



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: 09-09-2026

Sl. No.	Particulars	Event related Details			
1.	Event*	Club Activity		SDG – 04: Quality Education	
2.	Title of the Event	Marketing Detectives- Crack the Brand Code			
3.	Date of Conduction	08-09-2026	4.	Time: 2.00 PM	
5.	Venue	Building No 13, Room No: 212, DSCASC			
6.	Resource Person 1 Details	NA			
7.	Topics Covered	Decode Logos, Taglines to Identify Brands, Critical and Logical thinking quick decision-making skills			
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:	75	External:	NA
12.	Faculty Coordinator/s	Full Name:	Prof. Lavanya C.M, Prof. Jayashree C, Prof. Shylaja, Prof. Arjun Kumar		
		Department	B.COM and BBA		
		Designation	Assistant Professor		
13.	Student Coordinator/s	Full Name	Ms. Bhagya Kirana, Ms. Amrutha M, Mr Aryan Chandra, Mr. Madhusudan, Ms. Attiba Fathima, Ms. Farisa Khan,		
		Department	BBA		
		Semester:	V- Semester		
14.	Total Expenditure	Rs. 60/-	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	Yes	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 "Marketing Detectives - Crack the Brand Code" on 08/09/2026. The event challenges students to identify brands through clues Students were able to recall and connect with over 50 plus national and international brands through taglines, logos, packaging and jingles, improving their marketing recall power. The clue-based round helped students develop sharp observation, logical thinking and quick decision-making skills - essential for a future marketer. The event built a strong foundation for subjects like Brand Management, Advertising and Consumer Behaviour, boosting students' confidence for marketing careers.			

C.M. Lavanya
Event Coordinator

Praveen
HOD-BBA

N. S. Prasad
09/09/26
IQAC Coordinator

Trishu. C
10/9/26
Principal

Dayananda Sagar College of Arts,
Science & Commerce

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



DEPARTMENT OF MANAGEMENT -BBA

~ TRIO C'S ~

THE MARKETING CLUB

IS HONORED TO HOST

MARKETING DETECTIVES



~ (Crack the Brand Code) ~



DATE

08/09/2026



TIME

2pm-3pm



VENUE

ROOM NO: 212
2nd FLOOR, BUILDING NO 13

FACULTY COORDINATORS

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



STUDENTS COORDINATES

MS. BHAGYA KIRANA. S
MS. AMRUTHA. M
MR. ARYAN CHANDRA
MR. MADHUSUDAN
MS. ATTIBA FATHIMA

EVENT CO-ORDINATOR

HOD

PRINCIPAL



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

An Autonomous College affiliated to Bangalore University (BU),
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Internal Quality Assurance Cell Department of BBA TRIO C's- Marketing Club Glimpses of the Activity



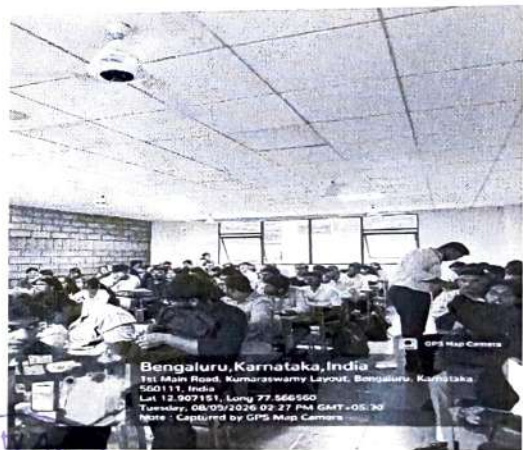
Photograph 1: Group Photo With faculty



Photograph 2: Student Co-ordinators addressing the participants on the theme of the programme.



Photograph 3: Students actively Participating



Photograph 4: Geo tag Photo during the

Activity

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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ARTS, SCIENCE AND COMMERCE**
Kumaraswamy Layout, Bangalore - 560111
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Internal Quality Assurance Cell

Name of the Activity: Marketing Club
Department: BBA

Date: 08/09/2022 Time: 2:00 PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Latha		B.COM	
2	Namaswi Routhod		B.COM	
3	Nuthana V.T		B.COM	
4	Gayathri		B.COM	
5	Gudiya Kumari		B.COM	
6	Priya		BBA	
7	Kethavathi J		BBA 'A'	
8	S.R. Shrihari		BBA 'A'	
9	Ganayak KV		BBA 'A'	
10	Syed Hamid Ali		BBA 'B'	
11	Sayoj K		BBA 'B'	
12	Aaditya Sharma		BBA 'B'	
13	Akshar Pawaskar		BBA 'B'	
14	M.D Saad Sultan		B.COM 'E'	
15	M.D Zaid Sheikh		B.COM 'E'	
16	Huzair Khan		B.COM 'E'	
17	Huzair Mustajab		B.COM 'E'	
18	Abdul Hadi		B.COM 'E'	
19	Meer Hasham		B.COM 'E'	
20	Fardeen Khan		B.COM 'E'	
21	Snikitha J		B.COM 'C'	
22	Prathima P		B.COM 'F'	
23	Ayman Mahomed		B.COM 'E'	
24	Adithya Gowda R		BBA 'C'	
25	Mohith Gowda R		BBA 'C'	

Event Coordinator Name: C.M. Lavaya

Signature:





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Internal Quality Assurance Cell

Name of the Activity: Marketing Club - Activity
Department: BBA

Date: 08/09/20 Time: 2:00 PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Fankaj Kumar		B. BA 1st year	Fankaj
2	Rida Harimath		BBA 1st year	Rida
3	Om CHANDRA		BBA 'B'	Om
4	Subhram Kumar Yadav		BBA 'B'	Subhram Yadav
5	Khushmitha.M		BBA 'A'	Khushmitha
6	Nidhi.R.H		BBA 'A'	Nidhi
7	AMAN KUMAR		BBA 'B'	Am
8	Basil		BBA 'B'	Basil
9	D Neethu Kumari		BBA 'B'	Neethu
10	Sapna Rajput Rohit		BBA 'D'	Sapna
11	C. Sreeja		BBA 'B'	Sreeja
12	Leksha.K		BBA 'B'	Leksha
13	Sai Hasini		BBA 'C'	Sai Hasini
14	P.A Sruha		BBA 'C'	Sruha
15	Sai Niharika		BBA 'A'	Niharika
16	TANISHA.S		BBA 'C'	Tanisha
17	Tanmay Naik		BBA 'C'	Tanmay
18	V. Rahul		BBA 'C'	Rahul
19	Amogh V		BBA 'A'	Amogh
20	Mohit		BBA 'A'	Mohit
21	Charan-S		BBA 'C'	Charan
22	Abhinav.L		BBA 'A'	Abhinav
23	Tanish.N		BBA 'A'	Tanish
24	Tathish.Yaswida		BBA 'C'	Tathish
25	Anoushka R.V		BBA 'A'	Anoushka

Event Coordinator Name: Lavanya CM

Signature: [Signature]





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Internal Quality Assurance Cell

Name of the Activity: Marketing club - Brand Detective
Department: BBA

Date: 08/09/26 Time: 2: PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Thannmalyi N	U02CJ25M0048	BBA 'C'(2)	<i>[Signature]</i>
2	Pratiksha D.	U03CJ25M0089	BBA 'C'(2)	<i>[Signature]</i>
3	Paeksha. R. Nag	U03CJ25M0023	BBA 'C'(2)	<i>[Signature]</i>
4	S. HARSHA PADMINI		BBA 'C'(1)	<i>[Signature]</i>
5	Simran Prasad		BBA 'C'(1)	<i>[Signature]</i>
6	LATHIKA NIMBAGAL		BBA 'C'(1)	<i>[Signature]</i>
7	Chenmai S		BBA 'C'(1)	<i>[Signature]</i>
8	Riddhi Shree Pandey		BBA 'C'(1)	<i>[Signature]</i>
9	Niharika K		BBA 'C'(1)	<i>[Signature]</i>
10	Rashmi Raksha		BBA (1)	<i>[Signature]</i>
11	Tamshree BB		BBA (1)	<i>[Signature]</i>
12	Tanani D		B.com 'E'(1)	<i>[Signature]</i>
13	Priyanka J		B.com 'E'(1)	<i>[Signature]</i>
14	Monitha N Priya		B.com 'B'(1)	<i>[Signature]</i>
15	Princy		B.com 'E'(1)	<i>[Signature]</i>
16	Mohamed Zubair Pasha		B.com E (1)	<i>[Signature]</i>
17	Praveen Patel		B.com E (1)	<i>[Signature]</i>
18	Prithi		B.com E (1)	<i>[Signature]</i>
19	Aarna Swain		B.com E (1)	<i>[Signature]</i>
20	Ananya Bhatkal		B.com E (1)	<i>[Signature]</i>
21	Asha Taj		B.com E (1)	<i>[Signature]</i>
22	Sahil Shahanswar		BBA 'B'	<i>[Signature]</i>
23	Niruma		B.COM E (1)	<i>[Signature]</i>
24	Nayana S		B.COM E (1)	<i>[Signature]</i>
25	Nishmitha M		BBA (1)	<i>[Signature]</i>

Event Coordinator Name: Lavanya CM

Signature: *[Signature]*





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Internal Quality Assurance Cell

STUDENT FEEDBACK FORM

Name of the Student: Sri Harini UUCMS No. _____

Course: BBA Sem: 1st Section: C

Name of Activity: Marketing Detectives

Organized by: Marketing club Date: 8/9/2026

Resource Person: students 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:

Identification of the Brand.

Suggestion for improvement / future activity:

A request on conducting this section to B.com will be useful than to B.BA.

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

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

Signature of the Student: Sri Harini



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STUDENT FEEDBACK FORM

Name of the Student: Priyanka J UUCMS No. _____

Course: B.Com Sem: 1st Sem Section: 'E'

Name of Activity: Marketing Detective

Organized by: Seniors Date: 8/9/2026

Resource Person: _____ Programme/Class: 212

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:

Knowledge about brand

Suggestion for improvement / future activity:

Need proper systems

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

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

Signature of the Student: Priyanka J



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Ph: 080-42161767

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Internal Quality Assurance Cell

STUDENT FEEDBACK FORM

Name of the Student: Purender patel
UUCMS No. U03CJ25M0990

Course: BBA Sem: III
Section: C

Name of Activity: Marketing Detective

Organized by: Marketing club Date: 08-09-26

Resource Person: _____

Programme/Class: 2/2

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:

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: Patel

Postal Address: 1st Stage, Kumaraswamy Layout, Bengaluru,
Karnataka 560111

Ph: 080-42161767

Email ID: principal-dscasc@dayanandasagar.edu

Website: www.dscasc.edu.in

