

Comprehensive Viva in Marketing (PGDM-2015-17)

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Dear All:

This is to inform you that students of PGDM 2015-17 batch will face a comprehensive viva-voce in the area of Marketing. The viva-voce are **tentatively scheduled** for 17th of September 2016 (2nd Half) but the date and time is subject to confirmation by the program office. The comprehensive viva-voce will be conducted jointly by Prof. Manit Mishra, Prof. PC Mehra and myself. Prof. PC Mehra - who will be visiting IMI Bhubaneswar as a visiting faculty in the area of Marketing - has kindly consented to grant his time for conducting the viva-voce.

The objective is two-fold: (a) To prepare the students for placements which will be starting shortly and (b) To enhance the knowledge of Marketing Management

In order to facilitate the learning process, the **first round of the viva voce would be a group viva and the subsequent rounds would be decided in consultation with Prof. Mehra**. The 45 students of the class have been divided into 5 groups consisting of 9 students each. Each group has been assigned a subject area and students are expected to be thoroughly prepared in the subject area on the day of viva-voce. Please find attached the Groups and the Area of Study with this email.

Warm Regards

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Attachments:

Marketing Groups PGDM-2015-17.pdf (102 KB)
