

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(Unit of Alva's Education Foundation (R), Moodbidri)

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Shobhavana Campus, MIJAR-574225, Moodbidri, D.K., Karnataka

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

CONSOLIDATED FORUM ACTIVITIES REPORT

REPORT ON HR FORUM ACTIVITY

DATE: 28/7/2023

TIME: 1.40 PM TO 4.30 PM

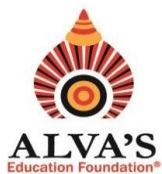
VENUE: Auditorium of Alva's Institute of Engineering & Technology

Introduction:

On 28th July, HR Forum of Alva's Engineering & Technology of MBA Department conducted the activities. The program was initiated by Harshitha V Shetty, assistant Professor along with HR coordinators Suhan and Jasmine.

ROUND 1- HR TERMINOLOGY

The HR Forum Activity, commenced with an engaging and interactive session on HR Terminology. This first round aimed to familiarize participants with essential HR concepts and terminologies through a creative exercise involving jumbled words by dividing them into 5 groups.



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HR FORUM ACTIVITY

The HR Terminology round kicked off with an introduction to the significance of HR terminology in the field of Human Resources. The main objectives of this session were:

- i. To improve participants' understanding of HR-related concepts and terms.
- ii. To promote active engagement and participation through a fun and challenging exercise.
- iii. To foster teamwork as participants collaborated to solve the jumbled word questions.

Participants were provided with a PowerPoint presentation containing 20 jumbled words related to HR terminology. They were instructed to write down their unscrambled answers on paper within a given time limit.

Second Round: Video Observation

Judges: Vishnu Prasanna, Neeraj Rai & Harshitha Shetty

The second round of the HR Forum Activity centred on video observation, a dynamic session designed to explore real-world scenarios and their applicability to the HR field and



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management world. Participants engaged in active observation and analysis of video clips, followed by selecting two representatives to present their observations.

The Video Observation round aimed to:

- i. Develop participants' ability to relate real-life situations depicted in videos to HR and management practices.
- ii. Encourage critical thinking and analysis of various workplace scenarios.
- iii. Enhance presentation and communication skills through group discussions and individual presentations.

Organizers curated a series of video clips portraying diverse workplace situations, Where Participants were asked to observe the selected videos, noting key observations and identifying connections to HR practices and management principles. They then engaged in lively group discussions, exchanging perspectives, and drawing insights from each other's observations. Two representatives were selected to share their analyses regarding the video.



Video Observation event



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Last Round: Job Advertisement

Judges: Prajwal Kulal, Neeraj Rai, Johnson Fernandes

The final round of the HR Forum Activity focused on the art of crafting effective job advertisements. Participants were assigned specific job roles to create job advertisements within a given time limit. This interactive session aimed to enhance participants' creativity, communication skills, and understanding of crafting compelling job advertisements.

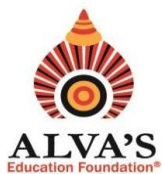
The Job Advertisement round had the following objectives:

- i. To provide participants with practical experience in developing compelling job advertisements.
- ii. To foster teamwork and collaboration as participants worked together to create impactful advertisements.
- iii. To encourage creativity and innovation in presenting job roles and company.

Each group was given a specific job role to advertise. Groups were given a designated time to design their job advertisements on chart paper. They were encouraged to incorporate attractive visuals, and essential job details to make their advertisements stand out. After the preparation time, each group presented their job advertisements to the rest of the participants.



Job Advertisement event



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Conclusion

The HR Forum Activity successfully provided participants with a comprehensive understanding of HR terminology, observation skills through video analysis, and the art of crafting effective job advertisements. Participants gained practical knowledge and insights that will contribute to their growth as HR professionals. We express our gratitude to all participants, facilitators, and organizers who made this event possible and look forward to future engaging and enriching HR activities.



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MOCK PRESS ACTIVITY REPORT

DATE: 8/4/2022

TIME: 2.30 PM TO 4.30 PM

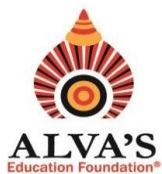
VENUE: Auditorium of Alva's Institute of Engineering & Technology

Alva's Institute of Engineering and Technology, PG department of Business administration organized a 'Mock Press' on the theme International politics on 08/04/2022 Friday at 2.30 PM in the auditorium.



Mock press event

Students of first year were divided into 10 groups consisting of 12 members each in team .3 members from each team were the panelist and one member from all the other teams enacted



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as press members. The personalities given to the teams were Vladimir Putin, Volodymyr Zelensky, Joe Biden, Narendra Modi, HE Mohammad Sansusi Barkindo, Qamar Javed Bajwa, Mahendra Rajapaksha, Imran Khan, Mansukh Manadaviya and Rahul Gandhi.

Each team was given 10 mins -2 mins for the opening remarks and the reason for the press meet by the panelists, 6 minutes for the questions by the press and 2 mins by judges and audience.



Mock press event

Muthamma from I Year MBA welcomed the gathering and was the moderator of the event.

Mrs Priya sequeria HOD, PG Department of Business Administration, Mr Neeraj Rai Faculty member and Ms Mary D'souza, VP student council judged the mock press.



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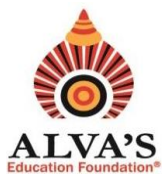
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All the students actively participated in the event .Team Iconic bagged first place, Team yukti bagged second place,and the mock press winded up at 5.30 PM

Members of the faculty were present during the event.



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REPORT ON MARKETING QUIZ

Date: 21/04/2022

Time: 10:00 am to 11:00am

VENUE: Auditorium of Alva's Institute of Engineering & Technology

Alva's Institute of Engineering and Technology Department of MBA conducted Quiz Competition and organised by Gurucharan and team on 20-4-2022 at 2:30 in Auditorium.



Ms. Priya Sequeiria HOD of MBA , Mr. Neeraj Rai , Ms. Harshita Shetty, Dr. Vishnuprasanna and the Students of first year MBA were presented in the Quiz Competition.



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They conducted 5 rounds in Quiz Competition, for all the 5 rounds 3 each were participated..

There were 10 team consisting of 12 members in each team .The teams are:

- 1.Yukthi , 2.Wolverine , 3. Invictus , 4. Fusion, 5. Magnum, 6.Dumbledores army ,
- 7.Falcons 8. Phoenix , 9. Iconic , 10. Mavericks .

The First round is MCQ and Brand Ambassador

RULES:

1. Each team gets 2 Question
2. 20sec to Ans each question
3. +10 for the right answer
4. No passing of questions
5. No negative marks
6. Only one chance to answer

The Second round is Connecting Emojis.

RULES:

1. Each team gets 2 questions
2. +10 for the right Answer
3. +5 if passed
4. The question is passed only Twice
5. First team gets 20 sec to Answer, Next passed will get 10 sec each
6. No negative marks

The Third Round is Advertisement

RULES:



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1. Total of 15 questions will be asked
2. The once who know can Buzzer
3. +20 for right answer and -10 for wrong
4. First 3 team will get the chance to Answer

The Fourth Round

RULES:

1. Each team will be provided with 60sec to Answer 10 questions
2. Each question carries 10 points
3. Number of questions Rightly answered will be rewarded with points

The Fifth round is -Fast and Furious - Logos and taglines

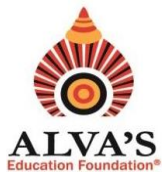
RULES:

1. Each team gets 3 questions
2. +10 for the right answer, -5 for wrong, No negative if not attempted
3. Team gets 20 sec to answer to each question
4. Other teams can Buzzer , if they know the answer, +10 points for the right answer and -5 for wrong

There has also 2 Options:

1. Red Card : If you are so sure about the answer you can use this card if the answer is right you will be getting bonus of +30 points and if the answer is wrong Then -30 . It can be used only once.
2. Yellow Card: If you are not sure take achieve You will not loose any points it can be used only once....

After this competition Priya sequera Given feedback about these program and
Congratulated the organizers and participants..



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REPORT ON HR FORUM ACTIVITY

DATE: 9-06-2023

TIME: 1:40PM – 04:45PM

VENUE: AIET AUDITORIUM, MIJAR

INTRODUCTION:

On 9-06-2023, Friday MBA students of HR Forum of Alva's Engineering & Technology conducted Forum Activity. The event was organized under the guidance of HR coordinators, Mrs Harshita Ma'am and Mr Prajwal b Kulal. HOD Mrs Priya Sequeira and the lecturers of MBA department Dr Vishnu Prasanna, Mr Johnson Fernandes, and Mr Guruprasad Pai were present to witness the event and along with the student HR coordinators Jasmine and suhan.

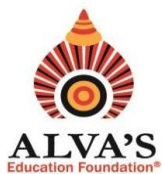
The forum activity was started at 1:40 PM. The students were from different specialization. The program started with various Events that were conducted for the students. And the students participated according to their groups. The details of the rounds are as follows:

QUIZ

The first activity organized was a quiz that consisted of two rounds. In the initial round, the students participated in a question and answer session where they showcased their knowledge of HR concepts, practices, and theories. The second round was a creative twist where the students had to guess HR-related terms based on clues provided by the organizers. This activity tested their knowledge, critical thinking skills, and ability to apply HR concepts in different scenarios. In this round there were 3 participants from each team.

BALLOON GAME RELATED TO HR

Second round of the activity was Guessing the HR word, in this round two participants from each team had to take part. The game was like one partner had to balance the balloon and talk



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about that HR word without taking that particular word and to balance balloon without letting it touch the ground. This activity encouraged communication, coordination, and the development of interpersonal skills.

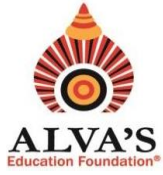
ROLE PLAY

The final activity was a role play session, in this round there were 3 participants from each group, where the students were given HR-related scenarios and had to enact them. This activity allowed the students to apply their theoretical knowledge to practical situations, enhancing their problem-solving and decision-making abilities. The role plays were judged by Mr Johnson Fernandes, Mrs Harshitha Shetty, and Mr Prajwal b kulal, who provided valuable feedback and insights to the participants.

The event was graced by the presence of the following lecturers: Mrs Harshitha Shetty, Mr Johnson Fernandes, Dr Vishnu Prasanna, Mr Guruprasad Pai, Mr Prajwal b Kulal and our HOD Mrs Priya Sequeira. Their support and guidance added value to the event.

STUDENT FEEDBACK:

The HR activities received positive feedback from the participating students. They expressed their enjoyment and satisfaction with the event. The interactive nature of the quiz, the excitement of the balloon game, and the practical learning experience through role play were highlighted as the highlights of the event.



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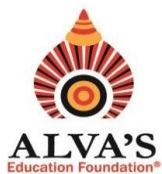
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HR FORUM ACTIVITY

CONCLUSION

The HR activities conducted by the HR Forum for the MBA students of Alva's College, under the guidance of Mrs Harshita and Mr Prajwal, was a success. The quiz, balloon game, and role play activities provided an interactive platform for students to enhance their HR knowledge, teamwork, and practical skills. The presence and support of the lecturers added value to the event, and the positive feedback received from the students indicates the effectiveness of the activities. The HR Forum, along with the student coordinators Suhan and Jasmine, are commended for their efforts in organizing a successful event.



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A REPORT ON POSTER MAKING AND PRODUCT RELAUNCH CONDUCTED BY TEAM REVOLUTIONARIES

Date: 13/04/2023

Time: 10:00 am to 11:00am

Venue: MBA Block ROOM NO:101



Students presenting the Innovative products

On 13th April 2023, PG department of 1st MBA sec B Students had organised activity of poster making and presentation on product relaunch, conducted by team revolutionary. The judges for the event were Priya Sequeira, Harshitha Shetty, Neeraj Rai. All other faculty members were



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present for the Activity. The objective of this activity was to enhance the student's creativity and presentation skills.

Procedure:

5 teams had participated, from each team five members presented their product. Each team came up with their unique product and with unique features, and also judges raised some questions for the participants about their product, which made event very interesting. The teams were judged based on their creativity thinking, delivery and their overall performance.

Results:

All the teams were well prepared and informative. The judges and also faculty members are impressed by the efforts put by the students.

At the end, the top three teams are announced, first place was bagged by 'Team Iconic' and their product was crunch munch. The second place was given to 'Team Marvellous' and their product was nano car. And the third place to 'Team Achievers' and their product was Hike app.



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Students presenting the Innovative products

Conclusion:

The poster making and product relaunch activity was success, it helped students to think creatively and also to develop their presentation skill and enhanced their creativity.



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A REPORT ON CRISIS MANAGEMENT By TEAM DISRUPTORS

Date: 04-05-2023

Time: 2:00pm-3:00am

Venue: MBA 'A' classroom



Crisis Management Activity

On 04th May 2023, a 'crisis management' activity was conducted by team 'Disruptors'. Some scenarios were given to participants. The faculties are Mr. Prajwal B.K and Mr. Neeraj Rai were present on that day. The main objective of this activity is to enhance critical thinking & quick decision making.

PROCEDURE:

The topics from the activity were given to the teams on spot, each team will be given 10 minutes to prepare for the given situation. After that every team will get 10 minutes for performance. First 3 minutes was given to defend themselves on given topic. Next 5 minutes was questioning



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session from judges and last 2 minutes was given to audience for questioning. All team members are participated actively.



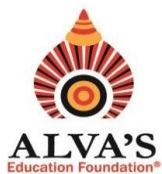
Crisis Management Activity

RESULT:

In this activity, Team 'SPARKLES' got the first place, Team 'ALPHA' got second place & Team 'FREE SPIRIT' got third place.

CONCLUSION:

This activity gives importance to critical thinking, handling situation etc and also helps to devise strategies to come out of uncertain conditions and also decide on the future course of action.



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A Report on New product/service development conducted by Iconic

Date: 27-04-2023

Time: 10.00am-11.45am

Venue: MBA 'B' classroom



New product /service development activity

On 27th April 2023, a 'new product and service development' activity was conducted by team 'Iconic' on the topic related to introducing product with company/brand name, product name, logo, tagline and strategies. All the faculties Mrs. Harshitha Shetty, Mr. Prajwal B.K, Mrs. Maithri, Mr. Johnson Fernandez, DR. Catherine Nirmala J and Mr. Neeraj Rai were present on that day. The main objective of this activity is acquiring innovative ideas, improve communication and team building

Procedure:



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The topics from the activity were given to the teams on Monday 22th April 2023 to allow teams to prepare on their topics. The topics covered a range of new product and its strategies, financial statements and progressive statement. The rules were specified before the event.



New product /service development activity

The activity was unique in itself because it was held based on financial statements. 5 teams in each team 5 presenters were presenting different and unique strategies. Maximum 10 minutes were given to each group.

Result:

All the students were participated very well in the event. Team 'Revolutionary' got the first place. Team 'Achievers' got second place and Team 'Marvelous' got third place.

Conclusion:

The New product and service development activity was success by providing knowledge to the students and improve their skills, communication and presentation skills in challenging environment.



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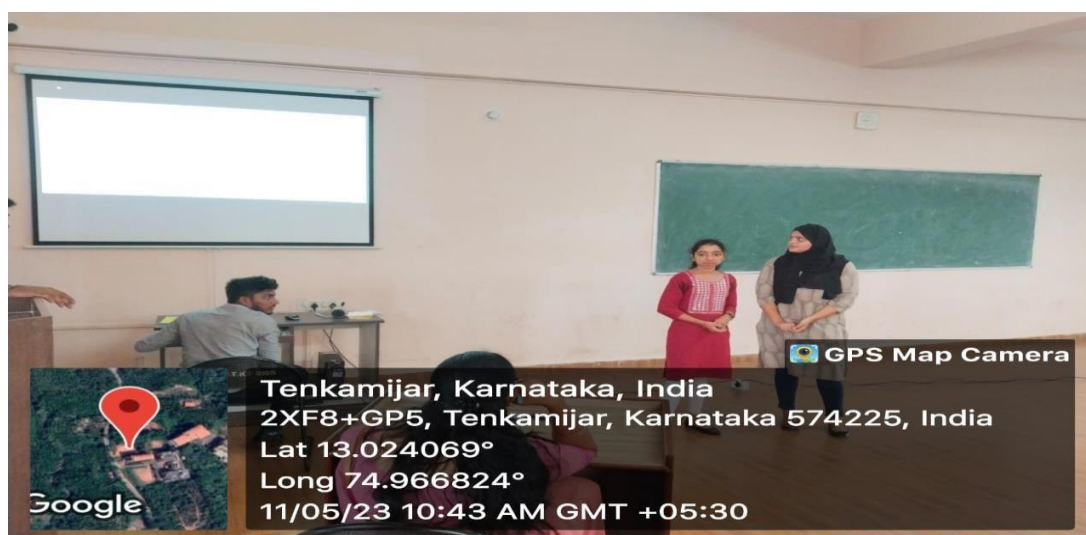
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A REPORT ON ADVERTISEMENT SHOOTING CONDUCTED BY TEAM STORM BRIGADE

Date: 11-05-2023

Time: 9.50am-10.40am

Venue: MBA 'B' classroom



Advertisement shooting

On 11th May 2023, 'Advertisement video shooting' activity was conducted by team 'Storm Brigade' based on the existing or new product. All the faculties Mrs. Priya Siqueira, Mrs. Harshitha Shetty, Mr. Prajwal B.K, Mr. Guruprasad Pai, Mrs. Maithri and Mr. Neeraj Rai were present on that day. The main objective of this activity is to provide knowledge about present trend in advertisement to the students.

Procedure: The rules for the activity were given to the teams on Wednesday 29th April 2023 to allow teams to prepare. The participants are required to make an advertising video for the product or service that is not more than 180 seconds long and also prepare ppt presentation.



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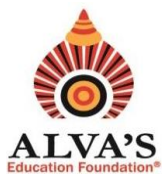
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The presentation is based on the Ad description and strategy. It includes ad frequency (the average number of times your ad is displayed), ad appeal, ad media, etc



ADVERTISEMENT SHOOTING

The general rules and regulations was Team members should enact the advertisement and limit advertising video to 180 seconds. There should be no exposure to biasness against any caste or community or religion through the advert. Ad video should be of original content (no copying from internet). Presentation time limit was 2+1 minutes. (2 members). Breaching the rules was not at all entertained and also Make sure of the audio is clear and easy to understand. Usage of vulgar expressions and language was not entertained. The product/service can be existing or new product. Name or company name should not be copied.



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ADVERTISEMENT SHOOTING

Result:

All the students were participated very well in the event. Team 'Achievers' got the first place. Team 'Master minds' got second place and Team 'Marvelous' and Team 'Revolutionaries' got third place.

Conclusion:

The advertisement activity was success by providing knowledge to the students and improve their knowledge in present market and advertisement.



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A REPORT ON GENERAL QUIZ CONDUCTED BY TEAM ACHIEVERS

Date: 20-04-2023

Time: 9.50am-10.40am

Venue: MBA 'B' classroom

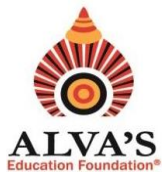


Quiz competition

On 20th April 2023, a 'general quiz' activity was conducted by team 'Achievers' on various topics related to current affairs. All the faculties Mrs. Priya Siqueira, Mrs. Harshitha Shetty, Mr. Prajwal B.K, Mr. Guruprasad Pai, Mrs. Maithri and Mr. Neeraj Rai were present on that day. The main objective of this activity is to provide general knowledge to the students.

Procedure:

The topics from the activity were given to the teams on Wednesday 19th April 2023 to allow teams to prepare on their topics. The topics covered a range of current affairs. The rules were specified before the event.



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Quiz competition

The quiz was unique in itself because it was held based on bidding. 6 teams were divided into 2 teams among themselves. On the day of event, three members from each team were participated in the first round. Points were given based on the answers. In the second round, 2 members were participated and questions were asked about different areas like marketing, movies, business etc.

Result:

All the students were participated very well in the event. Team 'Storm Brigade' got the first place. Team 'Iconic' got second place and Team 'Revolutionaries' got third place.

Conclusion:

The general quiz activity was success by providing knowledge to the students and improve their knowledge in current affairs.



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A REPORT ON MOCK PRESS ACTIVITY CONDUCTED BY TEAM FREE SPIRITS

Date: 20-04-2023

Time: 11.50 am – 12.40 pm

Venue: MBA 'A' Classroom



Mock press Event

On 20th April 2023, a 'mock press' activity was conducted by team 'Free Spirits' on various topics related to current events. Mr Neeraj Rai and Ms Priya Sequeira were called in as the judges for this activity. All the other faculty members were present. The objective of this activity was to help students to develop their communication and presentation skills and to learn more about current events.

Procedure:

The topics from the activity were given to the teams on Monday 17th April 2023 to allow teams to prepare on their topics. The topics covered a range of current issues related to the business world. The rules were specified beforehand.

On the day of the activity, three members from each team presented their topics acting as if they were in a press conference. The rest of the team members were to act as the media



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personnel and ask questions to the other teams. The judges also posed some questions. The teams were judged based on their content, delivery, and their overall performance.

Results:

All the teams were well-prepared and informative. The judges were impressed by the efforts put in by the students.

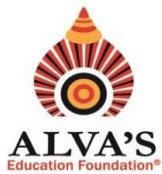
At the end, the top three teams were awarded prizes based on their performance. The first place went to 'team extremes' who presented as the External Affairs Minister of India, explaining the decision of crude oil purchases from Russia. The second place was bagged by 'team Disruptors' presenting as Mr Ratan Tata explaining the acquisition of Air India. The third place was won by 'team Dominators' presented as the Home Minister of India, explaining why Hindi should be used as the national language.



Mock press Event

Conclusion:

The mock press activity was a success, providing students with the opportunity to develop presentation skills and stay updated on current affairs.



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A REPORT ON CAPITAL ASCENT

BY TEAM: SPARKLE

Date: 12-09-2023

Time: 11:50-12:40am

Venue: MBA 'A' classroom



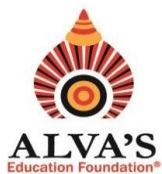
Student pitching their Plans with the judges

On 12th September 2023, a 'Capital Ascent' activity was conducted by team 'Sparkle'. This activity is mainly related to investment, the faculties are Mr. Johnson Fernandez, Mr. Guruprasad pai, Mr. Prajwal BK, Ms. Priya Sequeira. Ms. Maithri, Ms. Harshitha V Shetty, Dr. Vishnu Prasanna KN were present on that day.

RESULT:

In this activity, Team 'Disruptors' got the first place, Team 'Alpha' got second place

CONCLUSION:



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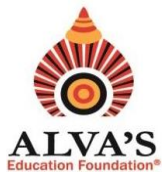
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This activity gives importance to critical thinking, handling situation etc and also helps to devise strategies to come out of uncertain conditions and also decide on the future course of action and also more knowledge about investment.



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A REPORT ON WEEKLY ACTIVITY BY TEAM STORM BRIGADE

Date: 06-09-2023

Time: 9:45am-10.30pm

Venue: MBA 'B' classroom

On 6th September 2023, a “**NONVERBAL NEXUS AND TURN COURT**” activity was conducted by team ‘**STORM BRIGADE**’. Some topics were given to participants. The faculties are, Mr. Guru Prasad Pai and Mr.Prajwal B K was present on the day as judges. The main objective of this activity is to enhancing Creativity, convincing skill, improving communication skills.



PROCEDURE:

At first, we divided the participants into five team's .In 1st Round we conducted the Nonverbal Nexus to two members of the all the team. The topics for the activity were given to the teams on spot .One member has to enact on this topic and another member has to make a guess. In



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2nd round we conducted the Turn Court activity to the selected 3 teams from the first round. In this activity 3 Participants from the selected team has to come and speak for and against the topic given by judges and participant has to switch on judges request.

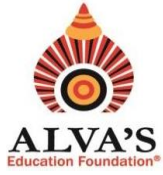
RESULT:

In this activity, Team 'ACHIEVERS' got the first place, Team 'REVOLUTIONARIES' got second place and Team 'ICONICS' got third place.



Nonverbal nexus round

CONCLUSION: This activity can offer participants the opportunity to enhance their critical thinking skills, convincing skill and this activity also promotes active participation, development of communication abilities and good content on topics and ready to tune their words according to given situation.



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A REPORT ON BRAND RANGOLI CONDUCTED BY TEAM ALPHA

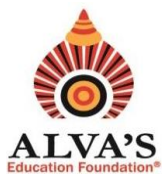
Date: 13-5-2023

Time: 11.40am-12.50pm

Venue: MBA 'A' classroom



Glimpse of Brand Rangoli



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On 13th May 2023, the 'brand rangoli' activity was conducted by team 'Alpha' on the topic related to brand awareness. The faculties Mrs. Priya Sequeira, Mrs. Harshitha Shetty, Mr. Prajwal B.K, were present on that day. The main objective of this activity is acquiring innovative ideas, creativity, and team work.

Procedure:

The instructions of the activities were given to the teams on Monday 8th may 2023 to decide their logo and prepare for the presentation. The rules were specified before the event.

The activity was unique in itself because it was based on creativity. All team members were involved in designing the logo. Maximum 40 minutes were given to all group and 2 minutes for the presentation of the logo which they designed.

Result:

All the students were participated very well in the event. Team 'Free spirit' got the first place. Team 'Dominance' and 'Disruptors' got second place and Team 'X-Team' got third place.



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Conclusion:

The Brand Rangoli activity was success by providing knowledge to the students regarding the logo of different companies. There was full coordination among the team members.



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A REPORT ON THE TRIAD CHALLENGE CONDUCTED BY TEAM ACHIEVERS

Date: 12-09-2023

Time: 1:40-2:40PM

Venue: MBA 'B' classroom



The Triad Challenge

On 12th September 2023, 'The Triad Challenge' activity was conducted by team 'Achievers' on various topics related to presenting a company with Role Play. All the faculties Mrs. Priya Siqueira, Mrs. Harshitha Shetty, Mr. Prajwal B.K were present on that day. The main objective of this activity is conducted to push the presentation skills, acting skills & way of managing a situation of the students.

Procedure:

The topics from the activity were given to the teams on Wednesday 6th September 2023 to allow teams to prepare on their topics. This topic covers team composition, brand ambassador selection, product presentation, and role play. The rules were specified before the event.



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The Triad Challenge

This event was unique because it combined elements of marketing strategy, creative thinking, and role play in a way that challenged participants to think outside the conventional marketing approaches. The requirement of selecting a brand ambassador who is opposite to the product added an intriguing twist, forcing teams to come up with innovative strategies.

Result:

All the students were participated very well in the event. Team 'Revolutionaries' got the first place. Team 'Strom brigades' got second place and Team 'Iconic' got third place.

Conclusion:

The Triad Challenge was successful because it made teams do things in a different way. They had to choose a brand ambassador who was different from their product. This made the event special.