

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC) Cell

Workshop on Marketing Research and Competitive Analysis

Department: MBA-BU

Date: 18 May 2022

Sl. No.	Particulars	Event-related Details			
1	Event*	Workshop on Marketing Research and Competitive Analysis			
2	Title of the Event	Workshop on Marketing Research and Competitive Analysis			
3	Date	18 May 2022			
4	Time	09.00 am – 12.15pm			
5	Venue	Classroom			
6	Resource Person 1 Details** (Profile to be enclosed)	Prof Col Prasanna Kumar			
7	Topics Covered	Market research and New areas in Research			
8	Resource Person 2 Details** (Profile to be enclosed)	NA			
9	Topics Covered	NA			
1	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	1	External:	NA

Sl. No.	Particulars	Event-related Details			
1	No. Student Participants (Enclose a copy of names with signatures)	Internal:	60	External:	NA
1	Faculty Coordinator/s	Dr J Vijaya Kumar			
1	Student Coordinator/s	Aishwarya			
1	Total Expenditure (Details to be enclosed)	NA			
1	Sponsors and Amount (if any)	NA			
1	Agenda of the Event (Enclose a copy)				
1	Report uploaded on college website? If yes, give details:	https://www.dscasc.edu.in/mba-department-initiativees			
1	Report sent to media? If yes, give details:	No			
1	Report uploaded in Social Media? If yes, give details:	https://www.facebook.com/photo/?fbid=315445496866441&set=pcb.315446590199665			
2	Certificates Printed? (Enclose a copy***)				
2	Feedback Collected? (Enclose a copy***)				

Sl. No.	Particulars	Event-related Details
2	Summary of the Event (Minimum 100 words)	An Innovation Workshop was conducted for MBA 1 st Semester, Section C students. Students were grouped into syndicates of 5 (3 male and 2 female) each. The groups were briefed about research Methods and Various new areas in Research. Various strategic methods and statistical methods are involved in the analysis and interpretation of the research tools. They were asked to develop a mobile App that would help in solving their chosen process/step in Research methods. The same was required to be presented to the whole class on the board, using visual and verbal explanations. Each syndicate was given 5 mins to explain their innovation.
2	Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	Attached.

Notes:

* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Name / Organization / Designation / Area of Expertise


*** Format Copy needs to be attached and hard copy need to be filed

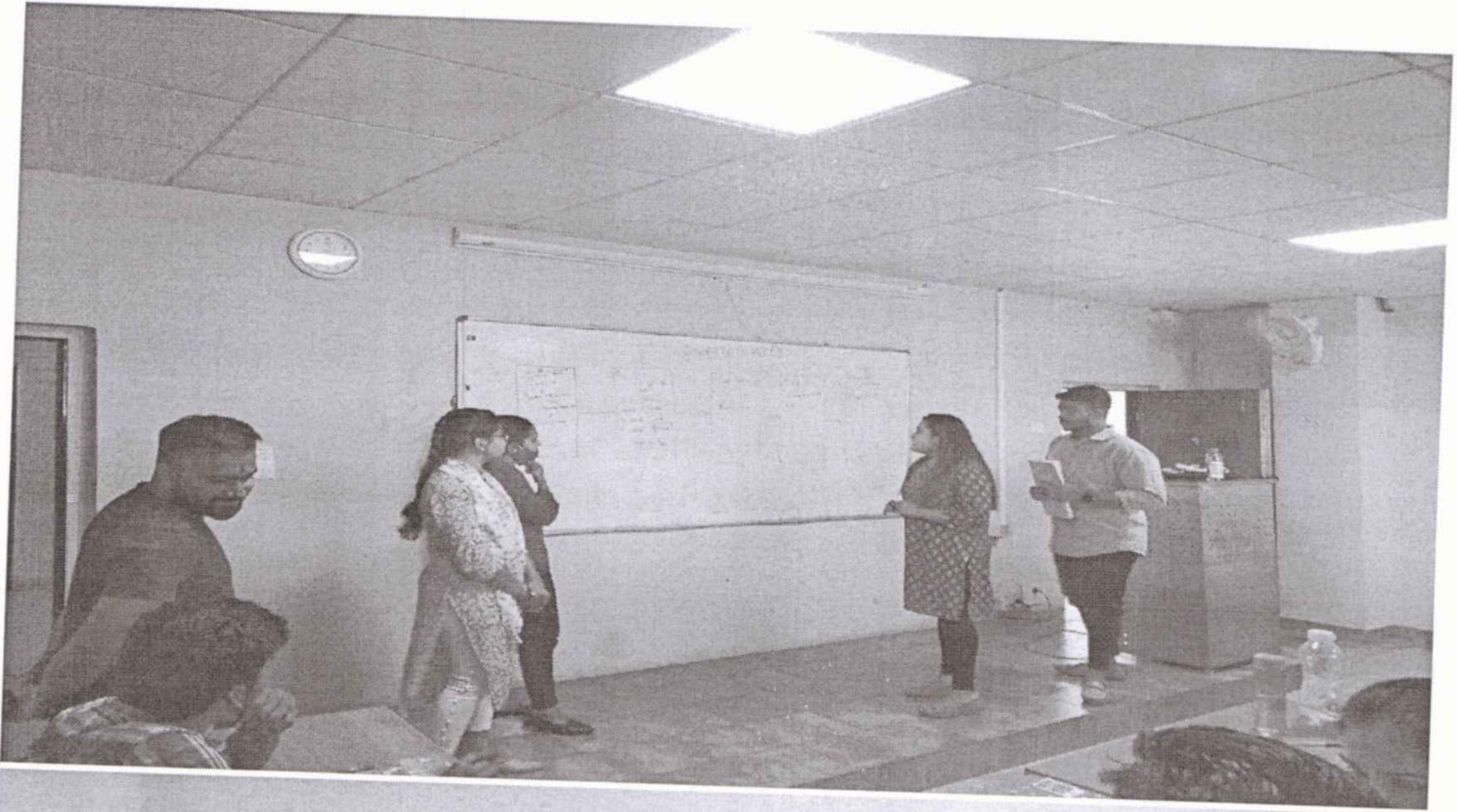
PS: Whichever column is not applicable, write as NA.


Event Coordinator


HOD/Director

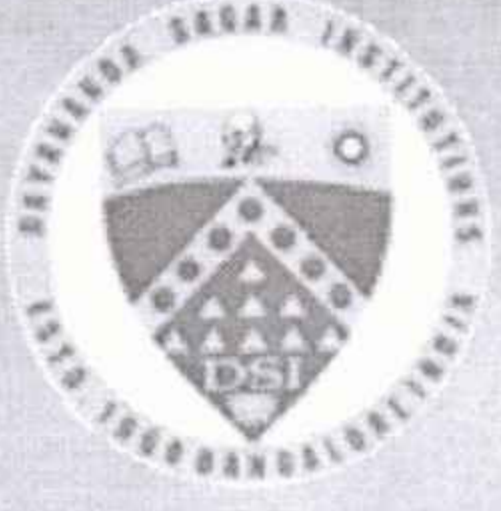

IQAC


Principal









DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE



Shavige Malleshwara Hills, Kumaraswamy layout Bengaluru - 560111

(Affiliated to Bangalore University)

Recognized by the Government of Karnataka and Accredited by NAAC

Department of MBA


Workshop on


Marketing Research and Competitive Analysis



Resource Person

Prof. Col Prasanna Kumar

 18-05-2022, 09.00 am – 12.15pm

 Room No. 601, MBA Class Room

All are Welcome

Staff

HOD

IQAC Coordinator

Vice-Principal

Principal



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

DEPARTMENT OF MANAGEMENT STUDIES

ECONOMICS (MARKETING RESEARCH AND COMPETITIVE ANALYSIS) WORKSHOP-2

1st SEMESTER 'C' SECTION (2021-2023)

DATE: 18-05-2022

TIME: 9:00 AM-12:15 PM

Sl. No.	Name	Temporary Roll #	Signature
1	ABHISHEK G	2021MBP048	Abhishek
2	ADITYA S MAHESHWARI	2021MBM004	Aditya
3	ASHOK KOPPAD	2021MBM011	Ashok
4	BHAGYASHREE G SARODE	2021MBM013	Bhagyashree
5	CETHAN J	2021MBM015	Cethan
6	CHIRAG KR	2021MBP050	Chirag
7	GANESH KP	2021MBM021	Ganesh
8	GURUPRASAD JR	2021MBP009	Guruprasad
9	KEERTHANA SURESH	2021MBM027	Keerthana
10	LIKHITH YK	2021MBM029	Likhith
11	LOKESHWARAN N	2021MBM031	Lokeshwaran
12	MAHATHI ARKANATH	2021MBP015	Mahathi
13	MAHESHWARI	2021MBP053	Maheshwari
14	MANOJ P	2021MBM034	Manoj P
15	MOINUDDINFAHAD	2021MBP018	Moinuddin
16	MURALI P	2021MBP070	Murali
17	NANJUNDESH V JALIHAL	2021MBM036	Nanjundesha V Jalihal
18	NEETU AANJANA M	2021MBP021	Neetu
19	NIDHI SHREE M	2021MBM039	Nidhi
20	PAVAN H	2021MBP024	Pavan

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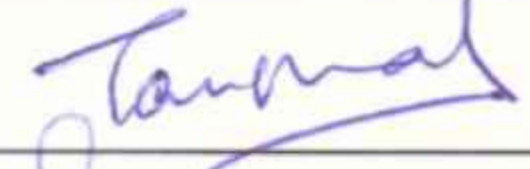

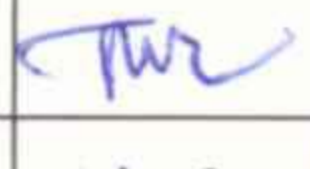
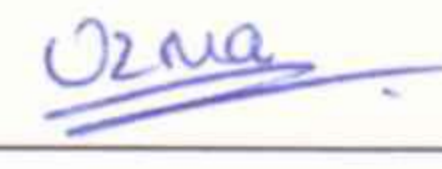


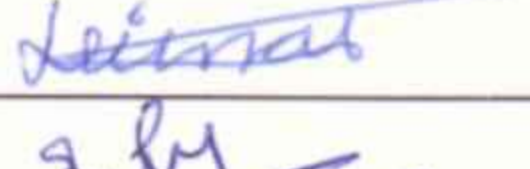


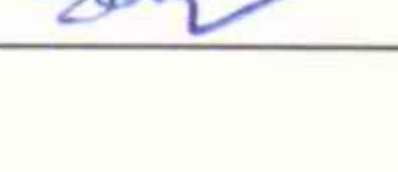
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21	PAVAN S KARASTHALMATH	2021MBM043	Pavak
22	PRADEEP A	2021MBM091	Pradeep A
23	PRADYOT KG	2021MBP055	Pradyot
24	PRIYAL	2021MBM048	Priyal
25	RAHUL D	2021MBM049	Rahul
26	RAM RATHISH D	2021MBM052	Ram R D
27	SABYASAI PANIGRAHI	2021MBM055	Sabyasai Ph
28	SAHANA S	2021MBM057	Sahana
29	SAMBIT NAYAK	2021MBM058	Sambit Nayak
30	SANDESH GOWDA MS	2021MBM059	Sandesh Gowda
31	SANJANA S	2021MBP029	Sanjana S
32	SANKET AITWADE	2021MBP074	Sanket
33	SAUD KHAN	2021MBM064	Saud Khan
34	SAYED SUHAIB AHMED	2021MBM065	Sayed Suhaib Ahmed
35	SHAMRAO	2021MBP030	Shamrao
36	SHARAT GANESH SHETTY	2021MBP058	Sharat Shetty
37	SHIVANI D	2021MBM069	Shivani D
38	SHREE SAI VAIBHAV R	2021MBM071	Shree Sai Vaibha
39	SHWETHA CK	2021MBP060	Shwetha
40	SPOORTHI S	2021MBP062	Spoorthi S
41	SPOORTHY T	2021MBP034	Spoorthy T
42	SRENIKA SUNIL MHALSEKAR	2021MBP035	Srenika Mhalsekar
43	SUHAS NS	2021MBM077	Suhas NS
44	SUKRUTH BS	2021MBP064	Sukruth BS
45	SUMUKHA S	2021MBM079	Sumukha S
46	SUSHMA P	2021MBP076	Sushma P
47	SWATHI GC	2021MBP077	Swathi GC
48	SWATI G HIREMATH	2021MBP036	Swati G Hiremath



49	SYEDA MUSKAAN	2021MBP079	
50	TANMAY C SAPRA	2021MBP037	
51	TEERTHA KUMAR KN	2021MBP038	
52	THAIKADAN SOORAJ SUKUMARAN	2021MBP080	
53	UMA AS	2021MBM082	Uma.A.S.
54	UZMA AFZAL KHAN	2021MBM083	
55	VENNILA S	2021MBM085	
56	VINAYAKUMAR DONTA	2021MBM087	
57	VINAYKUMAR BHAT	2021MBP044	
58	SANJU SIMRAN	2021MBM094	
59	NITHIN A	2021MBM097	
60	GANESH M HALWAGAL	2021MBM100	

Sl.No.	Faculty Names	Signature
1	Dr. Kadambini Katke Professor	
2	Prof.T.Nayana Assistant Professor	

