



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell Marketing Club- Trio's Report of the Event Conducted



Department*: BBA

Date of Report: 2/09/2026

Sl. No.	Particulars	Event related Details		
1.	Event*	Marketing Club- Orientation		
2.	Title of the Event	Brand Blitz	Aligned SDG Goal(s)	4
3.	Date of Conduction	1/09/2026	4.	Time – 2:00- 3:00 PM
5.	Venue	Building No 13, 212		
6.	Resource Person 1 Details (Profile to be enclosed)	Name Designation Mobile No.	Organization Specialization Email ID	
7.	Topics Covered			
8.	Resource Person 2 Details (Profile to be enclosed)	Name Designation Mobile No.	Organization Specialization Email ID	
9.	Topics Covered			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal: Nil		External: Nil
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal: 47		External: nil
12.	Faculty Coordinator/s	Full Name : Jayashree, Arjun Kumar, Shylaja, Lavanya CM Department : BBA Designation : Assistant Professor		
13.	Student Coordinator/s	Full Name : Bhagya Kirana, Aryan Chandra Department : BBA Designation : V BBA Students		
14.	Total Expenditure (Details to be enclosed)	₹ 130	15	Sponsors and Amount (if any)
16.	Agenda of the Event (Attach a copy)		17.	Provide the link of the report uploaded on College Website
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	Yes	19.	Report sent to Newspapers? If yes, provide cuttings/images:
20.	Certificates Printed? (Attach a copy**)		21.	Feedback Collected? (Attach a copy**)
22.	Attendance Sheet Attached? #	Yes	23.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)
24.	Summary of the Event (Around 100 words)	Brand Blitz is an interactive orientation session designed to introduce students to the basics of branding through fun activities, creative challenges, idea generation and real-world marketing concepts.		

Notes:

* Seminar / Webinar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc. ** Format Copy need to be attached and hard copy need to be filed, * Original sheet need to be filed and scanned copy should be attached. *Department, please select the department

PS:

- ❖ Whichever column is not applicable, write as NA.
- ❖ If the nothing is done / gained / spent, write as No/Nil.

Jayashree
Event Coordinator

Pune
15/9/2026
HOD BBA

Principal
Dayananda Sagar College of Arts,
Science & Commerce
Kumara my Layout, Bengaluru - 560 111

Principal
Dayananda Sagar College of Arts
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell

Marketing Club- Trio's

Report of the Event
Conducted



Department*: BBA

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Jayashree
Event Coordinator

Pooja
HOD BBA
15/9/2026

IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumara
my Layout, Bengaluru - 560 111

Principal
Dayananda Sagar College of Arts
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

College affiliated to Bangalore University (BU),

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Internal Quality Assurance Cell

Orientation Brand Blitz – Branding & Creativity



Photograph 1 :Participants presenting their Brand advertisement



Photograph 2 : Judge of the event addressing the participants



Photograph 3: Active Participation from the Participants



Photograph 4 :All the Participants of the event.

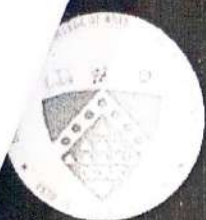


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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE



(AFFILIATED TO BANGLORE UNIVERSITY)

SHAVIGE MALLESHWARA HILLS, KUMARSWAMY LAYOUT BANGLORE-560078

DEPARTMENT OF MANAGEMENT -BBA

TRIO C'S THE MARKETING CLUB

IS HONORED TO HOST



DATE
01:09:2026



TIME
2pm-3pm



VENUE
ROOM NO: 212
2nd FLOOR, BUILDING NO 13

FACULTY COORDINATES

Prof.Jayashree.C
Prof.Lavanya C.M
Prof.Arjun Kumar
Prof.Shylaja



STUDENTS COORDINATES

MS. BHAGYA KIRANA.S
MR. ARYAN CHANDRA
MR. ABHISHEK
MS.ALEENA ARSHAD

EVENT CO-ORDINATOR

HOD

PRINCIPAL



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Kumaraswamy Layout, Bangalore - 560111
(Affiliated to Bangalore University, Approved by AICTE,
NAAC Accredited)

Internal Quality Assurance Cell



Name of the Activity: Brand Blitz
Department: BBA

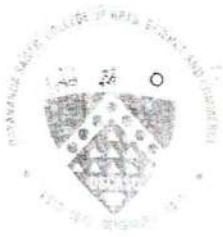
Date: 11/9/20 Time: 2:50 - 3:50 PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Riddhi Shree Pandey		BBA 1st year	Riddhi S. Pandey
2	Simran Prasad		BBA / 1st Sem	Simran
3	Eshana H.		BBA / 1st Sem	Eshana
4	S. Harsha Padmini		BBA / 1st Sem	Harsha Padmini
5	LATHIKA NIMBAGAL		BBA / 1st Sem	Lathika N
6	Chinmai		BBA / 1st Sem	Chinmai
7	Janani D		B.com / 1st Sem	Janani D
8	Priyanka J		B.com / 1st Sem	Priyanka J
9	Tharushree G		BBA / 1st Sem	Tharushree G
10	Rashmi Raksha		BBA / 1st Sem	Rashmi
11	Naimisha DV		BBA / 1st Sem	Naimisha
12	Vaishya MV		BBA / 1st Sem	Vaishya
13	Scarlett Jeno		BBA / 1st Sem	Scarlett
14	Aaravi Bharan		BBA / 1st Sem	Aaravi
15	Sindhya M.		BBA / 1st Sem	Sindhya M
16	Tharushree B.B.		BBA 2nd Sem	Tharushree B.B.
17	Umme Hani		BBA 1st Sem	Umme
18	Shravya S		BBA 1st Sem	Shravya
19	Mithanaka Raksha		BBA 1st Sem	Mithanaka
20	Venu G.RD		BBA 1st Sem	Venu
21	Akshay K.H		B.COM 5th Sem	Akshay
22	Harish M.		B.COM 5th Sem	Harish M.
23	Gagan C	0172	B.COM 5th Sem	Gagan
24	Kishor Suresh	0372	B.COM 5th Sem	Kishor
25	Chandhan Sridhar	0394	B.COM 5th Sem	Chandhan

Event Coordinator Name: Jayashree C

Signature: [Signature]





**DAYANANDA SAGAR COLLEGE OF
ARTS, SCIENCE AND COMMERCE**
Kumaraswamy Layout, Bangalore - 560111
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Internal Quality Assurance Cell

Name of the Activity: Brand Blitz
Department: BBA

Date: 1/9/20 Time: 2:00 - 3:00 Pm.

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Pankaj Kumar		B.B.A. 1 st year	Pankaj
2	Yashvardhan		BBA 1 st year	Yash
3	Aditya Gowda		BBA 1 st yr	Aditya
4	Heranth R		BBA 1 st yr	Heranth
5	Bhuvan. Y		BBA 1 st yr	Bhuvan
6	A. Sharmukha			A. Sharmukha
7	ARVIND PALASUBRAMANIAN		BBA 1 st year	Arvind
8	Taran.M		BBA 1 st year	Taran
9	Yagna		BBA 1 st year	Yagna
10	Sujyeta. B-R		BBA 1 st sem	Sujyeta B-R
11	Bhoomika. A	10366	B.com 5 th sem	Bhoomika
12	Ashika Gowda. R	10168	B.com 5 th sem	Ashika
13	Deekshit. G	10603	B.com 5 th sem	Deekshit
14	Dhanya Shree. M	C0146	B.com 5 th sem	Dhanya
15	BM Ankitha Kiran	C0061	B.com 5 th sem	Ankitha
16	Chandana G	C0131	B.com 5 th sem	Chandana
17	Jeevitha Koushne.		B.com 1 st sem	Jeevitha
18	Tarun. B.V.		B.com 1 st sem (D)	Tarun
19	TANISHA.S		BBA 1 st sem	Tanisha
20	Tanmay Naik. K		BBA 1 st sem	Tanmay
21	V Rahul		BBA 1 st sem	V Rahul
22	Sru. Sreenidhi. A		BBA 1 st sem	Sru. Sreenidhi
23				
24				
25				



Event Coordinator Name: Jayashree. c

Signature: Jayashree. c



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STUDENT FEEDBACK FORM

Name of the Student: Eshana H. UUCMS No.

Course: BBA 1st Year Sem: 1 Section: C

Name of Activity: Brand Blitz

Organized by: Marketing Team Date: 11/8/20

Resource Person: Marketing Team Programme/Class:

Rating Scale: 5 – Excellent | 4 – Very Good | 3 – Good | 2 – Satisfactory | 1 – Needs Improvement

No.	Feedback Parameter	5	4	3	2	1
1	Relevance of the activity	☒	☐	☐	☐	☐
2	Quality and clarity of content delivered	☒	☐	☐	☐	☐
3	Effectiveness of the resource person/facilitator	☒	☐	☐	☐	☐
4	Interaction and student participation	☒	☐	☐	☐	☐
5	Achievement of the intended learning outcomes	☒	☐	☐	☐	☐
6	Improvement in my knowledge/skills through the activity	☒	☐	☐	☐	☐
7	Ability to apply the learning gained	☒	☐	☐	☐	☐
8	Organization and coordination of the activity	☒	☐	☐	☐	☐
9	Overall satisfaction with the activity	☒	☐	☐	☐	☐

Learning Outcome / Student Response

Important learning/skill gained from this activity:

Business planning

Suggestion for improvement / future activity:

None

Would you recommend similar activities in future? ☒ Yes ☐ No

Overall Rating: ☒ Excellent ☐ Very Good ☐ Good ☐ Satisfactory ☐ Needs Improvement

Signature of the Student:

Eshana



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STUDENT FEEDBACK FORM

Name of the Student: TANISHA S UUCMS No. 2600316503

Course: BBA Sem: 1st Section: "C"

Name of Activity: Brand Blitz

Organized by: Marketing team Date: 01.09.26

Resource Person: — Programme/Class: 1st year BBA

Rating Scale: 5 – Excellent | 4 – Very Good | 3 – Good | 2 – Satisfactory | 1 – Needs Improvement

No.	Feedback Parameter	5	4	3	2	1
1	Relevance of the activity	☒	☐	☐	☐	☐
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7	Ability to apply the learning gained	☒	☐	☐	☐	☐
8	Organization and coordination of the activity	☒	☐	☐	☐	☐
9	Overall satisfaction with the activity	☒	☐	☐	☐	☐

Learning Outcome / Student Response

Important learning/skill gained from this activity:

We learn to speak publically. we learned to plan with less time

Suggestion for improvement / future activity:

It was good. The acting done could've been better. Similar activities.

Would you recommend similar activities in future? ☒ Yes ☐ No

Overall Rating: ☒ Excellent ☐ Very Good ☐ Good ☐ Satisfactory ☐ Needs Improvement

Signature of the Student: [Signature]

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STUDENT FEEDBACK FORM

Name of the Student: Lathika Nimbaga UUCMS No. —

Course: BBA Sem: I sem Section: C

Name of Activity: Marketing Club Orientation

Organized by: Marketing team Date: 1/9/2026

Resource Person: — Programme/Class: —

Rating Scale: 5 – Excellent | 4 – Very Good | 3 – Good | 2 – Satisfactory | 1 – Needs Improvement

No.	Feedback Parameter	5	4	3	2	1
1	Relevance of the activity	☒	☐	☐	☐	☐
2	Quality and clarity of content delivered	☒	☐	☐	☐	☐
3	Effectiveness of the resource person/facilitator	☒	☐	☐	☐	☐
4	Interaction and student participation	☒	☐	☐	☐	☐
5	Achievement of the intended learning outcomes	☒	☐	☐	☐	☐
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7	Ability to apply the learning gained	☒	☐	☐	☐	☐
8	Organization and coordination of the activity	☒	☐	☐	☐	☐
9	Overall satisfaction with the activity	☒	☐	☐	☐	☐

Learning Outcome / Student Response

Important learning/skill gained from this activity:

Learned team work, creating a brand, and working on a RD.

Suggestion for improvement / future activity:

More time management required, improvement in co-ordination

Would you recommend similar activities in future? ☒ Yes ☐ No

Overall Rating: ☒ Excellent ☐ Very Good ☐ Good ☐ Satisfactory ☐ Needs Improvement

Signature of the Student:

Lathika

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