



# J.K.K.MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY

Ethirnedu, B.Komarapalayam – 638 183, Namakkal Dist. Tamilnadu, India  
Approved by : Pharmacy Council of India, New Delhi & The Tamilnadu Dr. M. G. R Medical University, Chennai.  
Website : [www.jkkmmrfpharmacy.edu.in](http://www.jkkmmrfpharmacy.edu.in) | E-Mail : [principal@jkkmmrfpharmacy.edu.in](mailto:principal@jkkmmrfpharmacy.edu.in)  
Contact No. : +919789456750, +919943069944, +919943066944

<b>ADD ON COURSE</b>	<b>MARKETING RESEARCH</b>
<b>DEPARTMENT</b>	<b>PHARMACY PRACTICE</b>
<b>ACEDAMIC YEAR</b>	<b>2017-2018</b>
<b>DATE</b>	<b>15.02.2018 TO 27.02.2018</b>
<b>VENUE</b>	<b>SEMINAR HALL</b>

## SYLLABUS

DATE	HOURS	TOPIC	SUB TOPICS	RESOURCE PERSON
15.02.2018	5 hrs	Marketing Research	Introduction to Marketing Research	Dr. D. KRISHNARAJAN
17.02.2018	5 hrs		Distribution	Mr .A. SRINIVASAN
19.02.2018	5 hrs		Brand Management	Dr. D. KRISHNARAJAN
20.02.2018	5 hrs		Internet Marketing	Mr. A SRINIVSAN
23.02.2018	5 hrs		Planning and Forecasting	Mr. A. SRINIVASAN
				Dr. D. KRISHNARAJAN
27.02.2018	5 hrs		Consumer Behaviour	Mr. A. SRINIVASAN



  
Dr. N. SENTHILKUMAR,  
PRINCIPAL,

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ETHIRMEDU, KOMARAPALAYAM - 638 183.  
NAMAKKAL DISTRICT, TAMILNADU.

  
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## BROUCHER



**JKKMMRF'S ANNAI JKK  
SAMPOORANIAMMAL  
COLLEGE OF PHARMACY,  
KOMARAPALAYAM.**

**DEPARTMENT OF PHARMACY  
PRACTICE**

**TOPIC: Marketing Research**

**VENUE: SEMINAR HALL**

**DATE: 15.02.2018 to 27.02.2018**



**Dr. N. SENTHILKUMAR,  
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NAMAKKAL DISTRICT, TAMILNADU.**

## COURSE SCHEDULE:

- ✓ INTRODUCTION
- ✓ THERMAL METHOD OF ANALYSS
- ✓ CONDUCTING POLYMERS
- ✓ LASER IMAGING SYSTEM
- ✓ MICRO-INSTRUMENTAION
- ✓ MEDICAL DEVICE, APPLICATION

## Resource person:

**Dr.D.Krishnarajan, M.Pharm.,Ph.D.,**  
Associate Professor,  
JKKMMRF'S Annai JKK Sampoarani Ammal  
College of Pharmacy,  
Komarapalayam.

**Mr.A. Srinivasan, M.Pharm.,**  
Associate Professor,  
JKKMMRF'S Annai JKK Sampoarani Ammal  
College of Pharmacy,  
Komarapalayam.

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DEPARTMENT	PHARMACY PRACTICE
ACEDAMIC YEAR	2017-2018
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## LIST OF STUDENTS ENROLLED FOR THE COURSE

SI No	Reg No	NAME OF THE STUDENT	COURSE
1	561758005	AMARNATH A	SEM-I B.PHARM
2	561758006	ANANTH R	SEM-I B.PHARM
3	561758007	ANBUDURAI S	SEM-I B.PHARM
4	561758008	ARJUNAN K	SEM-I B.PHARM
5	561758009	ARUN KUMAR R	SEM-I B.PHARM
6	561758010	ARUNPRAKASH S	SEM-I B.PHARM
7	561758011	AYYASAMY R	SEM-I B.PHARM
8	561758012	BALA GURU I T	SEM-I B.PHARM
9	561758013	CHANDRU D	SEM-I B.PHARM
10	561758014	DEEPA P	SEM-I B.PHARM
11	561758015	DEEPIKA R	SEM-I B.PHARM
12	561758016	DEVASHRI P B	SEM-I B.PHARM
13	561758017	DHARMASEELAN K	SEM-I B.PHARM
14	561758018	DHILEEP M	SEM-I B.PHARM
15	561758019	DINESHKUMAR B	SEM-I B.PHARM
16	561758020	DIVAKAR A	SEM-I B.PHARM
17	561758063	NAVEENKUMAR P	SEM-I B.PHARM
18	561758064	PARTHEEPAN S	SEM-I B.PHARM
19	561758065	PAVITHRA R	SEM-I B.PHARM
20	561758081	SENTAMIL P	SEM-I B.PHARM
21	561758082	SHANMUGAVEL P	SEM-I B.PHARM
22	561758083	SHASHI KUMAR R	SEM-I B.PHARM
23	561758084	SRINIVAS V	SEM-I B.PHARM
24	561758085	SUBHASHINI D	SEM-I B.PHARM
25	561758086	SUHEAL A	SEM-I B.PHARM
26	561758087	SUPRIYA M	SEM-I B.PHARM
27	561758088	SURESH T	SEM-I B.PHARM
28	561758089	SURESHMANI S	SEM-I B.PHARM
29	561758090	SURYA T	SEM-I B.PHARM
30	561758091	SURYAMATHI P	SEM-I B.PHARM
31	561758092	TAMILVANAN R	SEM-I B.PHARM
32	561758093	UDHAYABALAJI R	SEM-I B.PHARM
33	561758094	UDHYAKUMAR M	SEM-I B.PHARM
34	3817104	SHANGEETHA S	SEM-I B.PHARM D
35	3817104	SUDHARSAN V	SEM-I B.PHARM D



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36	381710418	SULIMAN B	I PHARM D
37	381710419	TAMIL SELVAN S	I PHARM D
38	381710420	VEDIYAPPAN V	I PHARM D
39	381710421	YOGAVARSHINI K S	I PHARM D
40	381710422	AHAMMED KABEER	I PHARM D
41	381710423	AMRUTHA M.K	I PHARM D
42	381710424	CHANDNA THERASA MATHEW	I PHARM D
43	381710425	DEBORAH ROSE	I PHARM D
44	381710426	HELANNA M	I PHARM D
45	381710427	MUNEER T	I PHARM D
46	381710428	NISSY ESTHER JOHN	I PHARM D
47	381710429	SAMUEL BABU	I PHARM D
48	381710430	NAIVIN D ALMEDA	I PHARM D
49	381610401	AARTHY P	II PHARM D
50	381610402	AKSHARA RAJU	II PHARM D
51	381610403	ALFIYA S KHAN	II PHARM D
52	381610404	ASHLY STANLEY	II PHARM D
53	381610405	BALAMURUGAN V	II PHARM D
54	381610406	BHARATH K	II PHARM D
55	381610407	BITTY R	II PHARM D
56	561758098	VINOTH P	SEM-I B.PHARM
57	561758099	YUVA PRASANTH P	SEM-I B.PHARM
58	561758100	YUVARAJ S	SEM-I B.PHARM
59	261710803	HEMALATHA K	SEM-I M.PHARM (PHARMACEUTICS)
60	261710804	NANDHINI B	SEM-I M.PHARM (PHARMACEUTICS)
61	261710805	PILLA ANIL KUMAR	SEM-I M.PHARM (PHARMACEUTICS)
62	261710806	SHAIK SUBHANI	SEM-I M.PHARM (PHARMACEUTICS)
63	261710807	ASWATHY RAJ S	SEM-I M.PHARM (PHARMACEUTICS)
64	561758021	DIVYA K	SEM-I B.PHARM
65	561758022	ESWARAN N P	SEM-I B.PHARM
66	561758023	GAYATHRI V	SEM-I B.PHARM
67	561758024	GOKUL RAJ A	SEM-I B.PHARM
68	561758025	GOKULAKANNAN M	SEM-I B.PHARM
69	561758026	GUNA V	SEM-I B.PHARM



  
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## STUDENTS ATTENDANCE FOR THE COURSE

S.N	REG.NO	NAME OF THE STUDENT	COURSE	15.02	17.02	19.02	20.02	23.02	27.02
1	561758005	AMARNATH A	SEM-I B.PHARM	/	/	/	/	/	/
2	561758006	ANANTH R	SEM-I B.PHARM	/	/	/	/	/	/
3	561758007	ANBUDURAI S	SEM-I B.PHARM	/	/	/	/	/	/
4	561758008	ARJUNAN K	SEM-I B.PHARM	/	/	/	/	/	/
5	561758009	ARUN KUMAR R	SEM-I B.PHARM	/	/	/	/	/	/
6	561758010	ARUNPRAKASH S	SEM-I B.PHARM	/	/	/	/	/	/
7	561758011	AYYASAMY R	SEM-I B.PHARM	/	/	/	/	/	/
8	561758012	BALA GURU I T	SEM-I B.PHARM	/	/	/	/	/	/
9	561758013	CHANDRU D	SEM-I B.PHARM	/	/	/	/	/	/
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15	561758019	DINESHKUMAR B	SEM-I B.PHARM	/	/	/	/	/	/
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17	561758063	NAVEENKUMAR P	SEM-I B.PHARM	/	/	/	/	/	/
18	561758064	PARTHEEPAN S	SEM-I B.PHARM	/	/	/	/	/	/
19	561758065	PAVITHRA R	SEM-I B.PHARM	A	A	A	A	A	A
20	561758081	SENTAMIL P	SEM-I B.PHARM	/	/	/	/	/	/
21	561758082	SHANMUGAVEL P	SEM-I B.PHARM	/	/	/	/	/	/
22	561758083	SHASHI KUMAR R	SEM-I B.PHARM	/	/	/	/	/	/
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24	561758085	SUBHASHINI D	SEM-I B.PHARM	/	/	/	/	/	/
25	561758086	SUHEAL A	SEM-I B.PHARM	/	/	/	/	/	/
26	561758087	SUPRIYA M	SEM-I B.PHARM	/	/	/	/	/	/
27	561758088	SURESH T	SEM-I B.PHARM	/	/	/	/	/	/
28	561758089	SURESHMANI S	SEM-I B.PHARM	/	/	/	/	/	/
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34	381710416	SHANGEETHA S	I PHARM D	/	/	/	/	/	/
35	381710417	SUDHARSAN V	I PHARM D	/	/	/	/	/	/
36	381710418	SULIMAN B	I PHARM D	A	A	A	A	A	A
37	381710419	TAMIL SELVAN S	I PHARM D	/	/	/	/	/	/
38	381710420	VEDIYAPPAN V	I PHARM D	/	/	/	/	/	/
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53	381610405	BALAMURUGAN V	II PHARM D	/	/	/	/	/	/
54	381610406	BHARATH K	II PHARM D	/	/	/	/	/	/
55	381610407	BITTY R	II PHARM D	A	A	A	A	A	A
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58	561758100	YUVARAJ S	SEM-I B.PHARM	/	/	/	/	/	/
59	261710803	HEMALATHA K	SEM-I M.PHARM (PHARMACEUTI CS)	/	/	/	/	/	/
60	261710804	NANDHINI B	SEM-I M.PHARM (PHARMACEUTI CS)	/	/	/	/	/	/
61	261710805	PILLA ANIL KUMAR	SEM-I M.PHARM (PHARMACEUTI CS)	/	/	/	/	/	/
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63	261710807	ASWATHY RAJ S	SEM-I M.PHARM (PHARMACEUTI CS)	/	/	/	/	/	/
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## FEEDBACK FORM

STUDENT NAME: YOGAVARSHINI.K.S

DATE: 27.02.2018

YEAR/ COURSE : I- PHARM.D

NAME OF THE ADD ON COURSE:

COURSE CODE: 17VA012

DURATION: 36 Hrs

EVALUATE HONESTLY:

Questions	Excellent	Good	Fair	Poor
The objectives of the training were	✓			
The instructor's contribution to the course was:	✓			
The presentation materials were relevant		✓		
The instructor's effectiveness in teaching the subject matter was:	✓			
Answers to the students questions by the instructor	✓			
The venue was appropriate for the event		✓		
Course organisation was:	✓			
Level of course was	✓			
Course content was:	✓			

### Student Participation

On average, how many hours a week did you spend on this course (in and out of class)?

A)0-2 B)2-5 C)6-10 D)11-14 E)15UP

What grade do you expect in this course?

A)BELOW 50% B) 50-60% C) 60-70% D) 70-80% E) ABOVE 80%

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SIGNATURE





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## STUDENT MARK STATEMENT

Sl No	Reg No	NAME OF THE STUDENT	COURSE	MAKk	PERCENTAGE
1	561758005	AMARNATH A	SEM-I B.PHARM	25	83.3
2	561758006	ANANTH R	SEM-I B.PHARM	26	86.7
3	561758007	ANBUDURAI S	SEM-I B.PHARM	24	80.0
4	561758008	ARJUNAN K	SEM-I B.PHARM	29	96.7
5	561758009	ARUN KUMAR R	SEM-I B.PHARM	28	93.3
6	561758010	ARUNPRAKASH S	SEM-I B.PHARM	29	96.7
7	561758011	AYYASAMY R	SEM-I B.PHARM	28	93.3
8	561758012	BALA GURU I T	SEM-I B.PHARM	26	86.7
9	561758013	CHANDRU D	SEM-I B.PHARM	28	93.3
10	561758014	DEEPA P	SEM-I B.PHARM	29	96.7
11	561758015	DEEPIKA R	SEM-I B.PHARM	27	90.0
12	561758016	DEVASHRI P B	SEM-I B.PHARM	28	93.3
13	561758017	DHARMASEELAN K	SEM-I B.PHARM	29	96.7
14	561758018	DHILEEP M	SEM-I B.PHARM	28	93.3
15	561758019	DINESHKUMAR B	SEM-I B.PHARM	27	90.0
16	561758020	DIVAKAR A	SEM-I B.PHARM	28	93.3
17	561758063	NAVEENKUMAR P	SEM-I B.PHARM	29	96.7
18	561758064	PARTHEEPAN S	SEM-I B.PHARM	29	96.7



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19	561758081	SENTAMIL P	SEM-I B.PHARM	28	93.3
20	561758082	SHANMUGAVEL P	SEM-I B.PHARM	29	96.7
21	561758083	SHASHI KUMAR R	SEM-I B.PHARM	27	90.0
22	561758084	SRINIVAS V	SEM-I B.PHARM	24	80.0
23	561758085	SUBHASHINI D	SEM-I B.PHARM	23	76.7
24	561758086	SUHEAL A	SEM-I B.PHARM	25	83.3
25	561758087	SUPRIYA M	SEM-I B.PHARM	24	80.0
26	561758088	SURESH T	SEM-I B.PHARM	24	80.0
27	561758089	SURESHMANI S	SEM-I B.PHARM	23	76.7
28	561758090	SURYA T	SEM-I B.PHARM	25	83.3
29	561758091	SURYAMATHI P	SEM-I B.PHARM	29	96.7
30	561758092	TAMILVANAN R	SEM-I B.PHARM	28	93.3
31	561758093	UDHAYABALAJI R	SEM-I B.PHARM	27	90.0
32	561758094	UDHYAKUMAR M	SEM-I B.PHARM	28	93.3
33	381710416	SHANGEETHA S	I PHARM D	29	96.7
34	381710417	SUDHARSAN V	I PHARM D	24	80.0
35	381710419	TAMIL SELVAN S	I PHARM D	26	86.7
36	381710420	VEDIYAPPAN V	I PHARM D	29	96.7
37	381710421	YOGAVARSHINI K S	I PHARM D	28	93.3
38	381710422	AHAMMED KABEER	I PHARM D	28	93.3
39	381710423	AMRUTHA M.K	I PHARM D	29	96.7
40	381710424	CHANDNA THERASA MATHEW	I PHARM D	29	96.7
41	381710425	DEBORAH ROSE	I PHARM D	29	96.7
42	381710426	HELANNA M	I PHARM D	25	83.3
43	381710427	MUNEER T	I PHARM D	24	80.0
44	381710428	NISSY ESTHER JOHN	I PHARM D	25	83.3



  
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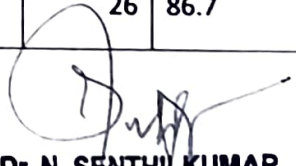
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45	381710429	SAMUEL BABU	I PHARM D	26	86.7
46	381710430	NAIVIN D ALMEDA	I PHARM D	26	86.7
47	381610401	AARTHY P	II PHARM D	29	96.7
48	381610402	AKSHARA RAJU	II PHARM D	25	83.3
49	381610403	ALFIYA S KHAN	II PHARM D	28	93.3
50	381610404	ASHLY STANLEY	II PHARM D	29	96.7
51	381610405	BALAMURUGAN V	II PHARM D	29	96.7
52	381610406	BHARATH K	II PHARM D	28	93.3
53	561758098	VINOTH P	SEM-I B.PHARM	26	86.7
54	561758099	YUVA PRASANTH P	SEM-I B.PHARM	27	90.0
55	561758100	YUVARAJ S	SEM-I B.PHARM	28	93.3
56	261710803	HEMALATHA K	SEM-I M.PHARM (PHARMACEUTICS)	29	96.7
57	261710804	NANDHINI B	SEM-I M.PHARM(PHARMAC EUTICS)	29	96.7
58	261710805	PILLA ANIL KUMAR	SEM-I M.PHARM (PHARMACEUTICS)	28	93.3
59	261710806	SHAIK SUBHANI	SEM-I M.PHARM (PHARMACEUTICS)	27	90.0
60	261710807	ASWATHY RAJ S	SEM-I M.PHARM (PHARMACEUTICS)	28	93.3
61	561758021	DIVYA K	SEM-I B.PHARM	29	96.7
62	561758022	ESWARAN N P	SEM-I B.PHARM	25	83.3
63	561758023	GAYATHRI V	SEM-I B.PHARM	26	86.7
64	561758024	GOKUL RAJ A	SEM-I B.PHARM	29	96.7
65	561758025	GOKULAKANNAN M	SEM-I B.PHARM	25	83.3
66	561758026	GUNA V	SEM-I B.PHARM	26	86.7



  
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