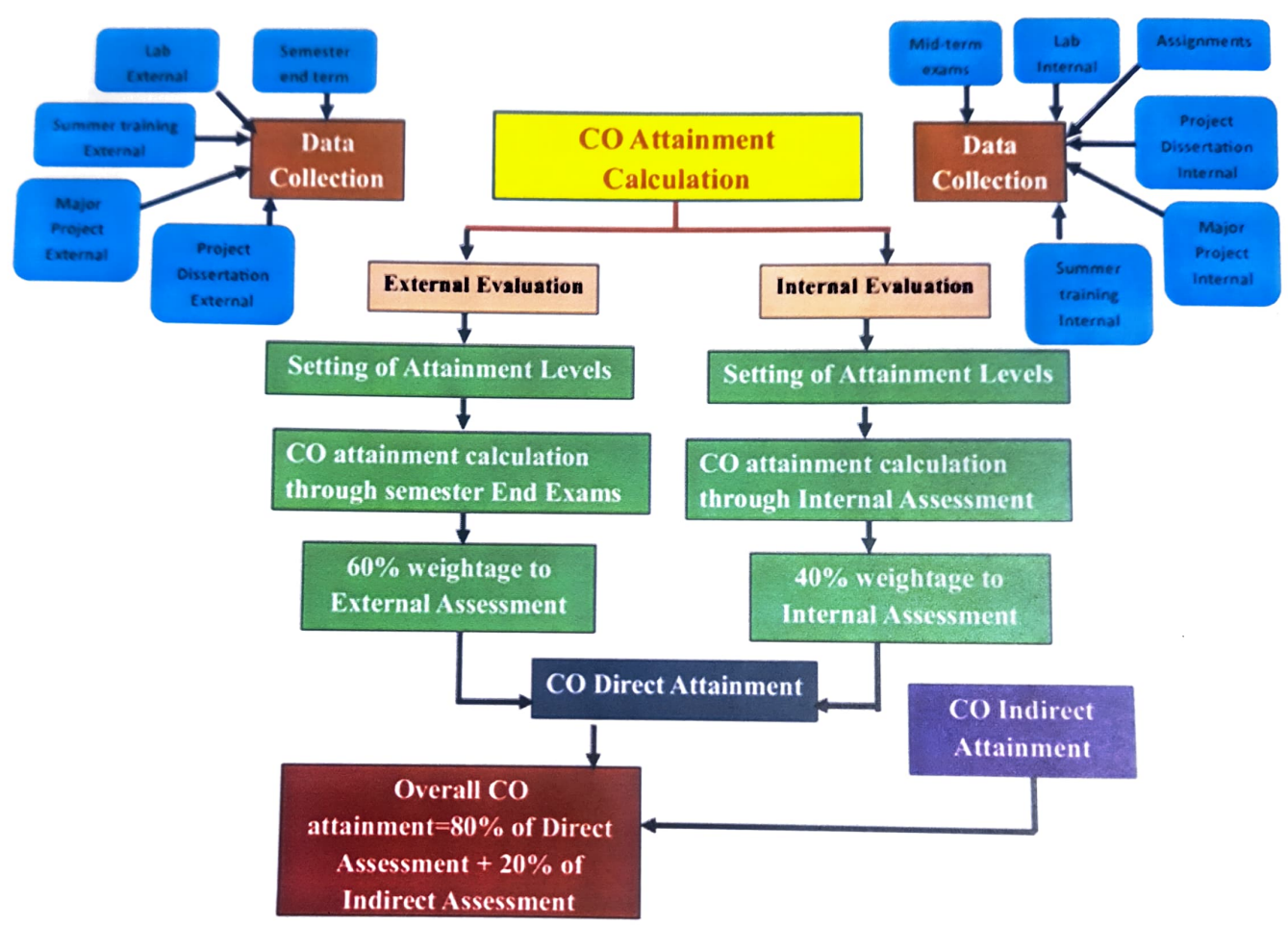


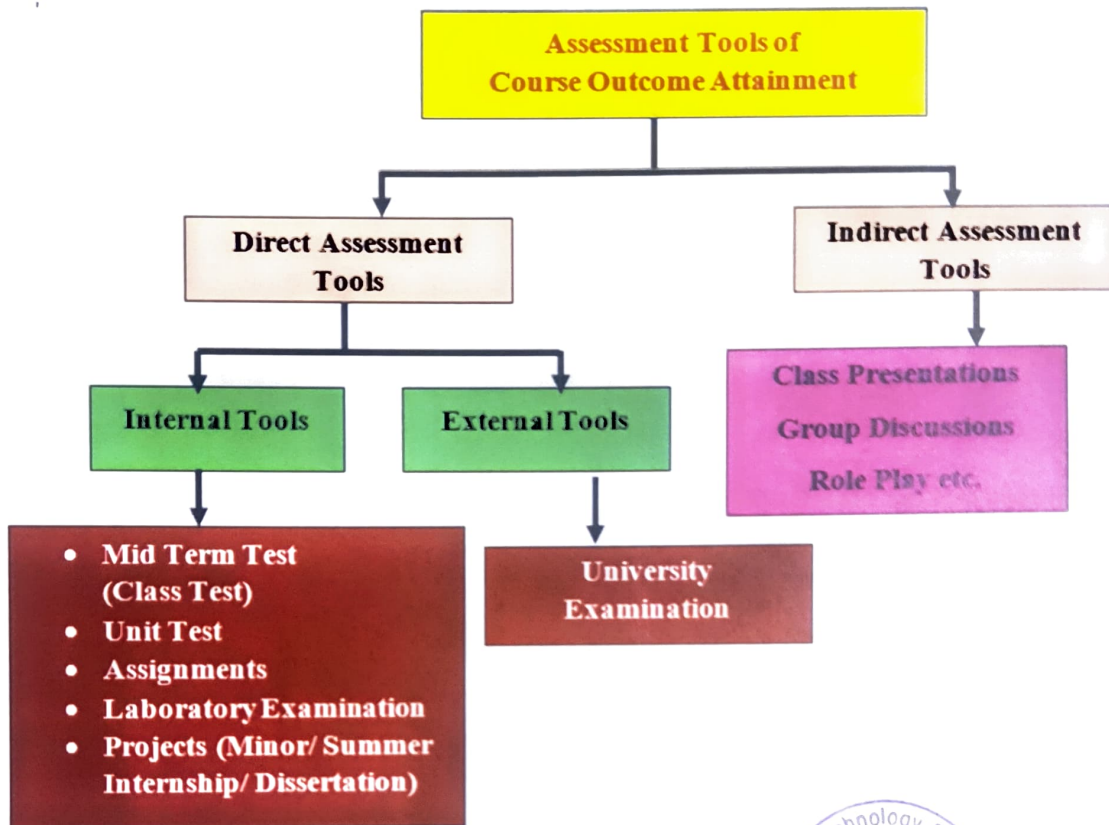


INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT
 Accredited 'A' Grade by NAAC & Recognised U/s 2(f) of UGC act
 Rated Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi
 Approved by AICTE & Affiliated to GGS Indraprastha University, New Delhi



Rachita Rana
 Dr. Rachita Rana
 Director
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 Management New Delhi





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 Institute of Information Technology & Management, New Delhi



Presentation Evaluation Scheme-MBA

Criteria	Levels/Marks achievable in COs			
	Levels	Good (3)	Fair(2)	Needs Improvement(1)
	Range	(20-16)	(15-8)	(7-0)
	Criteria-wise Marks with marking parameters			
Content & Relevance	5	Comprehensive and complete topic related information.	Most important information covered;	Significant information omitted
		Background topic research, accurate factual data and its relevance in real life included	Only background topic research conducted. Some factual data omitted	No background research or relevance in real life done
Content Organization & Creativity	5	Information presented is logical, <u>interesting</u> <u>sequence</u> which audience can follow	Information presented is logical, which audience can follow	Audience has difficulty following presentation because student jumps around
Presentation Skills & Dress Code	5	Maintains eye contact with audience & seldom refers to notes or slides	Maintains eye contact for most of the time, but frequently returns to notes/slides	Occasionally maintains eye contact, read majorly from slides/notes
		Good Color scheme used & Fonts used to enhance the content	Color Scheme & Fonts are clashing, Color somewhat enhances the content	No Color Scheme used. Font size and color is randomly used
		Formal dress code is being followed.	Semi-Formal dress code is being followed.	Formal dress code is not being followed.
		Good Volume & energy, proper pace and diction with appropriate gestures	More Volume/energy needed at times, fair pace & diction, appropriate gestures	Low Volume & energy, pace too slow or fast, distracting gestures
Query Handling & Confidence	5	All class questions answered with explanations and elaborations	Only elementary questions could be answered	No questions were answered
		Absolute confidence while answering	Confused & Unsure of answers	Low Confidence
Total Marks	20			

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INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Presentation Schedule for Cycle No:1

Cours		Sem: IV	Batch: 2022-24	Date & Time
S.No	Student Name	Presentation Topic		
1	Saaniya Tanwar	Sustainable Business Practices		
2	Mohammad Saood	Impact of Artificial Intelligence on Business		
3	Mohd Saami Naseer	Blockchain Technology in Supply Chain Management		(15-02-24) (9:30-10:30 a.m)
4	Divya Sharma	Corporate Social Responsibility in the Modern Era		
5	Deepanshu Tyagi	Diversity and Inclusion in the Workplace		
6	Manisha	Digital Transformation in Traditional Businesses		
7	Avneesh Kumar	The Gig Economy and Its Implications for Businesses		
8	Paras Chhabra	Fintech Innovations and Their Impact on Banking		
9	Manish Pal	The Future of Remote Work Post-Pandemic		
10	Pooja Dhami	Strategic Management in the Digital Age		
11	Aakriti Chauhan	Data-Driven Decision Making in Business		
12	Sahil Batra	Leadership Challenges in a Globalized World		(15-02-24) (10:30-11:30 a.m)
13	Anisha Gambhir	The Role of Big Data in Business Strategy		
14	Abhijeet Kumar	Marketing Strategies in the Age of Social Media		
15	Simran Rajora	Ethical Issues in Business: A Modern Perspective		
16	Sonika	Impact of Globalization on Small and Medium Enterprises (SMEs)		
17	Aman Yadav	Consumer Behavior Trends in the Digital World		
18	Ishant Dhawan	Emerging Markets: Opportunities and Challenges		
19	Ritik Bharti	The Role of Innovation in Competitive Advantage		
20	Cheshta Arora	Managing Change in Organizations		
21	Kirti Saini	Financial Risk Management in Uncertain Times		(15-02-24) (11:30-12:30 a.m)
22	Gaurav Gautam	E-commerce Growth and Its Impact on Retail		
23	Harsh	Employee Engagement Strategies for Modern Workplaces		
24	Ayush	Green Marketing and Its Impact on Consumer Choices		
25	Ankit Ray	The Role of Corporate Governance in Business Success		
26	Revanth J	Social Entrepreneurship and Its Impact		
27	Tarun Grover	Business Analytics: Tools and Techniques		



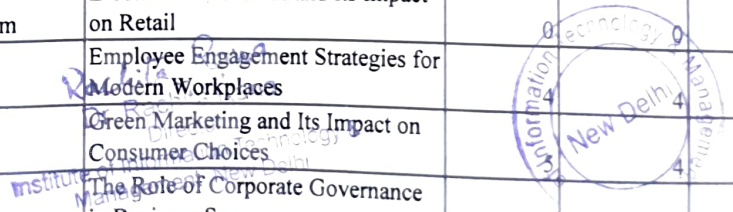
28	Ankur	The Future of Cryptocurrency in Business Transactions	(14-02-24) (01:30-02:30 p.m)
29	Riya Chaudhary	Influence of Digital Marketing on Consumer Behavior	
30	Tanu Jindal	Cross-Cultural Management in International Business	(19-02-24) (11:30-12:30 a.m)
31	Namita Bajaj	Supply Chain Resilience in a Post-COVID World	
32	Zahara Alavi	Strategic Human Resource Management	
33	Nidhi Pal	Innovation and Technology Management	
34	Urvashi	Brand Management in the Digital Age	
35	Paras Kumar	Corporate Restructuring and Its Implications	
36	Neeti Sharma	Customer Relationship Management in the Digital Era	
37	Kamini Ghosh	Business Ethics and Corporate Scandals	
38	Hemant Berwal	Global Trade Policies and Their Business Implications	
39	Manan Khurana	Impact of 5G Technology on Business Operations	
40	Aishwarya Ashok	Artificial Intelligence in Customer Service	
41	Naitik Pandey	Business Model Innovation in the Age of Disruption	
42	Mohd Aman Ansari	Strategies for Business Growth in Emerging Economies	
43	Inderjeet Singh	Talent Management in the Knowledge Economy	
44	Simran Singh	Impact of Climate Change on Business Strategies	
45	Neha Chauhan	The Role of Business Incubators in Start-Up Success	
46	Tanya Jawlia	The Sharing Economy: Opportunities and Challenges	
47	Swati Sharma	The Evolution of Leadership Styles in Modern Business	
48	Nishita Veerwani	Mergers and Acquisitions: Strategies and Challenges	
49	Anany Sinha	Digital Payment Systems and Their Impact on Traditional Banking	
50	Shruti Khurana	The Role of Corporate Culture in Business Success	
51	Mayank Gothwal	Strategic Alliances and Partnerships in Business	
52	Saksham Rana	Impact of Trade Wars on Global Business	
53	Prabhjot Singh Shah	The Role of Government Policies in Business Development	
	<i>Jwalika</i>		
	Dr Latika Malhotra Class Mentor		Dr Deepika Arora HOD- MBA



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Presentation Evaluation Sheet for Cycle No:1

Course: MBA	Sem: IV	Batch: 2022-24	Date: 05/02/2024				
S.No	Student Name	Presentation Topic	Content & Relevance	Content Organization & Creativity	Presentation Skills & Dress Code	Query Handling & Confidence	Total
			CO1	CO2	CO3	CO4	
			5 marks	5 marks	5 marks	5 marks	
1	Saaniya Tanwar	Sustainable Business Practices	5	5	5	5	20
2	Mohammad Saood	Impact of Artificial Intelligence on Business	4	4	4	4	16
3	Mohd Saami Naseer	Blockchain Technology in Supply Chain Management	5	5	4	4	18
4	Divya Sharma	Corporate Social Responsibility in the Modern Era	4	4	4	5	17
5	Deepanshu Tyagi	Diversity and Inclusion in the Workplace	4	4	4	4	16
6	Manisha	Digital Transformation in Traditional Businesses	4	4	4	5	17
7	Avneesh Kumar	The Gig Economy and Its Implications for Businesses	5	5	4	5	19
8	Paras Chhabra	Fintech Innovations and Their Impact on Banking	5	5	3	5	18
9	Manish Pal	The Future of Remote Work Post-Pandemic	4	5	5	4	18
10	Pooja Dhami	Strategic Management in the Digital Age	5	5	5	5	10
11	Aakriti Chauhan	Data-Driven Decision Making in Business	4	4	4	5	17
12	Sahil Batra	Leadership Challenges in a Globalized World	4	4	4	4	16
13	Anisha Gambhir	The Role of Big Data in Business Strategy	4	5	5	4	18
14	Abhijeet Kumar	Marketing Strategies in the Age of Social Media	4	4	5	4	17
15	Simran Rajora	Ethical Issues in Business: A Modern Perspective	4	4	4	5	17
16	Sonika	Impact of Globalization on Small and Medium Enterprises (SMEs)	4	4	4	4	12
17	Aman Yadav	Consumer Behavior Trends in the Digital World	4	5	4	4	17
18	Ishant Dhawan	Emerging Markets: Opportunities and Challenges	4	5	5	4	18
19	Ritik Bharti	The Role of Innovation in Competitive Advantage	4	5	5	4	18
20	Cheshta Arora	Managing Change in Organizations	0	0	0	0	0
21	Kirti Saini	Financial Risk Management in Uncertain Times	4	4	4	5	17
22	Gaurav Gautam	E-commerce Growth and Its Impact on Retail	0	0	0	0	0
23	Harsh	Employee Engagement Strategies for Modern Workplaces	4	4	5	5	18
24	Ayush	Green Marketing and Its Impact on Consumer Choices	4	4	3	3	15
25	Ankit Ray	The Role of Corporate Governance in Business Success	4	4	4	4	16



26	Revanth J	Social Entrepreneurship and Its Impact	4	3	3	3	13
27	Tarun Grover	Business Analytics: Tools and Techniques	4	4	3	4	15
28	Ankur	The Future of Cryptocurrency in Business Transactions	5	4	4	4	17
29	Riya Chaudhary	Influence of Digital Marketing on Consumer Behavior	4	3	4	5	16
30	Tanu Jindal	Cross-Cultural Management in International Business	5	5	5	5	20
31	Namita Bajaj	Supply Chain Resilience in a Post-COVID World	5	5	5	5	20
32	Zahara Alavi	Strategic Human Resource Management	3	4	3	5	15
33	Nidhi Pal	Innovation and Technology Management	4	4	5	5	18
34	Urvashi	Brand Management in the Digital Age	4	4	5	5	18
35	Paras Kumar	Corporate Restructuring and Its Implications	4	4	4	5	17
36	Neeti Sharma	Customer Relationship Management in the Digital Era	3	3	3	3	12
37	Kamini Ghosh	Business Ethics and Corporate Scandals	2	2	4	4	12
38	Hemant Berwal	Global Trade Policies and Their Business Implications	5	5	5	5	20
39	Manan Khurana	Impact of 5G Technology on Business Operations	4	4	5	5	18
40	Aishwarya Ashok	Artificial Intelligence in Customer Service	4	4	4	5	17
41	Naitik Pandey	Business Model Innovation in the Age of Disruption	4	5	4	5	18
42	Mohd Aman Ansari	Strategies for Business Growth in Emerging Economies	4	4	5	5	18
43	Inderjeet Singh	Talent Management in the Knowledge Economy	4	4	5	5	18
44	Simran Singh	Impact of Climate Change on Business Strategies	5	5	4	4	18
45	Neha Chauhan	The Role of Business Incubators in Start-Up Success	4	4	4	4	16
46	Tanya Jawlia	The Sharing Economy: Opportunities and Challenges	5	4	5	5	19
47	Swati Sharma	The Evolution of Leadership Styles in Modern Business	5	4	4	5	18
48	Nishita Veerwani	Mergers and Acquisitions: Strategies and Challenges	4	4	5	5	18
49	Anany Sinha	Digital Payment Systems and Their Impact on Traditional Banking	5	5	5	5	20
50	Shruti Khurana	The Role of Corporate Culture in Business Success	4	4	4	5	17
51	Mayank Gothwal	Strategic Alliances and Partnerships in Business	5	5	4	4	18
52	Saksham Rana	Impact of Trade Wars on Global Business	4	4	4	4	16
53	Prabhjot Singh Shah	The Role of Government Policies in Business Development	5	5	5	5	19

CO Percentage > 75		CO1	CO2	CO3	CO4	Average
Level Achievement		48	47	45	48	47
% Attainment		0.8	0.7833333	0.75	0.8	0.78

Class Mentor

Programme Coordinator-MBA

HOD-Department

Role Play Activity Rubric

Criteria (Marks Range)	Poor (0-2)	Below Average (3-4)	Average (5-6)	Good (7-8)	Excellent (9-10)
Decision Making Abilities(10)	Fails to make decisions or makes decisions that hinder the group's progress.	Struggles to make decisions; choices are often uninformed or inappropriate for the situation.	Occasionally makes good decisions, but some are based on assumptions or incomplete information.	Makes sound decisions most of the time; decisions are thoughtful but may lack full depth or insight.	Demonstrates strong analytical thinking; consistently makes informed, effective decisions that align with role objectives and constraints.
Teamwork & Collaboration (10)	Displays little to no teamwork; may isolate from group or disrupt collaboration.	Limited teamwork; contributes minimally and may not actively engage with others.	Participates in team efforts but contributes inconsistently; collaboration is somewhat lacking.	Collaborates well, fosters a positive environment, but may not fully capitalize on group synergies.	Proactively works with team members, ensures cohesive group dynamics, and enhances others' contributions.
Articulation & Communication (10)	Fails to communicate ideas effectively; disrupts the flow of discussion.	Struggles to articulate ideas; communication lacks clarity or is inappropriate for the context.	Communicates basic ideas but may be unclear or disorganized at times.	Articulates ideas well but may lack some conciseness or clarity; communication is mostly effective.	Communicates ideas clearly, confidently, and concisely; excellent use of language tailored to the context of the role.
Diverse Perspectives & Innovative Thinking (10)	Fails to consider any diverse viewpoints; no evidence of creativity or innovative thinking.	Rarely acknowledges other perspectives or innovative solutions; mostly conventional thinking.	Acknowledges diverse perspectives but struggles to integrate them; limited innovative thinking.	Considers different perspectives and shows some innovation; generates a few creative solutions.	Actively integrates diverse viewpoints and demonstrates creativity; consistently brings innovative, out-of-the-box solutions.

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Role Play Marks & Attainment

Course: MBA 2023-25

Sem: II

Subject Code: 116

Role Play Evaluation

S.No	Enrollment No.	Student Name	Marks Allotted	
			Marks (40)	Percentage
1	00113703923	Ansh Sehgal	40	100
2	00213703923	Mayank Kapoor	35	87.5
3	00313703923	Muskan Sharma	31	77.5
4	00413703923	Anurag Mishra	35	87.5
5	00513703923	Akshit Nayyar	35	87.5
6	00613703923	Adarsh Singh	40	100
7	00713703923	Shyam Aggarwal	33	82.5
8	00813703923	Jatin Kumar Jha	29	72.5
9	00913703923	Ambuj Garg	33	82.5
10	01013703923	Sahil Ansari	33	82.5
11	01113703923	Valusha Verma	40	100
12	01213703923	Varsha Papnoie	34	85
13	01313703923	Nikhil Gohlan	29	72.5
14	01413703923	Nitisha Kumari	33	82.5
15	01513703923	Muskan	34	85
16	01613703923	Jatin Rawat	40	100
17	01713703923	Tushar Choudhary	35	87.5
18	01813703923	Dushyant Kumar	30	75
19	01913703923	Rahul Lakra	32	80
20	02013703923	Aparna Tikkoo	36	90
21	02113703923	Rajat Singh	0	0
22	02213703923	Anurag Singh	40	100
23	02313703923	Rahul Pal	30	75
24	02413703923	Muskan Sejwal	40	100
25	02513703923	Kartikay Sonkar	40	100
26	02613703923	Sarthak Tyagi	31	77.5
27	02713703923	Hansika Sharma	40	100
28	02813703923	Divya Pawar	34	85
29	02913703923	Yash Jahagirdar	32	80
30	03013703923	Vansh Khatter	30	75
31	03113703923	Amanpreet Singh	34	85
32	03213703923	Arnaw Kumar	33	82.5
33	03313703923	Pooja Sharma	34	85

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34	03413703923	Gursimar Kaur Arora	35	87.5
35	03513703923	Adecba Khan	40	100
36	03613703923	Akansha Diwedi	31	77.5
37	03713703923	Rohit Sharma	29	72.5
38	03813703923	Deepti Jain	40	100
39	03913703923	Priya Gupta	40	100
40	04013703923	Nakul Sejwal	30	75
41	04113703923	Ankit	27	67.5
42	04213703923	Tripti Prakash	31	77.5
43	04313703923	Taranjeet Singh	25	62.5
44	04413703923	Zain Ahmad	40	100
45	04513703923	Deepak Kumar	36	90
46	04613703923	Romil Chopra	40	100
47	70113703923	Nandini Prakash	31	77.5
48	35113703923	Tushar Sehgal	28	70
49	35213703923	Ujjwal Gupta	29	72.5
50	35313703923	Aman Garg	29	72.5
51	35413703923	Geetika Bhardwaj	34	85
52	35513703923	Jai Solanki	40	100
53	35613703923	Aditi Katoch	40	100

Students scoring more than 60%	52
Attainment	3

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MBA-II Professional Skill Development (NUES)

Role Play Evaluation

S. No.	Enroll. No.	Name	Decision Making Abilities (10)	Team Work & Collaboration (10)	Articulation & Communication (10)	Diverse Perspectives & Innovative thinking(10)	Total (40)
1	113703923	Ansh Sehgal	10	10	10	10	40
2	213703923	Mayank Kapoor	9	9	8	9	35
3	313703923	Muskan Sharma	8	8	7	8	31
4	413703923	Anurag Mishra	9	9	8	9	35
5	513703923	Akshit Nayyar	9	9	8	9	35
6	613703923	Adarsh Singh	10	10	10	10	40
7	713703923	Shyam Aggarwal	8	9	8	8	33
8	813703923	Jatin Kumar Jha	7	8	7	7	29
9	913703923	Ambuj Garg	8	9	8	8	33
10	1013703923	Sahil Ansari	8	9	8	8	33
11	1113703923	Valusha Verma	10	10	10	10	40
12	1213703923	Varsha Papnoie	9	8	8	9	34
13	1313703923	Nikhil Gohlan	7	7	7	8	29
14	1413703923	Nitisha Kumari	8	8	8	9	33
15	1513703923	Muskan	9	8	8	9	34
16	1613703923	Jatin Rawat	10	10	10	10	40
17	1713703923	Tushar Choudhary	8	9	9	9	35
18	1813703923	Dushyant Kumar	8	7	8	7	30
19	1913703923	Rahul Lakra	7	8	9	8	32
20	2013703923	Aparna Tikkoo	9	9	9	9	36
21	2113703923	Rajat Singh			0	0	0
22	2213703923	Anurag Singh			10	10	40
23	2313703923	Rahul Pal	7	8	8	7	30

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24	2413703923	Muskan Sejwal	10	10	10	10	10	10	40
25	2513703923	Kartikay Sonkar	10	10	10	10	10	10	40
26	2613703923	Sarthak Tyagi	8	8	8	8	7	7	31
27	2713703923	Hansika Sharma	10	10	10	10	10	10	40
28	2813703923	Divya Pawar	9	8	9	9	8	8	34
29	2913703923	Yash Jahagirdar	8	8	8	8	8	8	32
30	3013703923	Vansh Khatter	7	7	7	9	7	7	30
31	3113703923	Amanpreet Singh	7	7	9	9	9	9	34
32	3213703923	Arnaw Kumar	8	8	8	9	8	8	33
33	3313703923	Pooja Sharma	8	8	9	8	9	9	34
34	3413703923	Gursimar Kaur Aror	9	8	8	9	9	9	35
35	3513703923	Adeeba Khan	10	10	10	10	10	10	40
36	3613703923	Akansha Diwedi	8	7	7	8	8	8	31
37	3713703923	Rohit Sharma	7	7	7	7	8	8	29
38	3813703923	Deepti Jain	10	10	10	10	10	10	40
39	3913703923	Priya Gupta	10	10	10	10	10	10	40
40	4013703923	NAKUL SEJWAL	8	7	7	8	7	7	30
41	4113703923	ANKIT	7	7	7	7	6	6	27
42	4213703923	TRIPTI PRAKASH	8	8	8	7	8	8	31
43	4313703923	TARANJEET SING	6	7	7	6	6	6	25
44	4413703923	ZAIN AHMAD	10	10	10	10	10	10	40
45	4513703923	DEEPAK KUMAR	9	9	9	9	9	9	36
46	4613703923	ROMIL CHOPRA	10	10	10	10	10	10	40
53	70113703923	NANDINI PRAKAS	8	8	8	8	7	7	31
47	35113703923	TUSHAR SEHGAL	7	8	8	6	7	7	28
48	35213703923	UJJWAL GUPTA	8	7	7	7	7	7	29
49	35313703923	AMAN GARG	8	8	7	7	7	7	29
50	35413703923	GEETIKA BHARD	9	8	8	9	8	8	34
51	35513703923	JAI SOLANKI	10	10	10	10	10	10	40
52	35613703923	ADITI KATOCH	10	10	10	10	10	10	40



Jwalika
Dr. Latika Malhotra
 Subject Faculty

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Group Discussion Rubric

Criteria	Levels/Marks achievable in COs			
	Levels	Good (3)	Fair(2)	Needs Improvement(1)
	Range	(40-33)	(32-17)	(16-0)
Criteria-wise Marks with marking parameters				
Content	10	Comprehensive and complete topic related information.	Most important information covered	Significant information omitted
		Background topic research, accurate factual data and its relevance in real life included	Only background topic research conducted. Some factual data omitted	No background research or relevance in real life done
Articulation	10	Information presented is logical, interesting sequence which group can follow	Information presented is logical, which group can follow	Audience has difficulty following presentation because student jumps around
Body Language	10	Maintains eye contact with group throughout the discussion	Maintains eye contact for most of the time	Occasionally maintains eye contact
		Formal dress code is being followed.	Semi-Formal dress code is being followed.	Formal dress code is not being followed.
		Good Volume & energy, proper pace and diction with appropriate gestures	More Volume/energy needed at times, fair pace & diction, appropriate gestures	Low Volume & energy, pace too slow or fast, distracting gestures
Initiation & Leadership	10	Initiated the discussion and proactive participation	Moderate participation	No initiative taken
		Great demonstration of team spirit	Moderate team ethics	Less decision making skills
Total Marks	40			

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S.No	Enrollment No.	Student Name	Marks Allotted	
			Marks (40)	Percentage)
1	00113703923	Ansh Sehgal	40	100
2	00213703923	Mayank Kapoor	33	82.5
3	00313703923	Muskan Sharma	31	77.5
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5	00513703923	Akshit Nayyar	35	87.5
6	00613703923	Adarsh Singh	40	100
7	00713703923	Shyam Aggarwal	33	82.5
8	00813703923	Jatin Kumar Jha	29	72.5
9	00913703923	Ambuj Garg	35	87.5
10	01013703923	Sahil Ansari	33	82.5
11	01113703923	Valusha Verma	40	100
12	01213703923	Varsha Papnoie	34	85
13	01313703923	Nikhil Gohlan	29	72.5
14	01413703923	Nitisha Kumari	33	82.5
15	01513703923	Muskan	34	85
16	01613703923	Jatin Rawat	40	100
17	01713703923	Tushar Choudhary	35	87.5
18	01813703923	Dushyant Kumar	30	75
19	01913703923	Rahul Lakra	32	80
20	02013703923	Aparna Tikkoo	36	90
21	02113703923	Rajat Singh	0	0
22	02213703923	Anurag Singh	40	100
23	02313703923	Rahul Pal	30	75
24	02413703923	Muskan Sejwal	40	100
25	02513703923	Kartikay Sonkar	40	100
26	02613703923	Sarthak Tyagi	31	77.5
27	02713703923	Hansika Sharma	40	100
28	02813703923	Divya Pawar	34	85
29	02913703923	Yash Jahagirdar	32	80
30	03013703923	Vansh Khatter	30	75
31	03113703923	Amanpreet Singh	34	85
32	03213703923	Arnaw Kumar	33	82.5
33	03313703923	Pooja Sharma	34	85

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34	03413703923	Gursimar Kaur Arora	35	87.5
35	03513703923	Adeeba Khan	40	100
36	03613703923	Akansha Diwedi	31	77.5
37	03713703923	Rohit Sharma	29	72.5
38	03813703923	Deepti Jain	40	100
39	03913703923	Priya Gupta	40	100
40	04013703923	Nakul Sejwal	30	75
41	04113703923	Ankit	27	67.5
42	04213703923	Tripti Prakash	31	77.5
43	04313703923	Taranjeet Singh	25	62.5
44	04413703923	Zain Ahmad	40	100
45	04513703923	Deepak Kumar	36	90
46	04613703923	Romil Chopra	40	100
47	70113703923	Nandini Prakash	31	77.5
48	35113703923	Tushar Sehgal	28	70
49	35213703923	Ujjwal Gupta	29	72.5
50	35313703923	Aman Garg	29	72.5
51	35413703923	Geetika Bhardwaj	34	85
52	35513703923	Jai Solanki	40	100
53	35613703923	Aditi Katoch	40	100

Students scoring more than 60%	52
Attainment	3

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MBA- II Professional Skill Development (NUES)

Group Discussion Evaluation

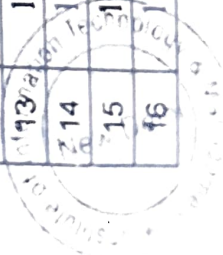
List of GD Topics: 1. Artificial Intelligence: Pros and Cons

2. Is our system ready for E-Vehicles

3. Start up Culture- Fad or Trend Setter

4. E-learning a substitute for Classroom Education'

S. No.	Enroll. No.	Name	Content (10)	Articulation (10)	Body Language (10)	Initiation and Leadership (10)	Total (40)
1	113703923	Ansh Sehgal	10	10	10	10	40
2	213703923	Mayank Kapoor	8	9	8	8	33
3	313703923	Muskan Sharma	8	8	7	8	31
4	413703923	Anurag Mishra	9	9	8	9	35
5	513703923	Akshit Nayyar	9	9	8	9	35
6	613703923	Adarsh Singh	10	10	10	10	40
7	713703923	Shyam Aggarwal	8	9	8	8	33
8	813703923	Jatin Kumar Jha	7	8	7	7	29
9	913703923	Ambuj Garg	9	9	8	9	35
10	1013703923	Sahil Ansari	8	9	8	8	33
11	1113703923	Valusha Verma	10	10	10	10	40
12	1213703923	Varsha Papnoic	9	8	8	9	34
13	1313703923	Nikhil Gohlan	7	7	7	8	29
14	1413703923	Nitisha Kumari	8	8	8	9	33
15	1513703923	Muskan	9	9	8	9	34
16	1613703923	Jatin Rawat	institute of Information Management New Delhi	Director	10	10	40



17	1713703923	Tushar Choudhary	8	9	9	9	9	35
18	1813703923	Dushyant Kumar	8	7	8	7	8	30
19	1913703923	Rahul Lakra	7	8	9	8	9	32
20	2013703923	Aparna Tikoo	9	9	9	9	9	36
21	2113703923	Rajat Singh	0	0	0	0	0	0
22	2213703923	Anurag Singh	10	10	10	10	10	40
23	2313703923	Rahul Pal	7	8	8	7	7	30
24	2413703923	Muskan Sejwal	10	10	10	10	10	40
25	2513703923	Kartikay Sonkar	10	10	10	10	10	40
26	2613703923	Sarthak Tyagi	8	8	8	7	7	31
27	2713703923	Hansika Sharma	10	10	10	10	10	40
28	2813703923	Divya Pawar	9	8	9	8	8	34
29	2913703923	Yash Jahagirdar	8	8	8	8	8	32
30	3013703923	Vansh Khatter	7	7	9	7	7	30
31	3113703923	Amanpreet Singh	7	9	9	9	9	34
32	3213703923	Arnaw Kumar	8	8	9	8	8	33
33	3313703923	Pooja Sharma	8	9	8	9	9	34
34	3413703923	Gursimar Kaur Arora	9	8	9	9	9	35
35	3513703923	Adeeba Khan	10	10	10	10	10	40
36	3613703923	Akansha Diwedi	8	7	8	8	8	31
37	3713703923	Rohit Sharma	7	7	7	7	8	29
38	3813703923	Deepthi Jain	10	10	10	10	10	40
39	3913703923	Priya Gupta	10	10	10	10	10	40
40	4013703923	NAKUL SEJWAL	8	7	8	7	7	30
41	4113703923	ANKIT	7	7	7	6	6	27
42	4213703923	TRIPTI PRAKASH	8	8	7	8	8	31
43	4313703923	TARANJEET SINGH	6	7	6	6	6	25
44	4413703923	ZAIN AHMAD	10	10	10	10	10	40
45	4513703923	DEEPAK KUMAR	9	9	9	9	9	36
46	4613703923	ROMIL CHOPRA	10	10	10	10	10	40
47	70113703923	NANDINI PRAKASH	8	8	8	7	7	31
48	35113703923	TUSHAR SEHGAL	7	7	7	7	7	28
48	35213703923	UJJWAL GUPTA	8	8	8	7	7	29



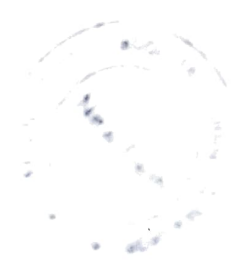
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49	55313703923	AMAN GARG	8	7	7	7	7	29
50	35413703923	GEETIKA BHARDWAJ	9	8	9	8	8	34
51	35513703923	JAI SOLANKI	10	10	10	10	10	40
52	35613703923	ADITI KATOCH	10	10	10	10	10	40

Dr. Latika Malhotra

Dr. Latika Malhotra
Subject Faculty

Latika Rane
Dr. Ruchita Rane
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Rubric for Case Study Analysis for MBA Students (Total: 20 Marks)

Phase	Unsatisfactory (1)	Satisfactory (2)	Good (3)	Excellent (4)
1. Understanding of Case Background & Issues (4 Marks)	Minimal or no understanding of the case background and key issues.	Basic understanding of the case but misses some key issues or facts.	Adequate understanding of the case and identification of key issues.	Comprehensive understanding of the case, with all key issues thoroughly identified and critically analyzed.
2. Application of Concepts & Theoretical Framework (4 Marks)	Little or no application of relevant concepts or theories to the case.	Basic application of theoretical concepts, but lacks depth or clear connection to the case.	Adequate application of concepts/theories to explain case issues; moderate depth.	Exceptional application of multiple concepts/theories with deep analysis and innovative perspectives on the case.
3. Data Analysis & Interpretation (4 Marks)	Insufficient or incorrect analysis of data; fails to interpret key data insights.	Basic analysis; some data is interpreted but lacks depth and clear relevance to the case.	Adequate data analysis with reasonable interpretation; some insights are drawn but may lack depth.	Outstanding data analysis; deeply insightful and provides critical conclusions from data interpretation.
4. Problem Solving & Decision-Making (4 Marks)	No or poor decision-making; fails to address the main problem(s) in the case.	Basic problem-solving approach; solutions are provided but lack depth or feasibility.	Reasonable solutions presented with moderate analysis of pros and cons; some practical feasibility.	Exceptional problem-solving and decision-making; innovative, well-supported, and feasible solutions addressing all aspects of the case.
5. Recommendations, Action Plan and Articulation (4 Marks)	Recommendations are vaguely articulated, impractical, or irrelevant to the case context.	Basic recommendations provided; some lack feasibility or relevance to the case.	Good recommendations; reasonably practical and linked to the case issues, but lacking in some depth.	Highly practical, relevant, and innovative recommendations with a well-defined and well articulated, actionable plan.

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Case Study

Programme: MBA Semester: II Paper Code: MS 106 Academic Year: 2023-24

Subject Name: Business Research

Max. Marks: 20

Course Objectives and mapping with Course Outcomes

S. No	Course Objectives	Course Outcomes (COs)
1.	To acquaint the student with the concepts of research, research design, research process, concepts	CO2, CO5, CO6
2.	Students should be able to use tools and techniques of data analysis.	
3.	To understand process of effective report writing to conduct research and analysis for effective decision making.	

Expected Course Outcomes (COs)

- CO2: **Formulate** and **articulate** research questions and specify research objectives and hypothesis.
- CO5: **Analyse** quantitative data by identifying and applying various statistical tests and interpret the result for drawing generalizations
- CO6: **Write** a report and **Present** the finding in a structured manner with coherent argument in logically persuasive style and analyse the implications for bot practices and future research.

Case study "**Data Driven Decision Making at NovaTech Solutions- Addressing Declining Customer Retention through Research**" attached.

Rubrics

Assessment Criteria	Weightage
Information and understanding of the problem	25%
Application/Synthesis of concepts/ Practical Implementation/ Critical Thinking	50%
Conclusion/ Implication/Discussion/Presentation	25%

Guidelines for submission

- The assignment should be typed in word processed or legibly handwritten
- 1.5 line spacing should be used with text justified in word processor.
- Tables and figures should be named properly.
- For all assignments make sure pages are securely fastened, preferably with a staple in the top left-hand corner and placed in a folder

The following information should appear on the cover page of the assignment:

- Assignment No
- Submitted to
- Submitted by (Name & Enroll No)
- Date of submission

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Case Study

on

Data-Driven Decision Making at NovaTech Solutions - Addressing Declining Customer Retention through Business Research

Company Overview

NovaTech Solutions is a software-as-a-service (SaaS) company that provides cloud-based business management solutions for small and medium-sized enterprises (SMEs). Their flagship product is a project management platform that integrates various tools for task management, communication, and analytics. Over the past five years, NovaTech had achieved steady growth, building a strong base of clients across various industries.

Despite NovaTech's initial success, the company began facing significant customer retention issues. Over a 12-month period, their churn rate increased from 10% to 25%, which was alarming given the importance of retaining clients in the SaaS industry. With higher churn, the company's acquisition costs also increased as it became more expensive to replace lost customers.

Key challenges identified:

1. **High Customer Churn:** Customer retention had dropped sharply, leading to a negative impact on revenue.
2. **Unclear Customer Behavior:** NovaTech had limited insight into why customers were leaving, as their internal customer data wasn't being effectively analyzed.
3. **Inconsistent Product Usage:** Data showed that customer engagement with the platform was inconsistent, but there was no clear understanding of which features were most valued or underutilized.
4. **Lack of Personalized Support:** Customers often cited in feedback surveys that they felt the platform wasn't tailored to their specific needs, but there was no structured approach to handle this information.

Research Objective

NovaTech's goal was to:

- Identify patterns in customer churn and pinpoint the main reasons for dissatisfaction.
- Use customer and usage data to understand which features were underperforming.
- Implement data-driven solutions to improve customer retention.

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Research Methodology

To address these challenges, NovaTech initiated a business research project focused on customer data handling and analysis. The research was conducted in three phases:

1. **Customer Data Analysis-** NovaTech examined its customer database to identify key trends. The research team segmented customers based on various factors such as company size, industry, length of time using the platform, and interaction patterns. Data such as login frequency, feature usage, and customer support interactions were pulled from the platform's analytics tools.
2. **Churn Analysis with Machine Learning-** A predictive model was built using machine learning techniques to identify patterns in customer churn. Variables such as declining platform engagement, support ticket volume, and feature adoption were used to predict the likelihood of a customer churning. The model aimed to provide early warnings so that NovaTech could take preemptive measures.
3. **Qualitative Research: Customer Interviews and Surveys** To complement the quantitative data, NovaTech conducted in-depth interviews and surveys with customers who had recently canceled their subscriptions. The goal was to uncover qualitative insights on user experience, perceived value, and reasons for leaving the platform. This feedback was analyzed alongside the churn model to identify common themes.

Findings

1. **Low Engagement with Core Features:** The data revealed that many users were only engaging with a small portion of the platform's features. The project management and task-tracking tools were widely used, but advanced features such as analytics, team collaboration tools, and integrations with third-party apps were underutilized.
2. **Customer Onboarding Issues:** The research identified a strong correlation between poor customer onboarding and higher churn rates. Customers who didn't receive sufficient training or guidance on using the platform's full capabilities were more likely to leave within the first six months.
3. **Feature Overload:** Many customers felt overwhelmed by the number of available features, leading to frustration. The data indicated that companies with fewer than 50 employees found the platform overly complex for their needs.
4. **Inadequate Customer Support Customization:** The qualitative interviews revealed that many customers felt the support provided by NovaTech was too generic. Smaller businesses, in particular, wanted more personalized assistance in setting up and optimizing the platform for their specific workflows.

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Solution Implementation

Based on the research findings, NovaTech implemented several data-driven strategies to address the identified problems:

- 1. Feature Optimization and Simplification-** NovaTech reorganized the platform to create tiered service plans. Basic plans offered core project management and task-tracking features for smaller businesses, while advanced plans included the more complex tools (such as analytics and third-party integrations) for larger enterprises. This simplified the user experience for smaller clients and made it easier for them to adopt the platform.
- 2. Enhanced Onboarding Process-** A revamped onboarding process was implemented. NovaTech introduced personalized onboarding sessions for new customers, offering one-on-one training to help them become familiar with the platform. A dedicated customer success team was created to check in with users at key milestones during their first six months, ensuring they were fully utilizing the platform's features.
- 3. Proactive Retention Measures Using Predictive Analytics-** The predictive churn model was integrated into NovaTech's CRM system. When the model flagged a high-risk customer, the retention team could proactively reach out with offers such as additional training, a personalized consultation, or discounts. This helped prevent churn by addressing issues before customers decided to leave.
- 4. Customer Support Personalization-** NovaTech improved its customer support by creating industry-specific support teams. These teams specialized in tailoring solutions for customers in different sectors, offering more relevant guidance and recommendations based on industry needs. The support team also started gathering feedback from customers during regular check-ins to identify areas for continuous improvement.

Within nine months of implementing the changes:

Reduced Churn Rate: NovaTech successfully reduced its churn rate from 25% to 12%, with many customers who were previously at risk renewing their contracts.

Increased Feature Engagement: Feature adoption improved by 30%, especially for advanced features, after the introduction of tiered service plans and the enhanced onboarding process.

Customer Satisfaction: Surveys showed a 25% increase in customer satisfaction, with clients particularly appreciating the personalized support and tailored training sessions.

Revenue Growth: Despite reducing churn, NovaTech also managed to grow its customer base by 15%, driven by the improved customer experience and increased referrals from satisfied clients.

Conclusion

By leveraging business research and effectively handling data, NovaTech Solutions was able to identify key issues related to customer churn and feature underutilization. Through predictive

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analytics, customer segmentation, and personalized support, NovaTech significantly improved customer retention and engagement, leading to enhanced customer satisfaction and revenue growth. This case highlights the importance of data-driven decision-making in addressing business challenges and optimizing performance.

- Q1. How did NovaTech's use of predictive analytics and machine learning help in identifying at-risk customers, and what impact did this have on customer retention?
- Q2. What role did customer segmentation and qualitative research play in uncovering the mismatch between product offerings and customer needs?
- Q3. How did NovaTech's approach to feature optimization and personalized support contribute to both reducing churn and improving overall customer satisfaction?

Gopaal Kumar

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Institute of Information Technology and Management

**Business Research
MS-106**

**MBA-II
Batch 2023-25**

**Adeeba Khan
03503703923**

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[Date: 15/20]

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Case Study: Resolving Customer Retention Issues through Business Research and Data Handling NovaTech Solutions

Company Overview

- **Company:** NovaTech Solutions (SaaS for project management tools)
- **Target Audience:** Small and medium-sized enterprises (SMEs)
- **Initial Success:** Strong client base due to product quality and integration of tools.
- **Problem:** Increasing customer churn and inconsistent product usage leading to declining revenue.

Problem Statement

- **High Customer Churn:** 25% churn rate (up from 10%).
- **Unclear Customer Behavior:** Lacked insights on why customers were leaving.
- **Inconsistent Feature Use:** Certain product features underutilized.
- **Generic Customer Support:** Customers felt services weren't tailored to their needs.

Research Objectives

- Understand customer churn patterns.
- Identify product feature usage and misalignment.
- Analyze customer behavior to improve retention.
- Enhance support for personalized customer experiences.

Research Methodology

1. **Customer Data Analysis**
 - Segmented customers by behavior, usage, and support data.
2. **Churn Analysis Using Machine Learning**
 - Built predictive models to identify churn indicators.

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3. Qualitative Feedback

- Customer interviews and surveys for deeper insights into dissatisfaction.

Key Findings

- **Low Feature Engagement:** Advanced features underused.
- **Poor Onboarding:** Correlated with high churn (especially in the first 6 months).
- **Feature Overload:** Platform complexity overwhelmed smaller clients.
- **Generic Support:** Clients needed more personalized solutions.

Solutions

1. Feature Optimization

- Introduced tiered service plans: Simplified offerings for small clients, advanced features for larger ones.

2. Enhanced Onboarding

- Personalized onboarding and check-ins to improve product adoption.

3. Proactive Retention

- Integrated predictive churn model to identify and address at-risk customers.

4. Personalized Support

- Specialized teams for industry-specific customer support.

Results

- **Churn Reduction:** Reduced churn from 25% to 12%.
- **Increased Feature Adoption:** 30% increase in advanced feature use.
- **Higher Customer Satisfaction:** 25% improvement in customer satisfaction scores.
- **Revenue Growth:** Customer base grew by 15%, driven by improved retention.

Conclusion

- **Data-Driven Decisions:** Business research and data analytics were critical in identifying key problems.

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- **Customer-Centric Approach:** Personalizing support and simplifying features improved satisfaction and retention.
- **Long-Term Impact:** NovaTech turned around its churn issue and positioned itself for sustainable growth.

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Dr Ravi K. Sharma
Director

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Q 1. How did NovaTech's use of predictive analytics and machine learning help in identifying at-risk customers, and what impact did this have on customer retention?

Solution:

NovaTech employed **predictive analytics** by building a machine learning model that analyzed customer behavior data such as login frequency, feature usage, and support requests. This model identified patterns that signaled a customer was at risk of churning, such as declining platform engagement or an increase in support tickets.

By integrating this model into their CRM system, NovaTech's customer retention team was able to take **proactive measures** to prevent churn. They would reach out to high-risk customers before they decided to leave, offering personalized interventions like additional training, consultations, or discounts.

Impact:

This approach significantly reduced the churn rate from 25% to 12%, as NovaTech could address issues early, improving customer experience and satisfaction.

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Q 2. What role did customer segmentation and qualitative research play in uncovering the mismatch between product offerings and customer needs?

Solution:

NovaTech conducted **customer segmentation**, dividing customers based on factors such as company size, industry, and usage patterns. This allowed them to see clear differences in how various groups were interacting with the platform. For example, smaller businesses found the platform too complex, while larger businesses used more of the advanced features.

In addition, **qualitative research** through customer interviews and surveys provided direct feedback on user experience and specific pain points. This revealed that many customers were overwhelmed by the number of features, while others were not fully utilizing the advanced tools due to poor onboarding or lack of understanding.

Impact:

These insights led to the realization that the product was not aligned with the needs of smaller businesses. By simplifying the product for smaller customers and offering more advanced features for larger clients, NovaTech was able to create a better product-market fit, leading to higher satisfaction and engagement.

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Q 3. How did NovaTech's approach to feature optimization and personalized support contribute to both reducing churn and improving overall customer satisfaction?

Solution:

NovaTech implemented **feature optimization** by introducing tiered service plans. Basic plans were simplified for smaller businesses, focusing on core project management tools, while advanced plans offered more sophisticated features for larger enterprises. This helped ensure that the platform was right-sized for each customer segment, reducing overwhelm and increasing satisfaction.

Additionally, **personalized support** became a key part of their retention strategy. NovaTech created industry-specific support teams that could provide customized guidance and recommendations to clients based on their specific workflows and needs. They also enhanced the onboarding process with personalized training, helping customers get the most out of the platform.

Impact:

These changes resulted in a 30% increase in feature adoption and a 25% improvement in customer satisfaction. Clients appreciated the simplified user experience and personalized support, which strengthened customer loyalty and reduced churn.

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