



**JAIN**  
DEEMED-TO-BE UNIVERSITY

CMS  
BUSINESS  
SCHOOL



**20<sup>th</sup> November 2021**

**Marketing Area**

**CMS Business School**

**Jain (Deemed-to-be University)**

**Prepared by:**

**Dr. AVR Mahadev**

**Assistant Professor – Marketing**

<b>Contents</b>	<b>Pg. No.</b>
Introduction	3
Sequence of Preparatory Events	4
Summary of Marketing Career Crossroads Event	4
Learnings from Marketing Career Crossroads	5
<b>Annexures</b>	
Annexure 1 : Concept approval from Dean	6
Annexure 2 : Minutes of Faculty Meeting	7
Annexure 3 : Invitation mail to Panel members	8
Annexure 4 : Poster for digital distribution and promotion	9
Annexure 5 : Mail with Call for Registration	10
Annexure 6 : Registered Students list	15
Annexure 7 : Sample of Letter of Appreciation and Gratitude to Panel Members	16
(post-event) Annexure 8: Photographs	17
Annexure 9: Attainment Analysis	21

## Introduction:

The Placement season for the MBA batch of 2020-22 of CMS Business School would begin in Nov 2021. This cohort of students is thus at a crucial crossroad of life - with important career choices to make and aspirations to manage, at a time when the world is still reeling from the drastic changes that the Pandemic has thrown at us! With the objective of guiding our marketing students through these decisions, the Marketing Area of CMS Business School conducts a session (which is aptly named as the "Marketing Career Crossroads"). A similar event was held last year, and the 2021 Marketing Career Crossroads is thus the 3<sup>rd</sup> edition.

This year, the **Marketing Career Crossroads – Part 1 was held virtually on the 20<sup>th</sup> November 2021**. The sessions were held as panel discussions among experienced professionals from various industries. The objective was to provide students with exposure to job roles, career paths and skill sets required for sales and marketing careers across different sectors. The industries were identified on the basis of observing past trend of recruiters of CMS Business School. The faculty from the Marketing Area utilized their personal network to identify the following speakers from 3 different sectors:

	<b>Industry</b>	<b>Resource Person</b>	<b>Designation of Resource Person</b>	<b>Company of Resource Person</b>
1	Retail/ Apparel	Mr. Devtosh Jha	Senior Vice President - Head of Emerging Business	United Colors of Benetton India
2	IT	Mr. Anupam Roy	India Channel Programs Lead	Oracle
3	Digital/ Print Media	Mr. T Jagadish	Associate Vice President - Sales and Marketing	Daily Thanthi Group

## Sequence of preparatory events:

1. The event was approved by the Dean and Director on 21<sup>st</sup> Sept 2020. (Annexure 1)
2. The faculty of the Marketing Area were requested to utilize their network to identify appropriate resource persons during an Area Meeting held on 25<sup>th</sup> Sept (Annexure 2).
3. The panel members were sent formal invitation mails (Annexure 3)

4. Dr. AVR Mahadev created a poster for circulation (Annexure 4)
5. Students were informed about the program and were asked to register for the event vide mail on 19<sup>th</sup> November 2021 (Annexure 5)
6. Student Placement Ambassadors from the Marketing Specializations were roped in as volunteers for the event and their duties and responsibilities explained through meeting on the Zoom Platform on 19<sup>th</sup> November 2021. (Annexure 6).

### **Summary of event**

About 190 students attended the Zoom webinar. (Annexure 8)

Kevin Allen, from the 3<sup>rd</sup> Semester played the role of the MC and Dr. AVR Mahadev facilitated as the moderator for the Panel Discussion.

The session started as scheduled at 2.00 P.M. and the inauguration ceremony was addressed by Dr. Sangeeta Devanathan, Area Chair – Marketing.

The panel moderator, Kevin Allen then started with the introduction of the Panel members of the first session, consisting of Mr. Devtosh Jha, Senior Vice President - Head of Emerging Business, United Colors of Benetton India, Mr. Anupam Roy, India Channel Programs Lead, Oracle and Mr. T Jagadish, Associate Vice President - Sales and Marketing, Daily Thanthi Group. The vote of thanks for the first session was proposed by the Area Chair, Marketing – Dr. Sangeeta Devanathan.

In the session, each panellist spoke about marketing and sales roles and functions in their industry, traced the possible career paths and informed the students about skill sets sought. The panel discussions were followed by a round of Q&A with the students.

Due to active participation from the panellists and the students, the event overshot the scheduled time and concluded at 4 p.m.

As a token of appreciation and gratitude, formal Thank You letters were shared with the panellists along with some photographs of the event (Annexure 7 and Annexure 8).

Feedback forms were shared with the participants through a Google form – the link for which was shared with students. The feedback of student participants was recorded, basis which an attainment analysis was conducted. (Annexure 9)

### **Learnings from the Events**

Delving into their personal experiences and expertise, nuggets of doable information was shared by all the speakers. Each of them emphasised on the fact that beyond studies there are few traits that an individual must possess which makes their candidature strong and impactful.

Some of the common points raised by the eminent speakers are in-depth knowledge about the subject concerned and current happenings around the subject. A general understanding about the world of business and information pertaining to it. Sincerity of purpose, a curiosity to know more and learn more. Taking up challenges, working in teams, onus of taking responsibility, positive attitude, humility, sharing success, impeccable communication abilities and many more that builds a strong personality.

Industry or the corporate world is in need of individuals and people who are committed to organizational goals and ready to walk that extra mile to build not only their own resume but also add to the bottom-line of the organization. Last but not the least to do Certification courses beyond the University studies that shall strengthen their knowledge base at the same time increase their personal market potential.

## Annexure 1

### Proposal for Marketing Career Crossroads

Date: 21-Sep-2021

For the approval of Dean, CMS Business School

Dear Sir,

Sub: Proposal for Conducting **Marketing Career Crossroads**

The 3<sup>rd</sup> Semester Students of the 2019-21 batch are at the ‘crossroads’ of their career, with a number of important decisions on choice of industry, role, salary etc. that they need to make in the next couple of weeks – as they start their Placements season. The Marketing Area therefore proposes to hold an event called “**Marketing Career Crossroads**” where we intend to invite speakers from various industries to give students insights on i) Career paths in the industry, ii) what each job profile entails, and iii) the skills sets that are sought for that industry. A similar event was held for the 1<sup>st</sup> time last year (2019) and it was widely appreciated by the students of the previous batch – we may thus expect a similar reaction this year.

The details are as follows:

Title: **Marketing Career Crossroads, 2020**

Duration: **4 Hours**

Resource persons:

**TBA.**

We are in the process of finalizing the resource persons for this event. We intend to invite senior professionals with 15+ years of experience from across industries that are common recruiters at our campus.

The industries identified are: 1) Banking and Financial Services, 2) E-Commerce and Retail, 3) Real Estate, 4) Media and Advertising, 5) Digital Marketing, 6) FMCG, 7) Manufacturing, 8) Marketing Research and Analytics, 9) IT and ITES

Expected participants: **200**

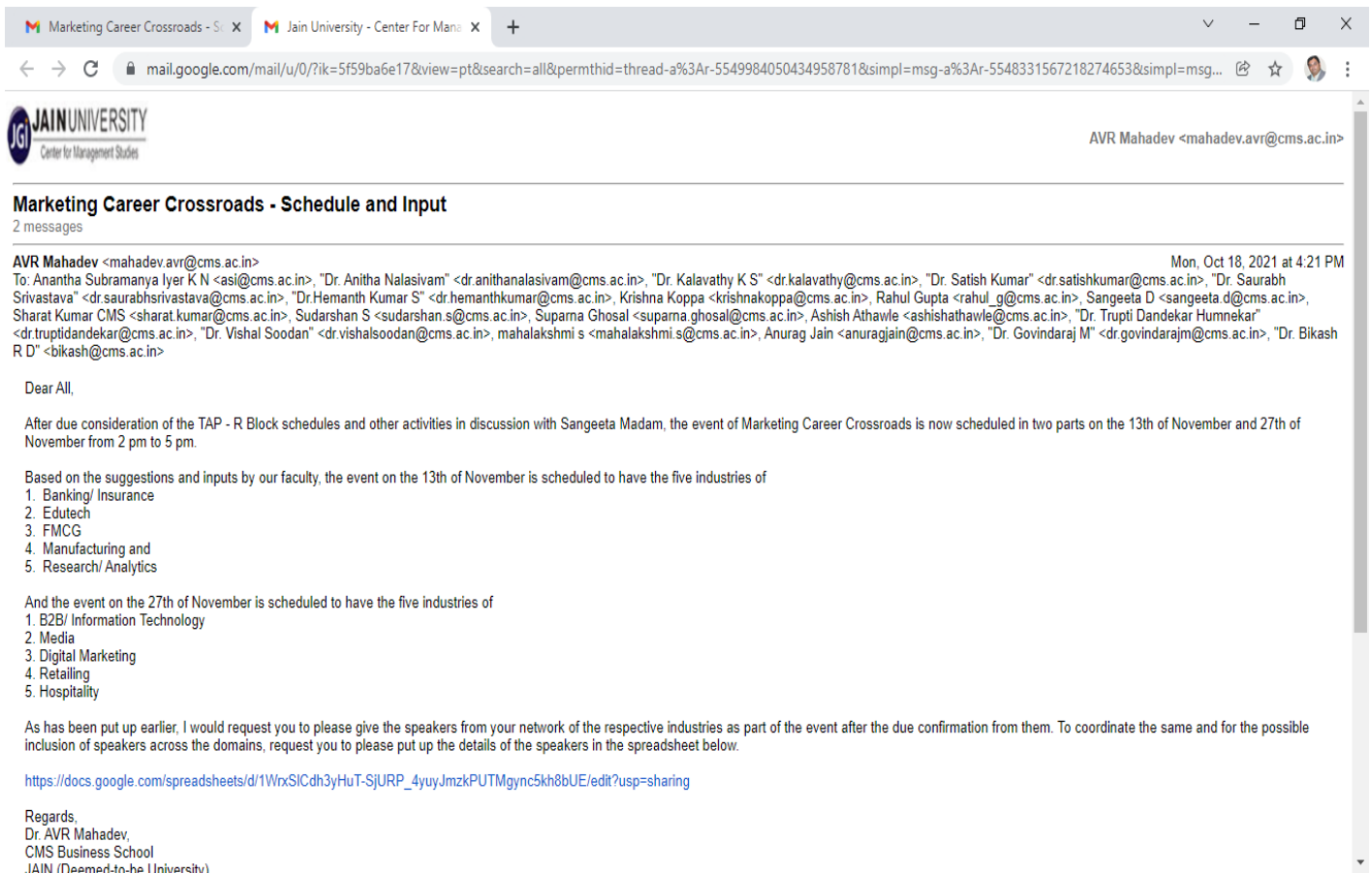
Date : We intend to have this program in the form of 2 Panel discussions on **10<sup>th</sup> Oct 2020 (Saturday) between 9.00 A.M to 12.30 P.M.** Given the current pandemic situation, the event would be conducted virtually on the Zoom platform.

Kindly approve the same.

Regards

**Marketing Career Crossroads Team**

### Annexure 2 : Minutes of Faculty Meeting



Marketing Career Crossroads - Schedule and Input  
2 messages

AVR Mahadev <mahadev.avr@cms.ac.in> Mon, Oct 18, 2021 at 4:21 PM  
To: Anantha Subramanya Iyer K N <asi@cms.ac.in>, "Dr. Anitha Nalasisvam" <dr.anithanalasisvam@cms.ac.in>, "Dr. Kalavathy K S" <dr.kalavathy@cms.ac.in>, "Dr. Satish Kumar" <dr.satishkumar@cms.ac.in>, "Dr. Saurabh Srivastava" <dr.saurabhsrivastava@cms.ac.in>, "Dr. Hemant Kumar S" <dr.hemantkumar@cms.ac.in>, Krishna Koppa <krishnakoppa@cms.ac.in>, Rahul Gupta <rahul\_g@cms.ac.in>, Sangeeta D <sangeeta.d@cms.ac.in>, Sharat Kumar CMS <sharat.kumar@cms.ac.in>, Sudarshan S <sudarshan.s@cms.ac.in>, Suparna Ghosal <suparna.ghosal@cms.ac.in>, Ashish Athawle <ashishathawle@cms.ac.in>, "Dr. Trupti Dandekar Humnekar" <dr.truptidandekar@cms.ac.in>, "Dr. Vishal Soodan" <dr.vishalsoodan@cms.ac.in>, mahalakshmi s <mahalakshmi.s@cms.ac.in>, Anurag Jain <anuragjain@cms.ac.in>, "Dr. Govindaraj M" <dr.govindarajm@cms.ac.in>, "Dr. Bikash R D" <bikash@cms.ac.in>

Dear All,

After due consideration of the TAP - R Block schedules and other activities in discussion with Sangeeta Madam, the event of Marketing Career Crossroads is now scheduled in two parts on the 13th of November and 27th of November from 2 pm to 5 pm.

Based on the suggestions and inputs by our faculty, the event on the 13th of November is scheduled to have the five industries of

1. Banking/ Insurance
2. Edutech
3. FMCG
4. Manufacturing and
5. Research/ Analytics

And the event on the 27th of November is scheduled to have the five industries of

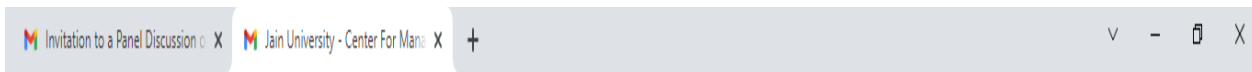
1. B2B/ Information Technology
2. Media
3. Digital Marketing
4. Retailing
5. Hospitality

As has been put up earlier, I would request you to please give the speakers from your network of the respective industries as part of the event after the due confirmation from them. To coordinate the same and for the possible inclusion of speakers across the domains, request you to please put up the details of the speakers in the spreadsheet below.

[https://docs.google.com/spreadsheets/d/1WrxSICdh3yHuT-SjURP\\_4yuyJmzkPUTMgync5kh8bUE/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1WrxSICdh3yHuT-SjURP_4yuyJmzkPUTMgync5kh8bUE/edit?usp=sharing)

Regards,  
Dr. AVR Mahadev,  
CMS Business School  
JAIN (Deemed-to-be University)

### Annexure 3 : Invitation Mail (Sample)



AVR Mahadev <mahadev.avr@cms.ac.in>

#### Invitation to a Panel Discussion on Marketing Career Crossroads

3 messages

AVR Mahadev <mahadev.avr@cms.ac.in>  
To: Devtosh Kumar Jha <devtosh.jha@gmail.com>  
Cc: Sangeeta D <sangeeta.d@cms.ac.in>

Tue, Nov 16, 2021 at 10:14 AM

Dear Mr.Devtosh,

Greetings from the Marketing Area of the CMS Business School, Jain (Deemed-to-be University).

The Placement season for the MBA batch of 2012022 of CMS Business School would begin shortly. This cohort of students are thus at a crucial crossroad of life - with important career choices to make and aspirations to manage, at a time when the world is still reeling from the drastic changes that the Pandemic has thrown at us! With the objective of guiding our marketing students through these decisions, the Marketing Area of CMS Business School conducts a session (which is aptly named as the "Marketing Career Crossroads") around the same time each year.

This year, the **Marketing Career Crossroads** is being held virtually on **20th November 2021**. The session would be held as a panel discussion among experienced professionals from various industries.

We are highly obliged that you have accepted to be a panelist for the discussion, and look forward to your inputs on i) career options in the marketing and sales domain in your industry, ii) the typical career paths and the iii) the skill sets that are sought for marketing and sales professionals in your industry. The panel discussion would be followed by a free-flowing Q&A session with our students.

Other relevant details would be shared with you shortly. Thank you once again for accepting our invite. Look forward to the interaction on the 20th of November.

Regards,  
Dr. AVR Mahadev,  
CMS Business School  
JAIN (Deemed-to-be University)  
No.17, Sheshadri Road, Gandhi Nagar  
Bangalore - 560009



**Annexure 4 : Poster**

**JGI JAIN** DEEMED-TO-BE UNIVERSITY

← →

**MARKETING  
CAREER  
CROSSROADS**

20<sup>th</sup> November, 2021  
02:00 - 03:30 PM

**Mr. Anupam Roy**  
India Channel Programs Lead  
Oracle

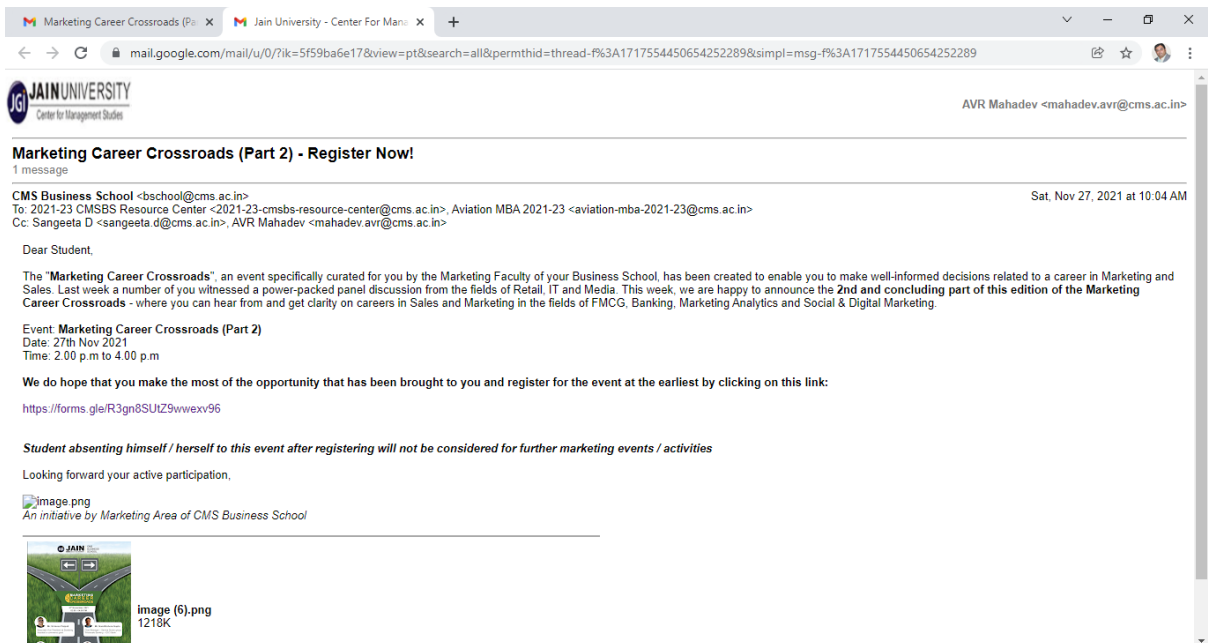
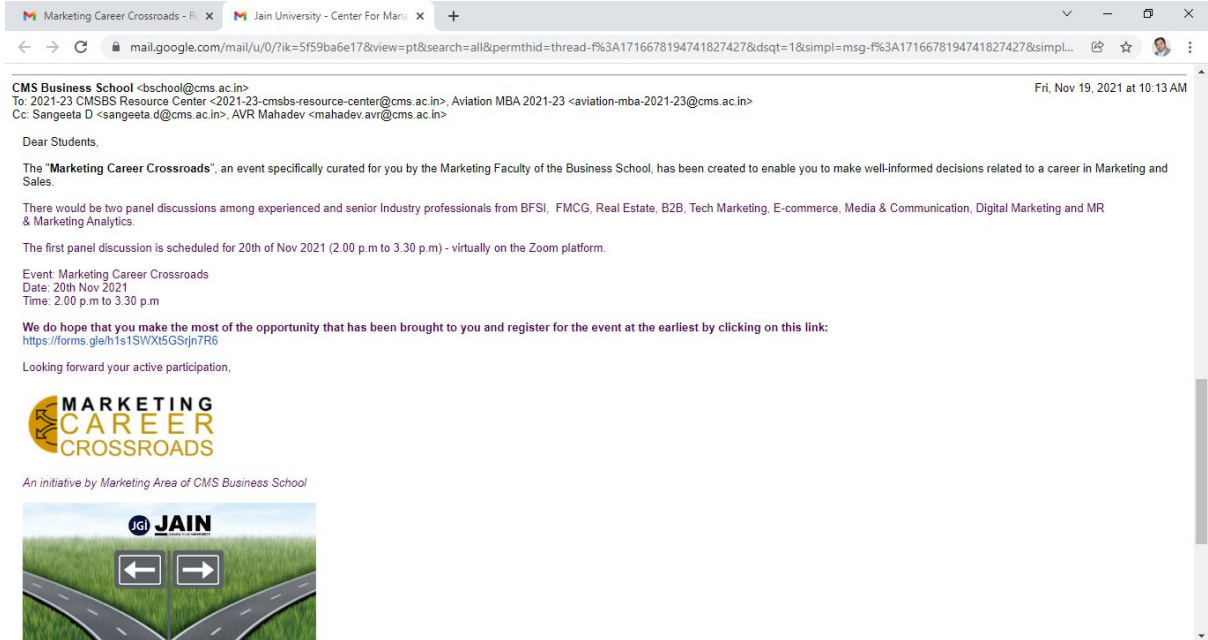
**Mr. Devtosh Jha**  
Senior Vice President  
Head of Emerging Business,  
United Colors of Benetton India

**Mr. Jagadish T**  
Associate Vice President  
Sales and Marketing  
Daily Thanthi Group

WEBINAR ID: 946-3864-7097  
PASSWORD: 12345  
A Marketing Area Initiative

bschool.cms.ac.in

## Annexure 5: Call for registrations



### Annexure 6: Registrations

#### Registrations for Marketing Career Crossroads 20<sup>th</sup> November 2021

S.No	STUDENT NAME	SECTION	EMAIL ID
1	A VENKAT SANDEEP	CM1	venkat_sandeep21@cms.ac.in
2	Aafaque Muazzam A	CM1	aafaque_m20@cms.ac.in
3	Aakash Mathew	CM	aakash_mathew20@cms.ac.in
4	Abhishek Lakshman K	MF-1	abhishek_lk20@cms.ac.in
5	Abhishek Sharma	MHR	abhishek_sharma20@cms.ac.in
6	Abin Anil	CM1	abin_anil20@cms.ac.in
7	Adhira R	L	adhira_r21@cms.ac.in
8	Aditya G	MHR	aditya_g20@cms.ac.in
9	Adyasha Praharaj	F	adyasha_praharaj21@cms.a
10	Akash thapa	Cm 02 online	akash_thapa20@cms.ac.in
11	Akshata Bellad	CM1	akshata_b20@cms.ac.in
12	Akshay A V	MHR	akshay_a20@cms.ac.in
13	Amarjot Singh	MF1	amarjot_singh20@cms.ac.in
14	AMIT SHARMA	CM1	amit_sharma20@cms.ac.in
15	Amritapa Chattopadhyay	CM2	Amritapa_chattopadhyay20@cms.ac.in
16	Ananya m gowda	MF -1	ananya_mgowda20@cms.ac.in
17	Anisha Anand	MF	anisha_a20@cms.ac.in
18	Anjali Krishnan	MHR	anjali_k20@cms.ac.in
19	Anjali LM	MHR	anjali_l20@cms.ac.in
20	Anshika Walani	CM1	anshika_w20@cms.ac.in
21	Anushka Chokse	CM2	anushka_chokse20@cms.ac.in
22	ANUSHREE C NAMBIAR	MHR	anushree_cn20@cms.ac.in
23	ARAVIND UNNIKRISHNAN	CM1	aravind_u20@cms.ac.in
24	Aravind.R	D	aravindar_21@cms.ac.in
25	Archana Krishnan	MHR	archana_k20@cms.ac.in
26	Arpam Bakliwal	MF1	arpan_bakliwal20@cms.ac.in
27	Arun Kumar M	Cm2	arun_m20@cms.ac.in
28	Ashik Paul	MF1	ashik_p20@cms.ac.in
29	Ashik Paul	MF	ashikpaul38@gmail.com
30	Ashil K Abbas	CM1	ashil_abbas20@cms.ac.in
31	Ashish Kumar	CM 1	Ashish_k20@cms.ac.in
32	Ashith Gowda	O	ashith54@gmail.com
33	Ashwin shukla	Mf	ashwinshukla944@gmail.com



34	Athul Biju	MHR	athul_b20@cms.ac.in
35	Athulya Premanand	CM1	athulya_premanand21@cms.ac.in
36	Ayushi Sahu	MHR	ayushi_s20@cms.ac.in
37	Bharanikrishna	CM02	bharanikrishna_20@cms.ac.in
38	Billa V V Siva Rama Kousic	CM1	kousic_sivaram20@cms.ac.in
39	Bola Venkata Chakradhar	MF1	bola_vc20@cms.ac.in
40	C TEJAS	CM2	tejas_c20@cms.ac.in
41	chavasuki bt	MHR	chavasuki_bt21@cms.ac.in
42	CHIMALA LIKHITH REDDY	MF1	chimalalikhith_reddy20@cms.ac.in
43	Chimala Likhith Reddy	MF1	chimalalikhith_reddy20@cms.ac.in
44	Chitra K V	MF1	chitra_kv20@cms.ac.in
45	Cleonna John Prakash	MHR	cleonna_john20@cms.ac.in
46	Darisha Siva Krishna Guna Sai	MF1	darisha_s20@cms.ac.in
47	Deepika	MF	Deepika_j20@cms.ac.in
48	Deepthi Bojamma	MF	deepthi_bt20@cms.ac.in
49	Deepthi V	H	deepthi_v21@cms.ac.in
50	Devika Jain	MF online	devika_jain20@cms.ac.in
51	Divya dangi	CM2	divyadangi1999@gmail.com
52	Divya Sinha	MHR	divyasinha4848@gmail.com
53	Divyanshu	CM1	divyanshu_raj2020@cms.ac.in
54	Ekta Agarwal	E	ekta_agarwal21@cms.ac.in
55	Furqaan Tahir	MHR	Furqaan_t20@cms.ac.in
56	G Lakshmi Venkata Rohith	CM2	lakshmi_venkata20@cms.ac.in
57	Gaurav Kumar	MHR	Gaurav_kumar21@cms.ac.in
58	Gauri Prasad	CM1	gauri_prasad21@cms.ac.in
59	Gowtham Tanneru	G	gowtham_tanneru21@cms.ac.in
60	Grishma pagaria	CM2	Grishma_p20@cms.ac.in
61	Harini Rajan	K	harini0801@gmail.com
62	HARSHDEEP KALRA	MF	harshdeep_k20@cms.ac.in
63	Hema K	MHR	kommuh20@cms.ac.in
64	Herald Felix C	MHR	felixherald67@gmail.com
65	Isha Priya	MF1	isha_p20@cms.ac.in
66	Jisna George	MHR	Jisna_george20@cms.ac.in
67	Junaid mc	MHR	junaidm_mc20@cms.ac.in
68	Junaid Shah	CM-2	junaid_shah20@cms.ac.in
69	K Manoj Kumar	MHR	katta_manoj20@cms.ac.in
70	Kabir Rout	A	kabir_rout21@cms.ac.in
71	KARTHIK M	MF	karthik_m20@cms.ac.in



72	Katherine Albert	CM1	katherine_a20@cms.ac.in
73	Kaustabh Bhattacharya	CM2	kaustabh_b20@cms.ac.in
74	Keerthan T P	MF	Keerthan_t2020@cms.ac.in
75	Kevin Allen	CM1	kevin_allen20@cms.ac.in
76	KEVIN JOSEPH SAJI	Section A	kevin_joseph21@cms.ac.in
77	KURUBA NITHEESH KUMAR	MF	nitheesh_kuruba20@cms.ac.in
78	Lakshmi Jayan	CM2	lakshmi_j20@cms.ac.in
79	Lakshmi shyam sunder	MHR	lakshmishyam2955@gmail.com
80	Manish.R	CM2	manish_20@cms.ac.in
81	MEGHA.B.R	CM2	megha_br20@cms.ac.in
82	Mithun	MHR	mithun_k20@cms.ac.in
83	Mohamed Sahil M C	N	mohamed_sahilmc21@cms.ac.in
84	Mohammed Basim	CM2	mdbasim137@gmail.com
85	Mohammed safwan	CM2	mohammed_safwan20@cms.ac.in
86	MOHAMMED SHAREEF	MHR	mohammed_s20@cms.ac.in
87	Mohith K G	CM2 online	mohith_kg20@cms.ac.in
88	Monika	CM1	monika_20@cms.ac.in
89	N N MOURYA	MF	mourya_nn20@cms.ac.in
90	N. Priyanka	MHR	priyanka_n20@cms.ac.in
91	Naibedy Purusottam	MHR	naibedy_p20@cms.ac.in
92	Namratha T sudheesh	MHR	namratha_s20@cms.ac.in
93	Naveena G	MHR	Naveena.gajulu@gmail.com
94	NaveenKumar S	M	naveenkumar_s21@cms.ac.in
95	Neetha John	CM1	neetha_mj20@cms.ac.in
96	Neha S Kumar	CM2	neha_kumar20@cms.ac.in
97	Nihal Raj	CM 1	nihal_raj20@cms.ac.in
98	Nikhil	Mf	nikhilthimaiah@gmail.com
99	Nikhil K N	CM02	nikhil_kn20@cms.ac.in
100	Nikita soni	MHR	2111nikitasoni@gmail.com
101	Nikki Niharika	CM2	nikki_n20@cms.ac.in
102	Nireeksha hegde	CM1	nieeksha.ht74@gmail.com
103	Nirupama p	MHR	nirupama_p20@cms.ac.in
104	Nithesh Nayak V	MHR	nithesh_nayak20@cms.ac.in
105	Nivedita agrawal	Cm2	nivedita_agrawal20@cms.ac.in
106	NUTHAN K KUNJUMON	MHR	nuthan_k20@cms.ac.in
107	Pallabi Majumder	MF	pallabi_m20@cms.ac.in
108	Parvathy S Nair	MHR	Parvathy_sn20@cms.ac.in
109	Paul mitchel	CM1	paul_mitchel20@cms.ac.in



110	Pavan Gowda K R	Marketing and finance	Pavangowda6426@gmail.com
111	Pooja Babu	CM1	pooja_babu20@cms.ac.in
112	Prabhakaran G	MHR	prabhakaran_g20@cms.ac.in
113	Prabhu deva	MF	prabhudeva_20@cms.ac.in
114	PRACHI GOYAL	CM1	prachi_g20@cms.ac.in
115	Pradyumna H	MF	pradyumna_h20@cms.ac.in
116	Prajakta Kalghatgi	MHR	prajakta_k20@cms.ac.in
117	Prajeeth r	CM2	prajeeth-r20@cms.ac.in
118	Prarthana Medhi	cm1	Prarthana_medhi20@cms.ac.in
119	Prasanna Kumar Patnaik	MHR	prasanna_kp20@cms.ac.in
120	Prathibha menon r	Cm2	prathibha_mr20@cms.ac.in
121	Praveen kumar B	CM1	Praveen_k20@cms.ac.in
122	Prayash Debta	MF1	prayashdebta@gmail.com
123	Prerona Dutta	MHR	Prerona_dutta20@cms.ac.in
124	Princy Edward	M	princy_edward21@cms.ac.in
125	Priya S Raj	MF1	priya_s20@cms.ac.in
126	Priyanka Kumari	MHR	priyanka_k20@cms.ac.in
127	Punith Kumar	MHR	punith_k20@cms.ac.in
128	Raghava Surya M	CM1	raghava_m20@cms.ac.in
129	Rahul	Mhr	sai_rahul20@cms.ac.in
130	Ranjitha SG	A	ranjitha_sg21@cms.ac.in
131	Rishi Ganesh	MHR	rishi_g20@cms.ac.in
132	Ritheek R	CM2	ritheek_r20@cms.ac.in
133	S B Yashas	H	yashas_sb21@cms.ac.in
134	S Kailash Kumar	MHR	kailash_sk20@cms.ac.in
135	Sachin Gurkar N	CM1	sachin_gn20@cms.ac.in
136	Sahithya S N	MHR	sahithya_sn20@cms.ac.in
137	Sai Priya B	CM2	saipriya_balachandra20@cms.ac.in
138	Sakshee Jaiswal	MHR	Sakshee_jaiswal20@cms.ac.in
139	Sakshi Singh	CM1	sakshisingh_20@cms.ac.in
140	Sandeep M	MHR	sandeep_m20@cms.ac.in
141	Sanjana	Cm2	sanjana_20@cms.ac.in
142	Santhosh holla V M	MF	Santhosh_holla20@cms.ac.in
143	saritha reddy	MHR	saritha_rs20@gmail.com
144	Sathan Ravichandran	MHR	sathan_ravichandran21@gmail.com
145	Seenia Sajan	MHR	seenia_s20@cms.ac.in
146	Seetha.S	G	seetha_s21@cms.ac.in
147	Senthil Raghavan	MHR	senthil_raghavan21@cms.ac.in



148	Shivani Modani	CM-02	shivani_modani20@cms.ac.in
149	SHIVANI S	H	shivani_s21@cms.ac.in
150	Shivani sharma	CM1	shivani_sharma21@cms.ac.in
151	Shivankur Ghosh	MF1	shivankur_ghosh21@cms.ac.in
152	Shree Hari.R	MHR	shreehari_r20@cms.ac.in
153	Shreyosi Ojha	CM1	shreyosi_ojha20@cms.ac.in
154	Shruthi R	MF	shruthi_r20@cms.ac.in
155	Shubhi Mishra	L	shubhi_m21@cms.ac.in
156	Siddalingayya Mathapati	CM2	Siddalingayya_m20@cms.ac.in
157	Siddharth S	MHR	siddysuneeth@gmail.com
158	Sidharth singhee	CM1	sidharth_s20@cms.ac.in
159	Spoorthi Bhat	MHR	Spoorthi_b20@cms.ac.in
160	sri vignesh M	CM1	srivignesh_m20@cms.ac.in
161	Sridevi S	MHR	sridevi_s20@cms.ac.in
162	Sriram Rajan	G	sriram_rajan21@cms.ac.in
163	STR SRI KUMARAN	20MHR	sri_kumaran20@gmail.com
164	Suhas S K	MF 1	suhas_sk20@cms.ac.in
165	Sushanth S	MF2	Sushanth_s20@cms.ac.in
166	Sushma Bt	CM1	sushma_bt2021@cms.ac.in
167	Syed Daniyal Rahman	CM1	Syed_daniyal21@cms.ac.in
168	Tharunika Lakshmi.K	MHR	tharunika_kl20@cms.ac.in
169	Thiyanesh	CM1	Thiyanesh_20@cms.ac.in
170	Thumnala sneha sindhu	CM1	thummala_ss20@cms.ac.in
171	Tisha Shah	CM1	tisha_shah21@cms.ac.in
172	Urvashi soni	Cm-2	Urvashi_soni20@cms.ac.in
173	Utkarsh Singh	M	Utkarsh_s21@cms.ac.in
174	Uttej S	MF	uttej_s20@cms.ac.in
175	V VENKATA SAI HASINI	MF	venkata_vsh20@cms.ac.in
176	Vadodaria sakshi	Cm1	Vadodaria_sd20@cms.ac.in
177	Vanshika Tulsian	CM2	vanshika_t20@cms.ac.in
178	Varija P	MF	varijaprakash123@gmail.com
179	VARSHA R	MHR	varsha_r20@cms.ac.in
180	VarshiniM	Mhr	varshini_m20@cms.ac.in
181	Vasudev Krishnamurthy Tonape	CM1	vasudev_tonape21@cms.ac.in
182	Vineet Kumar	CM2	vineet_kumar20@cms.ac.in
183	Vishal S	MF	vishal_s20@cms.ac.in
184	Vivek Mohankumar Nair	Marketing and Finance	vivek_mohankumar20@cms.ac.in
185	Vivek S	MHR	vivek_soli20@cms.ac.in

186	Yash Aryan	CM02	yash_aryan20@cms.ac.in
187	Yash Vir Singh	CM02	yash_vir20@cms.ac.in
188	Yashika Kalra	MHR	Yashika_k20@cms.ac.in
189	Yeshwanth	CM1	yeshwanth_b20@cms.ac.in
190	Ziniya Debnath	L	ziniya_d21@cms.ac.in

## Annexure 7 : Sample of thank-you letters



3-Dec-2021

Mr. Devtosh Jha,  
 Head of Emerging Business,  
 United Colors of Benetton

Dear Mr. Devtosh,

The faculty of the Marketing Area of CMS Business School, Jain (Deemed-to-be University), would like to express their appreciation to you for speaking about careers in marketing & sales in the area of Retail and Fashion at the 3<sup>rd</sup> edition of Marketing Career Crossroads that was held on 20<sup>th</sup> Nov 2021.

Thank you for taking the time to address our students. The positive responses from the participants are a reflection of your valuable inputs.

Once again, thank you for making the Marketing Career Crossroads successful, and we look forward to your continued support in the future.

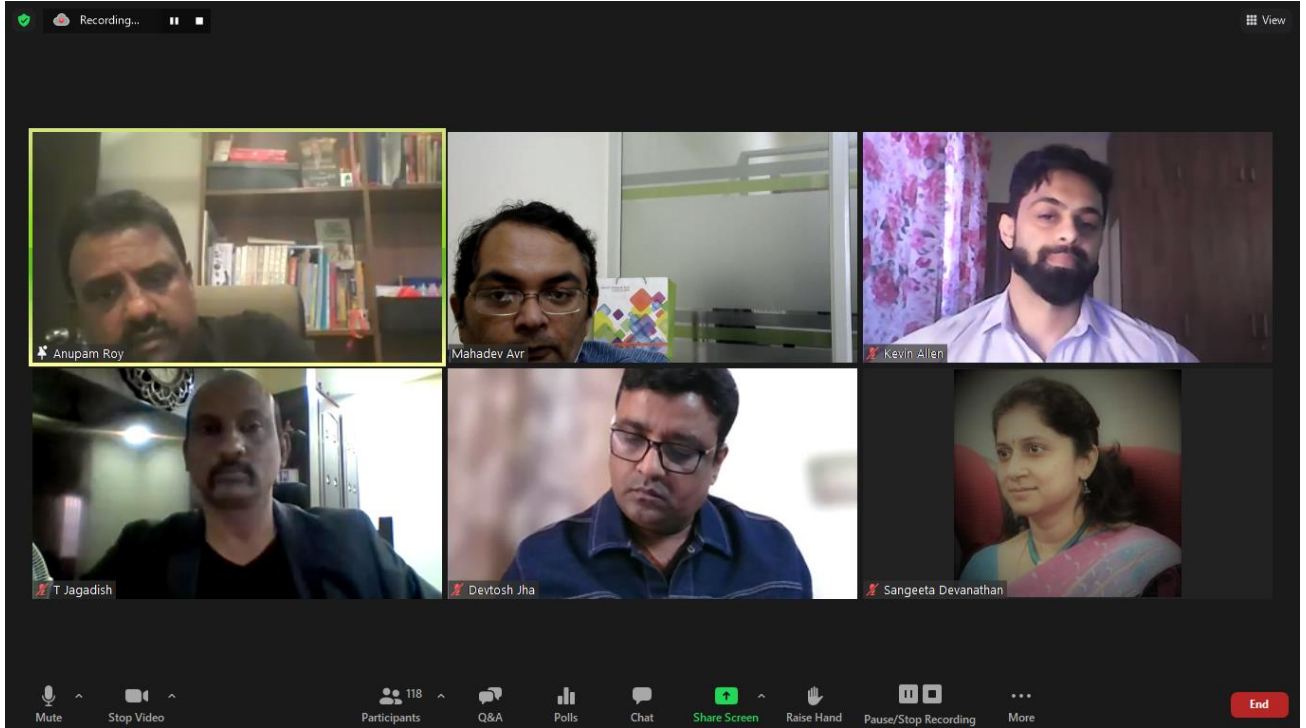
With best regards,



Dr. Sangeeta Devanathan  
 Area Chair – Marketing  
 CMS Business School  
 Jain (Deemed-to-be University)



### Annexure 8 : Photographs







### Annexure 9

#### Feedback and Attainment Calculation

	Wt Score ▶	5	4	3	2	1			
Questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Wt. Score	Max score
The Activity was interactive and included all participants well	PO1 PO2 PSO1PSO2	46	45	56	43	0	190	664	950
The Activity enhanced by understanding of Marketing	PO2 PSO1	55	44	47	44	0	190	680	950
The Activity was conducted well	PO5 PSO2	48	44	46	52	0	190	658	950
The Activity required me to apply classroom theory into action	PO3 PO7 PSO1PSO3	51	55	43	41	0	190	686	950
The Judges were fair in their assessment	PO4 PO6 PSO1	41	50	41	58	0	190	644	950
The event helped you in identifying and successfully using certain tools and platforms for problem solving	PO7 PSO1PSO2	49	44	44	53	0	190	659	950
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO2 PSO1PSO2PSO3	42	48	49	51	0	190	651	950

#### Attainment Calculation:

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Captured By	Total Attainment Score	Level Achieved
PO1	70%							Q1		
PO2	70%	72%					69%	Q1 Q2		
PO3				72%				Q4		
PO4					68%			Q5		
PO5			69%					Q3		
PO6					68%			Q5		
PO7				72%		69%		Q4 Q6		
PSO1	70%	72%		72%	68%	69%		Q1 Q2 Q4 Q5 Q6	70%	3
PSO2	70%		69%			69%		Q1 Q3 Q6	70%	2
PSO3				72%				Q4	72%	3