

**DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE**

ShavigeMalleleshwara Hills, Kumarswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC) Cell

**Alumni Cell (SAMMILANA)****"ALUMNI GUEST TALK ON "PRESENT SCENARIO IN THE FIELD OF MARKETING & INDUSTRY EXPECTATIONS"**

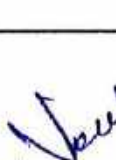
Department: MBA

Date: 30.05.2023

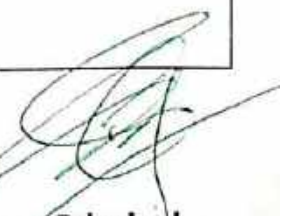
Sl. No.	Particulars	Event related Details		
1.	Event*	Alumni Talk		
2.	Title of the Event	Alumni Guest Talk On "Present scenario in the Field of Marketing & Industry Expectations"		
3.	Date	30.05.2023		
4.	Time	12.00.-1.00 PM		
5.	Venue	CD SAGAR Auditorium		
6.	Resource Person 1 Details (Profile to be enclosed)	Mr. Shankar Narayan K, Account manager ,CoreEL Technologies,		
7.	Topics Covered	Marketing Strategies, Segmentation, Customer preferences, Industry expectations		
8.	Resource Person 2 Details (Profile to be enclosed)	NA		
9.	Topics Covered	NA		
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal: 00	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal: 120	External:	NA
12.	Faculty Coordinator/s	Full Name: Dr Kadambini katke Full Name: Shashikumar C R Department: MBA Department: MBA Designation: .Professor Designation: Asst. Professor		
13.	Student Coordinator/s	Sanjay & Nischitha 1 <sup>st</sup> Sem		
14.	Total Expenditure (Details to be enclosed)	NA		
15.	Sponsors and Amount (if any)	NA		
16.	Agenda of the Event (Attach a copy)	NIL		
17.	Providethe link of the report uploaded on			

Sl. No.	Particulars	Event related Details
	College Website	
18.	Provide the links of the report uploaded on Social Media	
19.	Report sent to Newspapers? If yes, provide cuttings/images:	No
20.	Certificates Printed? (Attach a copy**)	NO
21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached? #	Yes
23.	Summary of the Event (Around 100 words)	<p>Dayananda Sagar College of Arts Science and Commerce Department of MBA Bangalore University organized Alumni Guest Talk on "Present scenario in the Field of Marketing &amp; Industry Expectations" The Event took place on 30/05/2023 from 12.00 to 1.00 PM in SD Sagar Auditorium for 1<sup>st</sup> semester Students.</p> <p>Mr. Shankar Narayan K who is handling the designation of an account manager in the company CoreEL Technologies, was welcomed by Prof. Kadambini K of DSCASC with a floral bouquet. Further Prof. Shashi Kumar gave an introductory explanation the day's agenda and welcoming the guest.</p> <p>The presenter himself is a source of motivation to the student, gave encouraging examples from his own life and inspired all our students.</p> <p>He discussed about practical situation an individual marketing and sales executive may face in his/her day-to-day life. He himself being a 2 Achiever awardee motivated the students and gave the guidance on how to Mould and build career in the field of marketing.</p> <p>He gave lot of inputs on marketing strategies, building relationship with customers, retaining customers and also the expectations from the industry</p> <p>A very interactive Q&amp;A session was conducted at the end of the session where he took upon the students doubt and clarified and guided them.</p> <p>The session was brought to an end by Prof. Shashi Kumar by his vote of thanks.</p>
24.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	YES

  
Event Coordinator

  
HOD/Director

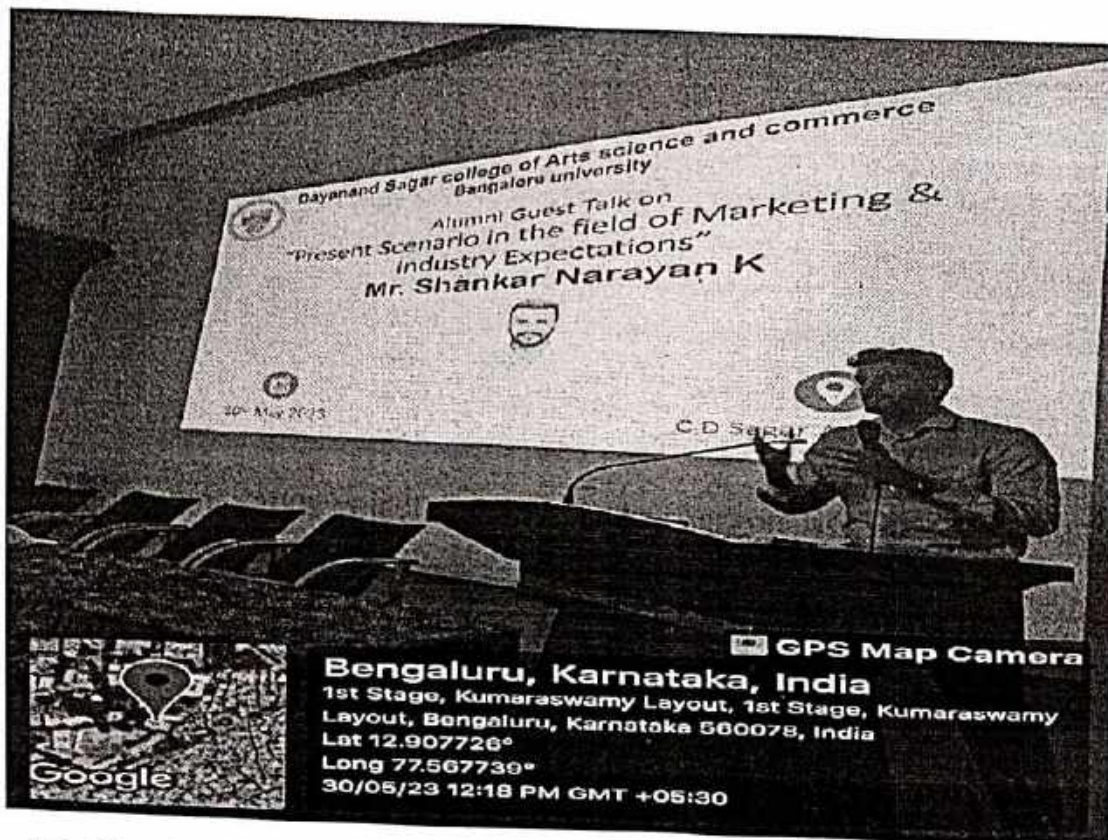
  
IQAC Coordinator  
30/05/23

  
Principal

Photos of Alumni Guest Talk-27-05-2023



Dr Kadambini Katke welcoming Mr. Shankar Narayan K to the Programme



Mr. Shankar Narayan K Delivering Guest Talk for 1<sup>st</sup> Sem MBA Students



**Mr. Shankar Narayan K Addressing the Students**



**MBA Students Attending the Session**