Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell

Department of Management – BBA
In Association with Marketing Club - TRIO C's
Report of the Event Conducted

Department: BBA **Date of Report: 07-10-2026**

Sl. No.	Particulars	Event related Details			
1.	Event*	Club Activity		SDG – 04: Quality Education	
2.	Title of the Event	**Brand Quest**			
3.	Date of Conduction	06-10-2026	4.	**Time:** 2.00 PM	
5.	Venue	Building No 13, Room No: 208, DSCASC			
6.	Resource Person 1 Details	NA			
7.	Topics Covered	Taglines, Logos, Packaging, Jingles, Emojis			
8.	Resource Person 2 Details	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	**Internal:**	NA	**External:**	NA
11.	No. Student Participants (*Enclose a copy of names with signatures*)	**Internal:**	54	**External:**	NA
12.	Faculty Coordinator/s	**Full Name:** **Department** **Designation**	Prof. Arjun Kumar, Prof. Lavanya C.M, Prof. Jayashree C, Prof. Shylaja, BBA and BCOM Assistant Professor		
13.	Student Coordinator/s	**Full Name** **Department** **Semester:**	Ms. Bhagya Kirana, Ms. Amrutha M, Mr Aryan Chandra, Mr. Madhusudan, Ms. Attiba Fathima, Ms. Farisa Khan, BBA III Semester		
14.	Total Expenditure	NA	15	**Sponsors and Amount** (if any)	NA
16.	Agenda of the Event	NA	17.	**Provide the link of the report uploaded on College Website**	
18.	Social Media Links		19.	**Report sent to Newspapers? If yes, provide cuttings/images:**	NA
20.	Certificates Printed?	NA	21.	**Feedback Collected?**	Yes
22.	Attendance Sheet Attached? #	Yes	23	**Photographs of the Event**	Yes
24.	Summary of the Event (Around 100 words)	The Department of Management – BBA in association with TRIO C'S - The Marketing Club of had hosted " Brand Quest " on 06/10/2026. Brand Quest was an engaging and creative activity that challenged participants to identify and connect with popular brands through their taglines, logos, packaging, jingles, and emojis. The program enhanced participants' brand awareness, observation skills, creativity, and marketing knowledge while encouraging teamwork, quick thinking, and active participation in a fun and interactive environment.			

Internal Quality Assurance Cell Bengaluru Sci 111 DSCASC

Event Coordinator **HOD-BBA** 08/10/2026 **IQAC Coordinator** 7/10/26 **Principal** 7/10/26

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

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

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

(AFFILIATED TO BANGALORE UNIVERSITY)
SHAVIGE MALLESHWARA HILLS, KUMARSWAMY LAYOUT
BANGALORE-560078

MARKETING CLUB

Kahoot!

TRIOC'S
HONORED TO HOST

BRANDQUEST

Decode. Discover. Dominate

CLUES

- TAGLINES
- LOGOS
- PACKAGING
- JINGLES
- EMOJIS

DATE
06/10/2026

TIME
2pm-3pm

VENUE
ROOM NO: 208
2nd FLOOR, BUILDING NO 13

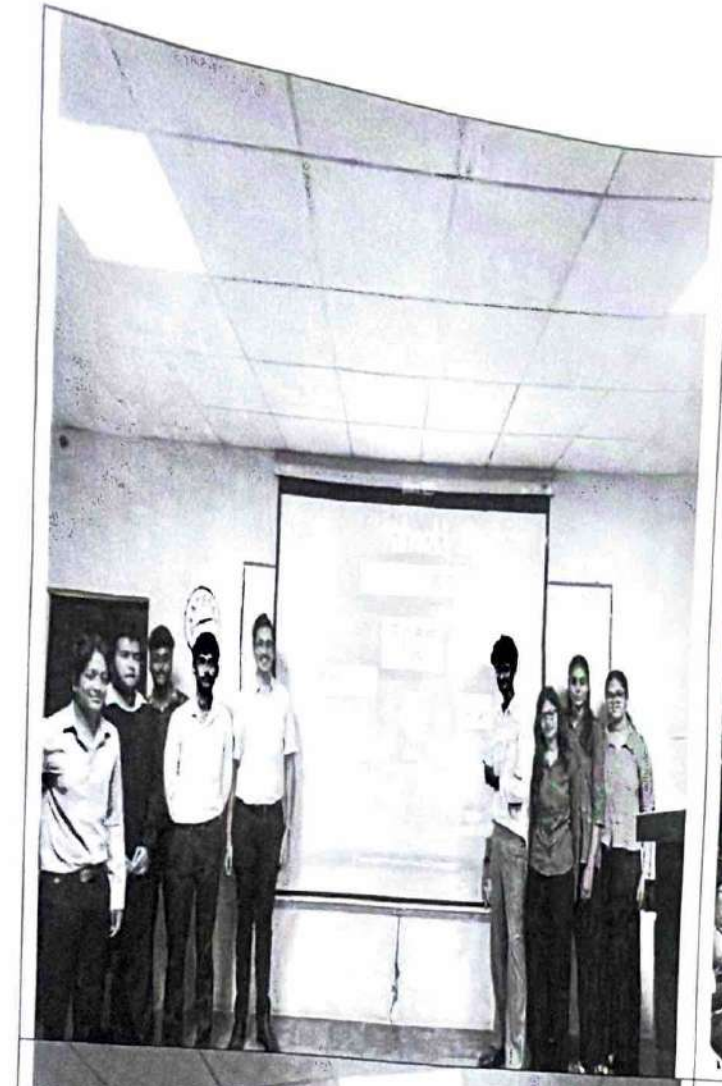
FACULTY COORDINATES

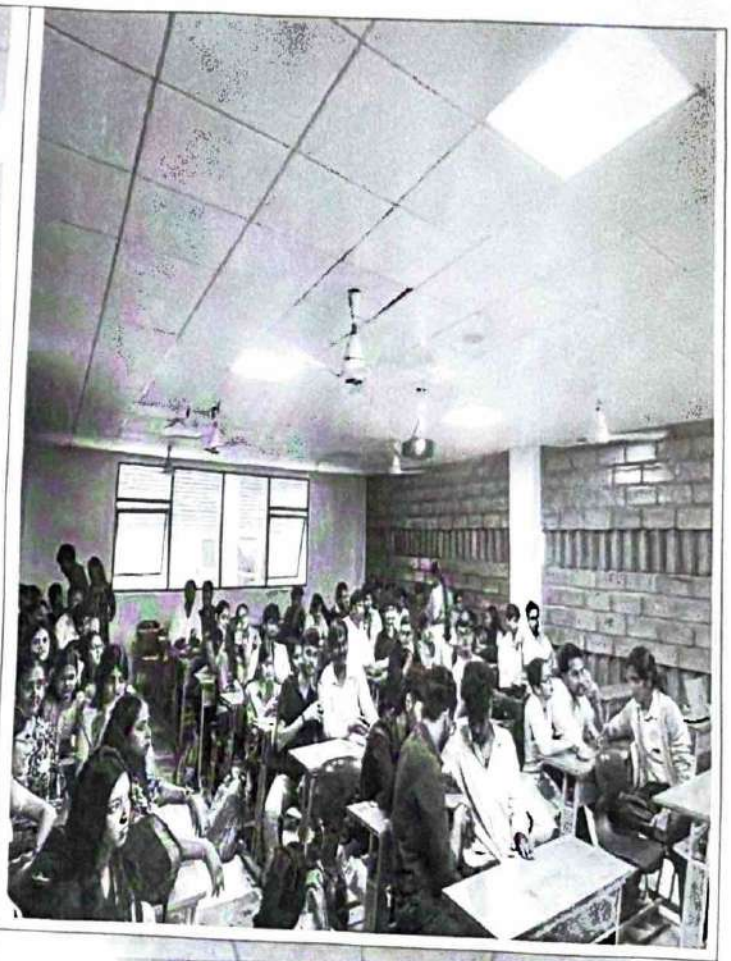
PROF. ARJUN KUMAR
PROF. JAYASHREE C
PROF. LAVANYA C M
PROF. SHYLAJA

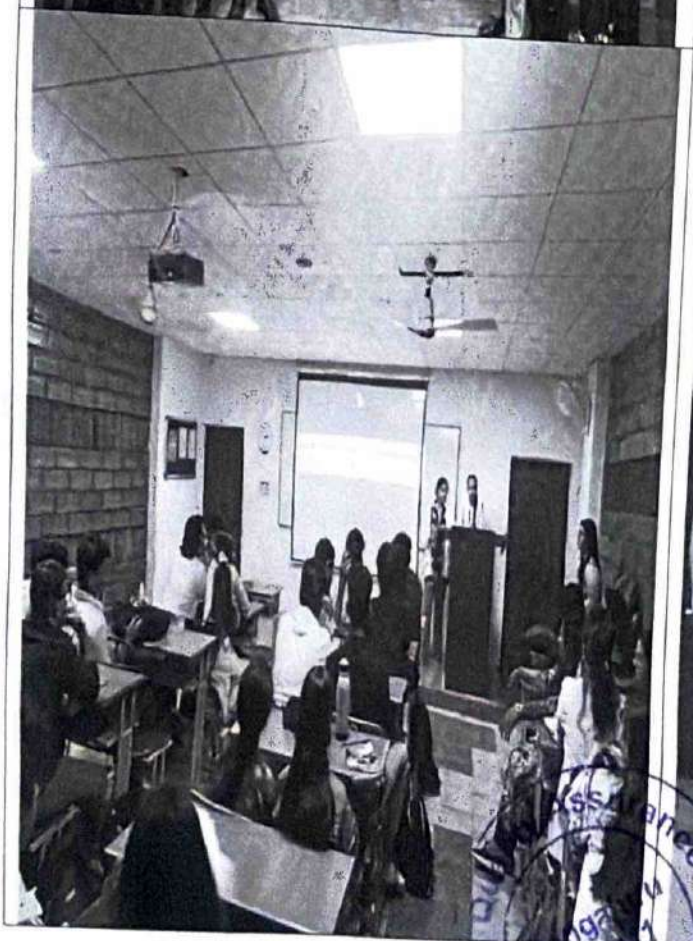
STUDENTS COORDINATES

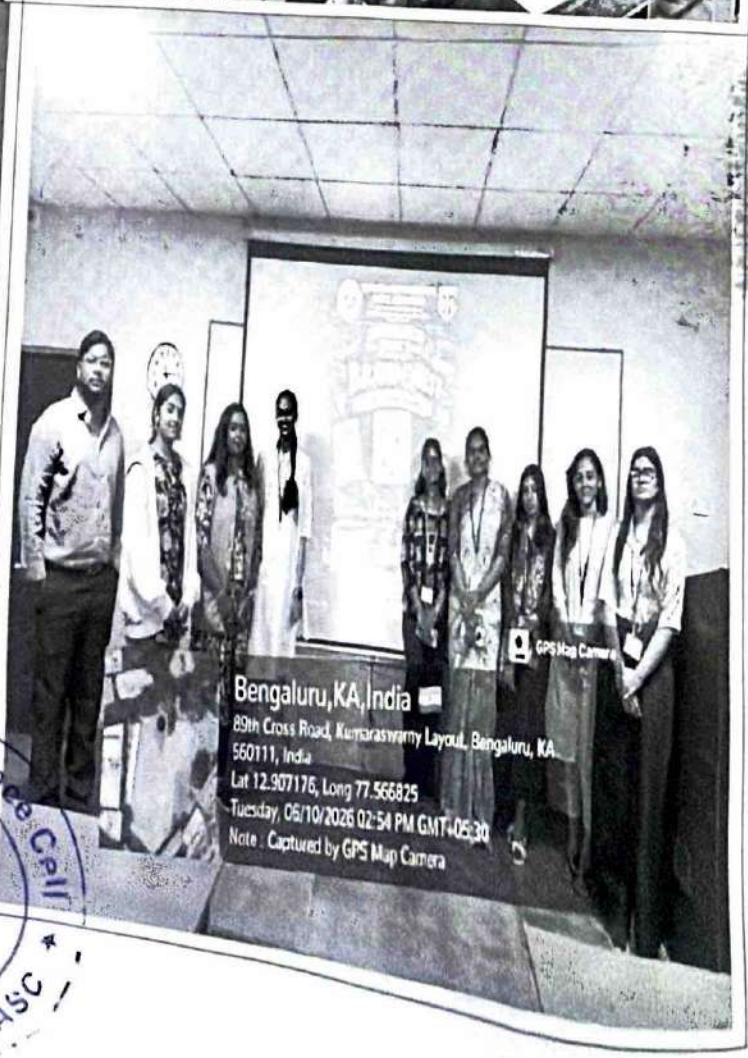
MS. BHAGYA KIRANA.S
MS. AMRUTH.AM
MS. ALEENA
MR. ARYAN CHANDRA

HOD / EVENT COORDINATOR / PRINCIPAL








Bengaluru, KA, India
89th Cross Road, Kumaraswamy Layout, Bengaluru, KA...
560111, India
Lat 12.907176, Long 77.566825
Tuesday, 06/10/2026 02:54 PM GMT+05:30
Note : Captured by GPS Map Camera

DSCASC

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

INSTITUTION'S INNOVATION COUNCIL

Name of the Activity: Brand Quest
Department: BBA

Date: 6/10/26 Time: 2-3:00 PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Chinmai.S		BBA I 'C'	
2	Thanushree. G		BBA I 'C'	
3	Tanushree BB		BBA I 'C'	Tanushree BB
4	Yashvardhan		BBA I 'C'	
5	Manya Raje		BBA I 'A'	
6	MOHITHGOWDA.R		BBA I 'C'	
7	Charan.S		BBA I 'C'	
8	Ashanmukha Akhilesh		BBA I 'C'	
9	BHUVAN.Y		BBA I 'C'	
10	Varun Reddy		BBA 'C'	
11	Pragyaa.A		BBA 'C'	
12	Rachana.V		BBA 'A'	Rachana.V
13	Nirmayi.N		BBA 'A'	Nirmayi.N
14	Rida Harmain		BBA 'A'	
15	Rakshitha.S		BBA 'A'	
16	Sujan		BBA 'C'	
17	Rakshith.K.R		BBA 'A'	
18	Hemanth. R		BBA 'C'	Hemanth
19	Aditya Gowda.R		BBA 'C'	
20	Saanvi Bharan		BBA 'C'	
21	HARSHITH.K		BBA 'A'	
22	Dhanya Rani	V03CJ25M00442	BBA 3rd A	Dhanya Rani
23	Heena	V03CJ25M01115	BBA 3rd A	
24				
25				

Event Coordinator Name: Arjun Kumar

Signature:

Internal Quality Assurance Cell
Bengaluru 560 111
DSCASC

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INSTITUTION'S INNOVATION COUNCIL

Name of the Activity: Brand Quest
Department: BBA

Date: 6/10/26 Time: 2-3:00PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Jayanth. S. Kumar		BBA 'A'	
2	Chandan. R		BBA 'A'	
3	N. Jaishad Edan		BBA 'A'	
4	Vamshi.C		BBA 'A'	
5	Kalakith.S		BBA 'A'	
6	Rohith.D		BBA 'A'	
7	Bindu Sagar.S		BBA 'A'	
8	Yathish Gowda A N		BBA 'C'	
9	Vedaansh.K.VRS		BBA 'C'	
10	Dhoorshan Kumar		BBA 'C'	
11	M.V.B. Sai Deepesh		BBA 'C'	
12	Harish Kumar.K		BBA 'C'	
13	V. Rahul		BBA 'C'	
14	Pranya Pushan		BBA 'C'	
15	Harshit Devraj		BBA 'C'	
16	Sreenidhi.d		BBA 'C'	
17	Rashmi Rakesha		BBA 'C'	
18	Tejaswini.BS		BBA 'C'	
19	Lathika Nimbagal		BBA 'C'	
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Internal Quality Assurance Cell Bengaluru 560 111 DSCASC

Event Coordinator Name: Arjun Kumar

Signature:

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INSTITUTION'S INNOVATION COUNCIL

Name of the Activity: Brand Quest
Department: BBA

Date: 6/10/24 Time: 2-3:10PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	S.R. Shrihari		BBA 'A' Sec 1st Sem	
2	Samyak K V		BBA 'A' Sec 1st Sem	
3	Hema.B		BBA 'A' I sem	
4	D. Poornika		BBA 'A' I sem	
5	Abhinov.L		BBA 'A' I sem	
6	Tanish.N		BBA 'A' I sem	
7	Shashidhar.S		BBA 'A' I sem	
8	Abhay Gowda.		BBA 'A' I sem	
9	Ranjan.G		BBA 'A' I SEM	
10	MANJUNATH M R		BBA 'A' I SEM	
11	Rishi.N		BBA 'A' I SEM	
12	Abhishek R.V		BBA 'A' I Sem	
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Internal Quality Assurance Cell Bengaluru 560 111 DSCASC

Event Coordinator Name: Arjun Kumar

Signature:

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

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Internal Quality Assurance Cell

STUDENT FEEDBACK FORM

Name of the Student: Lathika Nimbagal **UUCMS No.** -

Courese: BBA **Sem:** 1st Sem **Section:** A

Name of Activity: BRAND QUEST

Organized by: Marketing club **Date:** 6 Oct 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	■	☐	☐	☐	☐
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:

Learned about brands

Suggestion for improvement / future activity:

-

Internal Quality Assurance Cell Bengaluru 560 111 DSCASC

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

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

Signature of the Student:

Lathika N

Postal Address: 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560111
Ph: 080-42161767 **Email ID:** principal-dscasc@dayanandasagar.edu
Website: www.dscasc.edu.in

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STUDENT FEEDBACK FORM

Name of the Student: Thanushree. G **UUCMS No.** _____

Courese: BBA **Sem:** I st **Section:** C

Name of Activity: Marketing Club.

Organized by: Jayshree mam. **Date:** 6/12/2026.

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	☑	☐	☐	☐	☐
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:

learned about brands.

Internal Quality Assurance Cell Bengaluru 560 111 DSCASC

Suggestion for improvement / future activity:

_____

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

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

Signature of the Student:

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STUDENT FEEDBACK FORM

Name of the Student: Chinmai. S **UUCMS No.** _____

Courese: BBA **Sem:** 'I' **Section:** 'C'

Name of Activity: Marketing Quiz - Brand Quest

Organized by: BBA department **Date:** 6/10/2026

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	☑	☐	☐	☐	☐
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:

Coordination



Suggestion for improvement / future activity:

Need many more events as such.

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

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

Signature of the Student: C. S

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Ph: 080-42161767 **Email ID:** principal-dscasc@dayanandasagar.edu
Website: www.dscasc.edu.in