



Andhra University

- Online Education Programs
- <https://www.auonline.in/>





ABOUT ANDHRA UNIVERSITY

- Website : <https://www.auonline.in/>
- Location : Visakhapatnam, AP 1926, 96 yrs of legacy
- Education Mode: Online
- Recognitions:
 - Government University
 - UGC, AIU, DEB, AICTE recognised
 - WES (US, UK, Australia & Canada)
 - NAAC 'A'
 - NIRF - 43rd in 2023

Programs Offered - Online Mode



Programs and Eligibility

Program	Duration	Validity	Eligibility	Remark
MBA	2 Years	4 Years	Any Graduation with 50% for General & 45% for reserved category	Semester Pattern
MCA	2 Years	4 Years	Passed BCA / Bachelor degree in Computer Science Engg. Or B.Sc./ B.Com/ BA with mathematics at 10+2 level at least 50% marks (45% in case of candidates belonging to reserved category) in the qualifying exam.	Semester Pattern
MA (Sociology)	2 Years	4 Years	Pass in any degree from recognised University	Semester Pattern
B Com (Accountancy)	3 Years	6 Years	Intermediate or +2, or 2 Years of ITI or APOS or NIOS or Polytechnic Diploma or Veterinary or Agriculture Diploma or any equivalent examination satisfying 10 + 2 years of study.	Semester Pattern

Fee Structure - MBA & MCA

Course	Program	Sem 1	Sem 2	Sem 3	Sem 4	Total
MBA	Tuition Fee	11,500/-	11,500/-	11,500/-	11,500/-	46,000/-
	Exam Fee	1,000/-	1,000/-	1,000/-	1,000/-	4,000/-
	Registration	1,000/-				1,000/-
Total		13,500/-	12,500/-	12,500/-	12,500/-	51,000/-

Course	Program	Sem 1	Sem 2	Sem 3	Sem 4	Total
MCA	Tuition Fee	15,000/-	15,000/-	15,000/-	15,000/-	60,000/-
	Exam Fee	1,000/-	1,000/-	1,000/-	1,000/-	4,000/-
	Registration	1,000/-				1,000/-
Total		17,000/-	16,000/-	16,000/-	16,000/-	65,000/-

Exam Re-appear/ Supplementary - Rs. 500/- per paper

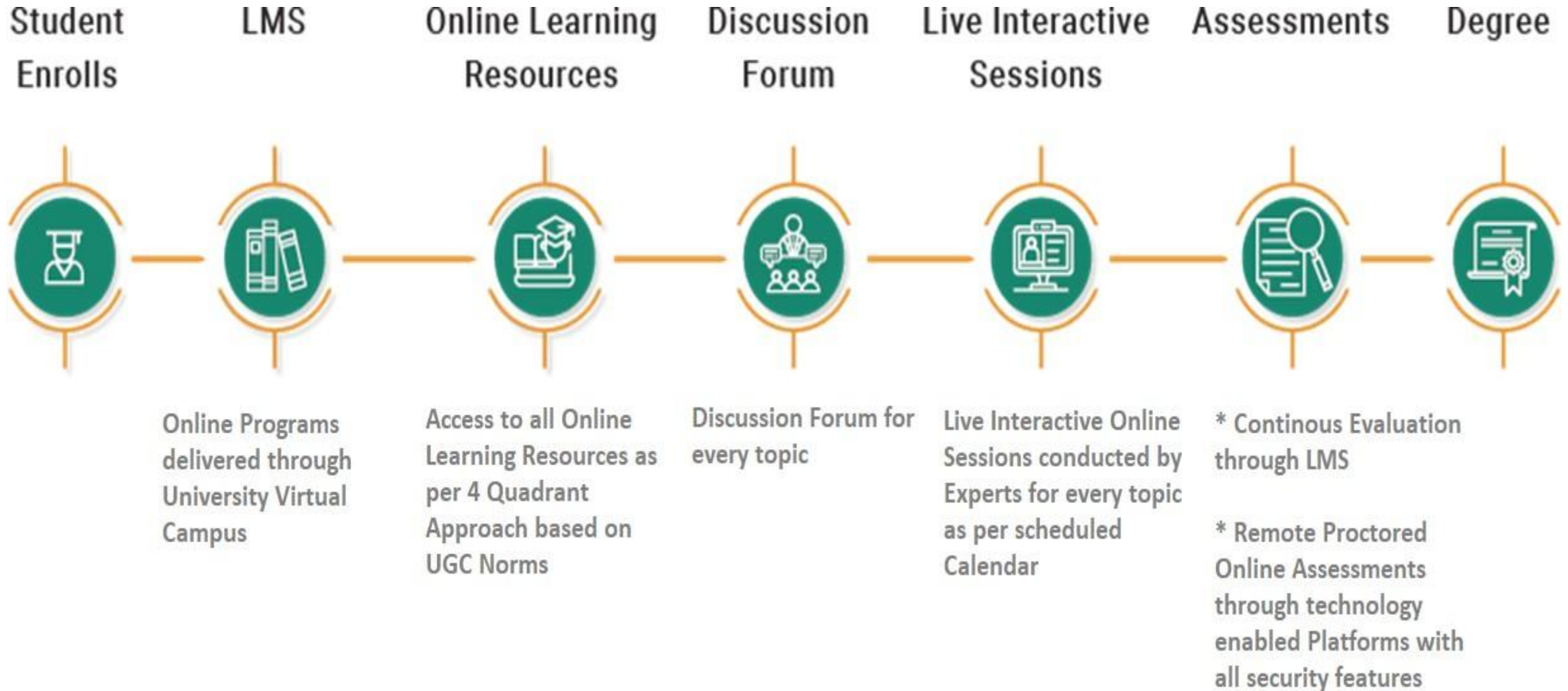
Fee Structure - MA - Sociology & B. Com - Accountancy

Course	Program	Year 1	Year 2	Total
MA Sociology	Tuition Fee	25,000/-	25,000/-	50,000/-
	Exam Fee	2,000/-	2,000/-	4,000/-
	Registration	500/-		500/-
Total		27,500/-	27,000/-	54,500/-

Course	Program	Year 1	Year 2	Year 3	Total
B Com Accountancy	Tuition Fee	20,000/-	20,000/-	20,000/-	60,000/-
	Exam Fee	1,500/-	1,500/-	1,500/-	4,500/-
	Registration	500/-			500/-
Total		22,000/-	21,500/-	21,500/-	65,000/-

Exam Re-appear/ Supplementary - Rs. 500/- per paper

Program Overview





Examination Pattern

(30% - 70%)

Continuous/ Internal Evaluation Pattern (200 Marks)	2 Assignments per subject which they need to submit through the LMS. Assignment would be Objective type (MCQ) questions
Final Semester Examination Pattern	MCQ (70 Marks)
	70 Qs (1 M each)
	Duration: 150 minutes
Passing	UG - 40%
	PG - 40%

Exam Fees for First Attempt is included / paid during admission by the students.

Cancellation and Refund Policy

Timelines	Particular	Refund Amount
Not a Batch Related Activity	Not Eligible Students	100%
Before Batch Closure	If Cancellation Request received on Mail 15 days or more before the formal-closure date of admission batch	100%
	If Cancellation Request received in less than 15 days before the formal-closure date of admission batch	90%
After Batch Closure	If Cancellation Request received in 30 days or less, but more than 15 days, after formal-closure date of admission batch	50%
	If Cancellation Request received more than 30 days after formal-closure date of admission batch	0%

No refund for Registration fees component would be done.

Refund would be processed within 45 days from receipt of cancellation request of the student on university mail id.

Only emailed requests of this cancellation form will be the accepted for processing. Student can email

ol.support@andhrauniversity.edu.in for the same.

Turn Around Time (TAT)

Sr.No	Students Communications & Processes	Turn Around Time
1	Online Admission Process and Instructions	Eligibility Confirmation by University Admission Team within 48 Hours of Online Document Submission on Portal by Student
2	Cancellation and Refund Policy – Student Communication	Refund done By University within 45 Days from Receipt of Cancellation Form
3	Course Delivery through Learning Management System (LMS)	LMS Access within 2 Days from Date of Eligibility Confirmation by Admission Team
4	Online Assessments: Internals, Online Exams, Projects	Results within 45 Days after last date of Exams
5	Mark Sheets & Degree Certification	Within 45 Days from Receipt of Application with Processing Fees
6	Student Support and Escalation Matrix	Within 48 Hours of Student Query

Contact Us

For Admission:

Call: +91 9175185223

Email: ol.admissions@andhrauniversity.edu.in

Address: Andhra University
Visakhapatnam - 530003
Andhra Pradesh, INDIA

For Student Support:

Call: +91 9175185223

Email : ol.support@andhrauniversity.edu.in

Learning Methodology



Admission & Registration Process



Mandatory Documents

Mandatory Documents for Admission Purpose	Format for Upload
Duly filled Online Application Form with uploaded Student Signature	Student Signature, JPEG or PNG Format
• Colour Scan Copy of Degree Certificate or Passing Certificate (for PG Programs only)	PDF
• Colour Scan Copy of All Year Wise /All Semester Wise Degree Mark sheets (for PG Programs only) OR Consolidated Mark Sheets also Accepted.	PDF
• Colour Scan Copy of 10th Std. Mark sheet for all Programs	PDF
• Colour Scan Copy of 12th Std. Mark sheet for all Programs	PDF
• Passport Size Colour Scan Copy for all Programs	JPEG or PNG Format
• Colour Scan Copy of Govt. Photo ID Proof: Aadhar Card is preferred. (Other Options: PAN card, Voter's ID, Driving License, Passport etc.) for all Programs	PDF
<p>• In Case of Name Change, need Colour Scan Copy of Name Change document which is a Gazette Notification.</p> <p>For Married Women – Marriage Certificate would be accepted – Provided Previous Maiden Name is clearly Mentioned in the same. For all Programs</p> <p>Father Name or Mother Name to be checked as well as no Name Change would be considered in such cases without a Gazette document.</p>	PDF
• For Foreign Student: Colour Scan Copy of Passport. For all Programs	PDF
• For Foreign Students: AIU Equivalence Document in case of Foreign Student coming from Non-Medical background. In case of Medical Program graduates from Foreign Universities MCI (Medical Council of India) Certificate is necessary. For all Programs	PDF
• Fees submission Transaction Details or receipt as per university policy for respective online programs. For all Programs	PDF

10244461- Meraj Nimbergi | 28-

Lead Status: Call Back

Counsellor: Meraj Nimbergi



Last Updated: 28-Jul-2022 11:13

Lead Information

First Name *	<input type="text" value="Meraj"/>
Middle Name	<input type="text"/>
Last Name *	<input type="text" value="Nimbergi"/>
Contact No. *	<input type="text" value="07768968419"/>
Alternate Contact No.	<input type="text"/>
Email ID *	<input type="text" value="meraj.nimbergi@talentedge.in"/>
Date Of Birth	<input type="text" value="25-JUL-1986"/>
Gender *	☐ Male ☒ Female ☐ Other
Country *	<input type="text" value="India"/>
State *	<input type="text" value="Maharashtra"/>
City *	<input type="text" value="Pune"/>
Pincode	<input type="text" value="411015"/>
Correspondence Address *	<input type="text" value="Mayur Apt, Flat 6, Lane"/>
Permanent Address	<input type="text" value="Lane"/>
Origin	
Source *	<input type="text" value="ANDHRA"/>
Media *	<input type="text" value="UDisha"/>
Campaign *	<input type="text" value="Call"/>

Referrer Details

Referrer Lead ID	<input type="text"/>
Referrer Name	<input type="text"/>

Education & Work

Highest Qualification *	<input type="text" value="Graduate"/>
Years Of Experience	<input type="text" value="6 Year"/> <input type="text" value="6 Month"/>

Course Information

University *	<input type="text" value="Andhra"/>
Course Types *	<input type="text" value="PG"/>
Course *	<input type="text" value="MA"/>
Session *	<input type="text" value="July22"/>

Action & Disposition

Status *	<input type="text" value="Call Back"/>
Status Details *	<input type="text" value="Follow Up"/>
Expected Follow Up *	<input type="text" value="29-07-2022"/>
Time *	<input type="text" value="12:00 PM"/>

Update

Cancel

10244461- Meraj Nimbergi | 28-

Lead Status: Prospect

Counsellor: Meraj Nimbergi

Lead Information

First Name *	<input type="text" value="Meraj"/>
Middle Name	<input type="text"/>
Last Name *	<input type="text" value="Nimbergi"/>
Contact No. *	<input type="text" value="07768968419"/>
Alternate Contact No.	<input type="text"/>
Email ID *	<input type="text" value="meraj.nimbergi@talentedge.in"/>
Date Of Birth	<input type="text" value="25-JUL-1986"/>
Gender *	☐ Male ☒ Female ☐ Other
Country *	<input type="text" value="India"/>
State *	<input type="text" value="Maharashtra"/>
City *	<input type="text" value="Pune"/>
Pincode	<input type="text" value="411015"/>
Correspondence Address *	<input type="text" value="Mayur Apt, Flat 6, Lane"/>
Permanent Address	<input type="text" value="Lane"/>
Origin	
Source *	<input type="text" value="ANDHRA"/>
Media *	<input type="text" value="UDisha"/>
Campaign *	<input type="text" value="Call"/>

Referrer Details

Referrer Lead ID	<input type="text"/>
Referrer Name	<input type="text"/>

Education & Work

Highest Qualification *	<input type="text" value="Graduate"/>
Years Of Experience	<input type="text" value="6 Year"/> <input type="text" value="6 Month"/>

Course Information

University *	<input type="text" value="Andhra"/>
Course Types *	<input type="text" value="PG"/>
Course *	<input type="text" value="MA"/>
Session *	<input type="text" value="July22"/>

Action & Disposition

Status *	<input type="text" value="Prospect"/>
Status Details *	<input type="text" value="Document Received, Payment Pen..."/>
IP Generated On *	<input type="text" value="28-07-2022"/>
Expected Follow Up *	<input type="text" value="29-07-2022"/>
Time *	<input type="text" value="12:00 PM"/>
<input type="text" value="upGradDisha"/>	

Update

Cancel



Welcome!

Andhra University Online Application System

Sign in to start Application Process

 meraj.nimbergi@talentedge.in



Sign in

Student will be redirected from his mail (received from university) to Registration portal on Andhra University Website

Step 1

Enter your personal information to get closer to Admission.

1 Personal Information

2 Course Information

3 Contact Information

4 Education Hisotry

5 Photo & Signature

Perosnal Information

Enter your personal information to get closer to Admission.

First Name

Meraj

Middle Name

Last Name

Nimbergi

Father Name

Mother Name

Female

Date Of Birth

07/25/1986

Phone number

07768968419

E-mail Address

meraj.nimbergi@talentedge.in

Category :

☒ General

☐ SC

☐ ST

☐ OBC

☐ PH

☐ Others

Next Step

Step 1

Enter your personal information to get closer to Admission.

1 Personal Information

2 Course Information

3 Contact Information

4 Education History

5 Photo & Signature

Personal Information

Enter your personal information to get closer to Admission.

First Name

Meraj

Middle Name

Last Name

Nimbergi

Father Name

N Mohammed Nimbergi

Mother Name

Sofia Nimbergi

Female

Date Of Birth

07/25/1986

Phone number

07768968419

E-mail Address

meraj.nimbergi@talentedge.in

Category :

☒ General

☐ SC

☐ ST

☐ OBC

☐ PH

☐ Others

Next Step

Step 2

Get to know better by adding your Course Information

1 Personal Information

2 Course Information

3 Contact Information

4 Education History

5 Photo & Signature

Course Information

Select Course and Fee Plan

MA

July22

Indian National

Installment

Pay Application Fees **Rs. 500.00** *Non Refundable

Back

Pay now



Merchant : REGISTRAR ANDHRA UNIVERSITY SDE ONLINE PROGRAMMES
28/07/2022 11:07:214

Payment Mode

- Net Banking
- Debit Card
- Credit Card
- UPI

Transaction ID	220728126385399
Amount	Rs. 500
Convenience Fee	Rs. 0.00
GST	Rs. 0.00
Total Bill Amount	Rs. 500.00

Mobile No : 7768968419 Email ID : meraj.nimbergi@talentedg

Payer Name : Optional VPA : Mandatory [Verify](#)

*Please provide the mobile number for transaction communication & viewing transaction history.

☒ VPA ☐ QR Code

Proceed Now Cancel

Step 2

Enter your personal information to get closer to Admission.

1 Personal Information

2 Course Information

3 Contact Information

4 Education Hisotry

5 Photo & Signature

Course Information

Select Course and Fee Plan

MA

July22

Indian National

Installment

Pay Application Fees **Rs. 500.00** *Non Refundable

Payment Successful.

Back

Next Step

Step 3

Get to know better by adding your Educational History

1 Personal Information

2 Course Information

3 Contact Information

4 Education History

5 Photo & Signature

Contact Information

Enter your Address for academic communication and delivery of assets.

Select Document

Aadhaar Card

9876543211

*Note : Aadhar Card Number is preferred option for linking your certifications in Govt Record

Address line 1

Mayur Apt, Flat 6, Lane

Address line 2

India

Maharashtra

Pune

Postal code

411015

Back

Next Step

Step 4

Help companies get to know you better by telling them about your past experiences.

- 1 Personal Information
- 2 Course Information
- 3 Contact Information
- 4 Education History
- 5 Photo & Signature

Educational History

Enter your Educational History

Have you ever been debarred by any University/Board : ☐ Yes ☐ NO

Details of Previous Examination Passed From Other University

Level	Board / University	Program	Year of Passing	Percentage	Division
10th Std	Goa Board	SSC	2002	78	Goa
12th Std.	Goa Board	HSSC	2004	79	Goa
Graduation	Goa University	BSC	2007	79	Goa
Post Graduation	Post Graduation	PG Program Na	Year of Passing	% obtained	Division

Back Next Step

Step 5

Add your profile picture and let companies find you fast.

- 1 Personal Information
- 2 Course Information
- 3 Contact Information
- 4 Education History
- 5 Photo & Signature

User Profile

Upload your profile picture and signature of yourself.

Please select Photograph image



Please select Signature image



Back

Submit

Signature.png

Show all x



- Student profile
- Documents

Document Status

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
1st Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
2nd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
3rd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
4th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
5th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
6th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
7th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	



Submit Application

Signature.png

Show all x

 Student profile

Documents

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
1st Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓		 	☐	
2nd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓		 	☐	
3rd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓		 	☐	
4th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓		 	☐	
5th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
6th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
7th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
8th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	

[Submit Application](#)



- Student profile
- Documents

Document Status

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
1st Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓	↓	 	☐	invalid document
2nd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓	↓	 	☐	
3rd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓	↓	 	☐	
4th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓	↓	 	☐	
5th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	⬆	-		☐	
6th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	⬆	-		☐	
7th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	⬆	-		☐	
8th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	⬆	-		☐	



Re-Submit Application

Upon document rejection from University, student portal display



Document

www.auonline.in says
Are you sure ?

OK Cancel

- Student profile
- Documents

Student is required to delete the Rejected document and re upload the new one.

Click [Re-Submit Application](#)

Document Status

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
1st Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓	📄	👁️ 🗑️	☐	invalid document
2nd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓	📄	👁️ 🗑️	☐	
3rd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓	📄	👁️ 🗑️	☐	
4th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓	📄	👁️ 🗑️	☐	
5th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	📄	-		☐	
6th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	📄	-		☐	
7th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	📄	-		☐	
8th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	📄	-		☐	



[Re-Submit Application](#)



Document

ME Meraj Nimbergi

- Student profile
- Documents

Document Status

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
1st Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			☐	
2nd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			☐	
3rd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			☐	
4th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			☐	
5th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
6th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
7th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
8th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	



Re-Submit Application



- Student profile
- Documents

Document Status

CHECK LIST	ATTESTATION REQUIRED	UPLOAD	DOWNLOAD	VIEW / DELETE	APPROVED	REMARK
1st Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			☒	
2nd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			☒	
3rd Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			☒	
4th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No	✓			☒	
5th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
6th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
7th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	
8th Year/Sem Marksheet PDF/JPG/JPEG/PNG	No		-		☐	



Pay Fees

Upon successful document verification, student gets to Pay Fees



- Student profile
- Documents
- Fees

FEE PLAN
Installment

DUE AMOUNT
₹ 27,000.00

DUE DATE
25-Jul-2022

COURSE FEE
₹ 54,000
100%

FEE PAID
₹ 500
1%

BALANCE AMOUNT
₹ 53,500
99%

Instalment Details							
NO	PAYMENT HEAD	DUE DATE	INST. AMOUNT	PAID AMOUNT	DUE AMOUNT	BAL AMOUNT	TRANSACTION ID
1	Down payment	25-Jul-2022	₹ 27,000	₹ 500	₹ 26,500	₹ 53,500	
2	Course fees (Installment,EMI,Downpayment)	25-Jul-2023	₹ 27,000	₹ 0	₹ 27,000	-	

Payment History

NO	PAYMENT HEAD	PAYMENT DATE	MODE	AMOUNT	TRAN ID	ACTUAL AMOUNT	APPROVAL STATUS	REMARK
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Merchant : REGISTRAR ANDHRA UNIVERSITY SDE ONLINE PROGRAMMES
28/07/2022 11:07:808

Payment Mode

- Net Banking
- Debit Card
- Credit Card
- UPI

Transaction ID	220728126386911
Amount	Rs. 27000
Convenience Fee	Rs. 0.00
GST	Rs. 0.00
Total Bill Amount	Rs. 27000.00

Mobile No : 8099086868 Email ID : devivyshnavi2004@gmail.
Payer Name : Optional VPA : Mandatory [Verify](#)

*Please provide the mobile number for transaction communication & viewing transaction history.
☒ VPA ☐ QR Code

Proceed Now Cancel

Payment receipt

ExternalInbox x

Andhra University Admission <ol.support@andhrauniversity.edu.in>

to me, ol.support ▾

Dear

Your payment Fee receipt of Andhra University

Merchant Name	Andhra University
Merchant ID	
AMOUNT	
TRX No	0707282822222222015015
Payment Mode	Online
Date and Time	
Transaction Status	Mandatory value mobile number in wrong format
Customer Name	Meraj Nimbergi
Customer Mob No	07768968419
Email ID	meraj.nimbergi@talentedge.in
course Name	Application Fee

NOW YOU KNOW. THANK YOU



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001:2015 Certified

ANDHRA UNIVERSITY

Welcome to Andhra University

Login

[Forgot Password](#)

[Sign In](#)

Learning Resources & Advantages

The Learning Resources of the said Programs for every subject is designed on the basis of the course objectives considering the conventional learners and the working professionals who are keen to acquire knowledge in the learning process.

With an objective to make the learning content more palatable for the target audience group, the following learning resources have been created for online programs:

E-book <i>PDF Content of Self Learning Material</i> - Chapter Level	Study Guide <i>Bullet Notes Of Every Chapter Explained In Simpler Way - Chapter Level</i>	Practice Test <i>Question Bank)</i> - Chapter Level	Lab environment <i>For Related Subjects, Where Necessary</i>	Discussion Forum <i>On Every Course Outcome</i>
Web Resources <i>- Articles / Ref. Videos</i> - Subject Level	Tutorial Recorded Videos <i>- Chapter Level</i>	Live Interactive Sessions <i>(Webinar)</i>	Animated / Gamified Module <i>- Subject Level</i>	Case Study Subject Level

Online Learning Resources

- **Tutorials:** These are recorded videos for every chapter. The subject matter experts have created the lesson plan based on the curriculum and they have recorded the video for every course outcome within the subject. This will help the learners to refer the session during their learning journey.

The screenshot displays a video lecture interface. The main content area shows a presentation slide titled "MODERN MARKETING MANAGEMENT Chapter 9 Pricing Decision and Strategies". The slide features a diagram with a central blue oval labeled "3 Major Pricing Strategies". Three arrows point from this central oval to three surrounding blue ovals: "Customer value-based Pricing" at the top, "Competition-based Pricing" at the bottom left, and "Cost-based Pricing" at the bottom right. The interface includes a top toolbar with icons for editing and navigation, a right-side video feed of the instructor (a man in a suit and headset), and a bottom status bar showing "34 of 43 pages" and "Users (4/2771)".

MODERN MARKETING MANAGEMENT
Chapter 9
Pricing Decision and Strategies

Customer value-based Pricing

3 Major Pricing Strategies

Competition-based Pricing

Cost-based Pricing

34 of 43 pages

Users (4/2771)

Chatroom

Online Learning Resources

- **Gamified Practice Test:** The Gamified module consist of templates like football, cricket, basketball which has been integrated with 5 questions from every chapter. This helps the students to gauge their understanding about the topic.
- **Animated Case Studies:** As part of simulations the animated case studies at subject level are available for students to learn in given situation. After understanding the case the students would be able to give a solution which are through set of questions during the case study module. This helps the learners to perform in dynamic business environment.



Online Learning Resources

- Every Chapter would have an Ebook - A Digital Textbook
- The student should go through every chapter of the e-book provided and can make notes which will enable the student to understand important aspects of every topic during the learning process.

Online Learning Resources

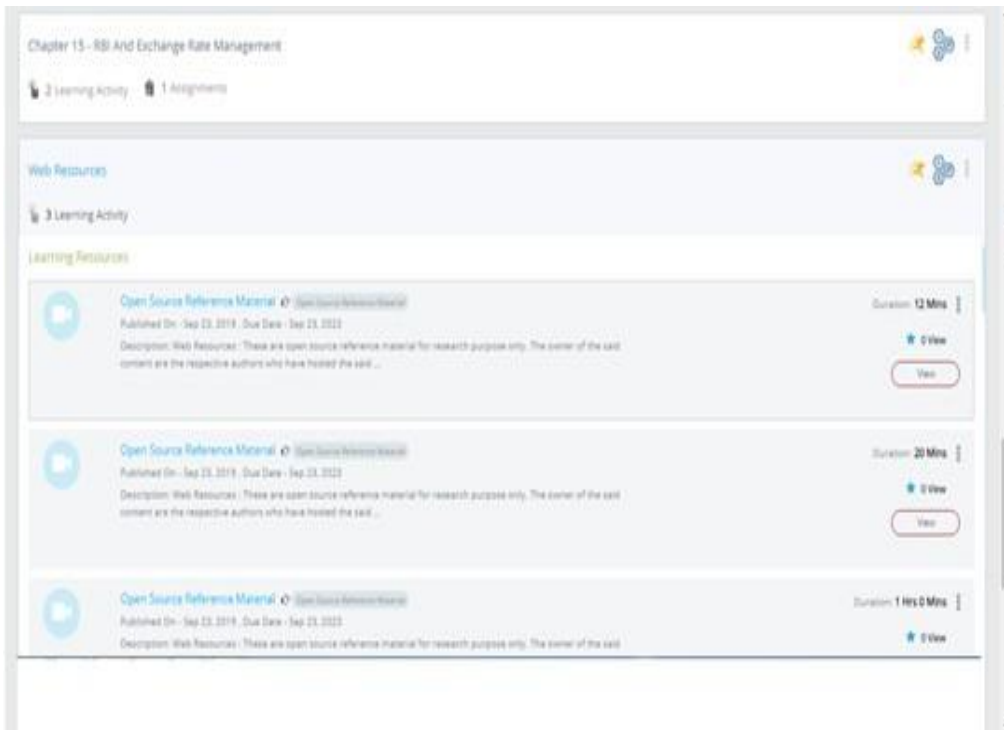
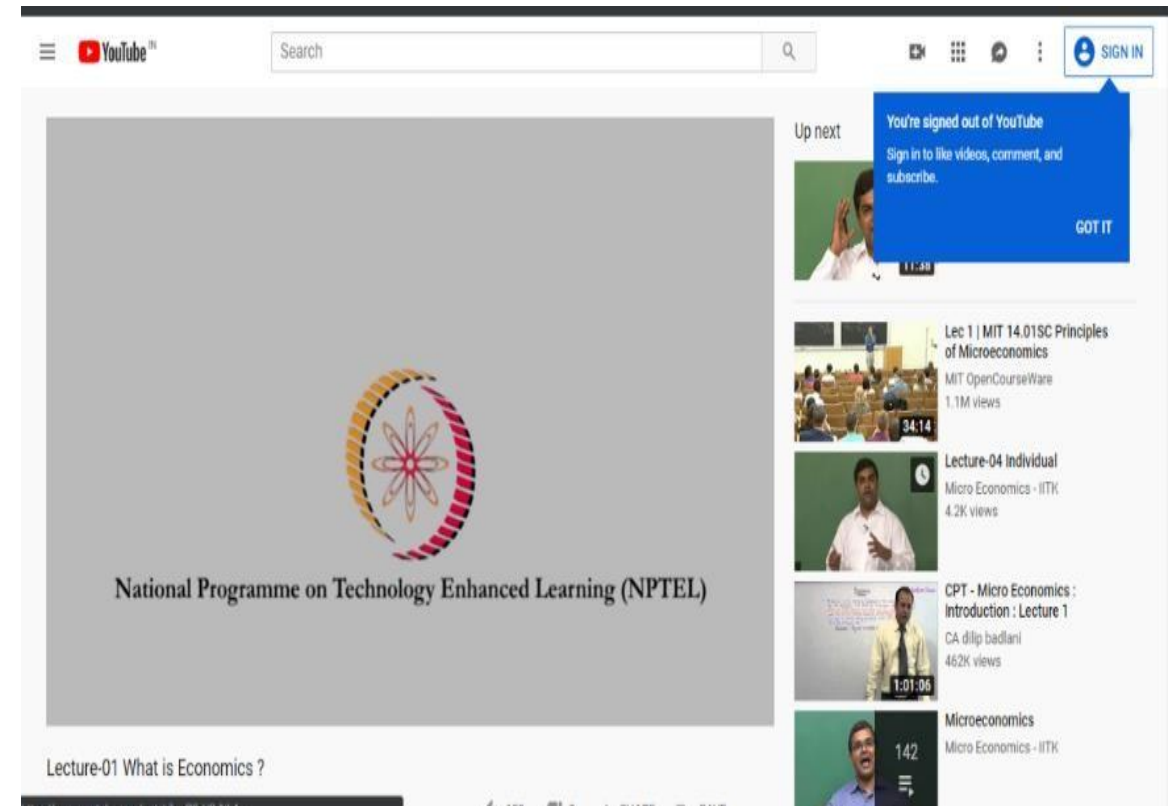
- **Gbook : Quick Learning Book** : This is a quick learning book with bullet notes in powerpoint presentation format. This helps the student to understand the key aspects of the topic.



Online Learning Resources

Open Learning Resources - Web Resources for Research Purpose and Reference Learning

The university has provided chapter wise open source reference learning links which include videos, articles for research purpose.



- ❑ Access to university based research publications are also provided to the students.

Online Learning Resources

- Discussion Forums:
- Every subject would have Open and Graded discussion forum which would be part of the continuous evaluation process
- The schedule for discussion forums is available in the LMS for students
- The timelines for every discussion forum for every subject would be published which the student have to participate and give their responses on given topic during the open window provided for the same

Online Learning Resources

(Synchronous Sessions)

- For every subject based on the course outcome, there would be one live interactive online session per chapter conducted through LMS.
- The faculty from the university would conduct the said live session and the students would join through the LMS.
- The students should refer the calendar for scheduled live session in their respective LMS.
- Every Live Session per chapter would be of 1 hour

The screenshot displays a web browser window with the address bar showing lms.bduonline.in/Embed/videoPlayer?id=15766. The browser's taskbar includes icons for 'Apps', 'Registration-No.111...', 'Faculty | Karunya In...', and 'ICTSGS'. The main content area shows a PowerPoint presentation titled 'Unit 1 Presentation.pptx'. The slide content is as follows:

MANAGERIAL ECONOMICS

CONSUMER DEMAND

- Demand is effective desire within the consumer that can be fulfilled.
- Human being have unlimited desire the resources are limited.
- The satisfaction of human desire is largely determined by the production of goods and services an the pricing involved.
- In economics, demand implies that there is desire , affordability as well as willingness to purchase

CONSUMER PREFERENCES

- Consumer have tastes and preferences influenced by social interaction and habits.
- The business man must understand the demographics of the area where they intend to carry out the business.
- They should also be keen to take note of any changes in the tastes and preferences of the consumer.
- There are various factors that cause change in the preferences of consumers

On the right side of the browser window, there is a video feed of a woman, identified as 'Gayathri R...', who is the presenter of the session. The PowerPoint interface includes a ribbon with tabs like 'Home', 'Themes', 'Tables', 'Charts', 'SmartArt', 'Transitions', 'Animations', 'Slide Show', and 'Review'. The status bar at the bottom indicates 'Slide 2 of 15' and '107%' zoom.

Online Learning Resources

Frequently Asked Questions (FAQ)

- Every Module/ Chapter has a Pre - Learning FAQ enabling the student to have an understanding about the topic in easy language.

Misconceptions

- This helps the learners to refer the common misconceptions and thereby helps the learners to understand the same during the learning process.

Chapter 1

Topic-based (FAQ)	
Question	1. What is Gross Domestic Product?
Answer	Gross Domestic Product (GDP) is the monetary value of all finished goods and services made within a country during a specific period. GDP provides an economic snapshot of a country, used to estimate the size of an economy and growth rate.
Question	2. What is Net national Product?
Answer	Net national product (NNP) refers to gross national product (GNP), i.e. the total market value of all final goods and services produced by the factors of production of a country or other polity during a given time period, minus depreciation.
Question	3. What are the features of Indian Economy?
Answer	Indian economy is termed as the developing economy of the world. Some features like low per capita income, higher population below poverty line, poor infrastructure, agriculture based economy and lower rate of capital formation, tagged it as a developing economy in the world.
Question	4. What are the various indicators of Economy of the country?
	Economic indicators include various indices, earnings reports, and economic summaries: for example, the unemployment rate, quits rate (quit rate in American

Topic-based Mis-conceptions	
Misconception	1. High economic growth may not necessarily result in increased economic development.
Explanation	In reality economic growth is indication of economic development. Because it helps to penetrate lower income group too which lead to increase the sale as economic development is usually consider not only the increase in output. It means the cost of product decrease. It refers to increase sales which help economic growth.
Misconception	Full employment may not the reason for rising real incomes.
Explanation	Generally Full employment is possible when condition of industries are good. They are in the position to higher more and more worker because of demand in the market. So, it clearly explain that Full employment reason for real income of nation.
Misconception	2. Labour income has been falling as a share of national income increases.
Explanation	This is opposite of reality. It is well proved data that when nation income increases Labour income also increase. As we know that National income grow means, country receives good output. It means the profit increases. So definitely, company other source of production increase the salary or wage rate.
Misconception	3. The human economy went from hunting and gathering through agriculture and on to manufacturing, and finally to the Information Economy.

Online Learning Resources

Topic Based Assignments:

- Every Module/ Chapter has a Pre - Learning

Topic-based Assignments	
Sr. No.	Questions
1	What is gender gap in Business communication?
2	What is knowledge gap in Business communication?
3	What is role of supervisory level in Business communication?
4	What is role of upper managers in Business communication?
5	What is cultural gap in Business communication?

Few of our illustrious Alumni



Dr .A P J Abdul Kalam
(Missile Man of India)
Former President of India



Dr .Duvvuri Subba Rao
Former Governor Reserve Bank of India



Justice J.Chelameswar
Former Judge of Supreme Court of India



Sir.M Venkaiah Naidu
Vice President of India



Rao Taddapali
CIO Seibel Technologies ,USA



Smt Mini Ipe
Managing Director , LIC of India



Sir Srinias Kandula
Chairman Capgemini, Technology
Services India Ltd



Dr .G M Rao
Group Chairman , GMR Group