



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

Shivaji Malleleshwara Hills, Bengaluru - 560111

(Affiliated to Bangalore University)



**DEPARTMENT OF MANAGEMENT
BBA - UG**

PRESENTS

अनंदाय

Unite, Compete, Celebrate!



AN INTERCOLLEGIATE FIESTA

BROCHURE



REGISTRATION



SCAN HERE

**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: BBA




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)	<p>The Marketing Club - Trio C's successfully organized the "Marketing Marathon" on 21st 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.</p>
24.	Photographs of the Event	 <p>[Pic-1: Marketing Club – Trio C's "Marketing Marathon" Poster]</p>

Sl. No.	Particulars	Event Related Details
		 <p>[Pic.2: Participants of the event]</p>  <p>[Pic.3: Participants are giving the Presentation]</p>

Sundar
25/03/25
Event Coordinator

Prakash
25/03/25
HOD/Director

A. Prakash
25/03/25
IQAC Coordinator
IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumara Jay Layout, Bengaluru - 560 111

T. Babu
25/03/25
Principal
Principal
Dayananda Sagar College of Arts,
Science & Commerce
Kumara Jay Layout, Bengaluru - 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





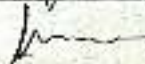
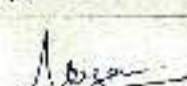
Date: 21/02/2025

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.	Archana.R	
6.	Nagavandha .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: Vinutha R

College: Dayananda Sagar College

Mail ID: vinutha.namachandra@gmail.com

Date: 21/02/2025

Thank you for participating in the ANVAR, 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?		✓			
How would you rate the communication from the event organizers?		✓			
How was the difficulty level of the questions?		✓			
Were the questions relevant to the theme of the quiz?	✓				
How engaging did you find the quiz topics?		✓			
How well was the event conducted (smoothness of the rounds)?		✓			
How would you rate the overall experience at the event?	✓				
What improvements would you suggest for the future?					Need to come up with some more clarities while organising activities. It was fun participating.
Additional comments/ suggestions?					

Thank you for your valuable feedback!

21-Feb-2025

Marketing Club

अनुवात

The anuvaya Programme began with a warm welcome. Setting the tone for an exciting event in which Participants were given a different topics and activities like creating their own brands and they had to design their own brand name logo, tagline for the Product chose.

Marketing is often referred to as the heart of business. Marketing plays a vital role in the success of any type of business. This event conducted by the marketing club gave us an opportunity to think innovating and creativity to design a logo and Tagline, and the questions thrown by the Judges and audience helped us to gain knowledge and realize our mistakes.

Hence the event was of great learning!
Thank you for conducting the event!

Thank you
Rakshan
Praveen E.

1st SEM BBA B Sec.