



NAGINDAS KHANDWALA COLLEGE

Autonomous

TERMWISE TEACHING PLAN

17-18- 11/ D – TTP-SFC / BMM/ PT/ DM/ 01

Academic Year: **2017-18**

Term: Sem VI

Department: SFC-BMM

Class: TYBMM (Ad)

Subject: Financial Management for Marketing & Advertising

Name of the Faculty: Deepali Manjrekar

Week	Topics to be covered				
	November	December	January	February	March
1	-----	Financial Planning & Budgets:- <ul style="list-style-type: none"> Financial Planning for a Marketing Unit Through Budgets Pro forma financial Statements and Spread sheets. 	Factors influencing working capital- <ul style="list-style-type: none"> Methods of calculating working capital(theory) 	Basic Application of ratio analysis	REVISION
2	-----	Budgeting- <ul style="list-style-type: none"> Types of Budgets Functional Budgets <ul style="list-style-type: none"> ➤ Master Budget ➤ Zero based Budget ➤ Sales Budget ➤ Cash budget (Application from Sales Budget and Cash Budget only) 	Methods of calculating working capital (basic application)	Costing <ul style="list-style-type: none"> Types of cost-their relevance in marketing decision making. 	-----
3	<ul style="list-style-type: none"> Meaning of financial Management– Definition Goals 	Elements of Marketing Budgets Advertising <ul style="list-style-type: none"> Agency Budget Budgeting for films- 	Financial statements & Ratio analysis introduction, formulas	Classification of costs- <ul style="list-style-type: none"> Traceability Functionality and level of activity. 	-----

	<ul style="list-style-type: none"> • Functions • Role of Finance in Marketing & Advertising 	Broadcast Print and Electronic media.			
4	Types of Finance <ul style="list-style-type: none"> • Owned and borrowed • Long term and short term finance 	Working capital <ul style="list-style-type: none"> • Concept of Operating cycle- Types of working capital 	<ul style="list-style-type: none"> • Vertical Financial Statements • Financial Decision Making using financial statements analysis. 	<ul style="list-style-type: none"> • Estimation of Profit/Loss using cost Volume Profit analysis • Break Even Analysis Calculation of Profit volume ratio • Break even point • Margin of safety • Sales required in units and rupees (Theory) 	-----
5	<ul style="list-style-type: none"> • Sources of Long term & short term finance. 	-----	Ratio analysis- <ul style="list-style-type: none"> • Debt Equity Ratio • Current Ratio • Proprietary ratio • Stock to working capital ratio • Gross profit ratio • Net profit ratio • Operating ratio • Debtors Turnover Ratio • Creditors turnover ratio • Selling expenditure ratio. 	<ul style="list-style-type: none"> • Estimation of Profit/Loss using cost Volume Profit analysis- • Break Even Analysis • Calculation of Profit volume ratio • Break even point • Margin of safety • Sales required in units and rupees (Application) 	-----

Remarks by H.O.D.: _____

Sign. : _____

Date: _____



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17-18- 11/ D – TTP- SFC/ BMM/ PT/SV/02

Academic Year: 2017-18

Term: Sem VI

Department: SFC- BMM

Class : TYBMM (Ad)

Subject : The Principles & Practices of Direct Marketing

Name of the Faculty: Shobha Venkatesh

Week	Topics to be covered				
	November	December	January	February	March
1	-----	Basics of Direct and Interactive Marketing- <ul style="list-style-type: none"> • Approaches • Economics 	Database Management - Research/Analysis And Testing- <ul style="list-style-type: none"> • Database management • Direct marketing strategies 	Direct Marketing Analysis- <ul style="list-style-type: none"> • Store traffic • Site traffic generation • Cross selling • Up selling • Post selling 	CASE STUDY – <ul style="list-style-type: none"> • Product offering • Lead generation • Database Management • Methodology
2	-----	Basics of Direct and Interactive Marketing- <ul style="list-style-type: none"> • Reasons for growth • Customer acquisition and retention 	Direct Marketing Strategies - <ul style="list-style-type: none"> • Life Time Value • Factors of LTV 	Integrated Marketing Communication – <ul style="list-style-type: none"> • Meaning • Role of IMC • Relationship of IMC with Direct marketing 	-----
3	Introduction to Direct Marketing <ul style="list-style-type: none"> • Meaning and Introduction to Marketing 	Customer Relationship Management – <ul style="list-style-type: none"> • CRM • Importance • Planning and 	How to Use Life Time Value – Sums <ul style="list-style-type: none"> • Types • Present • Historical 	Tools of Integrated Marketing Communication <ul style="list-style-type: none"> • Personal Selling • Advertising 	-----

	<ul style="list-style-type: none"> Traditional Versus Direct Marketing Techniques 	developing	<ul style="list-style-type: none"> Discount 	<ul style="list-style-type: none"> Trade fair Catalogues etc 	
4	Basics Of Direct And Interactive Marketing <ul style="list-style-type: none"> Meaning Importance 	Key Customer Relationship Marketing <ul style="list-style-type: none"> Customization Studying Customer Mix Customer Loyalty 	List & Types of List – <ul style="list-style-type: none"> Prospecting Marketing segmentation Product customizing 	Future of Direct Marketing – <ul style="list-style-type: none"> What is the future of Direct marketing Growth of Direct Marketing 	-----
5	<ul style="list-style-type: none"> Advantages Disadvantages of Direct marketing 	-----	Direct Marketing Analysis- Lead generation	Global Perspective – Indian and global perspective of Direct Marketing	-----

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17-18- 11 / D – TTP- SFC / BMM/ PT/ VP/ 03

Academic Year: 2017-18

Term: Sem VI

Department: SFC- BMM

Class: TYBMM (Ad)

Subject: Agency Management

Name of the Faculty: Vishal Parekh

Week	Topics to be covered				
	November	December	January	February	March
1	-----	Client Servicing <ul style="list-style-type: none"> The Gaps Model of service quality Stages in the client-agency relationship How Agencies Gain Clients 	Advertising campaign management <ul style="list-style-type: none"> Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation Digital Advertising Strategy / Campaigns 	Agency Compensation <ul style="list-style-type: none"> Various methods of Agency Remunerations 	CASE STUDY
2	-----	Client Servicing <ul style="list-style-type: none"> Why Agencies Lose Clients Evaluation Criteria in Choosing an Ad 	Ad Film making <ul style="list-style-type: none"> Converting story board to TVC Editing and post production 	Growing the Agency <ul style="list-style-type: none"> The Pitch: request for proposal, speculative pitches, Pitch Process References, Image and 	-----

		<p>Agency</p> <ul style="list-style-type: none"> The roles of advertising Account executives 		reputation, PR	
3	<p>Advertising Agencies</p> <ul style="list-style-type: none"> Their role, Functions, Organization and Importance Different types of ad agencies 	<p>Account Planning</p> <ul style="list-style-type: none"> Role of account planning in advertising Role of Account Planner 	<p>Marketing plan of the client</p> <ul style="list-style-type: none"> The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating Plan 	<p>Sales Promotion Management</p> <ul style="list-style-type: none"> The Scope and Role of Sales Promotion Reasons for the Increase in Sales Promotion The psychological theories behind sales promotion Consumer Franchise-Building versus Nonfranchise-Building Promotions Designing Loyalty, continuous and frequency programs 	-----
4	<p>Client Servicing</p> <ul style="list-style-type: none"> The Client - Agency Relationship 	<ul style="list-style-type: none"> Account Planning Process 	<p>The Response Process</p> <ul style="list-style-type: none"> Traditional Response Hierarchy Models: AIDA Sales-Oriented Objectives Communications Objectives DAGMAR: An Approach to Setting Objectives 	<p>Sales Promotion Management</p> <ul style="list-style-type: none"> Objectives of Trade-Oriented Sales Promotion Techniques of Trade-Oriented Sales Promotion Objectives of Consumer-Oriented Sales Promotion Techniques of 	-----

				Consumer-Oriented Sales Promotion	
5	Client Servicing <ul style="list-style-type: none"> • 3P's of Service: Physical evidence, Process and People 	-----	Setting up an Agency <ul style="list-style-type: none"> • Business plan introduction, Various Stages in setting up a new Agency 	<ul style="list-style-type: none"> • Presentations 	-----

Remarks by H.O.D.: _____

Sign. : _____

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17-18- 11 / D – TTP-SFC / BMM/ PT/ DM/ 04

Academic Year: 2017-18

Term: Sem VI

Department: SFC-BMM

Class: TYBMM (Ad)

Subject: Advertising & Marketing Research

Name of the Faculty: Deepali Manjrekar

Week	Topics to be covered				
	November	December	January	February	March
1	-----	<ul style="list-style-type: none"> • Meaning of Sample and Sampling • Process of Sampling • Methods of Sampling: <ul style="list-style-type: none"> ➤ Non Probability Sampling – <ul style="list-style-type: none"> Convenient Judgment Quota Snow ball. ➤ Probability Sampling Simple <ul style="list-style-type: none"> Random Systematic Stratified Cluster Multi Stage. 	<ul style="list-style-type: none"> • Introduction to Advertising Research • Copy Research: <ul style="list-style-type: none"> Concept testing Name testing Slogan testing • Copy testing measures and methods: <ul style="list-style-type: none"> Free association Direct questioning Direct mail tests Statement comparison tests Qualitative interviews Focus groups 	<ul style="list-style-type: none"> • Eye-movement camera • Galvanometer 	REVISION

2	-----	<p>Types of data and sources</p> <ul style="list-style-type: none"> • Primary and Secondary data sources • Methods of collection of primary data: <ul style="list-style-type: none"> ➤ Observation ➤ Experimental 	<p>Pretesting:</p> <ul style="list-style-type: none"> • Print Pretesting: Consumer Jury Test <p>Portfolio test Paired comparison test Order-of-merit test Mock magazine test Direct mail test.</p> <ul style="list-style-type: none"> • Broad casting Pretesting: <p>Trailer tests Theatre tests Live telecast tests Clutter tests</p> <p>Challenges to pre-testing. Example: The Halo effect</p>	<ul style="list-style-type: none"> • Voice pitch analysis • Brain pattern analysis 	-----
3	<ul style="list-style-type: none"> • Meaning and objectives of Research • Concepts in Research: Variables, Qualitative and Quantitative • Literature review • Stages in Research 	<p>Interview Method:</p> <ul style="list-style-type: none"> • Personal Interview • Focused group • In depth interviews - • Survey • Survey instrument – Questionnaire 	<p>Post testing:</p> <ul style="list-style-type: none"> • Recall tests • Recognition test • Triple association test 	<ul style="list-style-type: none"> • Introduction to Advertising Research 	-----

	process.	Designing. <ul style="list-style-type: none"> • Scaling techniques- Likert scale Semantic Differential scale 			
4	<ul style="list-style-type: none"> • Meaning • Nature • Significance • Types of Hypothesis 	<ul style="list-style-type: none"> • Essential of a good report • Content of report • Steps in writing a report • Footnotes and Bibliography 	<ul style="list-style-type: none"> • Sales effect tests • Sales results tests • Enquires test 	New product research <ul style="list-style-type: none"> • Packaging research • Product testing 	-----
5	<ul style="list-style-type: none"> • Meaning • Definition • Need and Importance • Scope of Research Design • Types ➤ Descriptive ➤ Exploratory and Causal. 	-----	<ul style="list-style-type: none"> • Neuroscience: A New Perspective • When to Use Neuroscience • Pupil metric devices 	<ul style="list-style-type: none"> • Packaging research • Product testing 	-----

Remarks by H.O.D.: _____

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Issued by MR: Dr. Moushumi Datta



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Academic Year: **2017-18**

Term: **Sem VI**

Department : **SFC-BMM**

Class :**TYBMM (Ad)**

Subject : **Legal Environment & Advertising Ethics**

Name of the Faculty : **Nelson Daniel**

Topics to be covered					
Week	November	December	January	February	March
1	-----	Module III: Laws pertaining to Media: <ul style="list-style-type: none"> • Standard Contract between Advertiser & Agency • Laws : <ul style="list-style-type: none"> ➤ Drugs & Cosmetics Act ➤ Drugs & Magic Remedies (Objectionable Advertisements) Act 	Ethics in Advertising & Stereotyping: <ul style="list-style-type: none"> ➤ Religious minorities ➤ Racial minorities ➤ Ethnic groups ➤ Cultural Minorities ➤ Senior Citizens 	<ul style="list-style-type: none"> ➤ False Testimonials ➤ Partial Disclosures ➤ Small print Clarifications <ul style="list-style-type: none"> • Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry • The role of the Commission of the 	Module VIII: Critique of Advertising <ul style="list-style-type: none"> ➤ A study of Vance Packard- The Hidden Persuaders (1957) ➤ A study of Jean Kilbourne – Can't buy My love

			<ul style="list-style-type: none"> ➤ Children ➤ Women ➤ LGBT 	<p>Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.</p>	<ul style="list-style-type: none"> ➤ A study of Naomi Klein – No Logo ➤ A study of Naomi Woolf- The Beauty Myth ➤ A study of Noam Chomsky- Understanding Power
2	-----	<ul style="list-style-type: none"> ➤ Drugs Price Control Act ➤ Emblems & Names (Prevention of Improper Use) Act ➤ Indecent Representation of Women’s Act ➤ Intellectual Property Rights- <ul style="list-style-type: none"> ➤ Copyright Act ➤ Trademarks Act ➤ Patents Act 	<ul style="list-style-type: none"> ➤ Advertising of Controversial products ➤ Surrogate & Subliminal Advertising ➤ Political Advertising ➤ Manipulation of Advertising Research 	<p>Module VI: Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non-Government initiatives</p> <ul style="list-style-type: none"> ➤ Consumerism – The rising need for consumer guidance & awareness ➤ Government Initiatives: <ul style="list-style-type: none"> -Standardization- Meaning, Relevance in today’s Globalized World in Total Quality Management - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO - International Bodies- 	-----

				ISO, FDA, CMMI, Six Sigma & CE - Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)	
3	<p>Module I: Legal Environment</p> <ul style="list-style-type: none"> • The importance & the relationship between Self-Regulation, Ethics & the Law • The Laws of the Land: Constitutional Laws <p>Fundamental Rights</p> <ul style="list-style-type: none"> ➤ Personal laws- Criminal & Civil laws ➤ Corporate laws ➤ Consumer laws ➤ Laws pertaining to Media ➤ Laws of Defamation & Contempt of Court 	<p>Module IV: A. Ethics in Advertising</p> <ul style="list-style-type: none"> • What is Ethics? Why do we need Ethics? • The philosophy of Ethics- Absolutist & Situational 	<p>Module IV: B. Bodies helping to maintain a Code of Ethical conduct in Media:</p> <ul style="list-style-type: none"> ➤ ASCI ➤ AAI 	<p>Laws:</p> <ul style="list-style-type: none"> • Essential Commodities Act 1955 • Consumer protection Act 1986 • Standards of Weights & Measures Act • Standards of Weights & Measures (Packaged Commodities) Act • Prevention of Food Adulteration Act <p>Other Initiatives:</p> <ul style="list-style-type: none"> ➤ PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops) ➤ Consumer 	-----

	with respect to cases specific to Media			Co operatives Government Non-initiatives: ➤ CGSI ➤ CFBP ➤ CERC ➤ Grahak Panchayat ➤ Customer care centres	
4	Module II: Government Policies & Cyber Laws <ul style="list-style-type: none"> • Standard Contract between Advertiser & Agency • Laws : <ul style="list-style-type: none"> ➤ Drugs & Cosmetics Act ➤ Drugs & Magic Remedies (Objectionable Advertisements) Act 	-----	<ul style="list-style-type: none"> ➤ BCCC ➤ IBF ➤ CENSOR BOARD FOR FILMS ➤ Press Council 	Module VII: Advertising & Society A. Socio- Economic Criticisms of advertising <ul style="list-style-type: none"> ➤ Increasing prevalence of Materialism ➤ Creating Artificial Needs ➤ Idealizing the “Good Life” ➤ Stressing Conformity with Others ➤ Encouraging instant gratification & a throwaway society ➤ Promoting the good of the individual over the good of society ➤ Creating Unrealistic Ideal characterizations 	-----

				<ul style="list-style-type: none"> ➤ Using appeals that prey on feelings of inadequacy ➤ Manipulation by advertising <p>B. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values</p>	
5	<ul style="list-style-type: none"> ➤ Drugs Price Control Act ➤ Emblems & Names (Prevention of Improper Use) Act ➤ Indecent Representation of Women's Act ➤ Intellectual Property Rights- Copyright Act ➤ Trademarks Act ➤ Patents Act 	-----	<p>Module V: Unfair Trade Practices & the Competition Act 2002</p> <ul style="list-style-type: none"> • Unfair Trade Practices & Restrictive Trade Practices to Consumers: ➤ False Promises ➤ Incomplete Description ➤ False & Misleading Comparisons ➤ Bait & Switch offers ➤ Visual Distortions 	-----	-----

Remarks by H.O.D.: _____

Sign. : _____

Date : _____



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17-18- 11 / D – TTP- SFC / BMM/ FT/ PR/06

Academic Year: **2017-18**

Term: Sem VI

Department: SFC-BMM

Class: TYBMM (Ad) &(J)

Subject: Contemporary Issues

Name of the Faculty: Preethi Rao

Week	Topics to be covered				
	November	December	January	February	March
1	-----	<ul style="list-style-type: none"> Domestic and family violence act of 2012, sexual harassment act at the workplace 2013, the criminal law (amendment) act of 2013 CRC Protection of Children from sexual offence Act - 2012 (POCSO), Child Labour Act with new amendments, 	<ul style="list-style-type: none"> Anti- State violence- Naxalism and its Impact. Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact. 	<ul style="list-style-type: none"> Social development and challenges Tribal Issues :Marginalisation of the Tribals, 	<p>REVISION</p> <ul style="list-style-type: none"> Clarification of doubts Solving previous years question papers (University of Mumbai VI)

		<p>Juvenile Justice (Care and Protection of Children Act) 2000.</p> <ul style="list-style-type: none"> • Children Act) 2000. 			
2	-----	<ul style="list-style-type: none"> • Education: Right to Education Act 2009 • Health: Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse 	<ul style="list-style-type: none"> • Terrorism- Causes, consequences and remedial measures. 	<ul style="list-style-type: none"> • Forest Rights Act 	-----

3	<p>SYLLABUS INTRODUCTION Ecology and its related concerns:</p> <ul style="list-style-type: none"> • Climate change and Global warming- causes , consequences and remedial measures • Deforestation- causes, consequences and remedial measures 	<ul style="list-style-type: none"> • Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004. 	<ul style="list-style-type: none"> • Economic development and challenges: • The Role of MIDC and SEZ 	<ul style="list-style-type: none"> • Land Acquisition Act 	-----
4	<ul style="list-style-type: none"> • Coastal regulatory Zone- Acts-case studies. • Movements related to environmental protection • Sustainable development- concept, need and significance 	<ul style="list-style-type: none"> • Political concerns and challenges • Crime and Politics • Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill . • Whistle Blowers- Whistle Blowers protection act 2011 	<ul style="list-style-type: none"> • Agrarian issues: rural indebtedness 	<ul style="list-style-type: none"> • Police reforms: Problems faced by Police and the Need for Reforms 	-----
5	<ul style="list-style-type: none"> • Universal declaration of Human Rights and Summits • CEDAW-Women's rights constitutional rights and legal safeguards 	-----	<ul style="list-style-type: none"> • Farmers' suicides and its implications 	<ul style="list-style-type: none"> • Illegal immigration from Bangladesh • Challenges and impact 	-----

Remarks by H.O.D.: _____

Sign : _____

Date: _____



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17-18- 11/ D – TTP- SFC/ BMM/ PT/ VP/07

Academic Year: 2017-18

Term: Sem VI

Department: SFC- BMM

Class : TYBMM

Subject : Digital Media

Name of the Faculty: Vishal Parekh

Week	Topics to be covered				
	November	December	January	February	March
1	-----	Search Engine Optimization (SEO): <ul style="list-style-type: none"> • What is On-Page Optimization? <ul style="list-style-type: none"> ➤ Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags, • What is OFF-Page Optimization? <ul style="list-style-type: none"> ➤ What are Backlinks?, How to Get Backlinks? ➤ What is Google Page Rank? How to Increase Page Rank? 	Tools & Trends <ul style="list-style-type: none"> • Key terms and concepts • Web analytics 	Cyber Laws <ul style="list-style-type: none"> • Information Technology Act 	REVISION

2	-----	<ul style="list-style-type: none"> • Search Engine Algorithms: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update 	<ul style="list-style-type: none"> • Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging, 	Cyber Laws <ul style="list-style-type: none"> • Copyright • Ethics • Digital Security 	-----
3	Introduction to Digital Media <ul style="list-style-type: none"> • Understanding Digital Media • Principles • Key Concepts • Evolution of the Internet • Traditional v Digital 	Social Media <ul style="list-style-type: none"> • Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs • Using Facebook: What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar 	Features of a Website <ul style="list-style-type: none"> • Homepage • Links • Navigation • Multimedia 	Individual Project	-----

4	<p>Search Engine Optimization (SEO):</p> <ul style="list-style-type: none"> • What are Search Engines: <ul style="list-style-type: none"> ➤ Types of Search Engines, ➤ How Search Engines work and how they rank websites based upon a search term? 	<p>Social Media</p> <ul style="list-style-type: none"> • Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex • Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups • Using Blogs: How Blogging can be used as a tool. 	<p>Content Writing</p> <ul style="list-style-type: none"> • Blog • Twitter • Mobile 	Individual Project	-----
5	<p>Search Engine Optimization (SEO):</p> <ul style="list-style-type: none"> • Introduction to SEO and what it involves: <ul style="list-style-type: none"> ➤ What is the importance of search for websites? ➤ What are the areas of operation for Search Engine Optimization Professionals? <p>How do you search for the right keywords that will help bring in the most traffic?</p>	-----	<p>New Challenges</p> <p>Cyber Crime and Challenges of the new media</p>	CASE STUDY	-----

Remarks by H.O.D.: _____

Sign. : _____

Date : _____