

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE
 Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082
 Internal Quality Assurance Cell (IQAC) Cell

Report of the Event Conducted

Department: M.Com-Entrepreneurship cell 'Marketing of products'

Date: 19-11-2019

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Sl. No.	Particulars	Event related Details			
1.	Event*	'Marketing of products'			
2.	Title of the Event	Same as above			
3.	Date	19-11-2019			
4.	Time	1.30 pm to 4.30 pm			
5.	Venue	Business block ground floor			
6.	Resource Person 1 Details** (Profile to be enclosed)	It was a marketing activity			
7.	Topics Covered	It was a marketing activity			
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:	1	External:	Marketing was open for all
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	62	External:	Marketing was open for all
12.	Faculty Coordinator/s	Dr. Savita Trivedi			
13.	Student Coordinator/s	Mr. Jayanth B & Ms. Jyothi			
14.	Total Expenditure (Details to be enclosed)	NA			
15.	Sponsors and Amount (if any)	NA			
16.	Agenda of the Event (Enclose a copy)	Students will bring items to sell in the campus. Items will be displayed in the business block, ground floor. Another counter will be for the games.			

Sl. No.	Particulars	Event related Details
		<p>To sell the products students can target customers in canteen, rock garden and in other blocks also.</p> <p>At the end of the event students will submit the report of profit/loss along with a write up of learning experience.</p>
17.	Report uploaded on college website? If yes, give details:	yes
18.	Report sent to media? If yes, give details:	NA
19.	Report uploaded in Social Media? If yes, give details:	NA
20.	Certificates Printed? (Enclose a copy***)	NA
21.	Feedback Collected? (Enclose a copy***)	NA
22.	Summary of the Event (Minimum 100 words)	<p>Marketing of product was done by the students on 19th of November 2019, in the business block, ground floor. The agenda of the event was as follows-</p> <p>Students will bring items to sell in the campus.</p> <p>Items will be displayed in the business block, ground floor.</p> <p>Another counter will be for the games.</p> <p>To sell the products students can target customers in canteen, rock garden and in other blocks also.</p> <p>At the end of the event students will submit the report of profit/loss along with a write up of learning experience.</p> <p>Ms. Bhavya, Suma, Bhavani, Kumuda, Premlatha and Deepa sold Chocolates, pens, pencils, erasers, ribbon and hair clips, bangles, earrings etc. Mr. Hemanth, Arjun, Ms. Megha, Shanavi and Chandana sold apple cakes. Ms. Pooja, Moulya, Divyashri, Mr. Yuvraj, Guruprasad sold chocolates, muffins, pens and smiley emojis.</p>

Sl. No.	Particulars	Event related Details
		All the students participated with full enthusiasm and they earned a decent profit.
23.	Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	Attached

Notes:

- * Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.
 - ** Name / Organization / Designation / Area of Expertise
 - *** Format Copy need to be attached and hard copy need to be filed
- PS: Whichever column is not applicable, write as NA.


Event Coordinator


HOD/Director


Principal



Marketing of products by M.Com students on 19th of November 2019 at Business block. Ms. Bhavya, Suma, Bhavani, Kumuda, Premalatha and Deepa sold Chocolate, pens, pencils, erasers, ribbon and hair clips. Mr. Hemanth, Arjun, Ms. Megha, Shanavi and Chandana sold Apple cakes.



Ms. Pooja, Moulya, Divyashri, Mr. Yuvraj, Guruprasad sold Chocolates, muffins, pens and smiley emojis.

Ms. Farhana, Sheru, Kavya, Madhuri, Mizba and Rashmi sold hair clips, bangles and earrings. All students participated with full enthusiasm.



Dayananda Sagar College of Arts, Science and Commerce

P.G Department of Commerce

Entrepreneur ship cell- Marketing of products by students

Date: 19-11-2019 , Time: 1.30 P M

Sl.No	Reg.No	Name of the student	
1	18CQCOM020	NEINI SHAPHRANG DHAR	P
2	18CQCOM004	ARUN KUMAR B C	P
3	18CQCOM007	CHAITHRA.N	P
4	18CQCOM014	LAVANYA	P
5	18CQCOM010	ESHWARI M	P
6	18CQCOM016	MANJAPPA E	P
7	18CQCOM017	MEGHASHREE R	P
8	18CQCOM026	REKHASHREE M	P
9	18CQCOM005	BALAMURUGAN V	P
10	18CQCOM022	POOJA K	P
11	18CQCOM028	S M DAKSHAYANI	P
12	18CQCOM029	SACHIN MANTHA P	P
13	18CQCOM038	SUPRIYA K	P
14	18CQCOM009	DAVIYA KIRAN ATAGRAH	P
15	18CQCOM012	KEERTHY C	P
16	18CQCOM021	NISHA N	P
17	18CQCOM011	JYOTHI K	P
18	18CQCOM024	PRAVEEN JOSHUA L	P
19	18CQCOM027	RINCY D	P
20	18CQCOM018	NANDINI G	P
21	18CQCOM033	SHILPA G	P
22	18CQCOM019	NANDINI N	P
23	18CQCOM025	RAMYA C S	P
24	18CQCOM039	VENUGOPAL N	P
25	18CQCOM031	SANDHYA G	P
26	18CQCOM036	SOWMYA B R	P
27	18CQCOM003	ARCHANA S	P
28	18CQCOM032	SHABNAM S	P
29	18CQCOM008	CHAITRA V	P
30	18CQCOM002	APARNA P S	P
31	18CQCOM015	MANISHA SINGH A	P
32	18CQCOM030	SAGAR	P
33	18CQCOM040	VIDYA C S	P
34	18CQCOM037	SOWMYA S P	P
35	18CQCOM001	ABHILASH S	P
36	18CQCOM035	SMURTHI P MURTHY	P
37	19CQCOM015	JAYANTH B	P
38	19CQCOM001	ARJUN H K	P

39	19CQCOM027	PRAMOD B M	P
40	19CQCOM003	BHAVANA B	P
41	19CQCOM002	AYESHA BEGUM	P
42	19CQCOM012	GURU PRASAD S	P
43	19CQCOM004	BHAVANA M	P
44	19CQCOM014	HEMANTH N	P
45	19CQCOM018	KAVYA N	P
46	19CQCOM013	HARSHITHA B	P
47	19CQCOM008	DEEPA G	P
48	19CQCOM006	BHAVYA S M	P
49	19CQCOM009	DEEPAK J	P
50	19CQCOM005	BHAVANI M	P
51	19CQCOM011	FARHANABANU	P
52	19CQCOM007	CHANDANA S	P
53	19CQCOM020	MADHURI G	P
54	19CQCOM016	JYOTHI S	P
55	19CQCOM022	MEGHA CHAMBIAL	P
56	19CQCOM019	KUMUDA B	P
57	19CQCOM017	KAVYA H	P
58	19CQCOM021	MAMATHA R	P
59	19CQCOM010	DIVYASHREE R	P
60	19CQCOM026	PRAJWAL M V	P
61	19CQCOM041	YUVARAJ N	P
62	19CQCOM023	MIZBAPARVEEZ U	P
63	19CQCOM029	PREMALATHA S R	P
64	19CQCOM036	SHERU P PATIL	P
65	19CQCOM031	RAMYA V	P
66	19CQCOM028	PRATI KSHA S N	P
67	19CQCOM033	RASHMI K M	P
68	19CQCOM024	MOULYA K	P
69	19CQCOM038	SUHAS V	P
70	19CQCOM030	PRIYANKA V	P
71	19CQCOM035	SHANVI PRABHA	P
72	19CQCOM040	YASHWIN GOWDA K	P
73	19CQCOM032	RANJAN R	P
74	19CQCOM025	POOJA K PALANKAR	P
75	19CQCOM034	SACHIN S	P


HOD
M.Com Dept