



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2018)

School: School of Management

Program: MBA (BIS/MaC)

Course: Digital Marketing (Jury Presentation)

Course Code: MGT602

Semester: III

Max Marks: 100

Duration (mins): 15 minutes

Name of the Student: _____

URN: _____

S.No.	Evaluation Parameter	Maximum Marks	Marks Obtained
1	Quality of Presentation: Objectives, scope & structure of presentation, color schemes, fonts, pictures, animation, use of supporting material for presentation, etc.	20	
2	Communication Ability: Clarity of thought & expression, correct usage of language, transforming concepts into proper presentation, delivery style, eye-contact, body-language and confidence	20	
3	Subject Knowledge: Level of Study, Depth of Knowledge,	20	
4	Research focus: Research design, appropriateness of methodology, application of research tools and techniques, data analysis, presentation, interpretation, etc.	20	
5	Handling Question Answers: Preparedness for unexpected and tricky questions, convincing ability and precise response to questions.	20	
	Total Marks	100	

Remarks (if any):

Signature of the Jury:

Signature of the Student:

Name of the Jury: