

Summary Report

The Brand Development has been provided for 2018 – 19 batch Fourth Semester BBA students. The duration of the course was 30 hrs.

Total number of students registered - 27

Total number of students passed - 27

Grade secured	A+	= 13
	A	= 4
	B+	= 5
	B	= 5
	C	= 0

This course inculcated the deep knowledge among students about the procedure of development of brands in a competitive market environment.

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