



QUAID-I-AZAM UNIVERSITY ISLAMABAD

TRANSCRIPT



Serial No. 32528

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Registration No.02152311011

ALINA SAFDAR D/O MUHAMMAD SAFDAR KHAN

of the Quaid-i-Azam School of Management Sciences has passed the M.Phil. Examination held on 12.03.2025 in the subject of Management Sciences from this University and the result declared on 04.08.2025. She has cleared her M.Phil. within normal period of four semesters. The marks/LG/GP/CGPA secured by her in each course are mentioned below:

Semester	Code #	Title	Cr.	Mks%	L.G.	G.P.	GPA/CGPA	Remarks
<u>FIRST</u>	MSM-746	Strategic Management.	3	72	B	10.5	3.4	Promoted
	MSM-783	Advance Research Methods	3	82	A	12.0		
	MSM-836	Integrated Marketing Communication	3	69	B	9.9		
	MSM-922	Strategic Finance	3	60	C	8.1		
<u>SECOND</u>	MSM-744	Corporate Leadership	3	79	B	11.7	3.9	Promoted
	MSM-782	Quantitative Decision Making Techniques	3	80	A	12.0		
	MSM-788	Qualitative Research Paradigms	3	81	A	12.0		
	MSM-837	Strategic Marketing,	3	72	B	10.5		
<u>THIRD & FOURTH</u>	<u>Dissertation/viva-voce:</u>							
	"Exploring Consumer Perceptions of Personalized Advertising: Investigating the influence on Purchase Intention"		26	90	A	104.0	4.0	
			50	82.5	B	190.7	3.8	PASSED

Assistant Controller
For Controller of Examinations

- Grade B
- Total Credit 50
- Weight% 82.5
- CGPA 3.8 out of 4.0
- Marks 2063 out of 2500