

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082.

BBA/B.Com Department -UG (BU)

Marketing Club
18AC
Event Report

Department: BBA/B.Com

Date: 2nd MAY 2023

Sl. No.	Particulars	Event related Details			
1.	Event ^m	Marketing Club			
2.	Title of the Event	"UPS AND DOWN" A CASE STUDY ON BRAND FAILURE OR SUCCESS			
3.	Date	28TH APRIL, 2023			
4.	Time	3:00 PM-4:30 PM			
5.	Venue	Room no 212, Building no 13			
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:	05	External:	Nil
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	07	External:	Nil
12.	Faculty Coordinator/s	Full Name: Prof. Sudarshan Savanoor Department: BBA/B.Com Designation: Assistant Professor Full Name: Prof. Amrit Nachappa Department: BBA/B.Com Designation: Assistant Professor Full Name: Prof. Rashmi Umarji			

		<p>Department: BBA/B.Com Designation: Assistant Professor</p> <p>Full Name: Prof.Pavithra Gowda Department: BBA/B.Com Designation: Assistant Professor</p>
13.	<p>Student Coordinator/s</p>	<p>Full Name: Ms. Shrestha N k Register No: U03CJ21C0123 Course, Semester & Section: IV Sem BCom 'C'</p> <p>Full Name: Ms.Yashaswini N Register No: U03CJ21M0023 Course, Semester & Section: IV Sem BBA 'B'</p>
14.	Total Expenditure (Details to be enclosed)	Nil
15.	Sponsors and Amount (if any)	Nil
16.	Program Schedule of the Event attached?	2 nd MAY 2023, at 03:00 PM – 04:30 PM, ROOM No. 212, Building No. 13
17.	Provide the link of the report uploaded on College Website	
18.	Provide the links of the report uploaded on Social Media	
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

<p>Summary of the Event (Around 100 words)</p>	<p>A fair place to showcase the analytical skill while solving real time corporate cases. Trioc's Cold Call Captains: The Marketing club organized a CASE STUDY COMPETITION to understand the secret behind success and /or curse behind failure of any brand. The cases consisted of real life and imaginary having conceptual framework and marketing concepts as STP, Marketing Strategy, Cause Marketing, Guerrilla Marketing, Affiliate Marketing, Inclusive Marketing and Red Ocean and Blue Ocean Strategies. 6 teams participated with an extensive study of cases. The session ended with intellectual treats.</p>
<p>24. Photographs of the Event (About 5 relevant, clear, and appropriate photos to be pasted with title and explanation. The jpg files need to be attached)</p>	<p>Yes</p>

Notes:

* Seminar / Webinar / 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


IQAC Coordinator


Principal

"UPS AND DOWN" Event Photos

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE



THE MARKETING CLUB-TRIO C'S
PRESENTS TO YOU



UPS & DOWN

A CASE STUDY COMPETITION OF
BRANDS SUCCESS AND FAILURE

28th April, 2023

At 3:00pm

ROOM NO.-212

STUDENT CO-ORDINATORS :
YASHASHWINI
SHRESTHA NALLODE



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www.dayanandasagar.edu

Pic 1: Poster of the Event

(In above poster date is mentioned as 28th April 2023 but it got postponed and conducted on 2nd May 2023)





Pic 2: Team Presenting their case studies



Pic 3: Judges Panel



Pic 4: Judges giving performance feedback to participants



Pic 5: Event Student Coordinators, Participants with Faculty Observers and Judges



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Department of Commerce and Management - UG (BU)

BBA/B.Com

Marketing Club - Trio C's

Event:

Date: 2nd May 2023

Time: 3pm

Venue:

Total (50)

Judge Sheet

Siddesh Shamuel FN
 BBA/B.Com D (10)

Rajini & Chiranthi
 B.Com II B.Com E (10)

S
 Class, course & section
 Siddesh BBA A (10)

Sl.no	Name of participant	(10)	(10)	(10)	(10)
	Conceptual Clarity	10	06	10	10
	Case Sense (problem identification)	10	05	10	10
	Application of facts	09	06	08	10
	Communication	10	10	10	10-2
	Solution to the problem	08	05	08	10
		(47)	(32)	(46)	(50)

Ravithra HP
 H.P.

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND
COMMERCE

Department of Commerce and Management - UG (BU)
BBA/B.Com
Marketing Club - Trio C's
Event:



Feedback Form

Name: *Sadish Hidi*

Class & Sec: *IV 'A'*

SL No.	Questions	5	4	3	2	1
1	<i>Overall experience</i>	<input checked="" type="checkbox"/>				
2	<i>Relevance of theme</i>	<input checked="" type="checkbox"/>				
3	<i>Committee interaction</i>	<input checked="" type="checkbox"/>				
4	<i>whether we lived upto your expectations?</i>	<input checked="" type="checkbox"/>				
5	<i>you wish to be a part of our family?</i>	<input checked="" type="checkbox"/>				

6. Any other Suggestions:

Sadish Hidi
Student's Sign

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

Department of Commerce and Management - UG (BU)

BBA/B.Com

Marketing Club - Trio C's

Event:



Feedback Form

Name: **Zaid Raza**

Class & Sec: **6th Bcom 'D'**

SL No.	Questions	5	4	3	2	1
1	Overall experience	✓				
2	Relevance of theme		✓			
3	Committee interaction	✓				
4	Whether we lived upto your expectations?	✓				
5	you wish to be a part of our family?	✓				

6. Any other Suggestions:

Zaid
Student's Sign

