



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: 08.07.2019 Ending Date: 25.09.2019
Duration of the Course	40 Hours
Total participants Enrolled	65
Successfully Completed	57
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 advertising❖ Understand the communication process in advertising❖ Incorporate the creativity in an advertisement
Outcome Attainment	48 out of 57 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 fulfills the industrial needs



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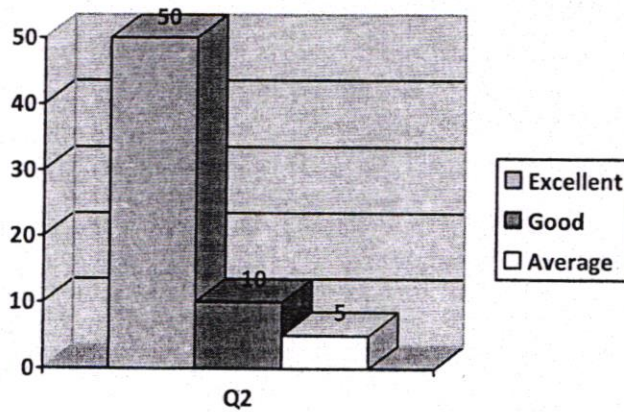
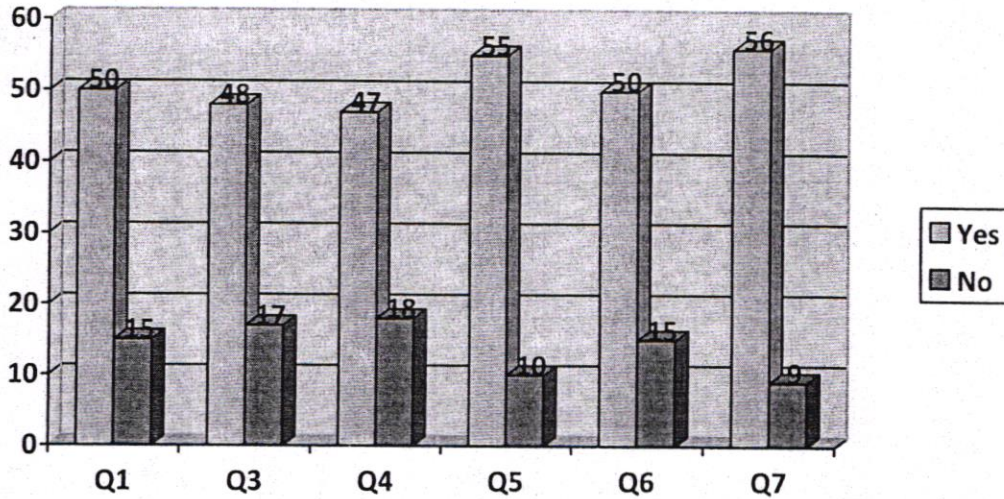


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FEEDBACK RATINGS



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NANJANAPURAM, ERODE - 638 107

Course Coordinator
Course Coordinator

Head of the Department
Head of the Department

Principal
PRINCIPAL,

HEAD OF THE DEPARTMENT KONGU ARTS AND SCIENCE COLLEGE
DEPARTMENT OF COMMERCE
(AUTONOMOUS)
KONGU ARTS AND SCIENCE COLLEGE NANJANAPURAM, ERODE - 638 107.
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DEPARTMENT OF COMMERCE

VALUE ADDED COURSE(2019- 2020) – PROPOSAL

Date : 18.02.2019

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.

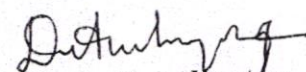
COURSE DETAILS:

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

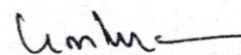
OUTCOMES:

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

HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
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KONGU ARTS AND SCIENCE COLLEGE
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Principal
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
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DEPARTMENT OF COMMERCE

VALUE ADDED COURSE(2019- 2020) - CIRCULAR

Date : 18.06.2019

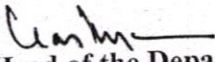
Ref.No.:KASC-AE/COM/VAC/2019-20/02


It is informed that Value Added Course on "19VCMCA-CREATIVE ADVERTISING" will be conducted from 08.07.2019 (Monday). Registration will be on First-Come First-Serve basis. Students are asked to enroll your names for the above mentioned course after the counseling session on the respective dates as follows.

III Year	II Year	I Year
Counselling Date 25.06.2019 (FN)	Counselling Date 25.06.2019 (AN)	Counselling Date 01.07.2019

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 gentle manner.


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


Head of the Department
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Principal
PRINCIPAL,
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Copy to:
All Department Notice Board




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KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

NANJANAPURAM, ERODE-638107



KASC ACADEMY OF EXCELLENCE

Academic Year 2019-2020

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

PRINCIPAL,

KONGU ARTS AND SCIENCE COLLEGE

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NANJANAPURAM, ERODE - 638 107

COORDINATOR

Dr.D.Anbupriya

Assistant Professor

Department of Commerce

KONGU
Assuring the Best



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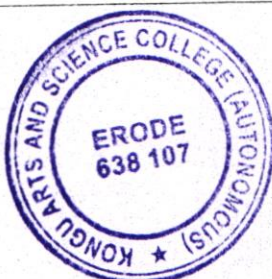
DEPARTMENT OF COMMERCE

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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DEPARTMENT OF COMMERCE 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.

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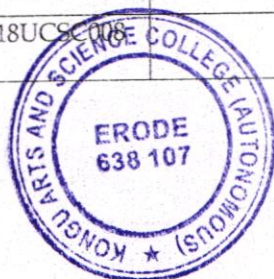
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DEPARTMENT OF COMMERCE

ACADEMIC YEAR : 2019 - 2020

18VCMCA-CREATIVE ADVERTISING - FINAL ENROLLMENT LIST

S.No.	REG. NO.	NAME OF THE STUDENT	CLASS
1	17UCOM073	K. GAYATHIRI	III B.COM
2	18UCOM030	M. NAVEEN	II B.COM
3	18UCOM021	S. JEEVANANDHAM	II B.COM
4	18UCOM004	S. BHUVANESH	II B.COM
5	18UCOM103	G. SANJANA	II B.COM
6	18UCOM095	A.M.PREETHIKA SRI	II B.COM
7	18UCOM117	F. VARSHINE	II B.COM
8	18UCOM102	S. SANDHIYA	II B.COM
9	18UCOM112	N. SUBIKSHA	II B.COM
10	18UCOM099	N. RAKSHA SHARMA	II B.COM
11	18UCOM066	G. ROOBANA	II B.COM
12	18UCOM106	R. SANTHOSINI	II B.COM
13	18UCOM109	R.SONIA	II B.COM
14	18UCOM097	P. PRIYADHARSHINI	II B.COM
15	18UCOM093	S. PRADEEPA	II B.COM
16	18UCOM113	V. SWETHA	II B.COM
17	18UCOM084	L.P. MAHENDA	II B.COM
18	18UCOM067	B.S. CHARUVATHANI	II B.COM
19	18UCOM045	K. PRIYANKA	II BBA (CA)
20	17UCSC029	S. MOHAN PRASAD	III B.COM CORPORATE SECRETARYSHIP(CA)
21	18UCSC003	L. ARUMUGA SHANGAMESH	II B.COM CORPORATE SECRETARYSHIP(CA)
22	18UCSC005	D. DEEPAK	II B.COM CORPORATE SECRETARYSHIP(CA)



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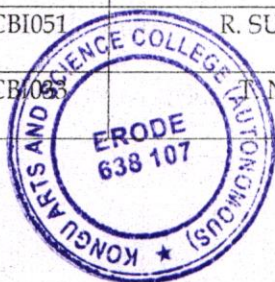
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ACADEMIC YEAR : 2019 - 2020

18VCMCA-CREATIVE ADVERTISING - FINAL ENROLLMENT LIST

S.No.	REG. NO.	NAME OF THE STUDENT	CLASS
23	18UCSC036	M. NAVEEN RAJ	II B.COM CORPORATE SECRETARYSHIP(CA)
24	18UCSC020	E. HARIPRASATH	II B.COM CORPORATE SECRETARYSHIP(CA)
25	18UCSC045	S. RANJITH KUMAR	II B.COM CORPORATE SECRETARYSHIP(CA)
26	18UCSC061	S. SUJITH	II B.COM CORPORATE SECRETARYSHIP(CA)
27	18UCSC063	M. VAISHNAVI	II B.COM CORPORATE SECRETARYSHIP(CA)
28	18UCSC053	G. SHANMATHI	II B.COM CORPORATE SECRETARYSHIP(CA)
29	18UCSC027	K. KEERTHANA	II B.COM CORPORATE SECRETARYSHIP(CA)
30	18UCSC056	S. SOWMIYA	II B.COM CORPORATE SECRETARYSHIP(CA)
31	18UCSC047	A. SABITHA	II B.COM CORPORATE SECRETARYSHIP(CA)
32	18UCSC046	P.V. RIVETHIKA	II B.COM CORPORATE SECRETARYSHIP(CA)
33	18UBCA118	R. SIVASAKTHI	II BCA
34	18UBCA125	R. VASANTHA KUMAR	II BCA
35	18UBCA113	E. SANTHOSH KUMAR	II BCA
36	18UBCA096	S. MANOJ	II BCA
37	18UCBI056	S.S. VAITHEESWARAN	II B.COM (BANKING AND INSURANCE)
38	18UCBI026	M. NAVEEN KUMAR	II B.COM (BANKING AND INSURANCE)
39	18UCBI054	K. SUVEETHA	II B.COM (BANKING AND INSURANCE)
40	18UCBI037	S. PRAAPTHEE	II B.COM (BANKING AND INSURANCE)
41	18UCBI002	R. AKILLANDESWARI	II B.COM (BANKING AND INSURANCE)
42	18UCBI041	S. PRIYA	II B.COM (BANKING AND INSURANCE)
43	18UCBI051	R. SUBHIKSHA	II B.COM (BANKING AND INSURANCE)
44	18UCBI025	A. NIVITHA	II B.COM (BANKING AND INSURANCE)



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ACADEMIC YEAR : 2019 - 2020

18VCMCA-CREATIVE ADVERTISING

FINAL ENROLLMENT LIST

S.NO.	REG. NO.	NAME	CLASS
45	18UCBI040	S. PREETHI	II B.COM (BANKING AND INSURANCE)
46	18UCBI043	U. RAGAVI	II B.COM (BANKING AND INSURANCE)
47	18UCBI020	K. KRITHIKA	II B.COM (BANKING AND INSURANCE)
48	18UCBI057	R. VENGADESHWARAN	II B.COM (BANKING AND INSURANCE)
49	18UCBI005	N. BOOBESH	II B.COM (BANKING AND INSURANCE)
50	18UCBI038	S. PRASATH	II B.COM (BANKING AND INSURANCE)
51	18UCBI008	D. DINAKARAJ	II B.COM (BANKING AND INSURANCE)
52	18UCBI004	M. BHUVANESH	II B.COM (BANKING AND INSURANCE)
53	18UCBI065	R. YUVARAJ	II B.COM (BANKING AND INSURANCE)
54	18UCBI001	S. ABISHEK	II B.COM (BANKING AND INSURANCE)
55	18UCBI028	N. NAVEEN	II B.COM (BANKING AND INSURANCE)
56	18UCBI036	R.R. POOMANIKANDAN	II B.COM (BANKING AND INSURANCE)
57	18UCBI063	S. YOGESHWARAN	II B.COM (BANKING AND INSURANCE)
58	18UCBI015	K.HARISH	II B.COM (BANKING AND INSURANCE)
59	18UCBI060	V.VIGNESH	II B.COM (BANKING AND INSURANCE)
60	18UCBI065	S.THACHANAMOORTHI	II B.COM (BANKING AND INSURANCE)



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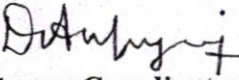
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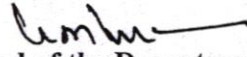
ACADEMIC YEAR : 2019 - 2020

18VCMCA-CREATIVE ADVERTISING


FINAL ENROLLMENT LIST

S.NO.	REG. NO.	NAME	CLASS
61	18UCBI019	K.K.KESAVAVASENTH	II B.COM (BANKING AND INSURANCE)
62	18UPHY024	T.MIRUTHULA	II BSC (PHYSICS)
63	18UPHY036	R.PRAGATHY	II BSC (PHYSICS)
64	18UPHY040	P.RITHIKA	II BSC (PHYSICS)
65	18UCBI014	M.HARINI	II B.COM (BANKING AND INSURANCE)



Course Coordinator


Head of the Department

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Principal
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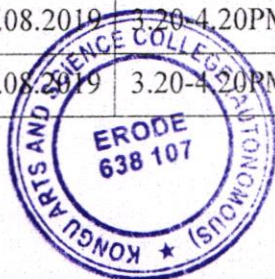
DEPARTMENT OF COMMERCE

ACADEMIC YEAR : 2019-2020

SCHEDULE FOR THE VALUE ADDED COURSE

18VCMCA-CREATIVE ADVERTISING

S. No.	Date	Time	Topics Covered	Theory Hours	Lab Hours
1	08.07.2019	3.20-4.20PM	Definition and functions of advertising	1	-
2	09.07.2019	3.20-4.20PM	Types of advertising	1	-
3	10.07.2019	3.20-4.20PM	Factors determining advertising	1	-
4	11.07.2019	3.20-4.20PM	Role of advertising in society	1	-
5	12.07.2019	3.20-4.20PM	Creativity in advertising	1	-
6	15.07.2019	3.20-4.20PM	Stages in creative process	1	-
7	16.07.2019	3.20-4.20PM	Various creative thinking modes	1	-
8	17.07.2019	3.20-4.20PM	Major creative thinkers in advertising	1	-
9	18.07.2019	3.20-4.20PM	Digital media for communication	1	-
10	19.07.2019	3.20-4.20PM	Concept of advertising on the Net	1	-
11	22.07.2019	3.20-4.20PM	Creating Advertising Appeals	1	-
12	31.07.2019	3.20-4.20PM	Copy writing, print copy elements	1	-
13	01.07.2019	3.20-4.20PM	Elements of design and principles of design	1	-
14	02.08.2019	3.20-4.20PM	Designing print advertising	1	-
15	06.08.2019	3.20-4.20PM	Choosing format designing page	1	-
16	07.08.2019	3.20-4.20PM	Working with visuals	1	-
17	08.08.2019	3.20-4.20PM	Ethical Issues in Advertising	1	-
18	09.08.2019	3.20-4.20PM	Social Criticism of advertising	1	-
19	13.08.2019	3.20-4.20PM	Advertising Statutory Bodies in India	1	-
20	14.08.2019	3.20-4.20PM	Role of AAA AND ASCI	1	-



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18VCMCA - CREATIVE ADVERTISING

S. No.	Date	Time	Topics Covered	Theory Hours	Lab Hours
21	16.08.2019	3.20-4.20PM	Social media marketing benefits	1	-
22	17.08.2019	3.20-4.20PM	Media types	1	-
23	19.08.2019	3.20-4.20PM	Stakeholders of SMM	1	-
24	20.08.2019	3.20-4.20PM	Channels of SMM	1	-
25	21.08.2019	3.20-4.20PM	Usage of Social Media Marketing	1	-
26	04.09.2019	3.20-4.20PM	Additional platforms	1	-
27	06.09.2019	3.20-4.20PM	Twitter, Instagram, Pinterest, Snapchat	1	-
28	07.09.2019	3.20-4.20PM	Advertising and Analytics	1	-
29	09.09.2019	3.20-4.20PM	Opportunities and challenges of Mobile Marketing	1	-
30	10.09.2019	3.20-4.20PM	Mobile optimized websites	1	-
31	12.09.2019	3.20-4.20PM	App development	1	-
32	13.09.2019	3.20-4.20PM	SMS Marketing , Mobile analytics	1	-
33	16.09.2019	3.20-4.20PM	Google Analytics concepts	1	-
34	17.09.2019	3.20-4.20PM	Overview, Monitor of Google Analytics	1	-
35	19.09.2019	3.20-4.20PM	Audience overview	1	-
36	20.09.2019	3.20-4.20PM	Behaviour and Acquisition	1	-
37	21.09.2019	3.20-4.20PM	Digital market plan	1	-
38	23.09.2019	3.20-4.20PM	Approach and structure	1	-
39	24.09.2019	3.20-4.20PM	Situation analysis	1	-



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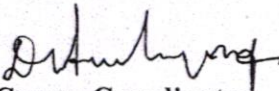
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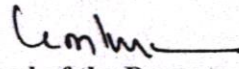
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SCHEDULE FOR THE VALUE ADDED COURSE


18VCMCA - CREATIVE ADVERTISING

S. No.	Date	Time	Topics Covered	Theory Hours	Lab Hours
40	25.09.2019	3.20-4.20PM	Information gathering and Multi screening	1	-
Total				40	-
Total Hours (Theory + Lab)				40 Hours	
Assessment Date & Time		: 23.10.2019 (Wednesday) & 1.30 am - 4.30 am			
Type of Assessment		: Practical			



Course Coordinator


Head of the Department

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Principal
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KONGU ARTS AND SCIENCE COLLEGE

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

ERODE - 638 107

DEPARTMENT OF COMMERCE

18VCMCA-CREATIVE ADVERTISING - ATTENDANCE

S.No.	REG. NO.	NAME	Date																		
			3.20-4.20	08.07.2019	3.20-4.20	09.07.2019	3.20-4.20	10.07.2019	3.20-4.20	11.07.2019	3.20-4.20	12.07.2019	3.20-4.20	15.07.2019	3.20-4.20	16.07.2019	3.20-4.20	17.07.2019	3.20-4.20	18.07.2019	3.20-4.20
1	17UCOM073	K. GAYATHIRI	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	18UCOM030	M. NAVEEN	a	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	18UCOM021	S. JEEVANANDHAM	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/	/
4	18UCOM004	S. BHUVANESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
5	18UCOM103	G. SANJANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
6	18UCOM095	A.M.PREETHIKA SRI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
7	18UCOM117	F. VARSHINE	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/	/	/	a	/
8	18UCOM102	S. SANDHIYA	/	/	/	/	a	/	/	a	/	/	/	/	/	/	/	/	a	/	/
9	18UCOM112	N. SUBIKSHA	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
10	18UCOM099	N. RAKSHA SHARMA	/	/	/	/	/	/	/	/	a	a	/	/	/	/	/	/	/	/	/
11	18UCOM066	G. ROOBANA	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
12	18UCOM106	R. SANTHOSINI	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/
13	18UCOM109	R.SONIA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
14	18UCOM097	P. PRIYADHARSHINI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/
15	18UCOM093	S. PRADEEPA	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
16	18UCOM113	V. SWETHA	/	/	/	/	/	/	P	/	/	/	/	/	/	/	/	/	/	/	/
17	18UCOM084	L.P. MAHENDA	/	/	/	/	/	/	P	/	/	/	/	/	/	/	/	/	/	/	/
18	18UCOM067	B.S. CHARUVATHANI	/	/	/	/	/	/	P	/	/	/	/	/	/	/	/	/	/	/	/
19	18UCOM045	K. PRIYANKA	/	/	/	/	a	a	/	/	/	/	/	/	/	/	/	/	/	/	/
20	17UCSC029	S. MOHAN PRASAD	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
21	18UCSC003	L. ARUMUGA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
22	18UCSC008	D. DEEPAK	/	/	/	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/
23	18UCSC036	M. NAVEEN RAJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
24	18UCSC020	E. HARIPRASATH	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/
25	18UCSC045	S. RANJITH KUMAR	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/



Dr. N. RAMAN
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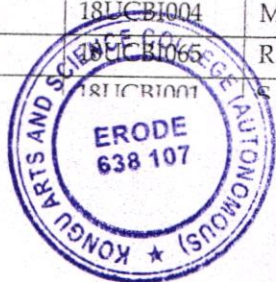
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ERODE - 638 107

DEPARTMENT OF COMMERCE

18VCMCA - CREATIVE ADVERTISING - ATTENDANCE

S.No	REG. NO.	NAME	Attendance Dates																		
			3.20-4.20	08.07.2019	3.20-4.20	09.07.2019	3.20-4.20	10.07.2019	3.20-4.20	11.07.2019	3.20-4.20	12.07.2019	3.20-4.20	15.07.2019	3.20-4.20	16.07.2019	3.20-4.20	17.07.2019	3.20-4.20	18.07.2019	3.20-4.20
26	18UCSC061	S. SUJITH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
27	18UCSC063	M. VAISHNAVI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
28	18UCSC053	G. SHANMATHI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
29	18UCSC027	K. KEERTHANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
30	18UCSC056	S. SOWMIYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
31	18UCSC047	A. SABITHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
32	18UCSC046	P.V. RIVETHIKA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
33	18UBCA118	R. SIVASAKTHI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
34	18UBCA125	R. VASANTHA KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
35	18UBCA113	E. SANTHOSH KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
36	18UBCA096	S. MANOJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
37	18UCBI056	S.S. VAITHEESWARAN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
38	18UCBI026	M. NAVEEN KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
39	18UCBI054	K. SUVEETHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
40	18UCBI037	S. PRAAPTHEE	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
41	18UCBI002	R. AKILLANDESWARI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
42	18UCBI041	S. PRIYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
43	18UCBI051	R. SUBHIKSHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
44	18UCBI033	T. NIVITHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
45	18UCBI040	S. PREETHI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
46	18UCBI043	U. RAGAVI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
47	18UCBI020	K. KRITHIKA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
48	18UCBI057	R. VENGADESHWARAN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
49	18UCBI005	N. BOOBESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
50	18UCBI038	S. PRASATH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
51	18UCBI008	D. DINAKARAJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
52	18UCBI004	M. BHUVANESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
53	18UCBI065	R. YUVARAJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
54	18UCBI066	S. ARICHTEK	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/



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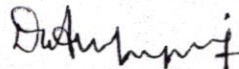
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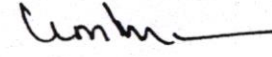
ERODE - 638 107


DEPARTMENT OF COMMERCE

18VCMCA - CREATIVE ADVERTISING - ATTENDANCE


S.NO.	REG.NO.	NAME	3.20-4.20	08.07.2019	3.20-4.20	09.07.2019	3.20-4.20	10.07.2019	3.20-4.20	11.07.2019	3.20-4.20	12.07.2019	3.20-4.20	15.07.2019	3.20-4.20	16.07.2019	3.20-4.20	17.07.2019	3.20-4.20	18.07.2019	3.20-4.20	19.07.2019	
			3.20-4.20	08.07.2019	3.20-4.20	09.07.2019	3.20-4.20	10.07.2019	3.20-4.20	11.07.2019	3.20-4.20	12.07.2019	3.20-4.20	15.07.2019	3.20-4.20	16.07.2019	3.20-4.20	17.07.2019	3.20-4.20	18.07.2019	3.20-4.20	19.07.2019	
55	18UCBI028	N. NAVEEN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
56	18UCBI036	R.R. POOMANIKANDAN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
57	18UCBI063	S. YOGESHWARAN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
58	18UCBI015	K. HARISH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
59	18UCBI060	V. VIGNESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
60	18UCBI065	S. THACHANAMOORTHI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
61	18UCBI019	K.K. KESAVAVASENTH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
62	18UPHY024	T.MIRUTHULA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
63	18UPHY036	R. PRAGATHY	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
64	18UPHY040	P. RITHIKA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
65	18UCBI014	M.HARINI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
STAFF SIGNATURE			/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
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																							


Course Coordinator


Head of the Department
HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.


Principal
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
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DEPARTMENT OF COMMERCE

18VCMCA-CREATIVE ADVERTISING - ATTENDANCE

S.No.	REG. NO.	NAME	ATTENDANCE																		
			3.20-4.20	22.07.2019	3.20-4.20	31.07.2019	3.20-4.20	01.08.2019	3.20-4.20	02.08.2019	3.20-4.20	06.08.2019	3.20-4.20	07.08.2019	3.20-4.20	08.08.2019	3.20-4.20	09.08.2019	3.20-4.20	13.08.2019	3.20-4.20
1	17UCOM073	K. GAYATHIRI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	18UCOM030	M. NAVEEN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	18UCOM021	S. JEEVANANDHAM	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4	18UCOM004	S. BHUVANESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
5	18UCOM103	G. SANJANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
6	18UCOM095	A.M.PREETHIKA SRI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
7	18UCOM117	F. VARSHINE	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
8	18UCOM102	S. SANDHIYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
9	18UCOM112	N. SUBIKSHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
10	18UCOM099	N. RAKSHA SHARMA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
11	18UCOM066	G. ROOBANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
12	18UCOM106	R. SANTHOSINI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
13	18UCOM109	R.SONIA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
14	18UCOM097	P. PRIYADHARSHINI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
15	18UCOM093	S. PRADEEPA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
16	18UCOM113	V. SWETHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
17	18UCOM084	L.P. MAHENDA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
18	18UCOM067	B.S. CHARUVATHANI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
19	18UCOM045	K. PRIYANKA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
20	17UCSC029	S. MOHAN PRASAD	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
21	18UCSC003	L. ARUMUGA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
22	18UCSC008	D. DEEPAK	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
23	18UCSC036	M. NAVEEN RAJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
24	18UCSC020	E. HARIPRASATH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
25	18UCSC045	S. RANJITH KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/



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			3.20-4.20	22.07.2019	3.20-4.20	31.07.2019	3.20-4.20	01.08.2019	3.20-4.20	02.08.2019	3.20-4.20	06.08.2019	3.20-4.20	07.08.2019	3.20-4.20	08.08.2019	3.20-4.20	09.08.2019	3.20-4.20	13.08.2019	3.20-4.20
26	18UCSC061	S. SUJITH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
27	18UCSC063	M. VAISHNAVI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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29	18UCSC027	K. KEERTHANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
30	18UCSC056	S. SOWMIYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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32	18UCSC046	P.V. RIVETHIKA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
33	18UBCA118	R. SIVASAKTHI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
34	18UBCA125	R. VASANTHA KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
35	18UBCA113	E. SANTHOSH KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
36	18UBCA096	S. MANOJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
37	18UCBI056	S.S. VAITHEESWARAN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
38	18UCBI026	M. NAVEEN KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
39	18UCBI054	K. SUVEETHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
40	18UCBI037	S. PRAAPTHEE	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
41	18UCBI002	R. AKILLANDESWARI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
42	18UCBI041	S. PRIYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
43	18UCBI051	R. SUBHIKSHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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48	18UCBI057	R. VENGADESHWARAN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
49	18UCBI005	N. BOOBESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
50	18UCBI038	S. PRASATH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
51	18UCBI008	D. DINAKARAJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
52	18UCBI004	M. BHUVANESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
53	18UCBI065	R. YUVARAJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
54	18UCBI001	S. ARICHEK	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/



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



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DEPARTMENT OF COMMERCE

18VCMCA - CREATIVE ADVERTISING - ATTENDANCE

S.NO.	REG.NO.	NAME	ATTENDANCE									
			22.07.2019	23.07.2019	24.07.2019	25.07.2019	26.07.2019	27.07.2019	28.07.2019	29.07.2019	30.07.2019	31.07.2019
55	18UCBI028	N. NAVEEN	/	/	P	/	/	/	/	/	/	/
56	18UCBI036	R.R. POOMANIKANDAN	/	/	P	/	/	/	/	/	/	/
57	18UCBI063	S. YOGESHWARAN	/	/	/	A	/	/	/	/	/	/
58	18UCBI015	K. HARISH	/	/	/	/	A	/	/	/	/	/
59	18UCBI060	V. VIGNESH	/	/	/	/	/	/	/	/	/	A
60	18UCBI065	S. THACHANAMOORTHY	/	/	A	/	/	/	/	/	/	/
61	18UCBI019	K.K. KESAVAVASENTH	/	/	/	/	/	/	/	/	/	/
62	18UPHY024	T.MIRUTHULA	A	/	/	/	/	/	/	/	/	/
63	18UPHY036	R. PRAGATHY	/	/	/	/	/	/	A	/	/	/
64	18UPHY040	P. RITHIKA	/	/	/	A	/	/	/	/	/	/
65	18UCBI014	M.HARINI	/	/	/	/	/	/	/	/	A	/
STAFF SIGNATURE			Au	Au	Au	Au	Au	Au	Au	Au	Au	Au
STAFF INITIAL			DA	DA	DA	DA	DA	DA	DA	DA	DA	DA
Dr.D.ANBUPRIYA												

Dr. D. Anbupriya
Course Coordinator

Umba
Head of the Department

HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.

Dr. N. Raman
Principal
KONGU ARTS AND SCIENCE COLLEGE
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NANJANAPURAM, ERODE - 638 107.



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DEPARTMENT OF COMMERCE

18VCMCA-CREATIVE ADVERTISING - ATTENDANCE

S.No.	REG. NO.	NAME	3.20-4.20	16.08.2019	3.20-4.20	17.08.2019	3.20-4.20	19.08.2019	3.20-4.20	20.08.2019	3.20-4.20	21.08.2019	3.20-4.20	04.09.2019	3.20-4.20	06.09.2019	3.20-4.20	07.09.2019	3.20-4.20	09.09.2019	3.20-4.20	10.09.2019
1	17UCOM073	K. GAYATHIRI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	18UCOM030	M. NAVEEN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	18UCOM021	S. JEEVANANDHAM	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4	18UCOM004	S. BHUVANESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
5	18UCOM103	G. SANJANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
6	18UCOM095	A.M.PREETHIKA SRI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
7	18UCOM117	F. VARSHINE	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
8	18UCOM102	S. SANDHIYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
9	18UCOM112	N. SUBIKSHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
10	18UCOM099	N. RAKSHA SHARMA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
11	18UCOM066	G. ROOBANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
12	18UCOM106	R. SANTHOSINI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
13	18UCOM109	R.SONIA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
14	18UCOM097	P. PRIYADHARSHINI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
15	18UCOM093	S. PRADEEPA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
16	18UCOM113	V. SWETHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
17	18UCOM084	L.P. MAHENDA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
18	18UCOM067	B.S. CHARUVATHANI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
19	18UCOM045	K. PRIYANKA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
20	17UCSC029	S. MOHAN PRASAD	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
21	18UCSC003	L. ARUMUGA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
22	18UCSC008	D. DEEPAK	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
23	18UCSC036	M. NAVEEN RAJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
24	18UCSC020	E. HARIPRASATH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
25	18UCSC045	S. RANJITH KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
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DEPARTMENT OF COMMERCE

18VCMCA - CREATIVE ADVERTISING - ATTENDANCE

S.No	REG. NO.	NAME	16.08.2019	17.08.2019	19.08.2019	20.08.2019	21.08.2019	04.09.2019	06.09.2019	07.09.2019	09.09.2019	10.09.2019
			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	18UCSC061	S. SUJITH	a	l	l	l	l	l	l	l	l	l
27	18UCSC063	M. VAISHNAVI	l	l	l	a	l	l	l	l	l	l
28	18UCSC053	G. SHANMATHI	l	l	l	l	l	l	l	l	l	l
29	18UCSC027	K. KEERTHANA	l	l	l	l	l	l	a	l	l	l
30	18UCSC056	S. SOWMIYA	l	l	l	a	l	l	l	l	l	l
31	18UCSC047	A. SABITHA	a	l	l	l	l	l	l	l	l	l
32	18UCSC046	P.V. RIVETHIKA	l	l	l	l	l	a	l	l	l	l
33	18UBCA118	R. SIVASAKTHI	l	l	l	l	l	l	l	l	l	a
34	18UBCA125	R. VASANTHA KUMAR	l	l	l	a	l	l	l	l	l	l
35	18UBCA113	E. SANTHOSH KUMAR	l	l	l	l	l	l	l	l	l	l
36	18UBCA096	S. MANOJ	l	a	l	l	l	l	a	l	l	l
37	18UCBI056	S.S. VAITHEESWARAN	l	l	l	l	l	l	l	l	l	l
38	18UCBI026	M. NAVEEN KUMAR	l	l	l	a	l	l	l	l	l	l
39	18UCBI054	K. SUVEETHA	l	l	l	l	l	l	l	l	l	l
40	18UCBI037	S. PRAAPTHEE	l	l	l	l	l	l	l	l	l	a
41	18UCBI002	R. AKILLANDESWARI	l	l	l	l	l	a	l	l	l	l
42	18UCBI041	S. PRIYA	l	l	l	l	l	l	l	a	l	l
43	18UCBI051	R. SUBHIKSHA	l	a	a	l	l	l	l	l	a	a
44	18UCBI033	T. NIVITHA	l	l	l	l	l	l	l	l	l	l
45	18UCBI040	S. PREETHI	a	l	l	l	l	l	l	l	l	l
46	18UCBI043	U. RAGAVI	l	l	l	a	l	l	l	l	l	l
47	18UCBI020	K. KRITHIKA	l	l	l	l	l	l	l	l	l	a
48	18UCBI057	R. VENGADESHWARAN	l	a	l	l	l	l	l	l	l	l
49	18UCBI005	N. BOOBESH	l	l	l	l	a	l	l	l	l	l
50	18UCBI038	S. PRASATH	l	l	l	l	l	l	a	l	l	l
51	18UCBI008	D. DINAKARAJ	l	l	l	l	l	l	l	l	l	l
52	18UCBI004	M. BHUVANESH	l	l	l	a	l	l	l	l	l	l
53	18UCBI065	P. SIVAVARAJ	l	l	l	l	l	l	l	l	l	l
54	18UCBI001	C. RISHIK	l	l	l	l	l	l	l	l	l	l



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KONGU ARTS AND SCIENCE COLLEGE

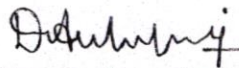
(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

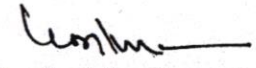
ERODE - 638 107


DEPARTMENT OF COMMERCE

18VCMCA - CREATIVE ADVERTISING - ATTENDANCE


S.NO.	REG.NO.	NAME	16.08.2019	17.08.2019	19.08.2019	20.08.2019	21.08.2019	04.09.2019	06.09.2019	07.09.2019	09.09.2019	10.09.2019
			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	18UCBI028	N. NAVEEN	/	/	/	/	/	a	/	/	/	/
56	18UCBI036	R.R. POOMANIKANDAN	/	/	/	/	/	/	/	/	/	a
57	18UCBI063	S. YOGESHWARAN	/	a	/	/	/	/	/	/	/	/
58	18UCBI015	K. HARISH	/	/	/	/	/	/	/	a	/	/
59	18UCBI060	V. VIGNESH	/	/	/	/	a	/	/	/	/	/
60	18UCBI065	S. THACHANAMOORTHY	a	/	/	/	/	/	/	/	/	/
61	18UCBI019	K.K. KESAVAVASENTH	/	a	/	/	/	/	a	/	/	/
62	18UPHY024	T.MIRUTHULA	/	/	/	/	/	/	/	/	/	/
63	18UPHY036	R. PRAGATHY	/	/	/	a	/	/	/	/	/	/
64	18UPHY040	P. RITHIKA	a	/	/	/	/	/	/	/	/	/
65	18UCBI014	M.HARINI	/	/	a	/	/	/	/	/	/	/
STAFF SIGNATURE			Ar	Ar	Ar	Ar	Ar	Ar	Ar	Ar	Ar	Ar
STAFF INITIAL			DA	DA	DA	DA	DA	DA	DA	DA	DA	DA
Dr.D.ANBUPRIYA												


Course Coordinator


Head of the Department
HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.


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




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



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DEPARTMENT OF COMMERCE

18VCMCA-CREATIVE ADVERTISING - ATTENDANCE

S.No.	REG. NO.	NAME	Attendance Dates																		
			3.20-4.20	12.09.2019	3.20-4.20	13.09.2019	3.20-4.20	16.09.2019	3.20-4.20	17.09.2019	3.20-4.20	19.09.2019	3.20-4.20	20.09.2019	3.20-4.20	21.09.2019	3.20-4.20	23.09.2019	3.20-4.20	24.09.2019	3.20-4.20
1	17UCOM073	K. GAYATHIRI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	18UCOM030	M. NAVEEN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	18UCOM021	S. JEEVANANDHAM	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4	18UCOM004	S. BHUVANESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
5	18UCOM103	G. SANJANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
6	18UCOM095	A.M.PREETHIKA SRI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
7	18UCOM117	F. VARSHINE	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
8	18UCOM102	S. SANDHIYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
9	18UCOM112	N. SUBIKSHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
10	18UCOM099	N. RAKSHA SHARMA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
11	18UCOM066	G. ROOBANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
12	18UCOM106	R. SANTHOSINI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
13	18UCOM109	R.SONIA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
14	18UCOM097	P. PRIYADHARSHINI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
15	18UCOM093	S. PRADEEPA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
16	18UCOM113	V. SWETHA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
17	18UCOM084	L.P. MAHENDA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
18	18UCOM067	B.S. CHARUVATHANI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
19	18UCOM045	K. PRIYANKA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
20	17UCSC029	S. MOHAN PRASAD	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
21	18UCSC003	L. ARUMUGA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
22	18UCSC008	D. DEEPAK	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
23	18UCSC036	M. NAVEEN RAJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
24	18UCSC020	E. HARIPRASATH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
25	18UCSC045	S. RANJITH KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/



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S.NO.	REG. NO.	NAME	Attendance Dates																		
			3.20-4.20	12.09.2019	3.20-4.20	13.09.2019	3.20-4.20	16.09.2019	3.20-4.20	17.09.2019	3.20-4.20	19.09.2019	3.20-4.20	20.09.2019	3.20-4.20	21.09.2019	3.20-4.20	23.09.2019	3.20-4.20	24.09.2019	3.20-4.20
26	18UCSC061	S. SUJITH	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
27	18UCSC063	M. VAISHNAVI	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
28	18UCSC053	G. SHANMATHI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/
29	18UCSC027	K. KEERTHANA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
30	18UCSC056	S. SOWMIYA	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
31	18UCSC047	A. SABITHA	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
32	18UCSC046	P.V. RIVETHIKA	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
33	18UBCA118	R. SIVASAKTHI	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/
34	18UBCA125	R. VASANTHA KUMAR	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/
35	18UBCA113	E. SANTHOSH KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
36	18UBCA096	S. MANOJ	/	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/
37	18UCBI056	S.S. VAITHEESWARAN	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
38	18UCBI026	M. NAVEEN KUMAR	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
39	18UCBI054	K. SUVEETHA	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
40	18UCBI037	S. PRAAPTHEE	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/
41	18UCBI002	R. AKILLANDESWARI	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
42	18UCBI041	S. PRIYA	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
43	18UCBI051	R. SUBHIKSHA	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
44	18UCBI033	T. NIVITHA	/	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/
45	18UCBI040	S. PREETHI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
46	18UCBI043	U. RAGAVI	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
47	18UCBI020	K. KRITHIKA	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
48	18UCBI057	R. VENGADESHWARAN	/	/	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	a	/
49	18UCBI005	N. BOOBESH	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
50	18UCBI038	S. PRASATH	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
51	18UCBI008	D. DINAKARAJ	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
52	18UCBI004	M. BHUVANESH	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/
53	18UCBI065	R. YUVARAJ	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
54	18UCBI001	S. ABISHEK	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/



Dr. N. RAMAN
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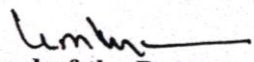
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DEPARTMENT OF COMMERCE


18VCMCA - CREATIVE ADVERTISING - ATTENDANCE

S.NO.	REG.NO.	NAME	12.09.2019	13.09.2019	16.09.2019	17.09.2019	19.09.2019	20.09.2019	21.09.2019	23.09.2019	24.09.2019	25.09.2019
			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	18UCBI028	N. NAVEEN	/	/	a	/	/	/	/	/	/	/
56	18UCBI036	R.R. POOMANIKANDAN	/	a	/	/	/	/	/	/	/	a
57	18UCBI063	S. YOGESHWARAN	/	/	/	/	/	/	/	/	/	/
58	18UCBI015	K. HARISH	/	/	a	/	/	/	/	/	/	/
59	18UCBI060	V. VIGNESH	/	/	/	/	/	/	/	/	/	/
60	18UCBI065	S. THACHANAMOORTHY	/	/	/	/	/	/	/	/	/	/
61	18UCBI019	K.K. KESAVAVASENTH	/	/	/	/	a	/	/	/	/	/
62	18UPHY024	T.MIRUTHULA	/	/	/	/	/	/	/	a	/	/
63	18UPHY036	R. PRAGATHY	/	/	/	/	/	a	/	/	/	/
64	18UPHY040	P. RITHIKA	/	/	/	/	/	/	/	/	/	/
65	18UCBI014	M.HARINI	/	/	/	/	a	/	/	/	/	/
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												



Course Coordinator


Head of the Department

HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
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Principal
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
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Dr. N. RAMANA
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
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18VCMCA-CREATIVE ADVERTISING - QUESTION PAPER

Time : 3 hrs

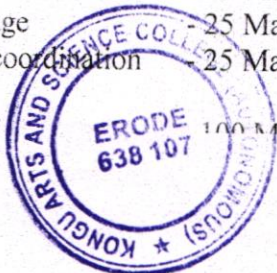
Max.Marks: 100

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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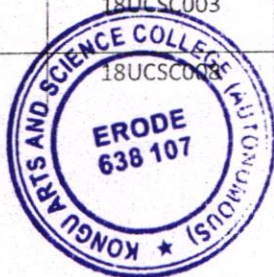
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18VCMCA-CREATIVE ADVERTISING - MARK STATEMENT

S. NO.	REG.NO.	MARK	GRADE	RESULT
1	17UCOM073	90	A++	PASS
2	18UCOM030	AB	AB	AB
3	18UCOM021	55	B	PASS
4	18UCOM004	55	B	PASS
5	18UCOM103	90	A++	PASS
6	18UCOM095	80	A+	PASS
7	18UCOM117	80	A+	PASS
8	18UCOM102	AB	AB	AB
9	18UCOM112	75	A	PASS
10	18UCOM099	75	A	PASS
11	18UCOM066	80	A+	PASS
12	18UCOM106	90	A++	PASS
13	18UCOM109	75	A	PASS
14	18UCOM097	90	A++	PASS
15	18UCOM093	70	A	PASS
16	18UCOM113	80	A+	PASS
17	18UCOM084	70	A	PASS
18	18UCOM067	70	A	PASS
19	18UCOM045	65	B+	PASS
20	17UCSC029	100	A++	PASS
21	18UCSC003	65	B+	PASS
22	18UCSC008	65	B+	PASS



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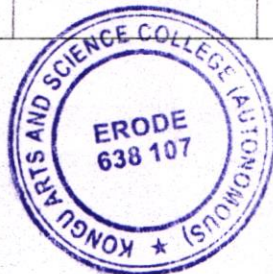
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DEPARTMENT OF COMMERCE 18VCMCA-CREATIVE ADVERTISING - MARK STATEMENT

S NO.	REG.NO.	MARK	GRADE	RESULT
23	18UCSC036	55	B	PASS
24	18UCSC020	55	B	PASS
25	18UCSC045	65	B+	PASS
26	18UCSC061	65	B+	PASS
27	18UCSC063	AB	AB	AB
28	18UCSC053	65	B+	PASS
29	18UCSC027	65	B+	PASS
30	18UCSC056	65	B+	PASS
31	18UCSC047	65	B+	PASS
32	18UCSC046	65	B+	PASS
33	18UBCA118	100	A++	PASS
34	18UBCA125	70	A	PASS
35	18UBCA113	100	A++	PASS
36	18UBCA096	100	A++	PASS
37	18UCBI056	100	A++	PASS
38	18UCBI026	100	A++	PASS
39	18UCBI054	70	A	PASS
40	18UCBI037	80	A+	PASS
41	18UCBI002	80	A+	PASS
42	18UCBI041	70	A	PASS
43	18UCBI051	NE	NE	NE



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DEPARTMENT OF COMMERCE 18VCMCA-CREATIVE ADVERTISING - MARK STATEMENT

S NO.	REG.NO.	MARK	GRADE	RESULT
44	18UCBI033	80	A+	PASS
45	18UCBI040	70	A	PASS
46	18UCBI043	70	A	PASS
47	18UCBI020	80	A+	PASS
48	18UCBI057	55	B	PASS
49	18UCBI005	70	A	PASS
50	18UCBI038	70	A	PASS
51	18UCBI008	100	A++	PASS
52	18UCBI004	AB	AB	AB
53	18UCBI065	70	A	PASS
54	18UCBI001	AB	AB	AB
55	18UCBI028	55	B	PASS
56	18UCBI036	100	A++	PASS
57	18UCBI063	100	A++	PASS
58	18UCBI015	55	B	PASS
59	18UCBI060	55	B	PASS
60	18UCBI065	AB	AB	PASS




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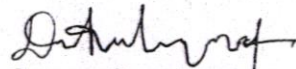
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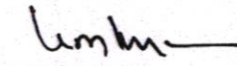
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18VCMCA-CREATIVE ADVERTISING - MARK STATEMENT

S NO.	REG.NO.	MARK	GRADE	RESULT
61	18UCBI019	55	B	PASS
62	18UPHY024	AB	AB	AB
63	18UPHY036	65	B+	PASS
64	18UPHY040	AB	AB	AB
65	18UCBI014	70	A	PASS


Course Coordinator



HOD/ Commerce


Principal

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18VCMCA-CREATIVE ADVERTISING- STUDENTS FEEDBACK

Name of the Student	K. Harish
Register Number	18UCB1015
Department	B. Com (B&I)
Year	2019 - 2020

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	



Harish
Student Signature

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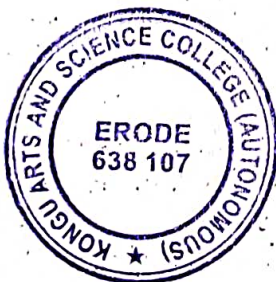
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18VCMCA-CREATIVE ADVERTISING- STUDENTS FEEDBACK

Name of the Student	MIRUPHULA . P
Register Number	18UPHY024
Department	B.Sc (Physics)
Year	2019-2020

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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Student Signature



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KASC ACADEMY OF EXCELLENCE

Certificate

This Certificate is awarded to



GAYATHIRI K

III 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 2019 -2020



Course Coordinator

Convenor
Academy of Excellence

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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