



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: 05-10-2026

Sl. No.	Particulars	Event related Details			
1.	Event*	Club Activity		SDG – 04: Quality Education	
2.	Title of the Event	The Marketing Club-Ad Mad Arena			
3.	Date of Conduction	29-09-2026	4.	Time: 2.00 PM	
5.	Venue	Building No 13, Room No: 212, DSCASC			
6.	Resource Person 1 Details	NA			
7.	Topics Covered	Big ideas, creativity, marketing 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. Shylaja, Prof. Lavanya C.M, Prof. Jayashree C, Prof. Arjun Kumar Department Designation: BBA and BCOM Assistant Professor			
13.	Student Coordinator/s	Full Name: Ms. Bhagya Kirana, Ms. Anurutha M, Mr. Aryan Chandra, Mr. Madhusudan, Department: BBA Semester: III Semester			
14.	Total Expenditure	-	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:	
20.	Certificates Printed?	NA	21.	Feedback Collected?	
22.	Attendance Sheet Attached?*	Yes	23.	Photographs of the Event	
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 " Ad Mad Arena " on 29/09/2026. Ad Mad Arena is a creative and engaging activity that encourages students to showcase their creativity, communication skills, teamwork and marketing abilities. Participants are given a product or service and asked to create and present an innovative advertisement within a limited time. The activity helps students understand the basics of branding, promotion, persuasion and consumer behaviour. It also develops confidence, quick thinking and presentation skills. Through this fun-filled competition, students learn how effective advertising can influence consumer choices while exploring their entrepreneurial and marketing potential.			

Event Coordinator

HOD-BBA

IQAC Coordinator

Principal



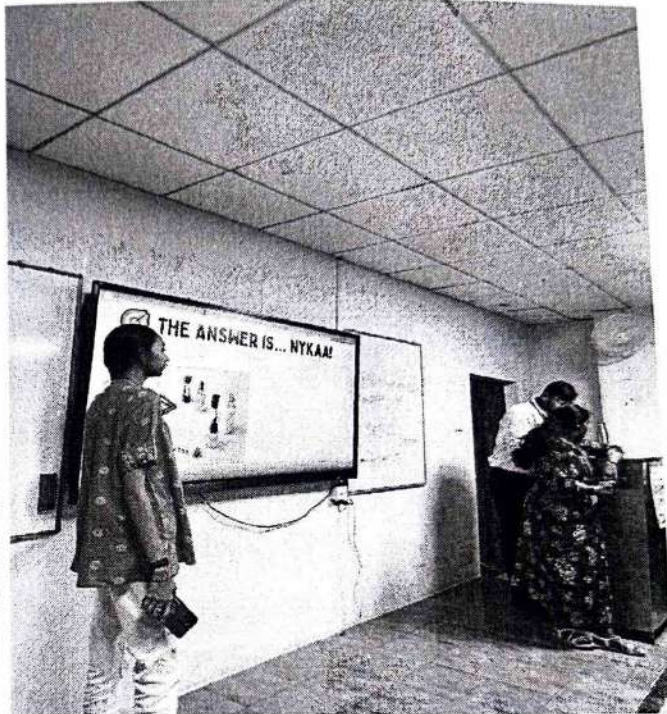
JAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

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Internal Quality Assurance Cell Department of BBA TRIO C's- Marketing Club Glimpses of the Activity



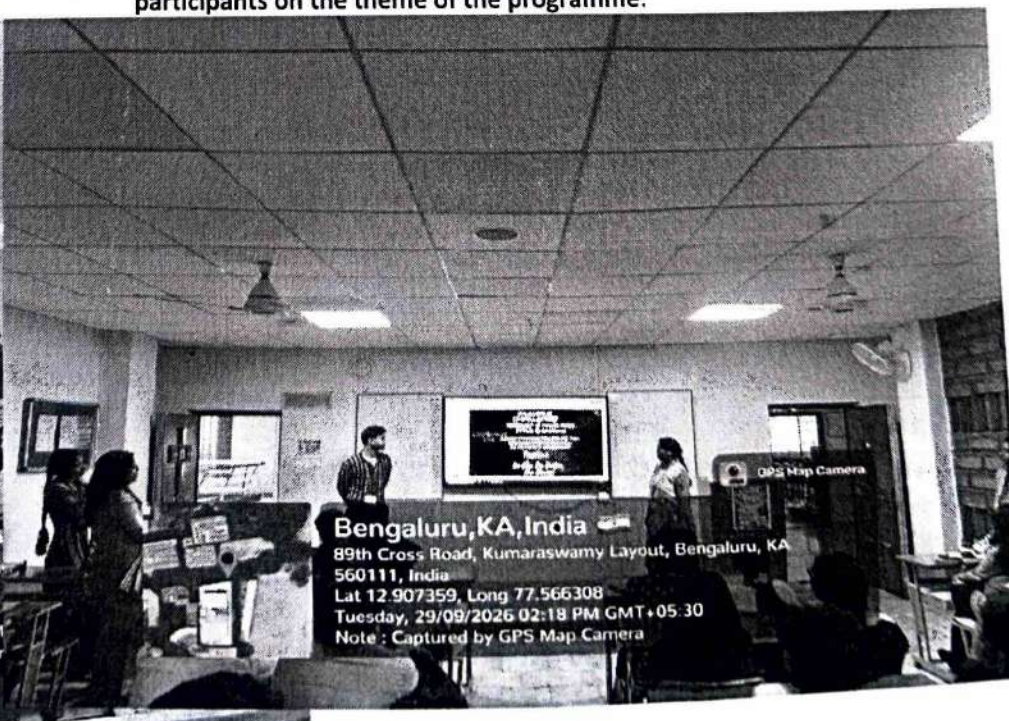
Photograph 1: Group Photo With faculty



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



Photograph 3: Students actively



Photograph 4: Geo-tag Photo during the Activity



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

AD MAD ARENA

(Create • Pitch • Persuade)

Showcase Your Creativity
& Marketing Skills



DATE
29/09/2026



TIME
2pm - 3pm



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

FACULTY COORDINATORS

Prof. Shylaja
Prof. Jayashree T
Prof. Lavanya C H
Prof. Arjun Kumar

Creative Minds
Build Brands

STUDENTS COORDINATES

MS. AMRUTHA. M
MS. BHAGYA KIRANA. S
MR. ABHISHEK NAGAR
MS. ATTIVA FATHIMA
MS. FARISH

IDEAS
SELL

Good
Ads
Build
Great
Brands

EVENT CO-ORDINATOR

HOD

PRINCIPAL



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Kumaraswamy Layout, Bangalore - 560111
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Internal Quality Assurance Cell

Name of the Activity: Ad. Mad. Anna - Marketing Club

Department: BBA/Bcom

Date: 29/9/26 Time: 2-3

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Dharm Dhan	V03CT25M0062	BBA A	Dharm Dhan
2	Dharmsh. D	V03CT25C0076	Bcom D	Dharmsh. D
3	AMAN KUMAR		BBA 1st sem 'B'	Amn
4	Lekisha. K		BBA 1st sem 'B'	Lekisha
5	Sreenidhe. A		BBA 1st sem 'C'	Sreenidhe
6	Muruganatha Ralsha		BBA 1st sem 'C'	Muruganatha
7	Geoffery Jackson.		BBA 1st sem 'C'	Geoffery
8	Venu GR		BBA 1st sem 'C'	Venu
9	Sri Harini		BBA 1st sem 'C'	Sri Harini
10	Eshana		BBA 1st sem 'C'	Eshana
11	Tanisha		BBA 1st sem 'C'	Tanisha
12	SA Sneha		BBA 1st sem 'C'	Sneha
13	Sai Nishagrika		BBA 1st sem 'C'	Nishagrika
14	Gowthami. D S		BBA 1st sem 'C'	Gowthami
15	Kusum Prasad HM		BBA 1st sem 'C'	Kusum Prasad
16	Abhay Gowda		BBA 1st sem 'C'	Abhay
17	Rakshith, K. Reddy		BBA 1st sem 'C'	Rakshith
18	Abhinav L		BBA 1st sem 'C'	Abhinav
19	Rohith. D		BBA 1st sem 'C'	Rohith
20	Nithin. P		BBA 1st sem 'C'	Nithin
21	Tanish. n		BBA 1st sem 'C'	Tanish
22	Jayanthi. B. R. Patel		BBA 1st sem 'C'	Jayanthi
23	Edwin. K R R		BBA 1st sem 'C'	Edwin
24	Bindu Sagar S		BBA 1st sem 'C'	Bindu Sagar
25	Kuldeep		BBA 1st sem 'C'	Kuldeep

Event Coordinator Name: Shylaja. N

Signature: Shylaja



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Internal Quality Assurance Cell

Name of the Activity: Ad-Mad Anna - Marketing Club
Department: BBA/BCom

Date: 29/9/26 Time: 2-3

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Shreya . S		BBA 'C'	
2	Sunam Prasad		BBA 'C' section	
3	Riddhi Shree Pandey		BBA 'C' Sec.	Riddhi S. Pandey
4	Tanushree BB		BBA 'C' Sec.	Tanushree BB
5	Rashmi Rakeha		BBA 'C' Sec.	
6	Vedika JL	U03CJ250031	BBA 'A'	
7	Fathima Sabah yousuf	U03CJ25H0122	BBA 'A'	
8	Vaishna M.V		BBA 'C'	
9	Naimisha . DU		BBA 'C'	
10	Aganya SS		BBA 'C'	
11	Joshnavi		BBA 'C'	
12	Sanvi Bharan		BBA 'C'	
13	Scarlett		BBA 'C'	
14	Chinmai S		BBA 'C'	
15	Lathika Nimbagal		BBA 'C'	
16	Harsha Padmini		BBA 'C'	
17	Hema . B		BBA 'A'	
18	Poonika . D		BBA 'A'	
19	Mumukshu Chotrana S7	0024	BBA 'A'	
20	Meha Laksh		BBA 'A'	
21	Akash Chavan	LL4	BBA 'A'	
22	Abeel Mij	165	BBA 'A'	
23	Besera Arme J	100	BBA 'A'	
24	D. Lochan	U03CJ2540052	BBA 'A'	
25	Himanshu Das	085	BBA 'A'	

Event Coordinator Name: Sylia

Signature: Sylia



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Internal Quality Assurance Cell

Name of the Activity: Ad-Mad Anna - Marketing Club
Department: BBA/BCom

Date: 29/9/16 Time: 2-3

Sr.	Student Name	Reg. No.	Dept.	Signature
1	ARVIND B		BBA 'C'	
2	Akash Chavan	U03CJ25M0114	BBA 'A'	
3	Abeel Mis	U03CJ25M0105	BBA 'A'	
4	Varun Reddy		BBA 'C'	Reddy
5	Prajwal. A		BBA 'C'	R
6	Shruthika Athillesh		BBA 'C'	Shruthika
7	BHUVAN-Y		BBA 'C'	Bhuvan
8	Vakhes Gouda AN		BBA 'C'	Vakhes
9	Chavan. S		BBA 'C'	Chavan
10	Hemanth. R		BBA 'C'	Hemanth
11	Sujyeta. B.R		BBA 'C'	Sujyeta BR
12	Rahul		BBA 'C'	Rahul
13	Aditya Gowda		BBA 'C'	Aditya
14	Harshavardhan. R	U03CJ25M0018	BBA 'A'	Harsha
15	Venugopal Reddy. L	U03CJ25M0075	BBA 'A'	Venugopal
16	Shrutham. S.V	U03CJ25M0159	BBA 'A'	Shrutham
17	Charanjeev. K	U03CJ25M0026	BBA 'A'	Charanjeev K
18	Uday Sai. J	U03CJ25M0052	BBA 'A'	Uday Sai
19	Akhilan Chavan M.V	U03CJ25M0024	BBA 'A'	Akhilan Chavan
20	Pruthvii. D.S		BBA 'A'	Pruthvii D S
21	Meghana Kumari. A		BBA 'A'	Meghana
22	Krushni. M		BBA 'A'	Krushni
23	Nidhi. R. Hiremath		BBA 'A'	Nidhi
24	Rachana. V		BBA 'A'	Rachana V
25	Jayanth. S. Rumar		BBA 'A'	Jayanth

Event Coordinator Name: Shreyas N

Signature: [Signature]

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Internal Quality Assurance Cell

STUDENT FEEDBACK FORM

Name of the Student: Shreya S UUCMS No. _____

Course: BBA Sem: I Section: C

Name of Activity: Ad. Mad Adora

Organized by: Marketing Club Date: 29/9/20

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:

Communication Skill,

Suggestion for improvement / future activity:

Nothing

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: Shreya Singh UUCMS No. _____

Course: BBA Sem: _____ Section: C

Name of Activity: Ad Mad arena

Organized by: Marketing Club Date: 29/9/26

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:

To create ad scripts with Innovation

Suggestion for improvement / future activity:

To do activity outdoor

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

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

Signature of the Student:

Shreya Singh

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

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Website: www.dscasc.edu.in