



**Dayananda Sagar College of
Arts, Science and Commerce**

Shivage Malleshwara Hills, Bengaluru - 560111

(Affiliated to Bangalore University)



DEPARTMENT OF COMMERCE

B.COM - UG

PRESENTS

अनव्वाय

Unite, Compete, Celebrate!



AN INTERCOLLEGIATE FIESTA

BROCHURE



SCAN HERE

REGISTRATION



21 FEBRUARY, 2025 - 1:00 PM

BUILDING #13, ROOM 212

Dayananda Sagar College of Arts, Science and Commerce
Kumaraswamy layout, Bengaluru-560111

Internal Quality Assurance Cell (IQAC)

The Marketing Club – Trio C's – “Marketing Marathon”



Department: B.Com

Date: 22/02/2025

Sl. No.	Particulars	Event Related Details			
1.	Event	The Marketing Club – Trio C's – “Marketing Marathon”			
2.	Title of the Event	Marketing Marathon			
3.	Date	21 st February, 2025			
4.	Time	1:00 PM			
5.	Venue	New Business Block, Building No. 13, Room No. 212			
6.	Resource Person 1 Details (Profile to be enclosed)	NA			
7.	Topics Covered	NA			
8.	Resource Person 2 Details (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
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:	04	External:	02



Sl. No.	Particulars	Event Related Details
12.	Faculty Coordinators	Dr. Suprab Kanti Podder, Assistant Professor Dr. Shwetha. S. P, Assistant Professor Prof. Rajendra Kumar, Assistant Professor Prof. Praveen, Assistant Professor Prof. Shruthi H S, Assistant Professor
13.	Student Coordinator/s	Chiranth Raj L. Ranjani V Devika. L. Rutika Deeksha Pratham
14.	Total Expenditure (Details to be enclosed)	Rs. 1,500
15.	Sponsors and Amount (if any)	NIL
16.	Agenda of the Event	2:00 PM: Welcome Address 2:10 PM: Overview of the program objectives and outcomes. 2:20 PM: Round-1: Brand Design 2:50 PM: Round-2: Presentation 3:30 PM: Selection of Best Brand and Result announcement 4:00 PM: Vote of Thanks
17.	Provided the link of the report uploaded on College Website	Yes
18.	Provide the links of the report uploaded on social media	Yes
19.	Report sent to Newspapers? If yes, provide cuttings/images:	NO
20.	Certificates Printed? (Attach a copy**)	NO
21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached? *	YES

Sl. No.	Particulars	Event Related Details
23.	Summary of the Event (Minimum 100 words)	The Marketing Club – Trio C's successfully organized the "Marketing Marathon" on 21 st February 2025 at 1:00 PM. The event brought together marketing enthusiasts for an engaging and competitive experience. Various activities, including brand strategy challenges, case study analysis, and innovative marketing pitch sessions, tested participants' creativity and analytical skills. The event witnessed enthusiastic participation, fostering learning and networking opportunities. The Marketing Marathon concluded on a high note, leaving participants inspired and motivated to explore new dimensions of marketing. The Marketing Marathon concluded on a high note, with winners being recognized for their outstanding performances. Participants left inspired and motivated to apply their learning in real-world scenarios. The event was a grand success, reinforcing the importance of marketing in today's competitive business landscape.
24.	Photographs of the Event	 <p>[Pic.2: Participants of the event]</p>  <p>[Pic.3: Participants are giving the Presentation]</p>



Sundar
24/2/25
Event Coordinator

[Signature]
24/2/25
HOD/Director

[Signature]
25/2/25
IQAC Coordinator
Nand G Co-ordinator
Jayawanda Shree College of Arts
Science & Commerce
Kumara - 560 111

[Signature]
24/2/25
Principal
Principal
Jayawanda Shree College of Arts
Science & Commerce
Kumara - 560 111

Dayananda Sagar college of Arts, Science and Commerce

Kumaraswamy Layout, Bengaluru-560111

Department of Commerce – B.Com.

The Marketing Club – Trio C's



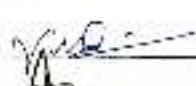
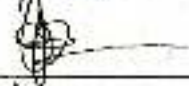
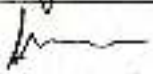
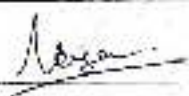
Date: 21/02/2025

Venue: Building No.13

Time: 1:00 PM

Event: Anvaya

Attendance

Sl. No.	Name of the Participants	Signature
1.	Nithya	
2.	Aishwariya	
3.	Vinutha	
4.	R-Digant Singh	
5.	Aschara.R	
6.	Naganarsha . B. N.	



Dayananda Sagar College of Arts, Science and Commerce

Shavige Malleshwara Hills, Kumaraswamy Layout

Bengaluru - 560 111

Department of commerce and Management

Student Feedback Form

Student name: NAGAVARSHA B.N


College: TRANSCEND

Mail ID: nagavarsha.bn@gmail.com

Date: 21/02/2025

Thank you for participating in the अनंदाचार्य Inter-college Quiz. Your feedback is essential for us to improve future events. Kindly take a few moments to complete this form.

Event Name: MARKETING SANGRAM

Measurement attributes	Please tick whichever is applicable				Remark
	Excellent	Good	Average	Below avg	
How would you rate the overall organization of the event?			<input checked="" type="checkbox"/>		
How would you rate the communication from the event organizers?		<input checked="" type="checkbox"/>			
How was the difficulty level of the questions?		<input checked="" type="checkbox"/>			
Were the questions relevant to the theme of the quiz?			<input checked="" type="checkbox"/>		
How engaging did you find the quiz topics?	<input checked="" type="checkbox"/>				
How well was the event conducted (smoothness of the rounds)?		<input checked="" type="checkbox"/>			
How would you rate the overall experience at the event?			<input checked="" type="checkbox"/>		
What improvements would you suggest for the future?					<ul style="list-style-type: none">• Time management• Research the structure of the events• Give clear instructions!
Additional comments/suggestions?					

Thank you for your valuable feedback!

