

**Dayananda Sagar College of Arts, Science and Commerce**  
Kumaraswamy Layout, Bangalore-560078

**Report of the Event Conducted**

Department: MBA-BU

Date: 25.03.2025

Sl. No.	Particulars	Event related Details			
1.	Event*	Entrepreneurship & student activity unit			
2.	Title of the Event	"THE IDEA SPARK-2K25"-Business venture simulation			
3.	Date	25 <sup>th</sup> March 2025			
4.	Time	11.00am to 4.00pm			
5.	Venue	Near Buddha statue, Building No.13			
6.	Resource Person 1	NO			
7.		NIL			
8.	Topics Covered	Concepts of marketing like Product, price, promotion, Customer management etc			
9.	Resource Person 2	NO			
10.	Topics covered	NIL			
11.	No. Faculty Participants	Internal:	NIL	External:	NIL
12.	No. Student Organizers	Internal:	58	External:	NIL
13.	Faculty Coordinator/s:	Full Name: Prof. Tejaswini L K Department: MBA-BU Designation: Asst. Professor			
14.	Student Coordinator/s	1 <sup>st</sup> semester MBA C section: VINAY A N, Manish, Manasi, H Anjana, Dhanush, Ravina, Shradha, Gungun			
15.	Total Expenditure (Details to be enclosed)	Yes			
16.	Sponsors and Amount (if any)	NIL			
17.	Agenda of the Event (Attach a copy)	NIL			
18.	Report uploaded on college website? if yes, give details:	YES			
19.	Report sent to media? if yes, give	No			

Particulars	Event related Details
details:	
20. Report uploaded in Social Media? If yes, give details:	<a href="https://www.facebook.com/photo/?fbid=1235316918212623&amp;set=pcb.1235317144879267">https://www.facebook.com/photo/?fbid=1235316918212623&amp;set=pcb.1235317144879267</a>
21. Certificates Printed? (Attach a copy**)	No.
22. Feedback Collected? (Attach a copy**)	YES.
23. Attendance Sheet Attached?*	Yes. (Copy Attached)
24. Summary of the Event (Minimum 100 words)	<p>A business venture simulation is a learning tool that allows individuals or teams to experience real-world business scenarios in a risk-free, virtual environment, fostering hands-on learning and skill development.</p> <p><b>Purpose:</b> Business simulations aim to mimic real-world business challenges and decision-making processes, providing a platform for learning and skill development without the consequences of real-world failures. Participants take on roles within a virtual business, making decisions related to various aspects like marketing, finance, operations, and strategy.</p> <p>The event conducted was Marketing simulations on 25<sup>th</sup> March 2025 near Buddha statue Building No.13. There were 8 stalls each with different type of items/ business. Student's participation was active &amp; enthusiastic. Overall experience was great learning.</p>
25. Photographs of the Event	Yes.

**Notes:**

\* Seminar / 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

**PS:**

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



Event Coordinator



HOD/Director



25/03/25

IQAC-Coordinator



25/03/25

Principal

# INVITATION



**DAYANANDA SAGAR COLLEGE OF  
ARTS, SCIENCE AND COMMERCE**

**Department of Management Studies (BU)**

IN Association with The Entrepreneurship Unit &  
Student Activity Unit

**(IQAC)**

**Organizes**

**"THE IDEA SPARK 2K25"**

**Food, Fun & Fresh Idea**



Tuesday, March 25, 2025



10:00 Am Onwards



Venue: Buddha Statue  
Building NO: 13



**Prof. Tejaswini L.K**  
Faculty Co-ordinator

**Dr. B.R. Venkatesh**  
Director MBA (BU)

**Dr. Balu.L**  
Principal

# PHOTOGRAPHS



Selling & buying process



Faculties are enjoying



Bengaluru, Karnataka, India  
 Wh48+r16, 1st Stage, Kumaraswamy Layout, Bengaluru,  
 Karnataka 560078, India  
 Lat 12.90712° Long 77.56621°  
 25/03/2025 12:42 PM GMT +05:30



Bengaluru, Karnataka, India  
 Wh48+r16, 1st Stage, Kumaraswamy Layout, Bengaluru,  
 Karnataka 560078, India  
 Lat 12.907124° Long 77.566209°  
 25/03/2025 01:41 PM GMT +05:30

Evaluation By judges



Bengaluru, Karnataka, India  
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 Karnataka 560078, India  
 Lat 12.907096° Long 77.566274°  
 25/03/2025 11:35 AM GMT +05:30



Bengaluru, Karnataka, India  
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 Karnataka 560078, India  
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Principal Sir Visit



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Evaluation By judges



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Principal Sir Visit



OUR TEAM

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE  
AND COMMERCE

Department of Management Studies

[BU]

FEED BACK LETTER

"THE IDEA SPARK 2K25"

Food Fun & Fresh Idea

Tuesday, March 25, 2025

Team : 1

Team Name :- NAMDE SHOP

## Feedback of Marketing Event.

Our Marketing Event on 25th March 2025 was a well-organized initiative, with 17 team members contributing to its execution. Here's an overview of the event's key aspects and areas for improvement.

### Positive Aspects:

#### 1. Team Coordination:

Most of the team arrived by 9 A.M., ensuring a smooth setup, while the rest joined by 10 A.M. The stall was fully functional with canapes ready by 10:30 A.M.

#### 2. Sales Performance:

Certain food and drink items were in high demand and were sold out by 1 P.M., indicating successful product selection and customer interest.

#### 3. Time Management:

The event followed a structured timeline, and the stall was closed as planned by 3:30 P.M.

### Recommendations for Future Events

- Conduct a pre-event survey or research to predict demand more accurately.
- Use dynamic pricing or promotional tactics for slow moving items.

Implement better customer engagement strategies, such as  
live demos or interactive activities, to boost sales.

Have a backup sales plan for unsold items, like  
discounts towards the end of the event

⇒ Overall, the event was a success in terms of teamwork  
and execution, with some learning points for better  
sales performance in future events.

### Signature of students

1. Raksha.T.R

Raksha.T.R

2. Chandrashekhari.G

Chandrashekhari.G

3. Sunil S.H.

Sunil S.H.

4. Shrinivas Reddi.M

Reddi

5. Ateeq. U.Z

Ateeq

6. Sandhyashree M.M

Sandhya

7. Ashwini. S. Shetty

Ashwini

8. Taslima Banu

Taslima

9. Bhoomika R

Bhoomika

10. Shivakumar

Shiv

11. Gnanesh .B.N

Gnanesh

12. Aniket .G

Aniket

13. Parankumar .M

Parankumar

14. Akshay .Y

Akshay

15. Naveena .N

Naveena.N

16. Varun A.R

Varun

From

Team Number '6'  
DSCASC.

06-03-2025

To

Prof. Tesjaswini  
MBA Dept.  
DSCASC.

Respected Ma'am

Subject :- Feedback of the event 'The Idea Spark 2025.'

We are writing to express our sincere gratitude for hosting such a successful and insightful marketing event. This event gave us an opportunity to practically apply all those theories we have learned in the classroom. The event taught us many things such as planning, organising, controlling and coordinating. Overall experience of this event was really great. Looking forward to participate in more further events.

Thank you

Yours sincerely

Vishnu Das

Abhishek

Karthik

Dushyanth

Gagan

Rahul

Yashwanth

Pragathi

Shamita

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

Department of MBA – BU

“THE IDEA SPARK -2K25”

25<sup>th</sup> March 2025: 11.00AM TO 4.00PM

SL.NO	NAME	USN	SIGNATURE
1	Vaishnavi	P03CJ24M015005	Yalsh
2	Lohitha Reddy V	P03CJ24M015010	Lohitha Reddy
3	Shrinivasraddi Morab	P03CJ24M015013	Pranav
4	Sandhyashree M M	P03CJ24M015017	Sandhyashree
5	Ashwini S shetty	P03CJ24M015018	Ashwini
6	Poornima A	P03CJ24M015024	Poornima
7	Shivakumar	P03CJ24M015030	Shivakumar
8	Bhoomika R	P03CJ24M015039	Bhoomika
9	H Anjana	P03CJ24M015040	H. Anjana
10	Yashwanth N K	P03CJ24M015041	Y. N. K.
11	Ravina J	P03CJ24M015042	Ravina J
12	Gaganashree k	P03CJ24M015043	Gaganashree
13	Shreyas B R	P03CJ24M015045	Shreyas
14	Akash N	P03CJ24M015046	Akash
15	Gagan C	P03CJ24M015051	Gagan
16	Raksha TR	P03CJ24M015074	Raksha
17	Nikith G Pai	P03CJ24M015078	Nikith
18	Manish Godachi	P03CJ24M015082	Manish
19	Sultana Banu	P03CJ24M015086	Sultana
20	Impana YK	P03CJ24M015087	Impana YK
21	Hanushree R	P03CJ24M015088	Hanushree R.
22	Pavankumar M Iliger	P03CJ24M015089	Pavankumar
23	Aditi Ajay Kulkarni	P03CJ24M015090	Aditi
24	Sunil S Hanchinamani	P03CJ24M015096	Sunil
25	Puja Priya	P03CJ24M015097	Puja
26	Amit S Naik	P03CJ24M015110	Amit
27	Geetha shravani	P03CJ24M015114	Geetha
28	Abhishek	P03CJ24M015115	Abhishek
29	Ajay Varma v	P03CJ24M015116	Ajay Varma
30	Bhavya Harika G	P03CJ24M015117	Bhavya Harika G
31	Dushyanth C H	P03CJ24M015118	Dushyanth
32	Pragathi Bhoomika N	P03CJ24M015119	Pragathi
33	Rithish J	P03CJ24M015124	Rithish
34	Dhanush Poojary	P03CJ24M015126	Dhanush
35	Chandrashekar Galagali	P03CJ24M015127	Chandrashekar

	Mohitna K	P03CJ24M015128	Mohitna K
	Rajan Kumar	P03CJ24M015129	(AIB)
	Sanjana Raj N	P03CJ24M015130	Sanjana Raj N
	Manasi K S	P03CJ24M015131	Manasi K S
	Idapanur Sraddha	P03CJ24M015133	Sraddha
✓	Karthik Gowda S H	P03CJ24M015152	Karthik
✓	Sagar Mohan Malage	P03CJ24M015153	Sagar Mohan Malage
	Vinay A N	P03CJ24M015166	A.N.Vinay
	Rahul C	P03CJ24M015167	Rahul C
	Gnanesh B N	P03CJ24M015171	Gnanesh B N
5	Anusha A Anvekar	P03CJ24M015172	Anusha
7	Ateeq Us Zama	P03CJ24M015175	Ateeq
	Shetty Shamita		Shetty Shamita
48	Shankar Jhanaki	P03CJ24M015176	Shankar Jhanaki
49	Naveena N	P03CJ24M015204	Naveena N
50	Varun Aradhya A R	P03CJ24M015206	Varun Aradhya A R
51	Chandan R	P03CJ24M015208	Chandan R
52	Anikini Ghosh	P03CJ24M015215	Anikini Ghosh
53	Akshay yadav	P03CJ24M015216	Akshay yadav
54	Shivaranjan K V	P03CJ24M015217	Shivaranjan K V
55	MP Manya	P03CJ24M015222	(AIB)
56	✓ Vishnu Das Ashok	P03CJ24M015226	Vishnu Das Ashok
57	Gungun Sharma	P03CJ24M015230	Gungun Sharma
58	Taslina Banu Sayyed	P03CJ24M015231	Taslina Banu Sayyed
59	Srikanta L	P03CJ24M015232	Srikanta L
60	Jayanth M	P03CJ24M015239	Jayanth M
61	Mohammed Danish	P03CJ24M015242	(AIB)