



**Ref. No. :** COE/QBS./Even Sem./2022-23/574194

**Date :** 06-09-2022

From:

Controller of Examination,

Maulana Abul Kalam Azad University of Technology, West Bengal

To:

Mr./Mrs./Miss./Dr./Prof.: **ARUNAVA MOOKHERJEE**

Collage Code: **120**

Dear Sir/Madam,

This is to inform you that as per the recommendations from your institution you have been appointed as an expert to prepare the Question Bank for Examinations for the Even Semester Examination, 2022-23 conducted by the Maulana Abul Kalam Azad University of Technology, West Bengal. The relevant particulars are given below:

Course :

Paper Code : **MB203**

UPID : **2029**

Name of the paper : **Marketing Management**

You will be paid taken remuneration for the purpose of preparing the Question Bank with model answer as per the University rules. You are requested to follow the guidelines for uploading the Question Papers through your login. It is mandatory to submit 50 questions of mark "1" , 20 questions of marks "5" and 20 questions of marks "15" along with model answer required to be submitted.

### **Revised Guideline for submission of Question Bank with model Answer.**

1. The faculty member should define distribution of questions from numbers of chapters/module as per syllabus. This can defined under the Question Paper logic. The chapters for few syllabus is already defined . The necessary number of questions is fixed per chapter .However,the faculty will have option to distribute few questions as per his discretion.
2. Submission of question requires allocation of mark, difficulty level and chapter to be defined for each question.
3. **MULTIPLE CHOICE QUESTIONS SHOULD BE AVOIDED.**
4. **DO NOT SUBMIT AMBIGUOUS VALUE ANSWER ON THE MODEL ANSWER BOX.**
5. **Put proper punctuation marks, comma (,) question mark (?) , exclamation marks(!), Sentence case etc.**
6. **The question will be submitted chapter wise based on associated syllabus.The syllabus will be visible chapter wise on panel.**
7. **Please avoid collection of questions from web links.**
8. **Avoid Question directly from Online sources.**
9. Please ensure that no question is repeated in the question bank.
10. **Provision for inserting figure/circuit diagrams, formula, equation is available in question as well as in answers. The experts are requested to use those provisions.**
11. Please avoid any additional numbering while submission of questions.
12. Before submission of the questions, the faculty member should check & verify each question individually for its correctness.

Yours sincerely

**Controller of Examinations**