Course Name	:	BRAND MANAGEMENT
Course Code	:	15 MB 62 M6
L-T-P structure	:	3 - 0- 0
Course Credits	:	3
Course Coordinator	:	Dr. M Kishore Babu
Course Instructors	:	Prof. M. Kishore Babu
Course Teaching Associates	:	Not Applicable

Course Objectives (CO):

1. Enhancing the conceptual and application knowledge of Brand Management

2. Analysing various factors brand Equity, Brand positioning, Brand value

3. Evaluation of branding practices in different sectors

Course Outcomes (PO):

1. Understand the dynamics of managing brands
2. Analyze concepts of Brand personality, Image, Identity through various models & Methods
3. Apply brand strategies through positioning, extensions, rejuvenation, Matrix & Portfolio.
4. Evaluate Branding practices in consumer, Industrial, Retail, Service sectors.

Course Rationale: Technology driven world and globalized economies has thrown new challenges to branding. Customers/ consumers have more access to information than ever before. Internet has become a strong tool through which product information proliferate raising expectation bar for companies. Companies have responded to this challenge by improvising their marketing programs, run their marketing campaigns, by exploring new avenues to showcase their products to enhance better reach. This course will focus on providing students with the skills and knowledge required to develop and execute a successful branding strategy and how to build, measure and manage brand equity. Learn the art of brand management that includes brand creation and management, making brands to add value to consumers and the firm. Students will learn to leverage the marketing mix to build a strong brand platform with a strong customer focus, analytical orientation and interactive approach.

Course Outcomes (CO):

CO No:	COURSE OUTCOME	PO	BTL
1.	Understand the dynamics of managing brands	A	2
2.	Analyze concepts of Brand personality, Image, Identity through various models & Methods	B	3
3.	Apply brand strategies through positioning, extensions, rejuvenation, Matrix & Portfolio.	C	4
4.	Evaluate & creation of Branding practices in consumer, Industrial, Retail, Service sectors.	C	6

COURSE OUTCOME INDICATORS (COI): *(3 to 5 COIs per each CO are permitted except for Lab oriented CO, for Lab two COIs are normally permitted)*

CO No.	COI-1	COI-2	COI-3
1	Brand Hierarchy, Brand personality, Brand image; Brand Identity	Value from branding; Brand customer relationship, Brand loyalty And Consumer loyalty, Brand Architecture	Brand positioning, Brand equity.

2.	Managing Brands; Brand creation; Brand extensions;	Brand – product matrix; Brand portfolio & Multi Brand portfolio, Brand Revitalization.	
3.		Brand Assessment through research on Brand identity, position, image, personality	Financial aspects of brands.
4.	Brand leadership, Techno branding.		Branding in different sectors- Branding in customer, industrial, retail and service sectors.

SYLLABUS (As approved by BoS):

UNIT-I: Understanding Brands; Brand Hierarchy, Brand personality, Brand image; Brand Identity, Brand positioning, Brand equity.

UNIT-II: Value addition from branding; Brand – customer relationship, Brand loyalty And Consumer loyalty, Brand Architecture,

UNIT-III Managing Brands; Brand creation; Brand extensions; Brand – product matrix; Brand portfolio & Multi Brand portfolio, Brand Revitalization.

UNIT-IV: Brand Assessment through research on Brand identity, position, image, personality assessment and change; financial aspects of brands.

UNIT-V: Branding in different sectors- Branding in customer, industrial, retail and service sectors. Brand leadership, Techno branding.

BoS Approved Text books:

1. Kevin Lane Keller, *Strategic brand Management*, 3rd ed., Pearson education, New Delhi

2. **BoS Approved Reference Books**:

3. Kapferer, Jean .Noel. *Strategic Brand Management*. 4TH Edition, Kogan page, 2008.

4. Harsh V, Verma, *Brand Management*, 2nd Edition, Excel Books, New Delhi.

5. Aaker, David, A. *Managing Brand Equity*. New York. Free Press, 1991.

6. YL R Murthy, *Brand Management*, 2003, Vikas Publications, New Delhi

Other Books, References: Journals

1. Journal of Brand Management, Pal grave Macmillan, Bangalore

COURSE DELIVERY PLAN:

Sess. No.	CO	COI	BTL	Topic (s)	Teaching- Learning Methods	Evaluation
1	1	1	1	Understanding Brands- brand definition, history of branding, challenges/opportunities	C& T, Videos	**Test-1**
2	1	1	2	Product Hierarchy, Brand Hierarchy	C& T, Videos	**Test-1**
3	1	1	2	Brand Hierarchy concept; Brand personality – corporate, product – derived, aspiration based personality	C& T, Videos	**Test-1**
4	1	2	2	Brand Personality	C& T, Videos	**Test-1**
5	1	2	2	Brand image- and position, Strength, favorability and uniqueness of brand association	C& T, Videos	**Test-1**
6	1	2	2	Brand Identity – concept, perspectives, levels, brand elements	C& T, Videos	**Test-1**

7	1	2	2	Brand Identity Prism	C& T, Videos	**Test-1**
8	1	2	2	Brand positioning - identifying and establishing brand positioning, positioning guidelines	Chalk & Talk.	**Test-1**
9	2	1	3	Brand positioning - identifying and establishing brand positioning, positioning guidelines	C& T, Videos	**Test-1**
10	2	1	3	Brand equity - sources of brand equity, brand building,	C& T, Videos	**Test-1**
11	2	1	5	creating customer value	C& T, Videos	**Test-1**
12	2	1	4	Value addition from branding	C& T, Videos	**Test-1**
13	2	1	3	Brand – customer relationship – social, psychological, financial and structural bonds	C& T, Videos	**Test-1**
14	2	2	4	Case Study	Case Discussion	**Test-1**
15	2	2	3	Brand loyalty And Consumer loyalty	Videos	**Test-1**
16	2	2	3	Brand Leadership: Market leadership and brand leadership, Factors determining enduring leadership	C& T, Videos	**Test-2**
17	2	2	2	To know the concept of brand leadership and the factors and to develop strategies for achieving brand leadership	C& T, Videos	**Test-2**
18	2	2	2	Managing Brands Strategic Brand Management Process	C& T, Videos	**Test-2**
19	3	1	3	Managing Brands - Strategic Brand Management Process	C& T, Videos	**Test-2**
20	3	1	3	Managing Brands - Strategic Brand Management Process	C& T, Videos	**Test-2**
21	3	2	5	Brand creation – brand elements , choosing optimal set of brand elements to build brand equity	C& T, Videos	**Test-2 T-A**
22	3	2	5	building brand equity	C& T, Videos	**Test-2 T-A**
23	3	2	4	Brand extensions – New products and extensions, advantages and disadvantages of brand extensions, consumers' evaluation	C& T, Videos	**Test-2 T-A**
24	3	2	4	Applying through Case	Case Discussion	**Test-2 T-A**
25	3	2	4	Brand – product matrix – Breadth of a brand strategy and depth of a brand strategy	C& T, Videos	**Test-3 T-A**
26	3	2	4	Brand portfolio & Multi Brand portfolio, Brand Architecture	C& T, Videos	**Test-3 T-A**
27	3	2	4	Applying through Case	Case Discussion	**Test-3 T-A**
28	3	2	4	Brand Hierarchy- building equity at different hierarchy levels, corporate image dimensions	C& T, Videos	**Test-3 T-A**
29	3	2	5	Brand Revitalization – expanding brand awareness,	C& T, Videos	**Test-3 T-A**
30	3	2	5	Improving brand image and entering new markets	C& T, Videos	**Test-3 T-A**
31	3	3	4	Applying through Case	Case Discussion	**Test-3 T-A**
32	3	3	4	Brand Assessment through research on Brand identity, position, image	C& T, Videos	**Test-3 T-A**
33	3	3	4	Brand Assessment through research on Brand position, image	C& T, Videos	**Test-3 T-A**
34	3	3	4	Brand Assessment through research on Brand image	C& T, Videos	**Test-3 T-A**
35	4	3	4	Brand Personality assessment and change	C& T,	**TA**

					Videos	
36	4	3	4	Applying through Case	Case Discussion	**TA**
37	4	3	6	Financial aspects of brands	C& T, Videos.	**TA**
38	4	3	6	Financial Aspects of Brands	C& T, Videos	**TA**
39	4	3	6	Branding in different sectors, Branding in customer and industrial sectors	C& T, Videos	**TA**
40	4	4	6	Branding in industrial sectors	C& T, Videos	**TA**
41	4	4	6	Branding in retail and service sectors	C& T, Videos	**TA**
42	4	4	6	Techno branding	C& T, Videos	**TA**
43	4	4	6	Mini Projects	C& T, Videos	**TA**
44	4	4	6	Mini Projects	C& T, Videos	**TA**
45	4	4	6	Mini Projects	C& T, Videos	**TA**

SESSION WISE TEACHING – LEARNING PLAN

Session Number: 1
Session Outcome: Understand the concept of branding and understand the advantages of creating strong brands

Time(min)	Topic	BTL	Teaching – Learning Method
5	Introduction to Brand Management	2	C& T, Videos
20	To learn the concept of branding and understand the advantages of creating strong brands	2	
20	Importance of Financial Management	2	
5	Summary of the session		Interaction

Session Number: 2
Session Outcome: student will be able to understand various levels of Product & Brand Hierarchy

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous Session	1	Interaction
20	Product Hierarchy,	2	C& T, Videos
20	Brand Hierarchy	2	
5	Summary & recap		Interaction

Session Number: 3
Session Outcome: student will be able to devise brand hierarchies and create brand personality

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session	1	Interaction
20	Brand personality – corporate,	2	C& T, Videos
20	product – derived, aspiration based personality	2	
5	Recap & Summary		Interaction

Session Number: 4

Session Outcome: After this session the student will be able to asses aspiration based personality

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session	1	Interaction
20	Brand personality – Analysis	3	C& T, Videos
20	product – derived, aspiration based personality	2	
5	Recap & Summary		Interaction

Session Number: 5
Session Outcome: After this session the student will be able to
1. Understand the concept of brand image,
2. Apply knowledge to develop strategies for building brand image

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session	1	Interaction
20	brand image, to assess the brand image of a given brand and to	2	C & T, Videos
20	applying knowledge to develop strategies for building brand image	3	
5	Recap & Summary	1	Interaction

Session Number: 6
Session Outcome: After this session the student will be able to understand concept, perspectives Brand Identity

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session	1	Interaction
20	Brand Identity – concept, perspectives,	2	C& T, Videos
20	levels, brand elements,	4	
5	Recap & Summary	1	Interaction

Session Number: 7
Session Outcome: After this session the student will be able to draw brand identity prism

Time(min)	Topic	BTL	Teaching – Learning Method
10	Review of previous session	1	Interaction
15	Brand Identity Prism	2	C& T, Videos
25	Kaferer Brand Identity Prism	3	
5	Recap & Summary	1	Interaction

Session Number: 8
Session Outcome: After this session the student will be able to identify and establishing brand positioning strategies

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session	1	Interaction
20	Brand positioning - identifying and establishing brand positioning,	3	C& T, Videos
20	positioning guidelines	3	
5	Recap & Summary		Interaction

Session Number: 9
Session Outcome: After this session the student will be able to apply the knowledge to develop positioning strategies for different products,

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session	1	Interaction
20	apply the knowledge to develop positioning strategies for different products,	3	C& T, Videos
20	Referral examples	4	

Time(min)	Topic	BTL	Teaching – Learning Method
5	Recap & Summary		Interaction

Session Number: 10
Session Outcome: After this session the student will be able to assess the sources of brand equity

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
20	Brand equity - sources of brand equity	3	C& T, Videos
20	Brand building	4	
5	Recap & Summary		Interaction

Session Number: 11
Session Outcome: After this session the student will be able to understand creating customer value

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
20	Brand- creating customer value,	3	C& T, Videos
20	Applications of customer value through Branding	3	
5	Recap & Summary		Interaction

Session Number: 12
Session Outcome: After this session the student will be able to analyse the case situation and offer recommendations

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
20	Value addition from branding,	3	C& T, Videos
20	Case Study discussion	4	
5	Recap & Summary		Interaction

Session Number: 13
Session Outcome: After this session the student will be able to understand Brand – customer relationship

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
20	Brand – customer relationship –	3	C& T, Videos
20	social, psychological, financial and structural bonds	4	
5	Recap & Summary		Interaction

Session Number: 14
Session Outcome: After this session the student will be able to analyse the case situation and offer recommendations
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Time(min)	Topic	BTL	Teaching – Learning Method
5	Over view of Case		Interaction
40	CASE	4	Case study Discussion
5	Recap & Summary of Case		Interaction

Session Number: 15
Session Outcome: After this session the student will be able to understand the customer loyalty to a brand and to develop strategies for improving brand loyalty among consumers

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
20	Brand loyalty And Consumer loyalty	3	C& T, Videos

20	Brand loyalty And Consumer loyalty applications	4	
5	Recap & Summary		Interaction

Session Number: 16
Session Outcome: After this session the student will be able to assimilate brand leadership and the factors and to develop strategies for achieving brand leadership

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
20	Brand Leadership Market leadership and	2	C& T, Videos
20	product – derived, aspiration based personality	4	
5	Recap & Summary		Interaction

Session Number: 17
Session Outcome: After this session the student will be able to assimilate brand leadership and the factors and to develop strategies for achieving brand leadership

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
20	brand leadership in Indian Environment	2	C& T, Videos
20	Factors determining enduring leadership	4	
5	Recap & Summary		Interaction

Session Number: 18
Session Outcome: After this session the student will be able to comprehend Strategic Brand Management Process

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
20	Managing Brands	2	C& T, Videos
20	Strategic Brand Management Process	4	
5	Recap & Summary		Interaction

Session Number: 19
Session Outcome: After this session the student will be able to apply Brand Management strategies

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
20	Managing Brands	2	C& T, Videos
15	Strategic Brand Management Process	4	
5	Summary of the session		Interaction

Session Number: 20
Session Outcome: After this session the student will be able to analyse the case situation and offer recommendations

Time(min)	Topic	BTL	Teaching – Learning Method
05	Over view of case	1	Interaction
40	Case discussion	2	Case study
05	Conclusion of case	4	Interaction

Session Number: 21
Session Outcome: After this session the student will be able to understand how proper set of brand elements can create a strong brand and improve brand equity

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction

20	Brand creation – brand elements ,	4	C& T, Videos
20	choosing optimal set of brand elements to build brand equity	4	
05	Summary of the session		Interaction

Session Number: 22
Session Outcome: After this session the student will be able to understand how proper set of brand elements can create a strong brand and improve brand equity

Time(min)	Topic	BTL	Teaching – Learning Method
5	Review of previous session		Interaction
15	Brand creation – brand elements ,	5	C& T, Videos
25	choosing optimal set of brand elements to build brand equity	6	
20	Summary of the session		Interaction

Session Number: 23
Session Outcome: After this session the student will be able to   analyse need for Brand extensions

Time(min)	Topic	BTL	Teaching – Learning Method
05	Over view on Brand extensions – New products and extensions,		Interaction
15	advantages and disadvantages of brand extensions,	2	C& T, Videos
25	consumers evaluation	6	
05	Summary of the session		Interaction

Session Number: 24
Session Outcome: After this session the student will be able to   analyse and evaluate case solutions

Time(min)	Topic	BTL	Teaching – Learning Method
5	Over view of case	1	Interaction
40	Case discussion	6	Case Discussion
20	Conclusion of case	2	Interaction

Session Number: 25
Session Outcome: After this session the student will be able to   analyse Breadth of a brand strategy and depth of a brand strategy

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Brand – product matrix – Breadth of a brand strategy and depth of a brand strategy	4	C& T, Videos
15	Brand portfolio	4	
05	Summary of session		

Session Number: 26
Session Outcome: After this session the student will be able to analyse Multi Brand portfolio

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
10	Multi Brand portfolio,	4	Chalk & Talk
30	Brand Architecture	4	Chalk & Talk
05	Summary of session		Interaction

Session Number: 27
Session Outcome: After this session the student will be able to analyse and evaluate case solutions

Time(min)	Topic	BTL	Teaching – Learning Method
05	Over view of case		Interaction
40	Case analysis & Evaluation	6	Discussion
05	Summary of session		

Session Number: 28
Session Outcome: After this session the student will be able to evaluate Brand Hierarchy of select organisations

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Brand Hierarchy- building equity at different hierarchy levels	3	C& T, Videos
15	corporate image dimensions	5	
05	Summary of session		

Session Number: 29
Session Outcome: After this session the student will be able to analyse scope for expanding brand awareness

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Brand Revitalization – expanding brand awareness,	4	C& T, Videos
15	improving brand image and entering new markets	4	
05	Summary of session		

Session Number: 30
Session Outcome: After this session the student will be able to analyse revitalization of different brands

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	revitalization of different brands	4	C& T, Videos
15	Strategies of revitalization for various sectors	4	
05	Summary of session		

Session Number: 31
Session Outcome: After this session the student will be able to analyse and evaluate case solutions

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Case analysis	4	Case discussion
15	Debate	4	
05	Summary of session		

Session Number: 32
Session Outcome: After this session the student will be able to   Assess Brand through research on Brand identity

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Brand Assessment through research on Brand identity	4	C& T, Videos
15	Brand Assessment through research on Brand position, image	4	
05	Summary of session		

Session Number: 33
Session Outcome: After this session the student will be able to Assess Brand through research on Brand identity

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Brand Assessment through research on Brand identity	4	C& T, Videos
15	Brand Assessment through research on Brand position, image	4	

05	Summary of session		

Session Number: 34
Session Outcome: After this session the student will be able to carry out Brand Assessment through research

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Brand Assessment through research on Brand identity	4	C& T, Videos
15	Brand Assessment through research on Brand position, image	4	
05	Summary of session		

Session Number: 35
Session Outcome: After this session the student will be able to asses Brand personality

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Personality assessment and change	4	C& T, Videos
15	Personality assessment and change applications	4	
05	Summary of session		

Session Number: 36
Session Outcome: After this session the student will be able to analyse and evaluate case

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Case Analysis	4	Case Discussion
15	Evaluation of alternatives & Recommendation	6	
05	Summary of session		Interaction

Session Number: 37
Session Outcome: After this session the student will be able to evaluate Financial aspects of brands

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Financial aspects of brands	5	C& T, Videos
15	Financial aspects of brands and valuation	6	
05	Summary of session		Interaction

Session Number: 38
Session Outcome: After this session the student will be able to evaluate financial aspects of brands

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Financial aspects of brands and valuation of select brands	5	PPT, C& T, Videos
15	Financial aspects of brands and valuation of vanished brands	6	
05	Summary of session		Interaction

Session Number: 39
Session Outcome: After this session the student will be able to evaluate Branding in different sectors- Consumer

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap	2	Interaction
25	Branding in different sectors,	5	C& T, Videos
15	Branding in customer and industrial sectors	6	
05	Summary of session		Interaction

Session Number: 40
Session Outcome: After this session the student will be able to evaluate Branding in different sectors- Industrial

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap	2	Interaction
25	Branding in select sectors	4	C& T, Videos
15	Branding in select sectors	6	
05	Summary of session		Interaction

Session Number: 41
Session Outcome: After this session the student will be able to   evaluate Branding in different sectors - Retail & service

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap	2	Interaction
25	Branding in select sectors	4	C& T, Videos
15	Branding in select sectors	6	
05	Summary of session		Interaction

Session Number: 42
Session Outcome: After this session the student will be able to evaluate Techno-Branding practices in India

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
25	Techno-Branding in India	4	C& T, Videos
15	Trends in Techno-Branding	6	
05	Summary of session		Interaction

Session Number: 43
Session Outcome: After this session the student will be able to evaluate various Branding Practices of identified organisations

Time(min)	Topic	BTL	Teaching – Learning Method
10	Branding Practices of identified organizations	6	Presentations on Mini-Projects
10	Branding Practices of identified organizations	6	Presentations on Mini-Projects
10	Branding Practices of identified organizations	6	
10	Branding Practices of identified organizations	6	
10	Branding Practices of identified organizations	6	

Session Number: 44
Session Outcome: After this session the student will be able

Time(min)	Topic	BTL	Teaching – Learning Method
10	Branding Practices of identified organizations	6	Presentations on Mini-Projects
10	Branding Practices of identified organizations	6	Presentations on Mini-Projects
10	Branding Practices of identified organizations	6	
10	Branding Practices of identified organizations	6	
10	Branding Practices of identified organizations	6	

Session Number: 45
Session Outcome: After this session the student will be able to evaluate various Branding Practices of identified organisations
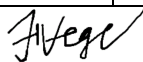
Time(min)	Topic	BTL	Teaching – Learning Method
10	Branding Practices of identified organizations	6	Presentations on Mini-Projects
10	Branding Practices of identified organizations	6	Presentations on Mini-Projects
10	Branding Practices of identified organizations	6	
10	Branding Practices of identified organizations	6	
10	Branding Practices of identified organizations	6	

EVALUATION PLAN:

Evaluation Component	Weightage/Marks	Date	Duration (Hours)	CO 1			CO 2			CO 3			CO 4		
COI Number				1	2	3	1	2	3	1	2	3	1	2	3
BTL				1	2	2	2	4	4	2	5	6	6	6	**6**
Test 1	Weightage (10%)		90 mins	3	3	4									
	Max Marks (20)			6	6	8									
Test 2	Weightage (10 %)		90 mins				3	3	4						
	Max Marks (20)						6	6	8						
Test 3	Weightage (10 %)		90 mins							3	3	4			
	Max Marks (20)									6	6	8			
Active Learning	Weightage (15%)			MINI PROJECT									15 marks		
	Max Marks (15)														
Attendance	Weightage (5%)			ATTENDANCE											
Lab Continuous Evaluation	Weightage (%)	NA		NA											
	Max Marks (20)														
Lab Exam	**Weightage (%)**			NA											
	Max Marks (20)														
SE Lab Exam	**Weightage (%)**			NA											
	Max Marks (20)														
SE Project	**Weightage (%)**			NA											
	Max Marks (30)														
Semester End Exam	**Weightage (50%)**		180 mins	4	4	4	4	4	4	4	4	4	8	8	8
	Max Marks (100)			4	4	4	4	4	4	4	4	4	8	8	8
	Question Number			1	2	3	1	4	4	1	5	6	1	7	8

Course Team members, Chamber Consultation Hours and Chamber Venue details:

S.No.	Name of Faculty	Chamber Consultation Day(s)	Consultation Timings	Chamber Consultation Room	Signature of Course faculty
	Prof. M. Kishore Babu	Wednesday	3-5Pm	Office Chamber	

Hari Kiran
Vege,
Assoc.Dean-TLP

Signature of Course Coordinator   **Recommended by Head of the Dept.** for **Approved by Dean, Academics (with seal)**