



Indra Ganesan

COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NAAC with 'B+' Grade, 2(f) & 12B Status Institution by UGC

IG Valley, Madurai Main Road, Manikandam, Tiruchirappalli - 620012

NAAC DOCUMENTS

QUALITY INDICATOR FRAME WORK

CRITERION – 1

CURRICULAR ASPECTS

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

INDRA GANESAN COLLEGE OF ENGINEERING





DEPARTMENT OF SCIENCE AND HUMANITIES

ACADEMIC YEAR 2021-2022 / EVEN SEMESTER

1.2 Academic Flexibility (30)

1.2.1 Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)

AND

1.2.2 Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years

VAC Title:	DIGITAL MARKETING				
Resource Person:	Mr. G. Vijayan, Operation manager, Surya solar, Hosur		Mr.C.Rajesh khanna Team leader , Surya solar, Hosur		
Date of conduct from:	09.05.2022	To:	13.05.2022	Duration:	30 Hours
Organized Department:	SCIENCE AND HUMANITIES				
Participant Year:	I Year	Semester:	EVEN	No. of Students Registered:	152
Venue:	ONLINE MODE GOOGLE MEET: https://meet.google.com/sgi-hior-ygr				

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Department of Science and Humanities
Academic Year 2021-2022 –Even Semester


10.05.2022

DEPARTMENT CIRCULAR

Department of Science and Humanities and IQAC of IGCE in association with Surya Solar, is going to organize Value Added Course for all first year students on “Digital marketing” from 09.05.2022 to 13.05.2022. Certificates will be issued to the eligible participants at the end of the Course. This training is to be provided in our campus.


Resource Person Detail	<ol style="list-style-type: none">1. Mr. G. Vijayan, Operation manager, Surya Solar, Hosur,2. Mr. C. Rajesh Khanna Team Leader, Surya Solar, Hosur
Venue	Google meet https://meet.google.com/sgi-hior-ygr


HOD/S&H


PRINCIPAL

Cc:

- Principal office
- IQAC Co-Ordinator
- HoD/ S&H
- Class In charges - I-Year
- I-Year S&H Students
- Office File
- NoticeBoard


Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
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Value Added Course


"Digital marketing"

SYLLABUS

S.NO	TOPIC COVERED	DURATION (in hours)	DATE
1	Role of Marketing	3	09.05.2022
2	Consumers and Consumption	3	09.05.2022
3	Segmentation, Targeting and Positioning	3	10.05.2022
4	Designing Products and Services	3	10.05.2022
5	Pricing and Channels	3	11.05.2022
6	Introduction to Digital Marketing Basics	3	11.05.2022
7	Digital vs. Traditional Marketing	3	12.05.2022
8	Personas in Digital Marketing	3	12.05.2022
9	Developing, Using and Refining Personas	3	13.05.2022
10	Consumer Journey Mapping Frameworks	3	13.05.2022
11	Exam	1	13.05.2022
Total Hours(Excluding Exam)		30	-


VAC Coordinator


HoD/S&H


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Value Added Course

STUDENTS PARTICIPATION LIST

"Digital marketing"

S.NO	Register Number	Name	Year/ Branch
1	811221108002	ABINAYA R	I/ Agri
2	811221108007	CHARULATHA V	I/ Agri
3	811221108011	HARIHARAN M	I/ Agri
4	811221108013	ILAYARAJA E	I/ Agri
5	811221108014	JAYASOUNDARYA M	I/ Agri
6	811221108016	KALPANAPRIYA R	I/ Agri
7	811221108019	KAVIYA T	I/ Agri
8	811221108022	KOWSALYA I	I/ Agri
9	811221108025	PONNIYAMMAL B	I/ Agri
10	811221108028	RAJABUNISHA M	I/ Agri
11	811221108029	RAJESH K	I/ Agri
12	811221108030	RAJESHWARI D	I/ Agri
13	811221108031	SAIRAM M	I/ Agri
14	811221108037	UMAMAHESHWARI R	I/ Agri
15	811221108040	VIJAYA KRISHNAN G	I/ Agri
16	811221104001	AKSHAY K	I/CSE
17	811221104002	BHARATHKUMAR S M	I/CSE
18	811221104003	BHUVANESHWARI M	I/CSE
19	811221104004	DHINESH C	I/CSE
20	811221104005	EYARKAI KAMALI R	I/CSE
21	811221104006	GOKULNATH P R	I/CSE
22	811221104007	HARIHARASWAMY M	I/CSE
23	811221104008	HARISH R	I/CSE
24	811221104009	HARRISH M	I/CSE
25	811221104010	HARUN RASHEETH S	I/CSE
26	811221104011	HEMA T	I/CSE
27	811221104012	JACOP ANTONY L	I/CSE
28	811221104013	JEEVANANTHAM S	I/CSE
29	811221104014	KATHIRVEL K	I/CSE
30	811221104015	KEERTHANA J	I/CSE
31	811221104016	KOWSHIK G	I/CSE
32	811221104017	MADHAN KUMAR P	I/CSE
33	811221104018	MANIKANDAN N	I/CSE
34	811221104019	MOHAMED GANI A	I/CSE
35	811221104020	MOHAMED THOUFIK U	I/CSE

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36	811221104021	MOHAMED YUNUZ R	I/CSE
37	811221104022	MOHAMMED RISWAAN M	I/CSE
38	811221104023	NAVEENKUMAR S	I/CSE
39	811221104024	NITHYA A	I/CSE
40	811221104025	POORNIMA C	I/CSE
41	811221104026	PRASANNA BALAJI C	I/CSE
42	811221104027	PRAVEEN JAYASEELAN B	I/CSE
43	811221104028	RAJAPUSHPAM V	I/CSE
44	811221104029	REETHIKA R	I/CSE
45	811221104030	RESIKA A V R	I/CSE
46	811221104031	SANTHOSH P	I/CSE
47	811221104032	SARAVANAPERUMAL S	I/CSE
48	811221104034	SELVALAKSHMI G	I/CSE
49	811221104035	SIVAKUMAR P	I/CSE
50	811221104036	SUDHAKARAN V	I/CSE
51	811221104037	SUGAVANESHWARAN S	I/CSE
52	811221104038	SUMAIYA BEGAM S	I/CSE
53	811221104039	SURIYA R	I/CSE
54	811221104040	SURUTHI Y	I/CSE
55	811221104041	SURUTHI M	I/CSE
56	811221104042	SURYA D	I/CSE
57	811221104043	SYED ANWAR S	I/CSE
58	811221104044	THAVAPRIYA S	I/CSE
59	811221104045	VASANTHAVEL S	I/CSE
60	811221104046	VENGADESWARI M	I/CSE
61	811221104047	VIJAY INFANT A	I/CSE
62	811221104048	VISHWA S	I/CSE
63	811221104049	YOGAPRIYA N	I/CSE
64	811221243002	ABDUR RAHMAN J	I/AI&DS
65	811221243004	ARUN KUMAR M	I/AI&DS
66	811221243006	BHARATH KUMAR R	I/AI&DS
67	811221243009	DHARANI R	I/AI&DS
68	811221243013	JAVAHAR NISHA B	I/AI&DS
69	811221243016	KALAIYARASAN A	I/AI&DS
70	811221243025	MOHAMED FAHADHU A	I/AI&DS
71	811221243032	RAKESH S	I/AI&DS
72	811221114006	DHANASEKARAN D	I/Mech
73	811221114008	DHIVAKAR R	I/Mech
74	811221114014	KANNAN P	I/Mech
75	811221114022	NAVEEN M	I/Mech
76	811221114030	SANTHOSH R	I/Mech
77	811221114038	THIRUPPATHI C	I/Mech
78	811221205001	ANGEL EPSIBA A	I/IT


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79	811221205002	ARUL ROSELINE A	I/IT
80	811221205003	ASARUDHEEN K	I/IT
81	811221205004	BARAKKATH NISHA S	I/IT
82	811221205005	BRUNDHA P	I/IT
83	811221205006	CHINNADURAI R	I/IT
84	811221205007	DEEPIKA P	I/IT
85	811221205008	DHEETSIKA V	I/IT
86	811221205009	DINESH M	I/IT
87	811221205010	GNANASAMUEL A	I/IT
89	811221205013	JAISURYA K	I/IT
90	811221205014	JENANI R	I/IT
91	811221205015	KANNAN M	I/IT
92	811221205016	KARTHIKRAJA M	I/IT
93	811221205017	KAVIN J	I/IT
94	811221205018	KAYATHRI S	I/IT
95	811221205019	KISHORE M	I/IT
96	811221205020	LALITHA K	I/IT
97	811221205021	MADHAN S	I/IT
98	811221205022	MANIKANDAN M	I/IT
99	811221205023	MOHAMED ANAS J	I/IT
100	811221205024	MOHAMED ASLAM S	I/IT
111	811221205025	MONIKA SRI B	I/IT
112	811221205027	NANDHA KUMAR R	I/IT
113	811221205029	PRASANNA M	I/IT
114	811221205030	ROBINSON R	I/IT
115	811221205031	ROSHINI B	I/IT
116	811221205032	SANTHOSH KUMAR P	I/IT
117	811221205033	SATHISHKANNAN S	I/IT
118	811221205034	SEBASTHIYAN S	I/IT
119	811221205035	STEPHEN S	I/IT
120	811221205036	SUBASHINI M	I/IT
121	811221205037	SUBASRI M	I/IT
122	811221205038	SUJHIN R	I/IT
123	811221205039	SUMITHA A	I/IT
124	811221205041	SURYA JETLY T	I/IT
125	811221205042	UDHAYA HARISH B	I/IT
126	811221205043	UDHAYANITHI C	I/IT
127	811221205044	UMA MAHESWARI R	I/IT
128	811221205045	VANITHA G	I/IT
129	811221205046	VIDHYA BHARATHI K	I/IT
130	811221205047	VIGNESH G	I/IT
131	811221205048	YASAR ARAFATH A	I/IT
132	811221105012	HARIHARAN E	I/EEE
133	811221105013	HARIHARAN K	I/EEE

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134	811221105015	KAVIPRIYAN D	I/EEE
135	811221105018	LINGESWARAN R	I/EEE
136	811221105023	PANDIAN M	I/EEE
137	811221105027	SANGILI S	I/EEE
138	811221105039	SRIKANTH M	I/EEE
139	811221106001	AARTHI S	I/ECE
140	811221106002	ANITH APEL J	I/ECE
141	811221106003	AROCKIA JENIFER M	I/ECE
142	811221106005	DEEPALAKSHMI S	I/ECE
143	811221106008	DHINESH BABU C	I/ECE
144	811221106012	JAYA KAMAKSHERADHA S	I/ECE
145	811221106022	PARKAVI S	I/ECE
146	811221106024	PREMKUMAR S	I/ECE
147	811221106033	THAMILARASI C	I/ECE
148	811221106034	THRISHA S	I/ECE
149	811221106035	VEERAKUMAR R	I/ECE
150	811221106036	VELLAISAMY S	I/ECE
151	811221106037	VICTORRAJ S	I/ECE
152	811221106040	VISHAL V	I/ECE


VAC Coordinator


HoD/S&H


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Report on Value Added Course					
Title:	"Digital marketing"				
Resource Person:	Mr. G. Vijayan Operation manager Surya Solar, Hosur	Mr. C. Rajesh Khanna Team Leader, Surya Solar, Hosur			
Date of conduct from :	09.05.2022	To:	13.05.2022	Duration:	30 Hours
Organized Department:	SCIENCE AND HUMANITIES				
Participant Year:	1	No. of Students Registered :	152		
Venue:	Google meet https://meet.google.com/sgi-hior-ygr				
Outcome of Value Added Course (VAC): At the end of the Course, Students can able to					
1. Develop and execute a marketing plan, incorporating all elements of the marketing mix, segmentation and positioning strategies and other elements.					
2. Understanding of the role of both digital and traditional media in marketing, and the intersection of online and offline strategies and tactics.					
3. Guide the development of a digital presence from a marketing point of view..					
4. Be proficient in marketing analytics and quantitative evaluation of the marketing environment.					
<ul style="list-style-type: none">• Students, who are securing more than 60% on total score and secured more than 75% in attendance is eligible to receive the certificate for the VAC course conducted• Total Score = (0.5 * Attendance in VAC out of 100 percentage + 0.5 * Test mark in VAC out of 100 marks)					
 VAC Coordinator		 HoD/S&H		 Principal	

Dr. G. Balakrishnan, M.E., Ph.D.,
Principal

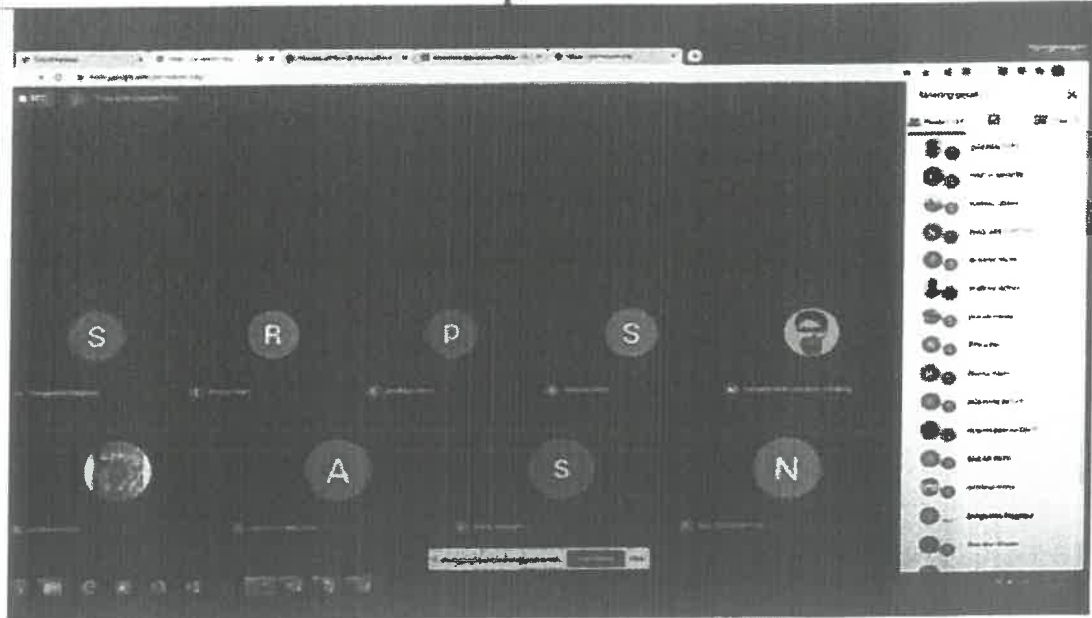
Indra Ganesan College of Engineering
IG Valley, Madurai Main Road
Manikandam, Trichy-620 012



Sample Photos of Value Added Course

Title:	"Digital marketing"				
Resource Person:	1. Mr. G. Vijayan, Operation manager, Surya solar, Hosur 2. Mr.C.Rajeshkhanna Team leader , Surya solar, Hosur				
Date of conduct from :	09.05.2022	To:	13.05.2022	Duration	30 Hours
Organized Department	"Digital marketing"				
Participant Year:	1	No. of Students Registered :	152		
Venue:	Google meet https://meet.google.com/sgi-hior-ygr				


Sample Photos




VAC Coordinator


HOD/S&H


Principal


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Manikandam, Trichy-620 012.



Name of the Student:

Year/Sem:

AU Register Number:

Value Added Course

“Digital marketing”

MULTIPLE CHOICE QUESTIONS (25 X 4 = 100 Marks)

1. ____, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies and companies.

- A. Search Engines
- B. Websites
- C. Emails
- D. All of the above

2. ____ are used in digital marketing.

- A. Electronic devices
- B. Internet
- C. Both A and B
- D. None of the above

3. ____ is/are the main component(s) of digital marketing.


- A. SEO
- B. SMO
- C. SEM
- D. All of the above

4. What is the full form of SEO?

- A. Search Engine Optimal
- B. Social Engine Optimization
- C. Search Engine Optimization
- D. Social Engine Optimal

5. What is the full form of SEM?

- A. Social Engine Marketing
- B. Search Engine Marketing
- C. Search Engine Management
- D. Social Engine Management


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6. What is the full form of SMO?

- A. Social Media Optimal
- B. Search Media Optimal
- C. Search Media Optimization
- D. Social Media Optimization

7. In recent years, digital marketing has also become more reliant on ____.

- A. Email
- B. Affiliate
- C. Both A and B
- D. None of the above

8. Using ____, you improve your site's structure and content and conduct promotional activities to enhance your ranking on search engines.

- A. Search Engine Optimization
- B. Social Media Marketing
- C. Social Media Optimization
- D. Search Engine Marketing

9. ____ is/are part(s) of SEO.

- A. Off-Page
- B. On-Page
- C. Both A and B
- D. None of the above

10. In On-Page SEO, website owners use various methods and measures within their own websites to improve their website's ____ on search engines.

- A. Pages
- B. Ranking
- C. Portal
- D. Dat

11. An on-page search engine optimization strategy involves dealing with elements of SEO within a website, such as ____, etc.

- A. Meta Tags
- B. Technical Tags
- C. Content Quality
- D. All of the above

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12. The important On-Page SEO factor(s) is/are -

- A. Meta Tags
- B. Sitemap
- C. Canonical Tag
- D. All of the above

13. _____ contain meta tags that contain information about their content.

- A. Pages
- B. Sites
- C. Portals
- D. Browsers

14. The meta tags provide information about the _____.

- A. Page
- B. Author
- C. When it was last updated
- D. All of the above

15. As Meta Tags help search engines _____ the page, they are extremely important in terms of SEO.

- A. Understand
- B. Index
- C. Both A and B
- D. None of the above

16. A HTML page's header section contains the tags, e.g., _____ meta tag _____

- A. <head , </head>
- B. head> , </head>
- C. <head> , </head>
- D. >head< , </head>

17. These tags are not visible to users, but search engines can see them in order to _____.

- A. Index your website
- B. Determine its ranking
- C. Both A and B
- D. None of the above

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18. How many types of meta tags are there?

- A. 2
- B. 3
- C. 4
- D. 5

19. Which of the following is/are a/the type(s) of meta tags?

- A. Meta Title
- B. Meta Description Tag
- C. Meta Keywords Tag
- D. All of the above

20. The meta title is the title tag that also identifies the ____ of your page.

- A. Link
- B. Title
- C. Headline
- D. Description

21. In search engine results pages, meta ____ are displayed in the browser window's title bar.

- A. Titles
- B. Description
- C. Keywords
- D. None of the above

22. Your page's meta ____ summarizes its content.

- A. Title
- B. Description
- C. Keyword
- D. Tag

23. When a user submits a search query to a search engine, the meta ____ of your page appears below your URL.

- A. Title
- B. Description
- C. Tag
- D. Keyword

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24. All your key ____ related to your page's content are included in the meta tag.

- A. Keywords
- B. Description
- C. Tags
- D. Titles

25. A ____ page ranks higher in the search engine than a ____ one.

- A. Long, short
- B. Short, Long
- C. Brief, Short
- D. Brief, Long


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Value Added Course

“Digital marketing”

ANSWER KEY

1	c	6	c	11	d	16	b	21	c
2	b	7	b	12	a	17	a	22	c
3	a	8	d	13	d	18	b	23	d
4	b	9	c	14	b	19	c	24	b
5	d	10	b	15	a	20	a	25	a


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Department of Science and Humanities

Academic Year 2021-2022 – Even Semester

STUDENTS ATTENDANCE LIST

Value Added Course

“Digital marketing”

S.NO	REGISTER NUMBER	NAME	YEAR/ BRANCH	09.05.2022		10.05.2022		11.05.2022		12.05.2022		13.12.2022		NO OF SESSION ATTENDED	ONLINE
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
1	811221108002	ABINAYA R	I/ Agri	P	P	P	P	P	P	P	P	P	P	30	
2	811221108007	CHARULATHA V	I/ Agri	P	P	P	P	P	P	P	A	P	P	29	
3	811221108011	HARIHARAN M	I/ Agri	P	P	P	P	P	P	P	P	P	P	30	
4	811221108013	ILAYARAJA E	I/ Agri	P	P	P	P	P	P	A	P	P	P	28	
5	811221108014	JAYASOUNDARYA M	I/ Agri	P	P	P	P	P	A	P	P	P	P	29	
6	811221108016	KALPANAPRIYA R	I/ Agri	P	P	P	A	P	P	P	P	P	P	28	
7	811221108019	KAVIYA T	I/ Agri	P	P	P	P	P	P	P	P	P	P	30	
8	811221108022	KOWSALYA I	I/ Agri	P	P	P	A	P	P	P	P	P	P	27	
9	811221108025	PONNIYAMMAL B	I/ Agri	P	P	P	P	P	A	P	P	P	P	29	

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10	811221108028	RAJABUNISHA M	I/ Agri	P	P	P	P	P	P	P	A	P	P	28
11	811221108029	RAJESH K	I/ Agri	P	P	P	P	P	P	P	P	P	P	30
12	811221108030	RAJESHWARI D	I/ Agri	P	P	P	P	A	P	P	P	P	P	27
13	811221108031	SAIRAM M	I/ Agri	P	P	P	P	A	P	P	P	P	P	29
14	811221108037	UMAMAHESHWARI R	I/ Agri	P	P	P	A	P	P	P	P	P	P	28
15	811221108040	VIJAYA KRISHNAN G	I/ Agri	P	P	P	P	P	P	P	P	P	P	30
16	811221104001	AKSHAY K	I/CSE	P	P	P	P	P	A	P	P	P	P	29
17	811221104002	BHARATHKUMAR S M	I/CSE	P	P	P	P	P	P	P	P	P	P	30
18	811221104003	BHUVANESHWARI M	I/CSE	P	P	P	P	P	P	A	P	P	P	28
19	811221104004	DHINESH C	I/CSE	P	P	P	P	P	P	P	P	P	P	30
20	811221104005	EYARKAI KAMALI R	I/CSE	P	P	P	P	P	P	A	P	P	P	29
21	811221104006	GOKULNATH P R	I/CSE	P	P	P	P	A	P	P	P	P	P	29
22	811221104007	HARIHARASWAMY M	I/CSE	P	P	P	P	P	P	P	P	P	P	29
23	811221104008	HARISH R	I/CSE	P	P	P	P	A	P	P	P	P	P	28
24	811221104009	HARRISH M	I/CSE	P	P	P	P	P	P	A	P	P	P	27
25	811221104010	HARUN RASHEETH S	I/CSE	P	P	A	P	P	P	P	A	P	P	26
26	811221104011	HEMA T	I/CSE	P	P	P	P	P	P	A	P	P	P	28
27	811221104012	JACOP ANTONY L	I/CSE	P	P	P	P	P	P	P	P	P	P	30

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28	811221104013	JEEVANANTHAM S	I/CSE	P	P	P	P	P	P	A	P	P	P	27	
29	811221104014	KATHIRVEL K	I/CSE	P	P	P	P	P	A	P	P	P	P	28	
30	811221104015	KEERTHANA J	I/CSE	P	P	P	A	P	P	P	P	P	P	27	
31	811221104016	KOWSHIK G	I/CSE	P	P	P	P	P	P	P	P	P	P	30	
32	811221104017	MADHAN KUMAR P	I/CSE	P	P	P	P	P	A	P	P	P	P	28	
33	811221104018	MANIKANDAN N	I/CSE	P	P	P	P	P	P	A	P	P	P	29	
34	811221104019	MOHAMED GANI A	I/CSE	P	P	P	P	P	P	P	P	P	P	30	
35	811221104020	MOHAMED THOUFIK U	I/CSE	P	P	P	P	P	P	A	P	P	P	27	
36	811221104021	MOHAMED YUNUZ R	I/CSE	P	P	P	P	P	A	P	P	P	P	28	
37	811221104022	MOHAMMED RISWAAN M	I/CSE	P	P	P	A	P	P	P	P	P	P	28	
38	811221104023	NAVEENKUMAR S	I/CSE	P	P	P	P	P	A	P	P	P	P	27	
39	811221104024	NITHYA A	I/CSE	P	P	P	P	P	P	P	P	P	P	30	
40	811221104025	POORNIMA C	I/CSE	P	P	P	P	P	P	A	P	P	P	27	
41	811221104026	PRASANNA BALAJI C	I/CSE	P	P	P	A	P	P	P	P	P	P	28	
42	811221104027	PRAVEEN JAYASEELAN B	I/CSE	P	P	A	P	P	P	P	P	P	P	27	
43	811221104028	RAJAPUSHPAM V	I/CSE	P	P	P	P	P	P	P	P	P	P	30	
44	811221104029	REETHIKA R	I/CSE	P	P	P	P	P	P	A	P	P	P	27	
45	811221104030	RESIKA A V R	I/CSE	P	P	P	A	P	P	P	P	P	P	28	

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46	811221104031	SANTHOSH P	I/CSE	P	P	P	P	P	A	P	P	P	P	27
47	811221104032	SARAVANAPERUMAL S	I/CSE	P	P	P	P	P	P	P	P	P	P	30
48	811221104034	SELVALAKSHMI G	I/CSE	P	P	P	P	A	P	P	P	P	P	27
49	811221104035	SIVAKUMAR P	I/CSE	P	P	A	P	P	P	P	P	P	P	28
50	811221104036	SUDHAKARAN V	I/CSE	P	P	P	A	P	P	P	P	P	P	27
51	811221104037	SUGAVANESHWARAN S	I/CSE	P	P	P	P	P	P	P	P	P	P	30
52	811221104038	SUMAIYA BEGAM S	I/CSE	P	P	P	P	P	A	P	P	P	P	28
53	811221104039	SURIYA R	I/CSE	P	P	P	A	P	P	P	P	P	P	27
54	811221104040	SURUTHI Y	I/CSE	P	P	P	P	P	P	P	P	P	P	30
55	811221104041	SURUTHI M	I/CSE	P	P	P	P	P	A	P	P	P	P	27
56	811221104042	SURYA D	I/CSE	P	P	P	P	P	P	P	A	P	P	28
57	811221104043	SYED ANWAR S	I/CSE	P	P	P	P	P	A	P	P	P	P	27
58	811221104044	THAVAPRIYA S	I/CSE	P	P	P	P	P	P	P	P	P	P	30
59	811221104045	VASANTHAVEL S	I/CSE	P	P	P	P	P	P	P	P	P	P	30
60	811221104046	VENGADESWARI M	I/CSE	P	P	P	P	P	P	A	P	P	P	27
61	811221104047	VIJAY INFANT A	I/CSE	P	P	P	P	A	P	P	P	P	P	28
62	811221104048	VISHWA S	I/CSE	P	P	A	P	P	P	P	P	P	P	27
63	811221104049	YOGAPRIYA N	I/CSE	P	P	P	P	P	A	P	P	P	P	

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64	811221243002	ABDUR RAHMAN J	I/AI&DS	P	P	P	P	P	A	P	P	P	P	27	
65	811221243004	ARUN KUMAR M	I/AI&DS	P	P	P	P	P	P	P	P	P	P	30	
66	811221243006	BHARATH KUMAR R	I/AI&DS	P	P	P	P	P	A	P	P	P	P	27	
67	811221243009	DHARANI R	I/AI&DS	P	P	P	P	A	P	P	P	P	P	28	
68	811221243013	JAVAHAR NISHA B	I/AI&DS	P	P	P	A	P	P	P	P	P	P	28	
69	811221243016	KALAIYARASAN A	I/AI&DS	P	P	P	P	P	P	P	P	P	P	30	
70	811221243025	MOHAMED FAHADHU A	I/AI&DS	P	P	P	P	A	P	P	P	P	P	27	
71	811221243032	RAKESH S	I/AI&DS	P	P	P	P	P	A	P	P	P	P	27	
72	811221114006	DHANASEKARAN D	I/Mech	P	P	A	P	P	P	P	P	P	P	28	
73	811221114008	DHIVAKAR R	I/Mech	P	P	P	P	P	P	P	P	P	P	27	
74	811221114014	KANNAN P	I/Mech	P	A	P	P	P	P	P	P	P	P	28	
75	811221114022	NAVEEN M	I/Mech	P	P	P	P	P	P	P	P	P	P	30	
76	811221114030	SANTHOSH R	I/Mech	P	P	P	P	P	A	P	P	P	P	27	
77	811221114038	THIRUPPATHI C	I/Mech	P	A	P	P	A	P	P	P	P	P	26	
78	811221205001	ANGEL EPSIBA A	I/IT	P	P	P	P	P	P	A	P	P	P	28	
79	811221205002	ARUL ROSELINE A	I/IT	P	A	P	P	P	A	P	P	P	P	26	
80	811221205003	ASARUDHEEN K	I/IT	P	P	A	P	P	P	P	P	P	P	28	
81	811221205004	BARAKKATH NISHA S	I/IT	P	P	P	P	P	P	A	P	P	P	27	

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82	811221205005	BRUNDHA P	I/IT	P	P	P	P	P	P	P	A	P	P	28
83	811221205006	CHINNADURAI R	I/IT	P	P	P	P	P	P	A	P	P	P	29
84	811221205007	DEEPIKA P	I/IT	P	P	P	P	P	P	P	P	P	P	30
85	811221205008	DHEETSIKA V	I/IT	P	P	P	P	P	P	P	P	P	P	30
86	811221205009	DINESH M	I/IT	P	P	P	P	P	A	P	P	P	P	27
87	811221205010	GNANASAMUEL A	I/IT	P	P	A	P	A	P	P	P	P	P	26
89	811221205013	JAISURYA K	I/IT	P	P	P	P	P	P	A	P	P	P	28
90	811221205014	JENANI R	I/IT	P	P	P	A	P	P	A	P	P	P	26
91	811221205015	KANNAN M	I/IT	P	P	P	A	P	P	P	A	P	P	28
92	811221205016	KARTHIKRAJA M	I/IT	P	P	P	P	P	P	A	P	P	P	28
93	811221205017	KAVIN J	I/IT	P	P	A	P	P	A	P	P	P	P	26
94	811221205018	KAYATHRI S	I/IT	P	P	P	P	P	P	A	P	P	P	28
95	811221205019	KISHORE M	I/IT	P	P	P	P	P	A	P	P	P	P	27
96	811221205020	LALITHA K	I/IT	P	P	P	P	A	P	P	P	P	P	28
97	811221205021	MADHAN S	I/IT	P	P	P	P	P	P	A	P	P	P	29
98	811221205022	MANIKANDAN M	I/IT	P	P	P	P	P	P	P	P	P	P	30
99	811221205023	MOHAMED ANAS J	I/IT	P	P	P	P	P	P	P	P	P	P	30
100	811221205024	MOHAMED ASLAM S	I/IT	P	P	P	P	P	A	P	P	P	P	27

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111	811221205025	MONIKA SRI B	I/IT	P	P	P	A	P	A	P	P	P	P	26	
112	811221205027	NANDHA KUMAR R	I/IT	P	P	P	A	P	P	A	P	P	P	26	
113	811221205029	PRASANNA M	I/IT	P	P	P	P	P	A	P	P	P	P	27	
114	811221205030	ROBINSON R	I/IT	P	P	P	A	P	P	A	P	P	P	26	
115	811221205031	ROSHINI B	I/IT	P	P	P	P	P	A	P	P	P	P	28	
116	811221205032	SANTHOSH KUMAR P	I/IT	P	P	P	A	P	P	P	A	P	P	26	
117	811221205033	SATHISHKANNAN S	I/IT	P	P	P	P	P	P	A	P	P	P	28	
118	811221205034	SEBASTHIYAN S	I/IT	P	P	P	P	P	A	P	P	P	P	27	
119	811221205035	STEPHEN S	I/IT	P	P	P	P	A	P	P	P	P	P	28	
120	811221205036	SUBASHINI M	I/IT	P	P	P	A	P	P	P	P	P	P	29	
121	811221205037	SUBASRI M	I/IT	P	P	P	P	P	P	P	P	P	P	30	
122	811221205038	SUJHIN R	I/IT	P	P	P	P	P	P	P	P	P	P	30	
123	811221205039	SUMITHA A	I/IT	P	P	P	P	P	P	P	A	P	P	27	
124	811221205041	SURYA JETLY T	I/IT	P	P	P	A	P	P	A	P	P	P	26	
125	811221205042	UDHAYA HARISH B	I/IT	P	P	P	P	P	P	P	P	P	P	30	
126	811221205043	UDHAYANITHI C	I/IT	P	P	P	P	P	P	A	P	P	P	27	
127	811221205044	UMA MAHESWARI R	I/IT	P	A	P	P	A	P	P	P	P	P	26	
128	811221205045	VANITHA G	I/IT	P	P	P	P	P	A	P	P	P	P	28	

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129	811221205046	VIDHYA BHARATHI K	I/IT	P	P	A	P	P	P	A	P	P	P	26
130	811221205047	VIGNESH G	I/IT	P	P	A	P	P	A	P	P	P	P	26
131	811221205048	YASAR ARAFATH A	I/IT	P	P	P	P	P	A	P	P	P	P	27
132	811221105012	HARIHARAN E	I/EEE	P	P	P	P	P	P	A	P	P	P	28
133	811221105013	HARIHARAN K	I/EEE	P	P	P	P	P	A	P	P	P	P	29
134	811221105015	KAVIPRIYAN D	I/EEE	P	P	P	P	P	P	P	P	P	P	30
135	811221105018	LINGESWARAN R	I/EEE	P	P	P	P	P	A	P	P	P	P	27
136	811221105023	PANDIAN M	I/EEE	P	P	P	P	A	P	P	A	P	P	26
137	811221105027	SANGILI S	I/EEE	P	P	P	P	P	A	P	P	P	P	27
138	811221105039	SRIKANTH M	I/EEE	P	P	P	A	P	P	P	P	P	P	26
139	811221106001	AARTHI S	I/ECE	P	P	A	P	P	A	P	P	P	P	26
140	811221106002	ANITH APEL J	I/ECE	P	P	P	A	P	P	P	A	P	P	26
141	811221106003	AROCKIA JENIFER M	I/ECE	P	P	A	P	P	P	A	P	P	P	26
142	811221106005	DEEPALAKSHMI S	I/ECE	P	P	P	P	P	A	P	P	P	P	27
143	811221106008	DHINESH BABU C	I/ECE	P	P	A	P	P	P	P	P	P	P	28
144	811221106012	JAYA KAMAKSHERADHA S	I/ECE	P	P	P	P	P	A	P	P	P	P	29
145	811221106022	PARKAVI S	I/ECE	P	P	P	P	P	P	P	P	P	P	30
146	811221106024	PREMKUMAR S	I/ECE	P	P	P	P	P	P	P	P	P	P	30

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147	811221106033	THAMILARASI C	I/ECE	P	P	P	P	P	A	P	A	P	P	27	
148	811221106034	THRISHA S	I/ECE	P	P	P	P	A	P	A	P	P	P	26	
149	811221106035	VEERAKUMAR R	I/ECE	P	P	P	P	P	P	P	P	P	P	30	
150	811221106036	VELLAISAMY S	I/ECE	P	P	P	P	P	A	P	P	P	P	27	
151	811221106037	VICTORRAJ S	I/ECE	P	A	P	P	P	P	A	P	P	P	26	
152	811221106040	VISHAL V	I/ECE	P	P	A	P	P	P	P	A	P	P	26	

hoh
VAC Coordinator

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S. Subalan
HoD/S&H



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13	811221108031	SAIRAM M	I/ Agri	29	96	18	72	84
14	811221108037	UMAMAHESHWARI R	I/ Agri	28	93	19	76	84
15	811221108040	VIJAYA KRISHNAN G	I/ Agri	30	100	22	88	94
16	811221104001	AKSHAY K	I/CSE	29	96	16	64	80
17	811221104002	BHARATHKUMAR S M	I/CSE	30	100	17	68	84
18	811221104003	BHUVANESHWARI M	I/CSE	28	93	21	84	88
19	811221104004	DHINESH C	I/CSE	30	100	22	88	94
20	811221104005	EYARKAI KAMALI R	I/CSE	29	96	16	64	80
21	811221104006	GOKULNATH P R	I/CSE	29	88	20	80	84
22	811221104007	HARIHARASWAMY M	I/CSE	29	88	21	84	86
23	811221104008	HARISH R	I/CSE	28	85	20	80	82
24	811221104009	HARRISH M	I/CSE	27	82	17	68	75
25	811221104010	HARUN RASHEETH S	I/CSE	26	79	18	72	75
26	811221104011	HEMA T	I/CSE	28	93	19	76	84
27	811221104012	JACOP ANTONY L	I/CSE	30	100	20	80	88
28	811221104013	JEEVANANTHAM S	I/CSE	27	90	17	68	82
29	811221104014	KATHIRVEL K	I/CSE	28	93	19	76	84
30	811221104015	KEERTHANA J	I/CSE	27	82	17	68	75
31	811221104016	KOWSHIK G	I/CSE	30	91	18	72	81
32	811221104017	MADHAN KUMAR P	I/CSE	28	85	19	76	80
33	811221104018	MANIKANDAN N	I/CSE	29	88	21	84	86
34	811221104019	MOHAMED GANI A	I/CSE	30	100	20	80	88
35	811221104020	MOHAMED THOUFIK U	I/CSE	27	90	17	68	82
36	811221104021	MOHAMED YUNUZ R	I/CSE	28	93	19	76	84

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37	811221104022	MOHAMMED RISWAAN M	I/CSE	28	93	19	76	84
38	811221104023	NAVEENKUMAR S	I/CSE	27	82	17	68	75
39	811221104024	NITHYA A	I/CSE	30	100	20	80	88
40	811221104025	POORNIMA C	I/CSE	27	90	17	68	82
41	811221104026	PRASANNA BALAJI C	I/CSE	28	93	19	76	84
42	811221104027	PRAVEEN JAYASEELAN B	I/CSE	27	82	17	68	75
43	811221104028	RAJAPUSHPAM V	I/CSE	30	100	20	80	88
44	811221104029	REETHIKA R	I/CSE	27	90	17	68	82
45	811221104030	RESIKA A V R	I/CSE	28	93	19	76	84
46	811221104031	SANTHOSH P	I/CSE	27	82	17	68	75
47	811221104032	SARAVANAPERUMAL S	I/CSE	30	100	20	80	88
48	811221104034	SELVALAKSHMI G	I/CSE	27	90	17	68	82
49	811221104035	SIVAKUMAR P	I/CSE	28	93	19	76	84
50	811221104036	SUDHAKARAN V	I/CSE	27	82	17	68	75
51	811221104037	SUGAVANESHWARAN S	I/CSE	30	100	20	80	88
52	811221104038	SUMAIYA BEGAM S	I/CSE	28	85	21	84	84
53	811221104039	SURIYA R	I/CSE	27	82	18	72	77
54	811221104040	SURUTHI Y	I/CSE	30	100	20	80	88
55	811221104041	SURUTHI M	I/CSE	27	90	17	68	82
56	811221104042	SURYA D	I/CSE	28	93	19	76	84
57	811221104043	SYED ANWAR S	I/CSE	27	82	17	68	75
58	811221104044	THAVAPRIYA S	I/CSE	30	100	20	80	88
59	811221104045	VASANTHAVEL S	I/CSE	30	100	20	80	88
60	811221104046	VENGADESWARI M	I/CSE	27	90	17	68	82

Dr. G. Balakrishnan, Principal

Principal

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61	811221104047	VIJAY INFANT A	I/CSE	28	93	19	76	84
62	811221104048	VISHWA S	I/CSE	27	82	17	68	75
63	811221104049	YOGAPRIYA N	I/AI&DS	28	85	21	84	84
64	811221243002	ABDUR RAHMAN J	I/AI&DS	27	82	18	72	77
65	811221243004	ARUN KUMAR M	I/AI&DS	30	100	20	80	88
66	811221243006	BHARATH KUMAR R	I/AI&DS	27	90	17	68	82
67	811221243009	DHARANI R	I/AI&DS	28	93	19	76	84
68	811221243013	JAVAHAR NISHA B	I/AI&DS	28	85	19	76	80
69	811221243016	KALAIYARASAN A	I/AI&DS	30	100	20	80	88
70	811221243025	MOHAMED FAHADHU A	I/AI&DS	27	90	17	68	82
71	811221243032	RAKESH S	I/Mech	27	90	17	68	82
72	811221114006	DHANASEKARAN D	I/Mech	28	93	19	76	84
73	811221114008	DHIVAKAR R	I/Mech	27	82	17	68	75
74	811221114014	KANNAN P	I/Mech	28	85	21	84	84
75	811221114022	NAVEEN M	I/Mech	30	100	20	80	88
76	811221114030	SANTHOSH R	I/Mech	27	90	17	68	82
77	811221114038	THIRUPPATHI C	I/IT	26	79	18	72	75
78	811221205001	ANGEL EPSIBA A	I/CSE	28	30	100	20	80
79	811221205002	ARUL ROSELINE A	I/IT	26	27	90	17	68
80	811221205003	ASARUDHEEN K	I/IT	28	28	93	19	76
81	811221205004	BARAKKATH NISHA S	I/IT	27	27	82	17	68
82	811221205005	BRUNDHA P	I/IT	28	30	100	20	80
83	811221205006	CHINNADURAI R	I/IT	29	27	90	17	68
84	811221205007	DEEPIKA P	I/IT	30	30	100	20	80

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85	811221205008	DHEETSIKA V	I/IT	30	27	90	17	68
86	811221205009	DINESH M	I/IT	27	28	93	19	76
87	811221205010	GNANASAMUEL A	I/IT	26	27	82	17	68
89	811221205013	JAISURYA K	I/IT	28	30	100	20	80
90	811221205014	JENANI R	I/IT	26	27	90	17	68
91	811221205015	KANNAN M	I/IT	28	27	90	17	68
92	811221205016	KARTHIKRAJA M	I/IT	28	28	85	21	84
93	811221205017	KAVIN J	I/IT	26	27	82	18	72
94	811221205018	KAYATHRI S	I/IT	28	30	91	18	72
95	811221205019	KISHORE M	I/IT	27	27	82	17	68
96	811221205020	LALITHA K	I/IT	28	30	100	20	80
97	811221205021	MADHAN S	I/IT	29	27	90	17	68
98	811221205022	MANIKANDAN M	I/IT	30	27	82	17	68
99	811221205023	MOHAMED ANAS J	I/IT	30	30	100	20	80
100	811221205024	MOHAMED ASLAM S	I/IT	27	27	90	17	68
111	811221205025	MONIKA SRI B	I/IT	26	28	85	21	84
112	811221205027	NANDHA KUMAR R	I/IT	26	27	82	18	72
113	811221205029	PRASANNA M	I/IT	27	27	90	17	68
114	811221205030	ROBINSON R	I/IT	26	28	85	21	84
115	811221205031	ROSHINI B	I/IT	28	27	82	18	72
116	811221205032	SANTHOSH KUMAR P	I/IT	26	27	90	17	68
117	811221205033	SATHISHKANNAN S	I/IT	28	28	85	21	84
118	811221205034	SEBASTHIYAN S	I/IT	27	27	82	18	72
119	811221205035	STEPHEN S	I/IT	28	30	100	20	80

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120	811221205036	SUBASHINI M	I/IT	29	27	90	17	68
121	811221205037	SUBASRI M	I/IT	30	28	85	21	84
122	811221205038	SUJHIN R	I/IT	30	30	100	20	80
123	811221205039	SUMITHA A	I/IT	27	28	85	21	84
124	811221205041	SURYA JETLY T	I/IT	26	28	85	21	84
125	811221205042	UDHAYA HARISH B	I/IT	30	30	100	20	80
126	811221205043	UDHAYANITHI C	I/IT	27	27	90	17	68
127	811221205044	UMA MAHESWARI R	I/IT	26	28	85	21	84
128	811221205045	VANITHA G	I/IT	28	30	100	20	80
129	811221205046	VIDHYA BHARATHI K	I/IT	26	27	90	17	68
130	811221205047	VIGNESH G	I/IT	26	28	85	21	84
131	811221205048	YASAR ARAFATH A	I/EEE	27	30	100	20	80
132	811221105012	HARIHARAN E	I/EEE	28	27	90	17	68
133	811221105013	HARIHARAN K	I/EEE	29	28	85	21	84
134	811221105015	KAVIPRIYAN D	I/EEE	30	30	100	20	80
135	811221105018	LINGESWARAN R	I/EEE	27	27	90	17	68
136	811221105023	PANDIAN M	I/EEE	26	28	85	21	84
137	811221105027	SANGILI S	I/EEE	27	30	100	20	80
138	811221105039	SRIKANTH M	I/ECE	26	27	90	17	68
139	811221106001	AARTHI S	I/ECE	26	28	85	21	84
140	811221106002	ANITH APEL J	I/ECE	26	30	100	20	80
141	811221106003	AROCKIA JENIFER M	I/ECE	26	30	100	20	80
142	811221106005	DEEPALAKSHMI S	I/ECE	27	27	90	17	68
143	811221106008	DHINESH BABU C	I/ECE	28	28	85	21	84

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144	811221106012	JAYA KAMAKSHERADHA S	I/ECE	29	30	100	20	80
145	811221106022	PARKAVI S	I/ECE	30	27	90	17	68
146	811221106024	PREMKUMAR S	I/ECE	30	28	85	21	84
147	811221106033	THAMILARASI C	I/ECE	27	30	100	20	80
148	811221106034	THRISHA S	I/ECE	26	27	90	17	68
149	811221106035	VEERAKUMAR R	I/ECE	30	27	90	17	68
150	811221106036	VELLAISAMY S	I/ECE	27	28	85	21	84
151	811221106037	VICTORRAJ S	I/ECE	26	30	100	20	80
152	811221106040	VISHAL V	I/ECE	26	27	90	17	68


VAC Coordinator


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HoD/S&H



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CERTIFICATE OF PARTICIPATION

This is to certify that **MR. SIVA KUMAR**, I Year, CSE has successfully completed the Value Added Course on **“DIGIITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

Surya solar
Mr. G. Vijayan
Operation manager.

Dr. G. Balakrishnan, M.E., Ph.D.,
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This is to certify that **MR. SRIRAM C**, I Year, IT has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

G. vijayan
Surya solar
Mr. G. Vijayan
Operation manager.

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This is to certify that **MR. RAJESH K**, I Year, Agri has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

G. vijayan
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Mr. G. Vijayan
Operation manager.

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Principal



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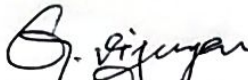
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This is to certify that **MR. SYED ANWAR I**, I Year, CSE has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.


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Principal

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This is to certify that **MR. VASANTHA VEL S**, 1 Year, CSE has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.


Surya solar
Mr. G. Vijayan
Operation manager.




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This is to certify that **MR. SURUTHI M**, I Year, CSE has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

G. vijay
Surya solar
Mr. G. Vijayan
Operation manager.

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Principal

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This is to certify that **MR. SATHISH KUMAR S**, I Year, IT has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

G. vijayan
Surya solar
Mr. G. Vijayan
Operation manager.

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This is to certify that **MR. MOHAMED ANWAR J**, I Year, IT has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

G. vijayan
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This is to certify that **MR. PARKAVI S**, I Year, ECE has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

G. Vijayan
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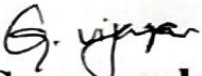
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This is to certify that **MR. HARIHARAN E**, I Year, EEE has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022(5days) during the Academic year 2021-2022.


Surya solar
Mr. G. Vijayan
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This is to certify that **MR. SURYA P**, I Year, CSE has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

G. vijayan

Surya solar

Mr. G. Vijayan

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This is to certify that **MR. VISHAL ECE**, I Year, IT has successfully completed the Value Added Course on “**DIGITAL MARKETING**” Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

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Mr. G. Vijayan
Operation manager.

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Principal

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This is to certify that **MR. ILAYA RAJA E**, I Year, AGRI has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

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This is to certify that **MR. KOWSALYA I**, I Year, AGRI has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.

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This is to certify that **MR. VIJAYA KRISHNAN**, I Year, AGRI has successfully completed the Value Added Course on **“DIGITAL MARKETING”** Organized by Department of Science and Humanities and IQAC of our Institution in Association with **Surya solar** from 09th MAY 2022 to 13th MAY 2022 (5days) during the Academic year 2021-2022.


Surya solar
Mr. G. Vijayan
Operation manager.




Principal

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G. Vijayan

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[Signature]

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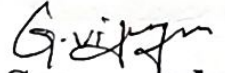
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Name of the Student:

Abinaya R

Year/Sem: I / II

AU Register Number:

81221108002

Value Added Course

“Digital marketing”

MULTIPLE CHOICE QUESTIONS (25 X 4 = 100 Marks)

1. ____, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies and companies.

- A. Search Engines
- B. Websites
- C. Emails
- D. All of the above

22

25

2. ____ are used in digital marketing.

- A. Electronic devices
- B. Internet
- C. Both A and B
- D. None of the above

3. ____ is/are the main component(s) of digital marketing.

- A. SEO
- B. SMO
- C. SEM
- D. All of the above

4. What is the full form of SEO?

- A. Search Engine Optimal
- B. Social Engine Optimization
- C. Search Engine Optimization
- D. Social Engine Optimal

5. What is the full form of SEM?

- A. Social Engine Marketing
- B. Search Engine Marketing
- C. Search Engine Management
- D. Social Engine Managemen

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6. What is the full form of SMO?

- A. Social Media Optimal
- B. Search Media Optimal
- C. Search Media Optimization
- D. Social Media Optimization

7. In recent years, digital marketing has also become more reliant on ____.

- A. Email
- B. Affiliate
- C. Both A and B
- D. None of the above

8. Using ____, you improve your site's structure and content and conduct promotional activities to enhance your ranking on search engines.

- A. Search Engine Optimization
- B. Social Media Marketing
- C. Social Media Optimization
- D. Search Engine Marketing

9. ____ is/are part(s) of SEO.


- A. Off-Page
- B. On-Page
- C. Both A and B
- D. None of the above

10. In On-Page SEO, website owners use various methods and measures within their own websites to improve their website's ____ on search engines.

- A. Pages
- B. Ranking
- C. Portal
- D. Data

11. An on-page search engine optimization strategy involves dealing with elements of SEO within a website, such as ____, etc.

- A. Meta Tags
- B. Technical Tags
- C. Content Quality
- D. All of the above


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12. The important On-Page SEO factor(s) is/are -

- A. Meta Tags
- B. Sitemap
- C. Canonical Tag
- D. All of the above

13. ____ contain meta tags that contain information about their content.

- A. Pages
- B. Sites
- C. Portals
- D. Browsers

14. The meta tags provide information about the ____.

- A. Page
- B. Author
- C. When it was last updated
- D. All of the above

15. As Meta Tags help search engines ____ the page, they are extremely important in terms of SEO.


- A. Understand
- B. Index
- C. Both A and B
- D. None of the above

16. A HTML page's header section contains the tags, e.g., ____ meta tag ____

- A. <head , </head>
- B. head> , </head>
- C. <head> , </head>
- D. >head< , </head>

17. These tags are not visible to users, but search engines can see them in order to ____.

- A. Index your website
- B. Determine its ranking
- C. Both A and B
- D. None of the above


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18. How many types of meta tags are there?

- A. 2
- B. 3
- C. 4
- D. 5

19. Which of the following is/are a/the type(s) of meta tags?

- A. Meta Title
- B. Meta Description Tag
- C. Meta Keywords Tag
- D. All of the above

20. The meta title is the title tag that also identifies the ____ of your page.

- A. Link
- B. Title
- C. Headline
- D. Description

21. In search engine results pages, meta ____ are displayed in the browser window's title bar.


- A. Titles
- B. Description
- C. Keywords
- D. None of the above

22. Your page's meta ____ summarizes its content.

- A. Title
- B. Description
- C. Keyword
- D. Tag

23. When a user submits a search query to a search engine, the meta ____ of your page appears below your URL.

- A. Title
- B. Description
- C. Tag
- D. Keyword


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24. All your key ____ related to your page's content are included in the meta tag.

- A. Keywords
- B. Description
- C. Tags
- D. Titles



25. A ____ page ranks higher in the search engine than a ____ one.

- A. Long, short
- B. Short, Long
- C. Brief, Short
- D. Brief, Long



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