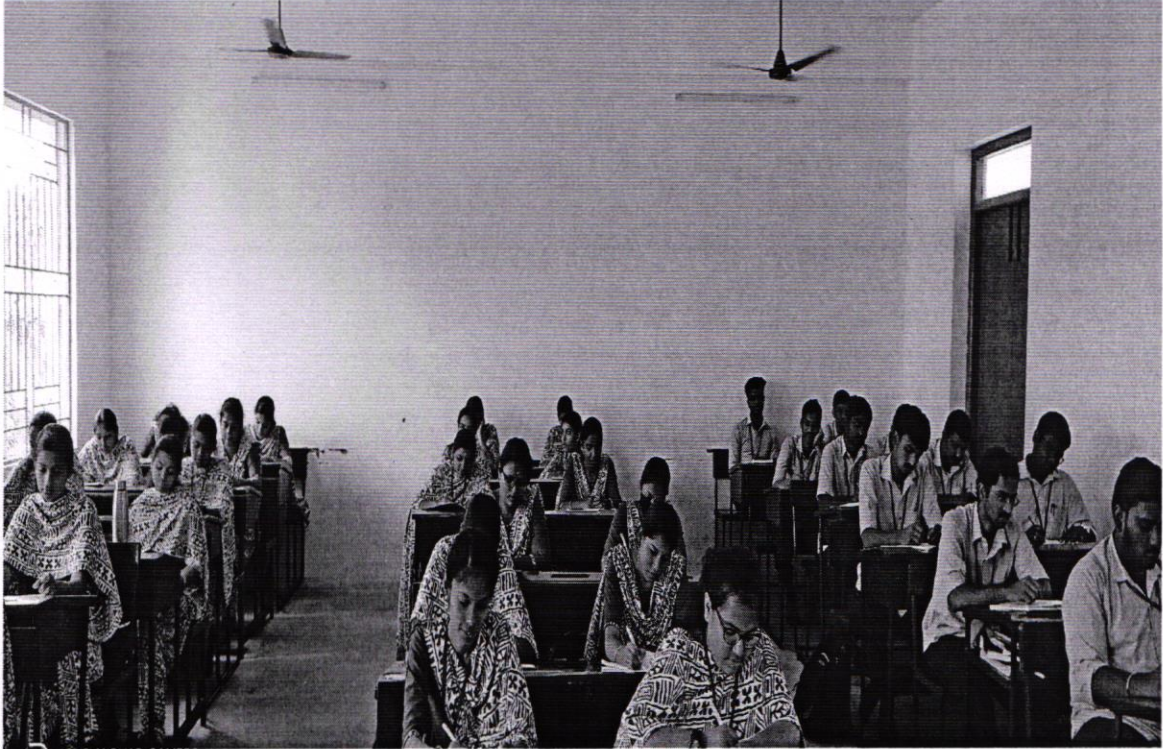
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18VCMCA-CREATIVE ADVERTISING- PHOTOGRAPH



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18VCMCA - CREATIVE ADVERTISING – STUDENTS FEEDBACK

Name of the Student	
Register Number	
Department	
Year	

Parameters	Yes	No	
The Course content was in line with my expectations	Yes	No	
General content of the Course	Good	Excellent	Average
The Course provided additional knowledge and skill	Yes	No	
Well-designed Practical sessions	Yes	No	
Schedule of the classes and other relevant details have been informed promptly	Yes	No	
Course materials provided were useful	Yes	No	
Provides scope for self-employment and fulfills the industrial needs	Yes	No	

Student Signature



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18VCMCA-CREATIVE ADVERTISING- STUDENTS FEEDBACK

Name of the Student	MOHAN RAJ.S
Register Number	16UCOM083
Department	B.Com
Year	2018-2019

Parameters	Yes	No	
The Course content was in line with my expectations	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
General content of the Course	<input checked="" type="checkbox"/> Excellent	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Average
The Course provided additional knowledge and skill	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
Well-designed Practical sessions	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	
Schedule of the classes and other relevant details have been informed promptly	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
Course materials provided were useful	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
Provides scope for self-employment and fulfills the industrial needs	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	



d
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Moh Raj S
Student Signature



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18VCMCA-CREATIVE ADVERTISING- STUDENTS FEEDBACK

Name of the Student	A. Sandhya
Register Number	16UCDR033
Department	B.Sc (CDF)
Year	2018-2019

Parameters	Yes	No	
The Course content was in line with my expectations	Yes ✓	No	
General content of the Course	Excellent	Good ✓	Average
The Course provided additional knowledge and skill	Yes ✓	No	
Well-designed Practical sessions	Yes ✓	No	
Schedule of the classes and other relevant details have been informed promptly	Yes ✓	No	
Course materials provided were useful	Yes ✓	No	
Provides scope for self-employment and fulfills the industrial needs	Yes ✓	No	



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Sandhya A.
Student Signature



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KASC ACADEMY OF EXCELLENCE

Certificate

This Certificate is awarded to



YUVARAJA PRASANNA M

II B.COM

for the successful completion of the Certificate Course in

CREATIVE ADVERTISING

with A++ Grade conducted by the

Department of Commerce

during the Academic Year 2018 -2019



[Signature]
Course Coordinator

[Signature]
Convenor
Academy of Excellence

[Signature]
Principal

Correspondent

90 - 100 : A++ - Outstanding
80 - 89 : A+ - Excellent

70 - 79 : A - Very Good
60 - 69 : B+ - Good

50 - 59 : B - Average
40 - 49 : C - Satisfactory



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