



Develop curriculum and tracking methods to provide all round exposure and learning experience to the verbal to master managerial knowledge and skills

DIRECTOR M.A.M. B-SCHOOL Siruganur, Trichy-621105



| Course Code | Course Name | L | Т | Р | С |
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| the second s | | | | | |

Course Outcomes (COs)

After successful completion of the course, the students should be able to:

| Course Outcome | Description of Course Outcome | RBT knowledge level (K1 to K6) |
|-------------------|-------------------------------|-----------------------------------|
| C01 | | |
| | | |
| CO2 | | |
| | | |
| CO3 | | |
| CO4 , | | |
| C05 | | |
| C06 | | A.M. B-SCHOO |
| re-requisites: | | Struggenart, Trichy 61 |

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Course Articulation Matrix

| S (3)-Strong, M (2)-Medium, W (1)-Weak | | | | | | | | | |
|--|------------------------|-----|-----|-----|-----|-----|-----|-----|--|
| со | Program Outcomes (POs) | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | P07 | PO8 | |
| CO1 | | | | | | | | | |
| CO2 | | | | | | | | | |
| CO3 | | | | | | | | | |
| CO4 | | | | | | | | | |
| CO5 | | | | | | | | | |
| CO6 | | | | | | | | | |

Course Assessment methods:

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| 1. | |
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| 2. | |
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| 3. | |
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| 4. <i>Special assignments to a</i> PO7, and PO8): | achieve predominantly domain independent POs (PO4, PO5, |
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| | DIRECTOR |
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Course Delivery Plan (Lesson Plan)

| Faculty . Name | Designation / Dept., | |
|-------------------------|-------------------------|--|
| Course Code / Course | Program | |
| Academic Year | Semester | |

Step 0: At the end of the course, the student will be able to:

Course outcomes (COs) are written as in the syllabus (CO1, CO2, ..., CO5)

| | Course Outcomes | RBT Leve |
|-----|-----------------|----------|
| CO1 | | |
| CO2 | | |
| CO3 | | |
| CO4 | | |
| CO5 | | |
| CO6 | | |

Step 1: Assessment Strategy:

Note: Minimum weightage of 10 will be provided for all COs while assessing.

Efforts are to be taken to achieve the following level of knowledge i.e., K1, K2, K3, K4, K6 through this course. (K1-Remembering, K2-Understanding, K3-Applying, K4-Analyzing, K5-**Evaluating, K6-Creating)**

Step 2: CO-PO mapping table:

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| COs | Program outcomes | | | | | | | |
|-----|---|-----------------|--------------|-----|----------|----------------|---------|----------|
| | P01 | PO2 | PO3 | PO4 | PO5 | PO6 | P07 | PO8 |
| CO1 | | | | | | | | |
| CO2 | | - CETSALTECHTCH | Con a manage | | | | | |
| | The second se | Na All | | | M.A.M. | ECTOR B-SCH | ROOL | age 1 of |
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| CO3 | | | | | | |
|-----|----|--|--|----|--|--|
| C04 | | | | 10 | | |
| C05 | | | | | | |
| CO6 | 14 | | | | | |

Step 3: Topic with lesson plan with outcome-based focus:

Note: *Teaching Methodology* (Lecture, discussion, panel discussion, debate, quiz, student seminar, case study, demonstration, tutorial, guest lectures etc.,)

Note: Topic wise class notes is to be prepared by the faculty as per OBE format

| Session No. | Topic proposed to be covered | Material no. (of the class notes prepared as per OBE format) | Teaching methodology |
|-----------------------|------------------------------|---|-------------------------|
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| 2. | | | |
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| 12. | | | |
| Fotal no. of hours | | | |

| Session No. | Topic proposed to be covered | Material no. (of the , class notes prepared as per | Teaching methodolo |
|-------------|------------------------------|--|-----------------------|
| | No No | prepared as per | Page 2 |

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| | | OBE format) | |
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| 12. | 31. 4. | | |
| Total no. of hours | | | |

| Session No. | Topic proposed to be covered | Material no. (of the class notes prepared as per OBE format) | Teaching methodology |
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| 10 | The MANIES | | |

| 11 | | | |
|-----------------------|--|--|--|
| 12 | | | |
| Total no. of hours | | | |

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| Jnit-IV: Syllabus | | | |
|-----------------------|---------------------------------------|---|-------------------------|
| Session No. | Topic proposed to be covered | Material no. (of the class notes prepared as per OBE format) | Teaching methodology |
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| 12. | | | |
| Total no. of hours | | l | |

| Session No. | Topic proposed to be covered | Material no. (of the class notes prepared as per OBE format) | Teaching methodology |
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| 4. | | |
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| 10. | | |
| 11. | | |
| 12. | | |
| Total no. of hours | | |

Books

| SI.No | Book Title / Author | Unit-I | Unit-II | Unit-III | Unit-IV | Unit-V |
|-------|---------------------|--------|---------|----------|---------|--------|
| | | | | | | |
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Teaching aids needed

| SI.No | Session No. | Details of teaching aids needed |
|-------|-------------|---------------------------------|
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Activities/ Project

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| SI.No | Project details | Submission date |
|-------|-----------------|---------------------------|
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| | SIL COLOR | Page 5 of 6 |

Assignments

| . Regular Assignments | | | | |
|-----------------------|--|----------------------|--|--|
| SI. No | Assignment details | Submission date | | |
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| | | | | |
| Assignm | nents to attain domain independent POs | (PO4, PO5, PO7, PO8) | | |
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Test dates

| Test | Date of test | |
|------|--------------|--|
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| | | |

Sign of course faculty

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Sign of Director

Page 6 of 6

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MAMES M.A.M. BUSINESS

CLASS NOTES

Material No:

Faculty Name / Designation :

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|---|------|---|
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STEP 1: INTRODUCTION

(1) LEARNING OUTCOMES

After the session, the student should be able to:

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(2) ICE BREAKING (optional)

STEP 2: ACQUISITION (attached)



STEP 3: PRACTICE/TESTING

(The questions that will be asked in the class to the learner after teaching the topic to check the extent of learning. It can be an activity also.)

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| | Register Number: | |
|--|---|--|
| GROUP OF INSTITUTIONS | M.A.M. B-SCHOOL Siruganur, Trichy -621105 , New Delhi & Affiliated to Anna University, Chennai) | USINESS DOL |
| · MBA DEGI | REE EXAMINATIONS: OCTOBER 2022 | |
| | (Regulation 2021) | |
| Continu | ious Internal Assessment –II (CIA-II) | |
| | Semester: III | |
| | Date: | |
| COURSE CODE / COURSE NAM | | |
| | COURSE OUTCOMES | |
| CO1: | | |
| CO2: | | |
| | | |
| CO3: | | |
| CO3: CO4: | | |
| CO3: CO4: CO5: | | |
| CO3: CO4: CO5: CO6: | | |
| CO3: CO4: CO5: | Maximum Marks | 5: 100 |
| CO3: CO4: CO5: CO6: | Maximum Marks Answer all the Questions:- | s: 100 |
| CO3: CO4: CO5: CO6: | Answer all the Questions:- | s: 100 |
| CO3: CO4: CO5: CO6: Time: Three Hour | Answer all the Questions:- PART A (10 x 2 = 20 Marks) | |
| CO3: CO4: CO5: CO6: Time: Three Hour | Answer all the Questions:- PART A (10 x 2 = 20 Marks) COL | [KL |
| CO3: | Answer all the Questions:- PART A (10 x 2 = 20 Marks) COL COL | [KL |
| CO3: CO4: CO5: CO6: Time: Three Hour 1 , 2 , 3 | Answer all the Questions:- PART A (10 x 2 = 20 Marks) COL COL COL COL | [K _L [K _L |
| CO3: | Answer all the Questions:- PART A (10 x 2 = 20 Marks) COL COL COL COL COL | [K _L [K _L [K _L |
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| | | PART B (5 x 13 = 65 Marks) | | |
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| 14 | | | COL | [K _L] |
| 15 | | | COL | [K _L] |
| | | | | |
| | | PART C (1 x 15 = 15 Marks) | | |
| 16a | | | COL | [K _L |

| Course Outcome | CO1 | CO2 | CO3 | CO4 | C05 | CO6 | Total Marks |
|-------------------|-----|-----|------------|-----|-----|-----|----------------|
| Marks | | | | | | | |
| Distribution | | | | | | | |

Course In-charge

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Exam cell Coordinator

Director

ECTOR

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ur, Trici

Please indicate knowledge level (K -Level) - $(K_1 to K_6)$ and Course Outcome level (CO1 to CO6) against each question for each subdivision. Alternate questions (question choices) should be from the same CO and at the same K- level



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|--------------------------|--|---------------------------|-----------|-----------------|-----------------|--|
| Register Number | | CIA- 1 | CIA- 2 | Model Exam-1 | Model Exam-2 | |
| Name of the . Student | | | 2 | | | |
| Degree | Year | | | | | |
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| Course Code | Course Name | | | A tak | | |
| | 1 | Session (please tick $$) | | | | |
| Date | | FN | | AN | | |
| No. of pages used | Invigilator Signature with Name / Designation. Dept. | | | | | |

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| Total- 1 | | | | | | | Total- 2 | | | | | | |

| Course Outcomes | C01 | CO2 | CO3 | CO4 | CO5 | CO6 | Grand Total |
|---|-------|-----------------|-------------------------|---------|-------|-----------------------|----------------|
| Max. Marks | | | | | | B-SC | Res : |
| Actual Marks Awarded (Total-1 + Total-2) | • | | DIREC | TOR | E | MAMES | 121 |
| Grand Total in ' | Words | M.A.M. B-SCHOOL | | 191 | | | |
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Name & Sign of Examiner with date

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Name & Sign of student with date (after verification of marks)

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Academic Year 2022-2023

I-MBA Section - CIA 1 Mark Statement

| No Student Name | BA4101- Statistics for Management | BA4102-Management Concepts and Organizational Behavior | BA4103-Managerial | BA4104- Accounting for Decision Making | BA4105-Legal Aspects of | BA4106- Information | PA4022 5.1 |
|------------------------------|--------------------------------------|--|---------------------------------------|---|-------------------------|--|---------------------------------------|
| CO1 CO2 CO3 CO4 CO5 CO6 Tota | al CO1 CO2 CO3 CO4 CO5 CO6 Total CC | | Decision Making | Business | Management | BA4032-Entrepreneurship Development | |
| | | | 01 CO2 CO3 CO4 CO5 CO6 Total | CO1 CO2 CO3 CO4 CO5 CO6 Tot | | | stopment |
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Provide eco system for faculty to upgrade themselves in the domain of management and research contribution for enriching the management programs offered





SJCSE International Journal of Computer Sciences and Engineering Open Access Review Paper Volume-6, Special Issue-2, March 2018 E-ISSN: 2347-2693

A STUDY ON SERVICE QUALITY IN PUBLIC HOSPITALS AND ITS EFFECTS ON PATIENTS SATISFACTION IN TIRUCHIRAPPALLI DISTRICT, TAMILNADU

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² Department of Management, Srimad Andavan Arts & Science College (Autonomous), Trichy-5

Available online at: www.ijcseonline.org

Abstract— The objective of study is to examine the service quality of public hospital and its effects on patients' satisfaction for the development of public hospital service by using percentage analysis with 120 respondents which in turn provide a conclusion to overcome financial and managerial issues of public hospital and help to satisfy the patient.

Keywords-: Hospital, Service Quality, Healthcare System, Indian Healthcare Delivery System.

I. INTRODUCTION

HEALTH CARE SYSTEMS AND STRUCTURE

DEFINITION AND MEANING OF HOSPITAL

According to Medical definition "hospital is a place for receiving medical or surgical care, usually as an inpatient (resident). An ill person in the US may be 'in the hospital, 'and his ailing UK counterpart would say he is 'in hospital'".

According to Collin English dictionary "A hospital is a place where people who are ill are looked after by nurses and doctors".

'Health is wealth' so Hospital is place which act as an indicator for human development. Hospital is a complex organization and an institute which provides health to people through complicated but specialized scientific equipments and team of trained staff educated in the problems of modern medical science.

DEFINITION AND MEANING OF SERVICE QUALITY

According to (Parasuraman, Zeithaml and Berry, 1988) "Service Quality is defined as the difference between customers' expectations and perceptions of service and can often be seen as a way to build a competitive advantage".

Service quality (SQ), in its contemporary conceptualization, is a comparison of perceived expectations (E) of a service with perceived performance (P), giving rise to the equation SQ=P-E. A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive.

Hospital systems are organizations established to meet the health needs of target populations. Hospital systems includes the work done in providing primary care, secondary care, and tertiary care, as well as in public health.

Primary care refers to the work of health professionals who act as a first point of consultation for all patients within the health care systems. For examples: Common chronic illnesses usually treated in primary care may include, for example: Hypertension, diabetes, asthma, COPD, depression and anxiety, back pain, arthritis or thyroid dysfunction. Primary care also includes many basic maternal and child health care services, such as family planning services and vaccinations. Secondary care is the health care services provided by medical specialists, dental specialists and other health professionals who generally do not have first contact with patients.

For examples: cardiologists, urologists, endodontists, and oral and maxillofacial surgeons. Tertiary care is specialized consultative health care, usually for inpatients and on referral from a primary or secondary health professional, in a facility that has personnel and facilities for advanced medical investigation and treatment, such as at tertiary referral hospital care services are cancer management, neurosurgery, cardiac, surgery, treatment for severe burns, advanced neonatology services, palliative, and other complex medical and surgical interventions. Generally Hospitals today offer Core level services, Expected level

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International Journal of Computer Sciences and Engineering

Scholarly Peer-Reviewed Scientific Research Publishing Journal

Publication Certificate

This is to certify that

A. Kanimozhi

has published a paper entitled "A STUDY ON SERVICE QUALITY IN PUBLIC HOSPITALS AND ITS EFFECTS ON PATIENTS SATISFACTION IN TIRUCHIRAPPALLI DISTRICT, TAMILNADU" in International Journal of Computer Sciences and Engineering, Volume-06, Special Issue-02, Mar 2018, after review reports of our editorial board and review board.

We wish you for your success and bright future......

H.A.M. B.

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DIRECTOR M.A.M. B-SCHOOL Siruganur, Trichy-621105

Managing Director IJCSE, ISSN: 2347-2693 www.ijcseonline.org editor@ijcseonline.org

Impact of TV on Children Behavioural Changes in Villupuram District

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Abstract: A well-built India would be created with the hands of youngsters. But here the question are they directed in right way. Will they capable to do so?. Since the intense TV media influence on the children make changes in their behaviour. This study more focused on the Changes in the Children's behaviour in Villupuram district. In a family children are subjected with so many behavioural changes including some health issues due to their TV viewing pattern. Time spent in watching television seize away from important activities such as reading, school work, playing, exercise, family interaction, and social development. Children also learn information from television that may be inappropriate or flawed. Children who watch a lot of television are likely to have low performance in studies, read fewer books, exercise less and be overweight. Violence, sexuality, race and gender stereotypes, drug and alcohol abuse are common themes of television programs. The researcher collected from 204 respondents in Villupuram dist by used Convenience sampling method. dislikes doing small family works and reduction of games activities. This study found that children have poor dietary habits and hyper tension, the children spent more hours on TV viewing, unnecessary TV watching, timing of TV programmes, need for TV viewing for sleep and favourite TV programmes. Finally the researcher concluded that The Parents' must increase their spending time with the children by having interaction. The Parents could insist their children to avoid watching TV while eating by doing so the children will concentrate on the food. The Parents could encourage their Children on Physical activity like Brain games, role play and other games which leads to Healthy and active body. The Parents could give Healthy foods to the Children to grow Healthy and avoid snacks food.

Key Words: Television, Children, Health Issues, Behavioural Changes

1. INTRODUCTION:

The Former President of India Dr.A.P.J.Abdul Kalam expressed to the students that "Dream it, so that you can succeed". A well-built India would be created with the hands of youngsters. But here the question are they directed in right way. Will they capable to do so?.

At present TV media target and attract the consumers with perfect plan. They enlighten with glamour as per the emotions, needs, wants and demands of the consumers. Billions of dollars are spent by Marketers and companies on consumer research and to know the crucial factors involved in consumer decision making. Designing a credible messages to attract the target customers is the main focus of marketers. Among the household products children products occupy the major hunk. Hence marketers designing ads that are influence and attract the children and persuasive enough for their emotional attachment with the product.

Since the intense TV media influence on the children make changes in their behaviour. This study more focused on the Changes in the Children's behaviour in Villupuram district. In a family children are subjected with so many behavioural changes including some health issues due to their TV viewing pattern. It is very important to discuss this aspect along with the discussion on its linkage with the TV viewing pattern for future policy implication. The prospective strategies adopted by the parents to reduce the TV viewing among the children and its consequences. The behavioural changes are discussed with the help of sedentary behavior, sleeping pattern, consumption pattern, social isolation lesser physical activities, health issues, addition to television, aggressive in nature and poor in academic achievement.

2. PROBLEM IDENTIFICATION:

The TV Media industry has tormented children as consumers and the argument surrounding advertising to children has existed for nearly as long. At present, advertisers promote a range of products and services specifically to and through children.

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A STUDY ON PRE- PURCHASE BEHAVIOUR OF CONSUMERS TOWARDS WHITE GOODS IN NAMAKKAL DISTRICT

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Abstract:

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In today's competitive world the need of white goods plays major role in every household. The durables good industry is working in a highly competitive market. The durable industry access the wants of the consumers in a timely manner. Pre purchase behaviour actually includes the understanding of the consumers set of decisions. Post purchase behaviour of a consumer after commitment to product. The objective of the study is to analyse the demographic profile of the consumers and to study the pre purchase and post purchase behaviour of the consumers in Namakkal district. The sample taken for the study is 200. A well-structured questionnaire is used to collect the data.

Keywords: consumer behaviour, pre-purchase and white goods.



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FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED WHITE GOODS IN TIRUCHIRAPPALLI DISTRICT

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Abstract: Consumer durables have emerged as one of the fastest growing industries in India. Once seeming as luxury items, consumer durables today have become as an essential tool of everyday use for the Indian middle class families. The largest causative sector among durables is white goods, also known as consumer appliances, like air conditioners, refrigerators, mixer grinder, wet grinder and washing machines. Consumers' attitude and purchase preferences have been immensely changing all over the world for the past few years predominantly in the Indian white goods market due to the entry of foreign brands which create grave competition as well as broad choice for buyers. Every marketer is embarrassed to find out factors for which buyers give much importance and how far they are fulfilled with these factors. In this research examine the purchase behaviour of buyers towards selected white goods such as refrigerator, washing machine and wet grinder. The research is descriptive in nature and with the sample size of 500. The study has been done in Manachanallur in tiruchirappalli district. The objectives of the study to find the factors which influence buyers for the purchase of white goods. To Study the profile of the respondents..

Key Words: consumer buying behaviour, white goods and factors influence.

1. INTRODUCTION:

Consumption trends differ from similar income households in urban areas to rural areas significantly. The biggest attraction for Multi National Corporates is growing in Indian middle class (Gupta, 1996). The market has been changing and showing extraordinary business opportunity for long time. The growth in recent years has been obtained from several factors such as retail boom, growing disposable income and availability of easy finance schemes. Indian rural markets are expected to grow faster than urban markets (Tara Saini, 2012). This information will then be verified within the Indian context with the help of a consumer focus group, which will answer questions relating to the decision making process including: the identity of the principal decision maker, the motivations behind their purchase, the sources from where they get their information from as well as the principal criteria they base their choices on. White Goods and their Specificities Generally used to designate a wide range of domestic appliances which are chiefly for kitchen or laundry use, and which were historically factory-finished in white enamel, white goods include: cooling appliances such as refrigerators, freezers and ice boxes, cooking appliances like microwave and electrical ovens, and home laundry and dishwashing appliances including washing machines and clothes dryers.

They are differentiated from what professionals refer to as "brown goods" such as TVs, video recorders, hi-fi systems, telephones, computers and cameras, since white goods are considered as "time saving goods" that increase individuals' flexible time, while the latter are referred to as "time using goods" as they increase the perceived quality of flexible time. Furthermore, white goods are usually seen as privately consumed necessities that are consumed out of public view and that virtually everyone owns. Their purchase is heavily governed by the product's attributes rather than by the influences other people exert. Certain traits characterize and are common to all white goods, they include: simplicity and scale-intensive production, product similarity, low exposure to technological advancements, limited research and development, and long product life expectancy.

The study of consumer behaviour focuses on how individuals make decisions to spend their available resources like time, money, effort on consumption-related items (Schiffman and Kanuk, 1997). The buying process is a combination of mental and physical activities that ends with an actual purchase almost daily . Thus it is interesting to study the connection within "what we buy" and "why we buy it". In this scenario, brands play a leading role in customer decision making. The purchase of a product is both mental and physical activity. Sheth& Mittal 2004, these uion of ye activities are called behaviours, and their result is a combination of variety determinate by the relation within the type of customer and his/her role.

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2. REVIEW OF LITERATURE:

Available online on - WWW.IJRCS.ORG

DIRECTOR M.A.M. B-SCHOOL

Siruganur, Irichy-page 218



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED WHITE GOODS WITH SPECIAL REFERENCE TO **TIRUCHIRAPALLI DISTRICT**

R.Karthika¹, Dr. N.Vijai Anand² ¹Research Scholar, Department of Management Studies, Muthayammal Engineering College, Rasipuram, Namakkal ²Professor & Head of the Department, MBA, Dhanalakshmi Srinivasan Engineering, College, Perambalur.

ABSTRACT

Consumer durables have emerged as one of the fastest growing industries in India. Once perceived as luxury items, consumer durables today have become as an indispensable tool of everyday use for the Indian middle class families. The largest contributing sector among durables is white goods, also known as consumer appliances, like air conditioners, refrigerators, mixer grinder, wet grinder and washing machines. Consumers' attitude and purchase preferences have been vastly changing all over the world for the past a few years particularly in the Indian white goods market due to the entry of foreign brands which create heavy competition as well as broad choice for buyers. Every marketer is constrained to find out factors for which buyers give much importance and how far they are satisfied with these factors. In this research 'examines the purchase behaviour and attitude of buyers towards selected white goods such as refrigerator, washing machine, mixer grinder, wet grinder and air conditioner. The research is descriptive in nature and data were collected through wellstructured online and offline questionnaires with the sample size of 500. The study has been done in Tiruchirappalli district of Tamil Nadu state in India. The main objectives of the study are to find out factors which influence buyers for the purchase of white goods and the importance given for selection of retail outlet for their purchase. The satisfaction level of the consumers towards the

products, their experience in the retail outlet during the Purchase and after sales service seems to be optimistic.

Keywords: purchase behaviour; consumer; white goods; product; service;

INTRODUCTION

Consumers, their ways of taking purchase decisions and the principles they look for when taking such decisions are constantly evolving, and hence their study represents a subject of great interest to market researchers across the world. This is all the more true in the case of high involvement products such as white goods whose purchase is generally rational and is preceded by a long decision making process given that this type of product represents a high financial investment for households (Govind, 2012). In the course of this research, here it is present the white goods sector including its specifications and particularities, discuss the Kotler and Keller (2009) buying decision process and identify the criteria consumers look for when making a white goods purchase. This information will then be verified within the Indian context with the help of a consumer focus group, which will answer questions relating to the decision making process including: the identity of the principal decision maker, the motivations behind their purchase, the sources from where they get their information from as well as the principal criteria they base their choices on.White Goods and their Specificities Generally used to designate a wide range of domestic appliances which are chiefly for kitchen or laundry use, and which were historically factory-finished in white enamel.



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Create modern facilities and upgrade existing facilities to offer education in the management domain

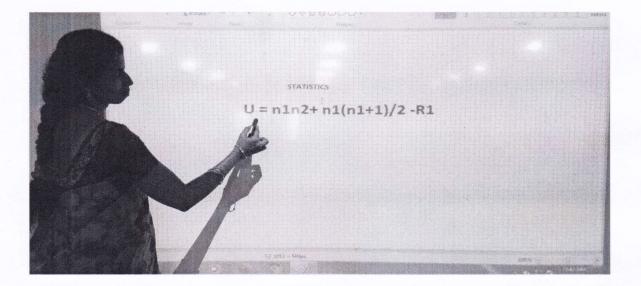
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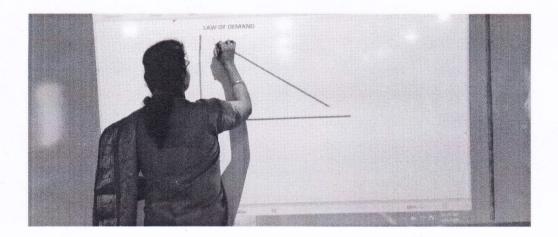


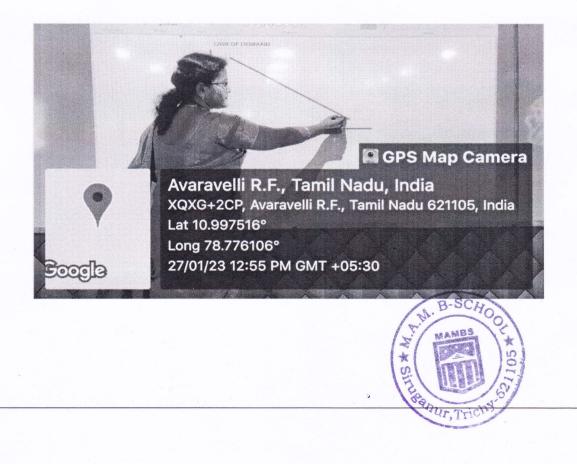
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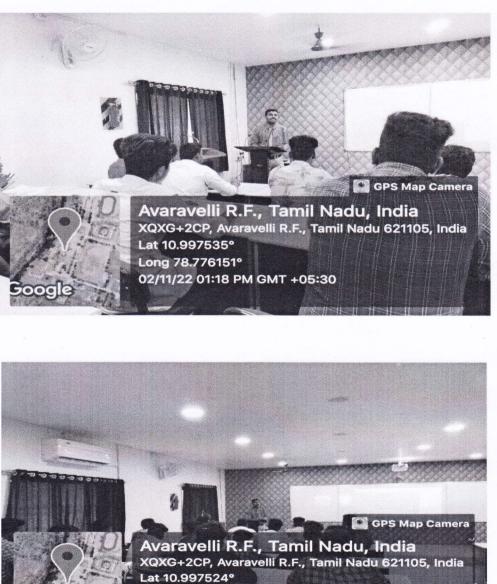
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Conduct programs and outreach activities to the society by involving students taking out socially important issues

DIRECTOR M.A.M. B-SCHOOL Siruganur, Trichy-621105







Outbound Ecotourism & CSR @ Pachaimalai













Outbound Ecotourism & CSR @ Pachaimalai





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Press Release

MBA students pay visit to Patchamalai

TIMES NEWS NETWORK

Trichy: Visiting Patchamais was a refreshing experience for 40 MBA students from colleges in Trichy. Among them, many were visiting Patchamalai for the first ti-

Students from MAM Business School and MAM College of Engineering and Technology, Trichy were on a field visit to Patchamalai on Saturday. Accompanied by members of Thaneer, a city-based voluntary organisation, they learned livelihood opportunities of people in the hill station

While greenery is maintained through the year. Patchamalai forest, which is about 90 km from Trichy city, attracts large butterfly population making it an ideal place for trekking expedition.

Being the only place in Trichy district having scope for trekking, Patchamalai has been hosting nature enthusiasts. Top Sengattupatti in Patchamalai is developed as an eco-tourism destination where people from the local tribal community, tree top houses and a couple of dormitories to host nature enthusiast.

Finding drinking water in the hill station much tastier that what is available in Trichy city, S Naima, a member from MAM B School who accompanied the students. said that it was a refreshing experience away from city life.

"We found agriculture being the primary occupation of people living in the hillock

where Tapioca is widely cultivated. However, it was unusual for us to find some people also cultivating paddy, said Praveen S, a first year student of MAMBSchool

Secretary, Thaneer, K. C. Neelamagam said that students were made to throw about 150 seed balls around Mangalam waterfalls. "They also joined us in collecting plastic waste left behind by tourists. They were sensitized on not littering forests by explaining its ill effects." said Neelamegam.

Students go on nature trek, disperse seed balls

Tourists, especially youth from Tiruchi, are polluting Pachamalai

RATHELENE ANTONY

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Students of a city college take part in a nature walk with Thanneer, an NGO, in Tiruchi on Saturday.

dertook a 4-km long trek through the hills guided by volunteers of Thanneer on

"This has been an impor-tant part of our Thanneer on Friday. "This has been an impor-tant part of our Thanneer environmental clubs in col-leges. We want the students to see our rich and varied habitat and urge them to protect it. Just teaching them in schools and colleges is not enough. They need to see what could possibly be lost through human activi-

ty," Mr. Neelamegam said. "The students picked up plastic waste as they went on the trek. We appeal to the public to not pollute the nat-ural habitat," he said. The students studied the habitat, the plants and trees and the fruits they bear and the fruits they bear and the fruits they bear and the fruits of fung seed balls around the Mangalam waterfalls. Tourists, espe-cially youth from Tiruchi are polluting the area, they said.

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SAVE CAUVERY RIVER

(Yellow Cloth Bag)

INVITATION





CROUP OF

We Cordially Invite You All For the

SAVE CAUVERY RIVER

23rd December, 2021 | 8.00 am to 10.00 am

In the presence of

Mr. S. DHARMARAJ

Airport Director Airports Authority of India Tiruchirappalli International Airport

Mr. K. C. Neelamegam

Prof. K. Sathish Kumar

President Thanneer Club Asst.Professor & Secretary Thanneer & Students Club.

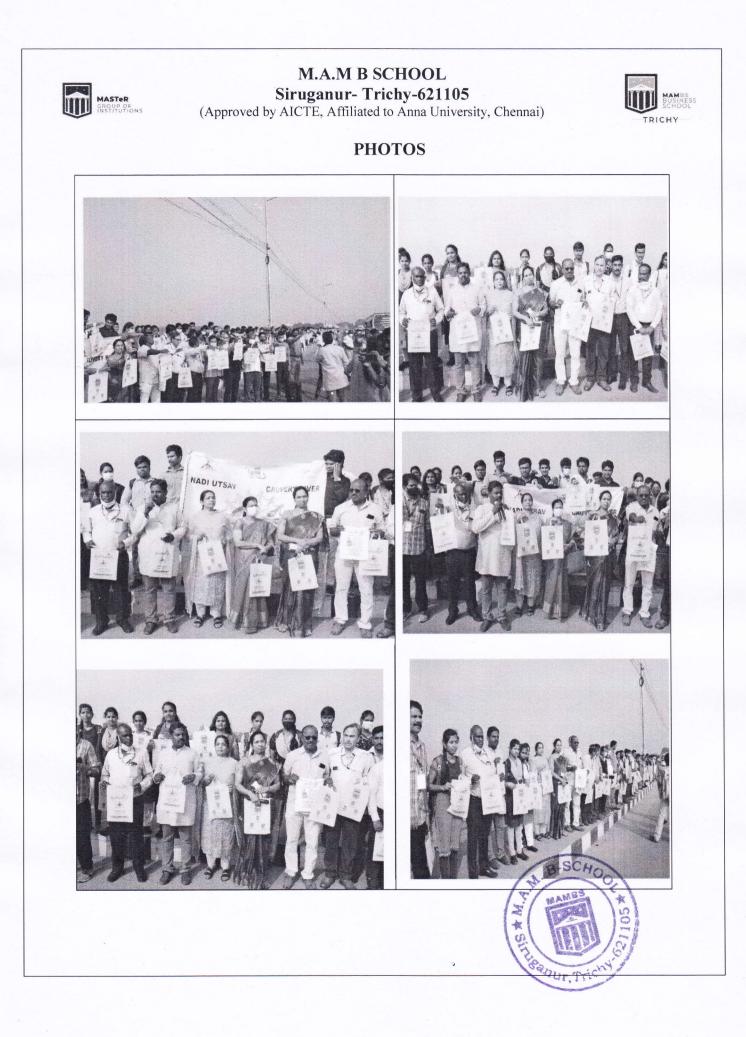
Mrs. Fathima Bathool

Secretary & CEO -Master Gl.

Dr. X. Susan Christina Principal - MAMCET Dr. M. Hemalatha Director - MAMBS

Venue : Cauvery Bridge (Connects Between Chathiram to Srirangam)









PRESS RELEASE

Human chain promotes manjappai to save Cauvery

'We would like to support the government campaign'

SPECIAL CORRESPONDENT TIRUCHI

A human chain formed by 800 college students on the Cauvery Bridge (connecting Chathiram area to Sriran-gam) in the early hours of Thursday highlighted the importance of using cotton cloth bag and saving the river from pollution.

Organised by M.A.M. Bu-siness School in association with Thanneer, a voluntary organisation, and Thanneer Students Club, the 'Save Cauvery River' initiative saw college students, both men and women, hold up 'man-jappai' (yellow cloth bag), and distribute them to the public.

The human chain was formed across the bridge from 8 a.m. to 10 a.m.

Speaking to the *Hindu*, S. Dharmaraj, Airport Director, Airports Authority of India, Tiruchi International Airport and chief guest at the event, said: "We are cele-brating the Nadi Utsav [Festival of Rivers] by focusing on the Cauvery and environ-mental awareness. Joining forces with educational institutions has helped us to pro-



S. Dharmaraj, Airport Director, Tiruchi International Airport, holds a yellow cloth bag at an awareness programme near Cauvery Bridge in Tiruchi on Thursday. *M. SRINATH

mote the message of clean living.'

"We would like to support the Tamil Nadu govern-ment's campaign to bring back the use of manjappai by raising awareness among the youth," said K. Sathish Kumar, assistant professor Kalai Kaviri College of Fine Arts and secretary of Than-neer and Students Club.

"We chose to form the human chain at the Cauvery Bridge because even though the great river is a symbol of Tamil identity, it has sadly become polluted with plas-tic waste and industrial effluents," he added. The students said they

were eager to adopt eco-friendly ways of living. "There is no life without water, and keeping this great river clean is important for future generations," said Manimaran.

MBA student Nagajyothi said, "After learning about cloth bags, my friends and I have been inspired to give up plastic alternatives be-cause they are non-biode-gradable. We hope to spread the message among our friends and family."

M. Hemalatha, director, M.A.M. Business School, and K.C. Neelamegam, pre-sident, Thanneer, spoke at the event.







PRESS RELEASE



A campaign being held on the Cauvery bridge in Tiruchy on Thursday | EXPRESS

800 students take pledge to save Cauvery

EXPRESS NEWS SERVICE @ Tiruchy

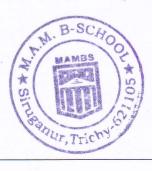
COINCIDING with Chief Minister MK Stalin's Manjal Pai campaign, over 800 students formed a human chain holding cloth bags in their hands on the Cauvery bridge early on Thursday, pledging to use the bags instead of plastics and protect the Cauvery.

The students took part in the event with Tiruchy International Airport Director S Dharmaraj, MAM-B School Director M Hemalatha, Thanneer Club president KC Neelamegam and secretary K Sathish Kumar, who had jointly organised it as part of the club's ongoing Save Cauvery initiative.

Dharmaraj urged students to understand their role in conservation of the Cauvery and follow eco-friendly practices. He explained how pollutants manage to enter the river, posing great threat. He also reminded the students how the whole delta area and Tiruchy region are highly agricultural, and how the river is making, this possible.

M Hemalatha said how being eco-friendly is important on a global context. She also added that those living in the heartland of the Cauvery have to be even more careful in controlling pollution and take steps to save the river. They should avoid using plastic bags, and maintain a healthy environment.

The students interacted with motorists, urging them to use cloth bags instead of plastics, and distributed the bags they had brought.







PRESS RELEASE

சுற்றுச்சூழலைக் காக்கக் கோரி மனிதச்சங்கிலி



மனிதச் சங்கிலியில் பங்கேற்ற மாணவ, மாணவிகள், தண்ணீர் அமைப்பினர்.

திருக்சி, டிச. 23 : திருச்சியில் தண்ணீர் அமைப்பு, தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றம், திருச்சி வீமான நிலையம், எம்ஏஎம் மேலாண்மைக் கல்லூரி இணைந்து காவிரி யைக் காப்போம் , துணிப்பை எடுப்போம் என்னும் தலைப்பிலான மனிதச் சங்கிலி வியாழக்கிழமை நடைபெற்றது.

திருச்சி காவிரிப் பாலத்தில் நடைபெற்ற நிகழ்வைத் தொடங்கிவைத்து திருச்சி விமான நிலைய இயக்குநர் எஸ். தர்மராஜ் பேசினார்.

நிகழ்வின் ஒரு பகுதியாக கற்றுச்சுழலை

காப்பதன் அவசியத்தை வலியுறுத்தும் வித மாக பொதுமக்களுக்கு, மஞ்சள் துணிப் பைகளை மாணவர்கள் வழங்கினர்.

தண்ணீர் அமைப்பின் செயல் தலைவர் கே.சி. நீலமேகம். செயலர் பேராசிரியர் கி. சதிஷ்குமார், எம்ஏஎம் மேலாண்மைக் கல் லூரி செயலர் பாத்திமா பஹுல், இயக்குநர் எம். ஹேமலதா, முதல்வர் சூசன் கிறிஸ்மா, விமான நிலைய அதிகாரிகள், ஊழியர்கள், தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றம், கல் லூரி மாணவ, மாணவிகள் உள்பட சுமார் 800 பங்கேற்றனர்.







PRESS RELEASE



75வது சுதந்திர தினத்தையொட்டி திருச்சி காவிரி பாலத்தில் நேற்று "நதி உத்சவ்" திட்டத்தில் பிளாஸ்டிக்கை தவிர்த்து, காவிரியை காப்போம் என்ற விழிப்புணர்வு மனித சங்கிலி நடைபெற்றது. இதில் கலந்துகொண்ட கல்லூரி மாணவ, மாணவிகள் மஞ்சள் பைகளை ஏந்தியபடி, பிளாஸ்டிக்கை தவிர்ப்போம், சுற்றுச்சூழல், காவிரியை காப்போம் என்று உறுதிமொழி எடுத்துக்கொண்டனர்.







PRESS RELEASE

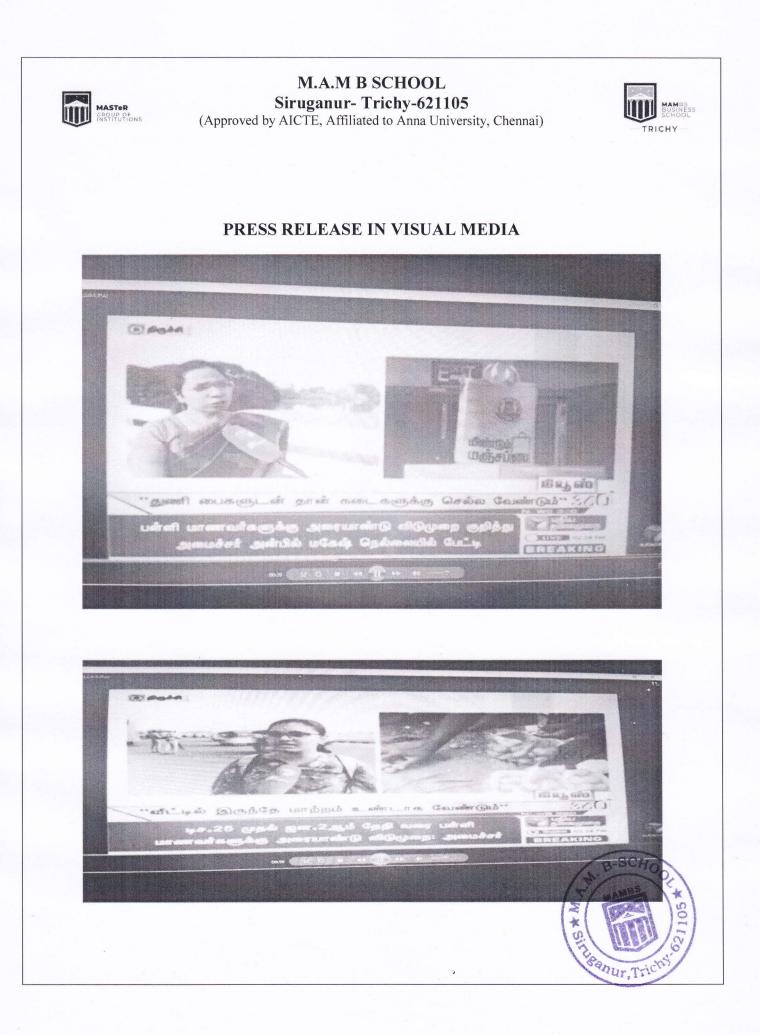


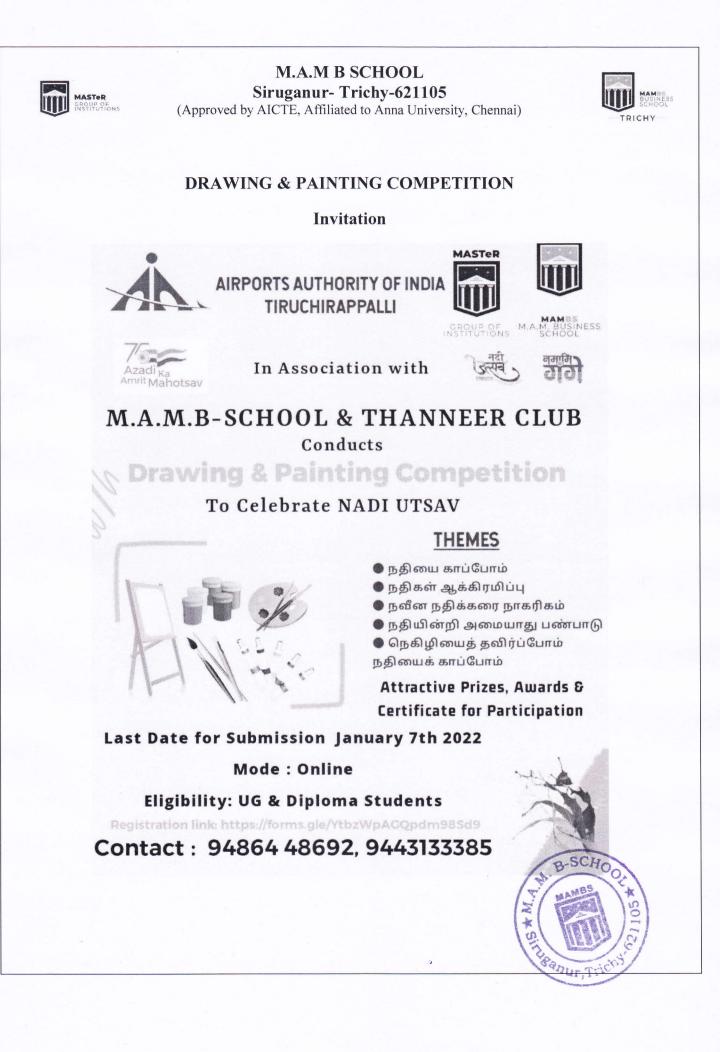
துணிப்பையின் பயன்பாடு குறித்து விழிப்புணர்வு

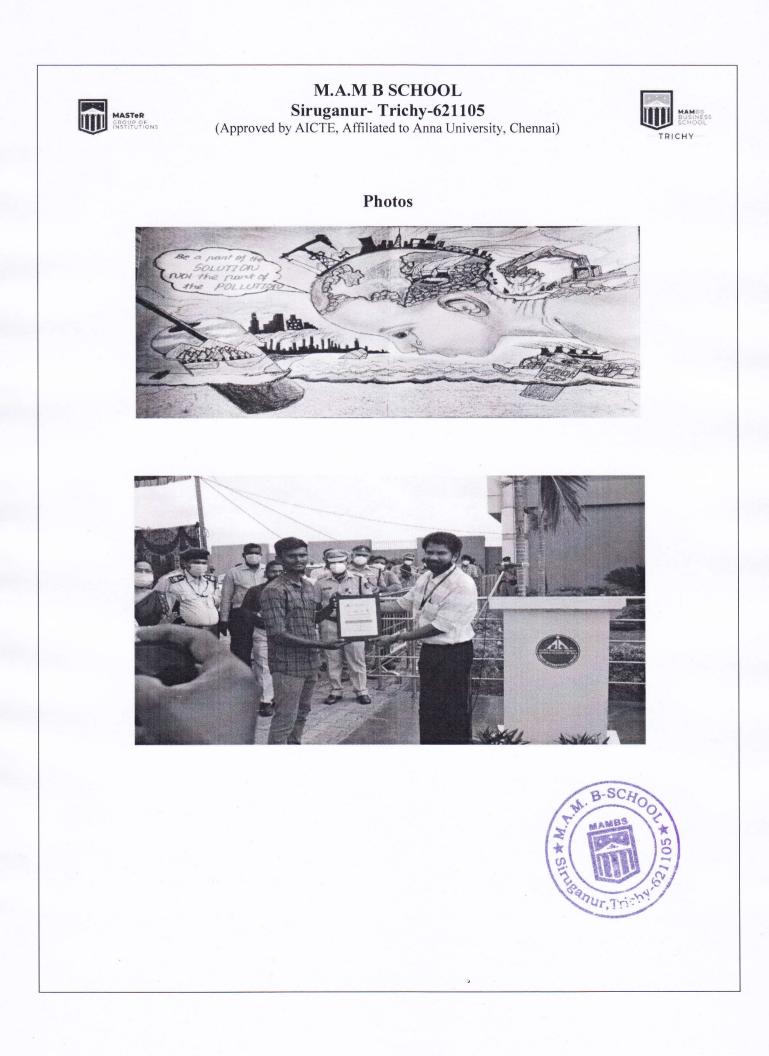
மலைக்கோட்டை, டி.ச.24-திருச்சி காவிரி பாலத்தில் தண்ணீர் அமைப்பு, சுற்றுச்சூ லுல் மாணவர் மன்றம், திருச்சி விமான நிலையம், தனியார் மேலாண்மைக் கல்லூரி ஆகி யவை இணைந்து காவிரி யைக் காப்போம், துணிப்பை எடுப்போம் என்ற மனித சங் கிலி விழிப்புணர்வு நிகழ்ச்

சியைநடத்தன. இதில் திருச்சி விமான நிலைய இயக்குனர் எஸ். தர் மராஜ் கலந்து கொண்டு நிகழ்ச் சியை தொடங்கி வைத்தார். தண் ணீர் அமைப்பின் செயல் தலைவர் கே.சி.நீலமேகம், தனியார் மேலாண்மைக் கல் லூரி செயலாளர் பாத்திமா பஹுல், திருச்சி விமான நிலைய அதிகாரிகள், ஊழியர் கள், தண்ணீர் சுற்றுச்சூழல் மாணவர் மன்றம், தனியார் மோணவ, மாணவிகள் ஏராள மானோர் பங்கேற்று காவிரி பாலம் முழுவதும் மஞ்சப்பை உடன் கைகோர்த்து நின்று, நெகிழிப் பைகளைத் தவிர்ப் போம், காவிரியைக் காப் போம், நீர் நிலைகளை மீட் போம் என உறுதி மொழி எடுத்துக்கொண்டனர்.













PRESS RELEASE

ஆன்லைனில் ஓவியப்போட்டி பங்கேற்றால் பரிசு

திருச்சி, ஜன. 7-

இருச்சி தண்ணீர் அமைப்பு, எம்ஏஎம் மேலாண்மைக்கல்லூரி சுற்றுச் சூழல் மன்றம், இருச்சி பன்னாட்டு விமான நிலையம் சார்பில், 75 வது சுதந்திர தின விழாவை முன்னிட்டு மத்திய அரசு அறிவிப்பின்படி 'நதி உத்சவ்' நிகழ்வுக்கான ஒவியப்போட்டி ஆன்லைன் மூலம்நடைபெற உள்ளது.

இளங்கலை மற்றும் டிப்ளமோ பயிலும் மாணவ, மாணவிகள், நதியைக் காப்போம், நதிகள் ஆக்கிரமிப்பு, நவீன நதிக்கரை நாகரிகம், நதியின்றி அமையாது பண்பாடு, நெகிழியைத் தவிர்ப்போம், நதியைக் காப்போம் என்ற தலைப் புகளில் ஒவியங்கள் வரைந்து 7ம் தேதிக்குள் (இன்று) அனுப்ப வேண்டும். https://forms.gle/ YtbzWpAGQpdm98Sd9 என்ற இணைப்பில் பதிவு செய்து கொண்டு, ஒவியம் வரைந்து இந்த இணைப்பின் மூலமே சமர்ப்பிக்கலாம். போட் டிகளில் வெற்றி பெறுபவர்களுக்கு பரிசுகள், விருதுகள் மற்றும் சான்றிதழ்கள் வழங்கப்படும்.

கூடுதல் விவரங்களுக்கு 9486448692, 94431 33385 என்ற எண்களை தொடர்பு கொள்ளலாம்.







Develop leadership qualities in faculty and students for achieving exemplary growth

DIRECTOR M.A.M. B-SCHOOL Siruganur, Trichy-621105









M.A.M B-School students interacted with Industry-stalwarts

Our students visited to IITM Research Park on 18-12-2021 and had an interaction with

Dr. Ashok Jhunjhunwala, Professor IITM.









M.A.M B-School students attended interaction session with Dr. Sridhar Vembu, Founder and CEO, Zoho Corporation on 07-12-21





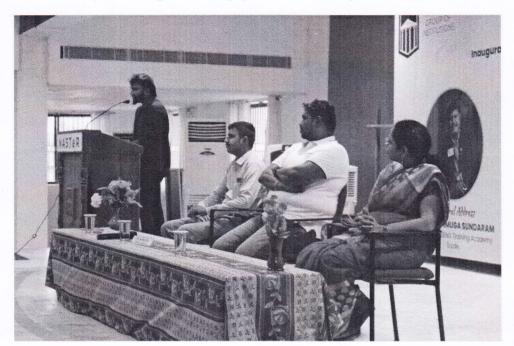


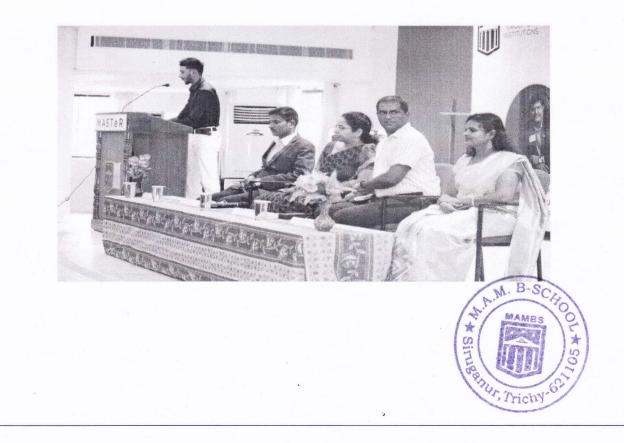




Faculty Members as Coordinator / Club in charges

(To develop leadership qualities in faculty members)









Faculty Members as Coordinator / Club in charges

(To develop leadership qualities in faculty members)









STUDENTS TOOK OFFICE BEARERS IN VARIOUS CLUBS







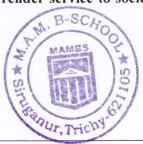


Yi YUVA CLUB- 2021-2022

"Yi YUVA Club Installation" on 28th September, 2021



M.A.M.B-School, a standalone Business School in Trichy organized "Yi YUVA Club Installation" on 28th September, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO-MASTER Group of Institutions presided over the programme. Dr.A.Kanimozhi, YUVA Club Coordinator, MAMBS welcomed the gathering. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address. She informed that Yi YUVA installation is an excellent platform and students need to unleash their fullest potentials by actively becoming the member of the club. The student representatives has been elected and took in charge as office bearers. Mrs.Sheetaal Gandhi, Co Chair, Yi Tirupur Chapter was the guest speaker for the programme. The renowned guest initiated the session with the overview of YUVA, an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organization playing a prominent role for the development of our country in all ways and means. She discussed with an introduction to the Yi YUVA, its verticals and collaborations. YI-YUVA members engage students from across the country with so many initiatives that the students conceptualize, plan and execute. The rationale is to create a connecting platform for the students to actively work in cross functional teams with major objective of uplifting their leadership qualities with respect to render service to society at large.







Yi Yuva CLUB- 2022-2023

Yi Yuva Club Installation



"Yi Yuva Club Installation" on 5th September, 2022.

Mr. Pradeep, Yi Chair, Tiruchirappalli, Tamil Nadu

M.A.M. B-School, a standalone Business School Trichy in association with Yi & Yuva Club organized programme entitled "Yi & Yuva Club Installation and Entrepreneurship Vision" on 5th September , 2022. Mr. Pradeep, Yi Chair, Tiruchirappalli, TamilNadu, Mr. Kishor, Yuva Chair was the chief guests and Ms Kaveri Annamalai, Director, ARA Wealth, Tiruchirappalli was the resource person for the Session on Entrepreneurship Vision. Dr. M. Hemalatha inaugurated the session and addressed the gathering with a welcoming note. Mr. Pradeep installed Yi Club and has briefed about Yi Club as the voice of young Indians globally. In continuing that, Mr. Kishor, Yuva Chair, Trichy has given the motto of Yi's student wing 'Yuva' and the objectives of synergizing students for positive actions. He has demonstrated about the 7 Verticals of Yuva namely, Masoom, Accessibility, Entrepreneurship, Innovation, Road Safety, Health and Gift Organ and Climate Change. As a part of the Yi & Yuva Installation, 500 students have participated, S. Lokeshwari , Student Chair and M. Vairamani, Student Co- Chair have been elected along with 7 vertical divisions head for Yi's Student wing "Yuva" and the new office bearers took-in- charges for the year 2022-2023.









STUDENTS' ExNoRa INSTALLATION INSTALLATION OF STUDENT'S ExNoRa AND SESSION ON CYBER SAFETY

M.A.M.Business School, a standalone Business School in Trichy organized a programme "Installation of students ExNoRa and Session on Cyber Safety" on 16thSeptember, 2022. Dr.M.Hemalatha, Director, M.A.M.Business School given the felicitation address and highlighted that all need totake more number of steps and come voluntarily pertinent to save the environment and to focus on eco-friendly aspects by actively becoming the member in ExNoRa Club.Mr.S.Anbuselvan, Inspector of Police, Cyber Crime Police Station, Trichy and Mr.R.Thirukannan, Educationist & Hospitality Professional, Chennai were the resource persons for the programme. Mr.R.Thirukannan installed the ExNoRa Club at M.A.M.B-School and highlighted the importance of ExNoRa and its various services for the welfare of society.Mr.S.Anbuselvan initiated the session with the principles and practices on cyber safety and it protects all categories of data from theft and damage that includes sensitive data, Personally Identifiable Information (PII), Protected Health Information (PHI), personal information, intellectual property, data, and governmental and industry information systems. As part of the programme, the students also took charge as office bearers of ExNoRa club.



| CHIEFADVISOR | Dr. M. Hemalatha |
|---------------------------|--|
| | Director |
| ADVISOR | Mr. P. Mohan, M.C.A., M.S.W., Intl.HR Trainer & Social Scientist, Former State Member – TN Commission of |
| | Protection of Child Rights, Govt. of Tamil Nadu Founder - Youth ExNoRa International – |
| | TN /University/Trichy |
| ExNoRa STAFF ADVISOR 1 | Mr. S. Senthilkumar Assistant Professor/MAMBS Coordinator - Students ExNoRa |
| ExNoRa | |
| STAFF ADVISOR 2 | |
| From Student | |
| PRESIDENT | 1.S.Arun |
| SECRETARY | 2.A.Praveenkumar |
| TREASURER | 3. M.Suvetha |
| JOINT SECRETARY-2 | 1.V.Ramya Jenifer 2.S.Shameem Banu |
| VICE PRESIDENT | Vice President: |
| (Four to Six Members) | 1.Janani.P 2.Lavanya.R |
| ADMINISTRATOR | - 3.Mahendran.S |
| (same as Vice President) | 4.Gowthamraj.R 5.Sarubalasri.P |
| | 6.Sanju.P Administrator: |
| | 1.Hemashri.B |
| | 2.Nandhanavarshini.G |
| | 3.Nithyasri Atchaya.M |
| | 4.Indhumathi.E |
| | 5.Vasanthakumar.V |

STUDENTS' ExNoRa OFFICE BEARERS





JUNIOR JAYCEE WING

JUNIOR JAYCEE WING INSTALLATION & WORKSHOP ON PERSONALITY DEVELOPMENT



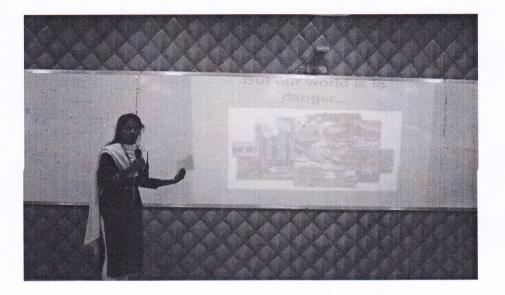
M.A.M.B-School Students Association Club in association with Junior Jaycee Wing (JCI-Zone XXIII) organized programme JCI installation and one day workshop on Personality Development on 14th September, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and opined about the importance of personality development. Mr.V.Gopinath, Deputy Inspector of Schools, Dist. Educational Office, Trichy and Mr.Sasi Kumar, HR Trainer, SETHMA IAS Academy were the resource persons for the programme. Mr.V.Gopinathan discussed the panoramic aspects and importance of Junior Jaycee wing and how it benefits to students as well as society as a whole. **He also inducted the new members of Junior Jaycee Wing as office bearers in the programme.**

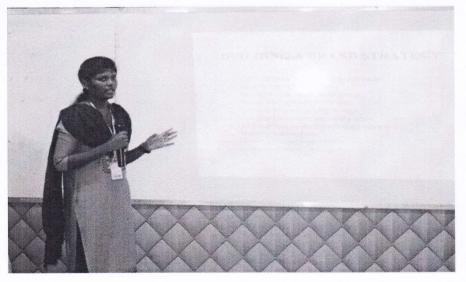




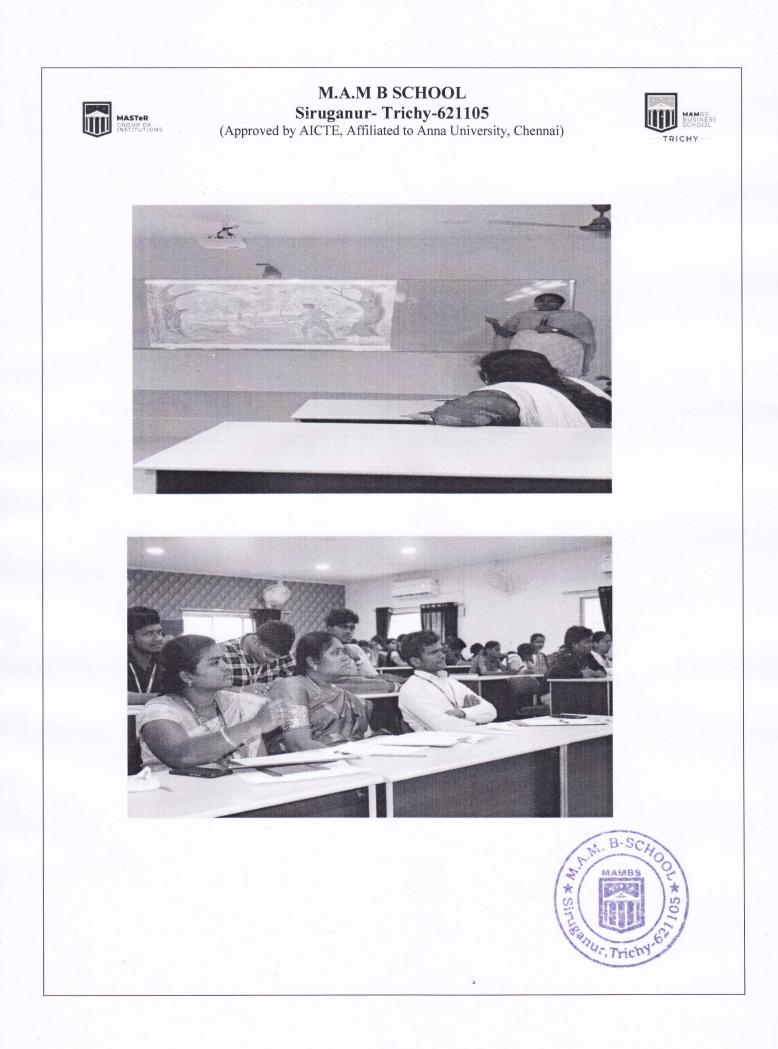


Seminar presentation by students

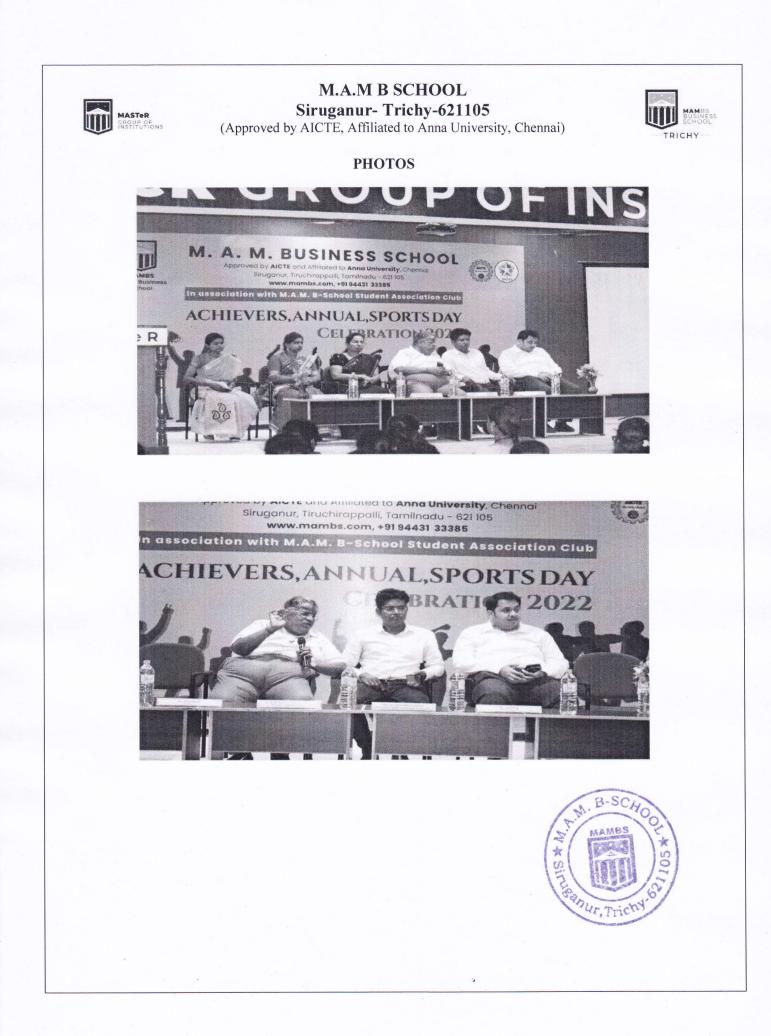
















SESSION ON LEADERSHIP

M.A.M. B-School, a standalone Business School Trichy in association with Yi , YUVA Club organized guest lecture entitled "Session on Leadership" on 11th June, 2022. Mr. Anand Srinivasan, an Economist, Author, Investor & Consultant was the chief guest for the programme. He started his speech by giving short explanation of Leadership by saying that leadership is the art of motivating a group of people to act towards to achieve a common goal and the ability to build up confidence and zeal among people to create an urge them to be led. He also highlighted that to be a successful leader, a leader must possess the qualities of foresight, drive, initiative, self-confidence and personal integrity and different situations may demand different types of leadership. He also pinpointed that leader should possess some qualities such as they should be self-aware and prioritize personal development, they should focus on developing others, they should encourage decisive thinking, innovation and action. He also opined that strong leadership can encourage, motivate, inspire and challenge their team to produce their best work and strong leadership builds relationships in the workplace that allow for effective communication, more creativity and better problem-solving skills etc.

Ms Kaveri Annamalai, has exemplified on Entrepreneurship Vision to convert the dreams into goals. She has instructed students to write their goals with clear description that narrows the focus and provide short term motivation and excitement. Later on, she has narrated the power mantra of Visualization. To exemplify this, She has directed students to create their own vision board, a collage of images, words representing their wishes and goals intended to serve as an inspiration and motivation. Students have actively participated in creating their own vision board to narrate their dreams that triggers the motivation to achieve their goals. Students have shared valuable feedback about that the session in terms of identifying and clarifying the goals, ensured to reinforce with daily affirmations and focus to achieve the goals. On the final note, Dr. M. Hemalatha, Director, M.A.M.B-School highlighted the rationale behind Yi Club marching and she congratulated the newly elected Yi Club Student members and thanked the resource person for highlighting with the visual representation to achieve our goals. Ms. S. Kiruthiga, Yi Coordinator, M.A.M.B-School, made the requisite arrangements and proposed vote of thanks for the programme.

Senur, Tri





To create best practices and implement them on a continuous basis

from time to time

DIRECTOR M.A.M. B-SCHOOL Siruganur, Trichy-621105







BEST PRACTICES – I

1. Title: Strategic Categorization of Student's for academic and Career Upliftment

2. Objectives of the Practice:

The rationale of strategic categorization of students with the intention:

- i. To deploy ways and means of effective implementation of academic aspects.
- ii. To ensure the progression of student's academic performance.
- iii. To incorporate the various key success factors in the academic pedagogy and make the students to be academically perform better.
- iv. To provide a conducive teaching ambience and build a successful career growth for the students.
- v. To provide a desirable and amicable solution both for the Category of the students to avoid any discrimination between them and they must take interest to reach up to a position in due course of time where both the group feel at par with each other.

3. The Context:

The faculty members need to deal with different types of students such as very intelligent who learn very fast, and quite weak who learn very slowly in the classroom. Therefore, it is required to determine the abilities of the students in the class. Based on the ability determined, some students need only guidance and some students need a hard work and regular attention.

The Ist year students are categorized into A, B, C and D based on their initiatives and involvement in classroom and their academic performance of their CIA –I (Continuous Internal Assessment).

The second year students are categorized based on various parameters such as preceding university exam performance, current subject performance, class observation, inquisitive to learning, pace of speed towards grasping the subject content etc by which the students has classified in four groups: A,B,C,D.





Each type of student has different form of learning, habits and attitudes. A faculty need to adapt diverse set of practices for each category of students in the form of extra materials pertinent to the subjects, skill based courses, participation in inter-collegiate competition, honing the research appetite by providing entire gamut of inputs, intensive coaching etc.

4. Practice:

The process of identifying the strategic categorization of students for enriching academic of the Students is as shown in the below. The students of a particular batch are assessed on following parameters:

Internal Assessment:

1 .Continuous Internal Assessment -I (CIA) - 50% Marks

2 .Continuous Internal Assessment -II (CIA) - 50% Marks

Based on above assessed parameters students are classified into 4 Groups. i.e A, B, C, D:

□ If aggregate score in Internal Assessment is < 20%; D Category

- \Box If aggregate score in Internal Assessment score is $\geq 21\%$ and $\leq 40\%$; C Category
- □ If aggregate score in Internal Assessment score is \geq 41% and \leq 60%; B Category

 \Box If aggregate score in Internal Assessment is > 60%; A Category

A Category:

If the performance score of the student is above 60% in a CIA Exam then the student is considered as A Category. Such students are encouraged to participate in advanced learning related activities as shown below. For encouraging and motivating A category students into some of the special activities, not restricted to, listed herewith are followed:







- MAMBS conduct "Achievers day" program every year to recognize and appreciate with certificate of Academic excellence based on their internal assessment marks to motivate to perform better in end semester examination.
- Extra Course Materials is provided.
- Encouragement Participation in Seminars/Conferences/Research/Inter College Competition.
- Skill based course are conducted
- Placement Training.
- Club Activities etc.

B Category:

If the performance score of the student is between 40% to 60% in a CIA Exam then the student is considered as B Category. Such students are encouraged to participate in some different learning related activities as shown below. For encouraging and motivating B category students into some of the special activities listed below.

As part of academics, 7 selected important questions are given to the students in each unit during the coaching and also actively encouraging them to participate in Seminars/Conferences/Research/ Inter college Competition with the intention to sharpen their both curricular and co-curricular respectively. Besides the advanced level assignment also given to them with incorporation of application oriented to enrich their acumen in the domain of management. The requisite training also to be imparted with the underlying intention to focus on placement in repertoire companies. M.A.M.B-School also convenes myriad Club Activities for the benefit of students at large. N.M. B-SC

C Category:

If the performance score of the student is between 21% to 40% then the student is considered as C category Learners. Subject Teachers continuously takes care and monitors the





performance of these category learners and do periodic interaction with parents about the performance. They also interact frequently to understand and assist students with issues that affect their ability to learn. Further, they communicate with the parents and also inform them about the report after the completion of each assessment test. For encouraging and motivating C category students into some of the activities listed herewith are followed:

- The students are informed to study selected 05 important questions in each Unit as part of academics and special attention given to students belongs to Category C and encouraging participating in Seminars/Conferences/Research/ Inter College Competition and Assignment, language training and club activities are also conducted periodically for the development of students.
- Language Training
- Club Activities etc..

D Category:

If the performance score of the student is below 20% then the student is considered as D category Learners. Subject Teachers continuously takes care and monitors the performance of these category learners and do periodic interaction with parents about the performance

For encouraging and motivating D category learner's special attention is paid to them and a systematic procedure as shown in the below.

- Remedial Class
- One Page Question Bank based on previous University Question paper
- Coaching Class
- Personal Attention should be provided by respective subject teacher in teaching
- Encouragement Participation in Seminars/Conferences/Research/ Inter college
 Competition





- Assignments
- Club Activities etc..

5. Evidence of Success:

The college by implementing this category system successfully and also got rid of many hurdles. This has resulted in making the system smooth. The examination wing has successfully implemented this systematic procedure for smooth conducting of Continuous Internal Assessments. This has resulted in minimizing work for study and also given effective results in the university Examination, Conducting Achievers day every year which primarily results in securing university ranks and predominantly supports in placement aspects.

6. Problems Encountered and Resource Required:

Problems Encountered:

The Institute had certain problems in the process of implementing this Coaching system over to an education environment. Staffs was to be encouraged and trained to gain confidence to make them feel less intimidated by using pre planned activity for getting expected outcome.

Resource Required:

The institute to be provided proper schedule for coaching to the students, it can be easy to follow effectively for both the students and respective faculty in charges as a whole.







BEST PRACTICES – II

1. Title: TRAINING MANAGERS TOWARDS INDUSTRY FOCUS AND SOCIAL RESPONSIBILITY WITH VALUES

2. Objectives of the Practice:

- To develop and bring out the innate potentialities of students by instilling the confidence by providing continuous training to become as "industry ready".
- To impart training to the students and focuses on collaborative skills with the intention to unleashing their uniqueness to stand in their corporate career.
- To raise the awareness on the necessities of changing corporate scenario for the upliftment of the students career growth and sustenance.
- To become social responsible citizen by effectively strengthening and sharpening the human relationships as a manager consultant, coach or an employees.
- To make the students to understand the importance of ethical values and imbibe the ethical principles as regular practice in their career.

3. The Context:

M.A.M.B-School strongly believes that imparting the training programmes that are considered quintessential in order to face the competitive challenging career by students with confidence. M.A.M.B-School rigorously pay attention to the students by acquiring set of soft skills that paves the way for attaining the outcome of "what the student wish to aspire" as part of fulfilling the requisite industrial demands by and large. The institute also incorporates ethical values and practices in the form of convening more value based programmes amidst students in order to become the moral citizen of the country as a whole. The institute strongly emphasizes social responsibility initiatives and awareness programmes by inviting eminent personalities and socialists thereby inculcating the importance of social responsibility and its relevancy with the students.







4. Practice:

M.A.M.B-School meticulously plans and organizes various programmes with the intention of continuously train the managers to ensure the holistic development of the students as ever demanded by the industry. The institute also lay emphasis on enormous industry focused programmes through actively operationalizing Association activities and committees by inquisitively involve the students with the rationale of understanding the nuances of corporate requisites.

The following are the progressive and continuous path to be step on by M.A.M.B-School with respect to vehemently train the students to reach the pinnacle of success of the institute.

Association Activities (Industry Focus):

- 1. Guest Lectures
- 2. Industrial Visits
- 3. Field Visits
- 4. Seminar Presentation
- 5. Internships
- 6. Real Time Projects
- 7. Role Play
- 8. Management Games
- 9. Assignments
- 10. Workshops
- 11. Skill Development & Placement

Club Activities: (Social Responsibility with values)

- ExNoRa International Club : Programmes that includes Workshop on Cyber Safety, Eco-friendly Ganesha making workshop, Tree Plantation programme, Paper Presentation on Environmental Protection, Outbound Training programmes, Mega Voter Awareness Campaign, Sapling plantation at the campus etc.
- Thanneer Club : Commendable initiatives that comprises Save Canvery River (Manjappai), Nadi Utsav in association with Airport Authority of India (AAI), Eco-friendly tourism –field trip to Pachamalai etc)

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- Yi YUVA (Young Indians): Sessions that includes women cycle rally as part of commemoration of 75th Independence Day celebration, Tree plantation and Campus Cleaning Drive towards the emblazon of World Environment Day), Energy Swaraj Yatra (Energy, Climate Change & I : 2020-2030, Workshop On Seedball making etc.
- 4. Youth Red Cross (YRC) that covered Disaster Management workshop and various initiatives undertaken as part of onus towards the society as a whole.

5. Evidence of Success:

Based on effective continuous periodic implementation of industry focused and social responsibility initiatives, the progressive journey of M.A.M.B-School results with many accolades and laurels to the students and that add feathers to the institute in toto. M.A.M.B-School students marching themselves by placing in leading companies with managerial key positions through the relentless industry focused training programmes arranged by the institute regularly. The students are also highly committed and socially responsible in all spheres by becoming as "professionally competent and ethically valuable citizen" that are considered as the evidence of success for the institute.

6. Problems Encountered and Resource Required:

M.A.M.B-School faced little bit of challenges pertinent to effective implementation of some of the aspects such as rural vicinity of students encountered initial difficulty in adopting the successful immediate operationalization, and ever continuous changes that are taking place in the industry so that the students took initial imbalances to cope up for the same. Besides the institute were not effectively made industrial visit arrangements due to pandemic COVID that drastically dampened the progression of students during that period at par with our expectations and only online programmes were convened that not resulted as per the normal conditions by and large.

