



SREEKRISHNAPURAM **V.T. BHATTATHIRIPAD COLLEGE**

Aided and Affiliated to University of Calicut, NAAC Accredited with B+ Grade

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CRITERION - II **TEACHING-LEARNING AND EVALUATION**

2.6 Student Performance and Learning Outcomes



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Mannampatta P.O., Palakkad - 678 633

2.6.2. Attainment of POs and COs are evaluated.

Sample Question Paper with Assessment Procedure

A Sample CO Mapped Question Paper is Given below:

CLASS TEST MARKETING MANAGEMENT

Time: 1 Hour

Max. Marks: 20

Course Outcomes (COs):

The Learner:

- CO1. Explain the basic concepts related to Marketing Management,
- CO2. Analyze the concepts and methods related to Marketing Management,
- CO3. Evaluate and appreciate the concepts and techniques of Marketing Management.

Answer all questions. Each question carries 2 marks.

1. What is Price? (Remembering, CO1)
2. Distinguish between Skimming and Penetration Pricing Policies. (Understanding, CO2)

Answer all questions. Each question carries 4 marks.

3. Explain various Cost-based Pricing Methods. (Understanding, CO1)
4. 'As a marketing manager, you have to take special care in pricing for the rural market.' – Analyse the statement and identify various pricing strategies for the rural market. (Analysis, CO2)

Answer any one question. The question carries 8 marks.

5. 'A firm has to adopt different pricing strategies according to the changing situations.' – Appreciate the statement by explaining various pricing strategies available. (Evaluate, CO3)
6. 'The price of a product depends on various internal and external factors of the firm.' – Justify the statement by explaining various determinants of Price. (Evaluate, CO3)



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Question-wise Analysis of the Question Paper

Sl No	CO	K Level	Difficulty	Question	Marks	Duration
1	CO1	K-1	Simple	What is Price?	2	2 Minutes
2	CO2	K-4	Average	Distinguish between Skimming and Penetration Pricing Policies.	2	2 minutes
3	CO1	K-2	Average	Explain various Cost-based Pricing Methods.	4	5 minutes
4	CO2	K-4	Difficult	'As a marketing manager, you have to take special care in pricing for the rural market.' - Analyse the statement and identify various pricing strategies for the rural market.	4	5 minutes



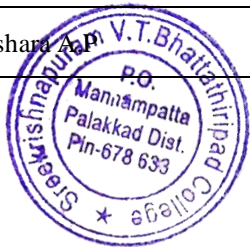
5	CO3	K-5	Difficult	'A firm has to adopt different pricing strategies according to the changing situations.' - Appreciate the statement by explaining various pricing strategies available.	8	10 Minutes
6	CO3	K-5	Average	'The price of a product depends on various internal and external factors of the firm.' - Justify the statement by explaining various determinants of Price.	8	10 minutes

Course Outcome	Marks	Percentage
CO1	6 (2+4)	30
CO2	6 (2+4)	30
CO3	8	40
Total	20	100



The Marksheet indicating the CO Attainment Value of each student and CO Attainment Percentage is given below as a sample:

QUESTION-WISE EVALUATION OF CLASS TEST ON MARKETING MANAGEMENT (19.06.2024)											
						Q5 (CO3) 8	Q6 (CO3) 8	Attainment Value of CO1	Attainment Value of CO2	% Attainment of CO3	Total
1	Abhijith	1.5	2	3	2.5		7	75	75	87.5	16
2	Abhijith K	1.5	2	3.5	4		8	83	100	100	19
3	Abhisha P S	2	2	2.5	1.5	5		75	58	62.5	13
4	Adarsh P	2	2	1	3		6	50	83	75	14
5	Adithya K Surendran	1	2	1			6	33	33	75	10
6	Adithya Krishna.K	1	1.5				6	17	25	75	8.5
7	Adithya S	1	2	4	3		6	83	83	75	16
8	Adithya V.U	1.5	2	3	3	3		75	83	37.5	12.5
9	Adithyalakshmi.M	1	2	4	4	7		83	100	87.5	18
10	Aiswarya M P	1.5	1.5	3	3	6		75	75	75	15
11	Ajaykrishnan. V	1	2	2	3	6		50	83	75	14
12	Akhil Krishna	1	2	2	4	6		50	100	75	15
13	Akshara A.P	1	1.5	3	3	6		67	75	75	14.5



14	Akshay K V	1	2	3	3	6		67	83	75	15
15	Akshay Nath R	1	2	3	3	7		67	83	87.5	16
16	Akshaya. C	1	2	3	4	6		67	100	75	16
17	Ambika T K	1	2	3	3		8	67	83	100	17
18	Anaswara. K	1	2	2	3.5	7.5		50	92	93.75	16
19	Anaswara.K.R	1.5	2	4			8	92	33	100	15.5
20	Anaswara.P	1	2		4		8	17	100	100	15
21	Anishma. A	1.5	2	3	4	6		75	100	75	16.5
22	Anjali B	1	0.5	3	3	6		67	58	75	13.5
23	Anurag	1.5	1.5	4	4		6	92	92	75	17
24	Anusmaya T M							0	0	0	0
25	Arshida Sherin. S	1	2	4	2	6		83	67	75	15
26	Arun T R	1	1	2	3		5	50	67	62.5	12
27	Ashtami P.B	1		3	2	6	2	67	33	100	14
28	Aswathi C V	1	2	4	4		7.5	83	100	93.75	18.5
29	Aswin M							0	0	0	0
30	Athulya.M	2	2	4	3.5	6		100	92	75	17.5



31	Avin.V	1	1	1	3			33	67	0	6
32	Babitha.G							0	0	0	0
33	Bharadwaaj Krishna	1	2	3				67	33	0	6
34	Chandana Krishnan K K	1.5	2	4				92	33	0	7.5
35	Diljith.D	2	2	3	2	3		83	67	37.5	12
36	Fasna K E	2	2	4	3.5		8	100	92	100	19.5
37	Fathimath Jasira E K	1	2	4	1.5	7		83	58	87.5	15.5
38	Fathimath Shifa. V	1	2	3	1	5		67	50	62.5	12
39	Hareesh K V	1.5	2	4	3.5	6		92	92	75	17
40	K. Sneha	2	2	4	3.5		8	100	92	100	19.5
41	Kavya A. P	1	2	3	4		5	67	100	62.5	15
42	Kishan U	2	1.5	4	3.5		6	100	83	75	17
43	Mohamed Sinan K	1.5	2	4	4		6	92	100	75	17.5
44	Muhammed Sinan P A	1	1.5	3	4	5		67	92	62.5	14.5
45	Navaneeth Krishna P M	1	2	3	4	6		67	100	75	16
46	Naveena K	2		4	4	6		100	67	75	16
47	Nidha. N	1.5	2	4	4	6		92	100	75	17.5



48	Niranjana.N	1.5	1.5	3	4	7		75	92	87.5	17
49	Nithya M	1.5	2	3.5	3.5		7	83	92	87.5	17.5
50	Nivya. H	1	1	3	3		5	67	67	62.5	13
51	Parameswaran M K	1	2	3.5	2.5		6	75	75	75	15
52	Preejith M	1	2	2		2		50	33	25	7
53	Punyathirtha Babu							0	0	0	0
54	Ragitha.S	1	2	3	3		3	67	83	37.5	12
55	Raheesa K K	1	2	4	3.5		3	83	92	37.5	13.5
56	Raniya K	2		4	3		7.5	100	50	93.75	16.5
57	Ranjini Krishnan. M	1.5	2	4	3.5		6	92	92	75	17
58	Rida	2	2	4	3		4	100	83	50	15
59	Sandra. T							0	0	0	0
60	Sivin Krishna K	1	1	2	2		5	50	50	62.5	11
61	Sooraj C							0	0	0	0
62	Sruthi V P	1		3	3.5		7	67	58	87.5	14.5
63	Sumayya Parveen.P.M							0	0	0	0
64	Syam Mohandas	1.5	2	3	3		7.5	75	83	93.75	17



65	Thrishamol C S	2	2	1.5	3	4		58	83	50	12.5
66	Vaibhav K.M	1	2	4	4	6		83	100	75	17
67	Varsha T. P	2	2	4	3		7.5	100	83	93.75	18.5
68	Vrinda Krishna K K	2	2	3	4	4		83	100	50	15
Number of Students appeared for the examination								62	62	62	
Number of Students who Attained the COs								49	47	50	
Attainment Percentage of COs								79.03	75.81	80.65	
Number of Students required as per benchmark								37	37	37	
Status of CO Attainment								Attained	Attained	Attained	
Level of CO Attainment								3	3	3	

Number of Students who appeared for the Examination: 62

Number of Students who shall attain the COs as per Benchmark = $62 \times 0.06 = 37$



Calculation of PO Attainment Percentage

Programme: **B.Com.**

Course: **BCM2C02: Marketing Management**

Attainment of PO1:

Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study

Contributing COs with their Weightage:

Contributing COs	Weightage (a)	CO Attainment Percentage (b)	(a) X (b)
CO1	1*	79.03	79.03
CO2	0.33*	75.81	25.02
CO3	0.33*	80.65	26.61
Total	1.66		130.66

Percentage Attainment of PO1 = $130.66 / 1.66 = 78.71\%$

Verdict:

PO1 attained through this subject as the percentage exceeds the benchmark, that is, 60%.

The level of Attainment is 3.

* Weightage is taken from the Mapping Chart prepared in the initial stage of OBE.



Attainment of PO2:

PO2: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity

Contributing COs with their Weightage:

Contributing COs	Weightage (a)	CO Attainment Percentage (b)	(a) X (b)
CO2	0.67*	75.81	50.79
CO3	0.67*	80.65	54.03
Total	1.34		104.82

Percentage Attainment of PO2 = $104.82 \times 1.34 = 78.22\%$

Verdict:

PO1 attained through this subject as the percentage exceeds the benchmark, that is, 60%.

The level of Attainment is 3.

* Weightage is taken from the Mapping Chart prepared in the initial stage of OBE.




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