



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell
Marketing Club – Trio C's
Report of the Event Conducted



Department*: BBA

Date of Report: 11-11-2025

Sl. No.	Particulars	Event related Details			
1.	Event*	"Brand Battelle Fest"			
2.	Title of the Event	Fun and competitive debate session			
3.	Date of Conduction	10-11-2025	4.	Time	2:00 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 (Uncluse a copy of names with signatures)	Internal:	NA	External:	NA
11.	No. Student Participants (Encluse a copy of names with signatures)	Internal:	36	External:	NA
12.	Faculty Coordinator/s	Full Name	Prof. Vidhya Shree. S, Prof. Jayashree. C, Prof. Lokeshwari. D. V, Prof. V. R. Rajendra Kumar		
		Department	BBA		
		Designation	Assistant Professor		
13.	Student Coordinator/s	Full Name	Ms. Bhagya Kirana. S, Ms. Amrutha. M, Ms. Attiba Fathima, Ms. Farisa Khan		
		Department	BBA		
14.	Total Expenditure (Details to be enclosed)	NA	15.	Sponsors and Amount (if any)	NA
16. A	Agenda of the Event (Attach a copy)	NA	17.	Provide the link of the report uploaded on College Website	Yes
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	Yes	19.	Report sent to Newspapers? If yes, provide cuttings/images:	NA
20.	Certificates Printed? (Attach a copy**)	NA	21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached?*	Yes	23.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)	Yes
24.	Summary of the Event (Around 100 words)	The Marketing Club – Trio C's of the Department of Management (BBA) organized Brand Battelle Fest on 10th November 2025 in Room No. 212, Building No. 13. The event featured an engaging debate competition with 36 participants divided into four teams, presenting arguments for and against various brand-related topics. Students showcased their knowledge of brand identity, marketing strategies, and customer loyalty through dynamic discussions. The session encouraged critical thinking, teamwork, and communication skills. The event concluded with active participation and appreciation from faculty and students, making it a successful and insightful learning experience.			

Vidya L
Event Coordinator

Lakshmi
HOD

IQAC Coordinator

Principal

Dayananda Sagar College of Arts, Science & Commerce
Kumarany Layout, Bengaluru - 560 111





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



(AFFILIATED TO BANGLORE UNIVERSITY)
SHAVIGE MALLESHWARA HILLS, KUMARSWAMY LAYOUT BANGLORE-560078

DEPARTMENT OF MANAGEMENT -BBA

TRIO C'S

THE MARKETING CLUB

IS HONORED TO HOST

"Brand Battle Fest"



DATE

10:11:2025



VENUE



TIME

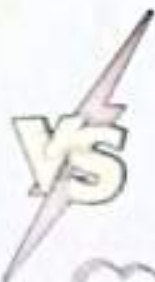
2pm-3pm



**ROOM NO: 212 2FLOOR,
BUILDING NO 13**

FACULTY COORDINATORS

PROF. VIDHYA SHREE.S
PROF. JAYASHREE.C
PROF. LOKESHWARLDV
PROF. VR. RAJENDRA KUMAR



STUDENT COORDINATORS

MS. BHAGYA KIRANA.S
MS. AMRUTHA. M
MS. ATTIBA FATHIMA
MS. FARISA KHAN



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
Kumaraswamy Layout, Bangalore – 560078

Department of Management – BBA
Marketing Club – Trio C's

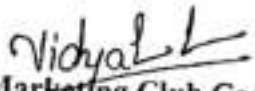
STUDENT CIRCULAR

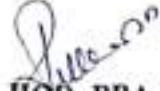
Date: - 06-11-2025

The Marketing Club – Trio C's is delighted to announce an engaging event titled "Brand Battelle Fest", a fun and competitive debate session scheduled on 10th November 2025 Monday at 2:00 PM in Room No. 212, Building No. 13.

We encourage all students to participate actively and make the most of this opportunity to enhance their marketing and communication skills.

We look forward to your enthusiastic participation.


Marketing Club Coordinator


HOD- BBA


Principal

Principal
Dayananda Sagar College of Arts, Science & Commerce
Kumaraswamy Layout, Bangalore - 560

DAYANANDA SAGAR OF ART SCIENCE AND COMMERCE

Marketing Club Event Feedback Form

We value your opinion! Please take a minute to provide your feedback about the recent event organized by the Marketing Club.

NAME: Chinmaye petkar HS COURSE/SEC: B.Com 'A'

Event Name : Brand Battle fest

Date: 10/11/2025

1.Overall Experience:

How would you rate the event overall?

(Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)

☐ 1 ☐ 2 ☐ 3 ☒ 4

2. Were there any issues or concerns with the event setup or execution?

~~None~~ NO there were no issues.

3. Suggestions for Improvement:

a. What did you like most about the event?

It was conducted in a disarming manner.

b. What did you like least about the event?

That they were more chaos of the students

c. Do you have any suggestions for future events?

Nope.

4. Additional Comments:

a. Any additional comments or feedback about the event?

—

Thank you for taking the time to provide your feedback!

DAYANANDA SAGAR OF ART SCIENCE AND COMMERCE

Marketing Club Event Feedback Form

We value your opinion! Please take a minute to provide your feedback about the recent event organized by the Marketing Club.

NAME: Gunpreeth Akhilesh COURSE/SEC: B. Com I Sem
Ganesh Gowtham A Sec

Event Name : Brand Battle Fest.

Date: 10/11/2025

1. Overall Experience:

How would you rate the event overall?

(Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)

☐ 1 ☐ 2 ☒ 3 ☐ 4

2. Were there any issues or concerns with the event setup or execution?

No.

3. Suggestions for Improvement:

a. What did you like most about the event?

Good.

b. What did you like least about the event?

c. Do you have any suggestions for future events?

4. Additional Comments:

a. Any additional comments or feedback about the event?

Thank you for taking the time to provide your feedback!



**DAYANANDA SAGAR COLLEGE OF
ARTS, SCIENCE AND COMMERCE**
Kumaraswamy Layout, Bangalore - 560111
(Affiliated to Bangalore University, Approved by AICTE,
NAAC Accredited)



Internal Quality Assurance Cell

Name of the Activity: Brand Battle Fest

Department: BBA

Date: 10/11/2025 Time: 2:00 PM

Sl. No	Student Name	Reg. No.	Dept.	Signature
1	Syed Riyan Pasha	U03CJ250244	B.com	
2	Syeda A. Jareen	U03CJ250348	B. Com	
3	Pranav Varshman	U03CJ250234	B. Com	
4	A. Saniya Khanum	U03CJ250003	B. Com 'E'	Saniya Khanum
5	Varshini Kothiyal Suresh	U03CJ250374	B. Com 'E'	Varshini
6	Samrati Diwadi R	U03CJ250290	B. Com 'E'	Samrati
7	KARPURI THAKUR	U03CJ250429	B. Com 'E'	Karpuri
8	Lalshan Kumar	U03CJ250156	B. Com 'E'	Lalshan
9	Karthik Das	U03CJ250300	B. Com 'E'	Karthik
10	HARDEK KUMAR	U03CJ250102	B. Com 'E'	Hardek
11	Khalid Sharief	U03CJ250136	B. Com 'E'	Khalid Sharief
12	Syed Saad	U03CJ250315	B. Com	Syed Saad
13	Md Shahid. S	U03CJ250192	B. Com 'E'	Md Shahid
14	Syed Zayyan Fuzail	U03CJ250347	B. Com 'E'	Syed Zayyan
15	Syed Umair Ahmed	U03CJ250346	B. Com 'E'	Syed Umair
16	Dilip	U03CJ250001	B. Com 'E'	Dilip
17	Sanjay. Kumar. M	U03CJ250105	B. Com 'E'	Sanjay
18	Anusika Jange	U03CJ250029	B. Com 'E'	Anusika
19	Hithaishi N. Thungga	U03CJ250112	B. Com 'E'	Hithaishi
20	Kejra Jain	U03CJ250143	B. Com 'E'	Kejra
21	Syed Rehan	U03CJ250343	B. Com 'E'	Syed Rehan
22	Chandras. M. H	U03CJ250050	B. Com 'A'	Chandras
23	Anagha. K. R	U03CJ250022	B. Com 'A'	Anagha
24	Chinmayi P. H. H	U03CJ250063	B. Com 'A'	Chinmayi
25	ANKITHA SHREYA RAO	U03CJ250025	B. Com 'A'	Ankitha
26	ANNA MUZAMUL	U03CJ250021	B. Com 'A'	Anna
27	Disha CS	U03CJ250051	B. Com 'A'	Disha
28	Akhilesh. S	U03CJ250018	B. Com 'A'	Akhilesh
29	Alkesh. B. B	U03CJ250016	B. Com 'A'	Alkesh

30	Ashu S	U03CJ320003	B.Com 'A'	Ashu S
31	Chiranjeev m	U03CJ320004	B.Com 'A'	Chiranjeev m
32	Charan S	U03CJ320007	B.Com 'A'	Charan S
33	Gurupreet H	U03CJ320098	B.Com 'A'	Gurupreet H
34	Gowtham Kumar	U03CJ320095	B.Com 'A'	Gowtham Kumar
35	Gauresh G.M	U03CJ320094	B.Com 'A'	Gauresh G.M
36	Darshan G.S	U03CJ320071	B.Com 'A'	Darshan G.S
37				
38				

Event Coordinator Name: Prof. Vidhyashree, Prof. Lokeshwari D.V

Signature: Prof. Rajendra Kumar Prof. Jayashree

10/11/2025

Team - 2. Judgment Sheet - 2

Amazon Prime ~~vs~~ Netflix

> Chennayya petikam H S

> Disha C.S.

> Ankitha Shreya Rao H.

vs Netflix

> Anna Muzamil

> Anagha

> Chandas M.

Team - 1 iPhone

Chiranjeeve.m

Charan.S

Darshan.G.S

Hitesh

VS

Team - 2.

Samsung

Gurupreet.H

Ganesh.M

Gowtham Kumar.K

Akhilesh.

Team - 3

Keerpa Jain

Anushka

Hitaishi

Rehan Khadvi

vs McDonalds

Syeda Aghum

Poonam

Sameer Diwanji

Subas V

Sign of Judges
Alidyal



Judgement Sheet -1

TEAM - 1.

v/s

APPLE

1. Presentation (10) - 4
2. Topic Content (10) - 5
3. Confidence level (10) - 5
4. Communication (10) - 4
5. Clarity (10) - 4

Net/Net

- 6
- 7
- 8
- 7
- 6
- Mc.D
- 5
- 6
- 7
- 7
- 8



Samsung.

- 4
- 5
- 5
- 4
- 4

Amazon Prime

- 6
- 6
- 7
- 6
- 5

Burger King

- 5
- 6
- 7
- 6
- 5

Toyota
6
7
4
6
6

Honda .

7

6

5

6

6 .

Sign of Judges
Vidya
Kavya