



"MARKETING QUIZ"

School of Commerce & Management Studies

Academic Year 2024-25

Subject: Report on "Marketing Quiz" organized by Marketing Club

1. Event Title: Marketing Quiz.

2. Event Date: 31st August 2024

3. Event Conduction Duration: 2pm To 5pm.

4. Event Venue [Location]: Smart Classroom.

5. Organizer of the Event (Faculty):

1. Dr. Amit aggrawal
2. Dr. Shama Mulla
3. Dr. Shruti Sauche

6. Number of Participants: 56 Students (BBA ,MBA)

7. Event Outline, Objective and Outcome of the event:

The Marketing Club hosted an engaging and informative Marketing Quiz Competition, designed to test participants' knowledge of key marketing concepts, trends, and strategies. The event saw enthusiastic participation from students across various departments, creating a competitive yet collaborative environment.

The quiz covered a range of topics, including brand positioning, consumer behavior, digital marketing, advertising strategies, and market research. Teams competed in multiple rounds, with each round increasing in difficulty, challenging participants to think critically and apply their understanding of marketing in real-world scenarios.

The Marketing Quiz aimed to achieve the following specific objectives:-

With its goal to enhance students' grasp of marketing fundamentals while fostering team spirit, the quiz not only highlighted the academic prowess of the participants but also their creativity and strategic thinking. The event concluded with a prize distribution ceremony, where the winning teams were recognized for their outstanding performance.

8. Photos:



“The starting of the event”



“The Winners of the Event “Marketing Quiz”.



“Photo with the Organizer of the event:-Dr.Shama Mulla, Dr.Amit Aggrawal
Dr.Shruti Shouche , and the other Committee members.



“Photo with the Dean, Faculties, Committee members, and Participants.