



DEPARTMENT OF COMMERCE

Event Report on Marketing Quiz

Event Coordinator: Mrs. Roopa H S, Associate Professor, RCASC.

Date: 19th January 2023

Time: 2:30 PM to 3:30 PM

Venue: 4th Level

Number of participants: 183

The Dept. of Commerce had organized an event on “Marketing Quiz” under marketing Club on 19th January 2023. The number of students participated in the event are 183

Objectives: Quizzes help students identify what they know and what they don't know. The students then have a better idea of how well they are grasping the material, hopefully motivating them to study more.

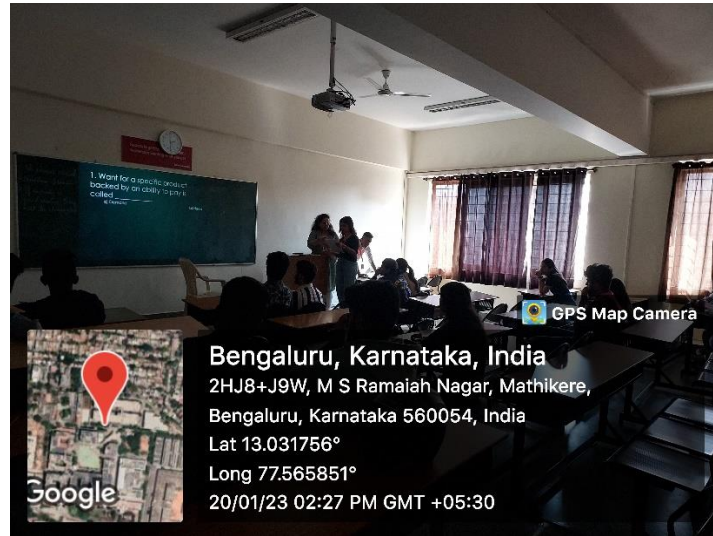
The aim of such events are to enhance the ability of the students in commerce domain. It strives to create better idea among the students in grasping the concepts. This kind of activities motivates students to a very large extent. The classroom learning and understanding plays a vital role in these quizzes.

The event on Marketing Quiz was organized under Marketing Club. There were---- participants/teams registered for the event. The quiz consisted of 3 rounds. The 1st round was the normal multiple questions based on marketing. Based on the performance in this round 20 teams members were shortlisted to the 2nd round. In the 2nd round one on one questions were asked to all the teams equally. Based on the marks scored by the teams in the 2nd round further eligibility of the teams was decided.

Further, after the 2nd round of quiz 8 teams were qualified for the last round. The last round consisted of rapid fire round. Based on the performance of the teams, the highest scorers in the quiz were considered as the winners in the marketing Quiz.

Outcome: This event facilitated in enhancing the knowledge level amongst the students pertaining to marketing. This enabled them to identify the logos and taglines of companies and this also educated the students about the same. Apart from this, quickness in answering questions is also very important during rapid fire round, this can be done with good level of knowledge among the students. These activities enhances the students knowledge level commerce domain and the students also tries to know the level of subject knowledge they possess which is a step provided to the students to improve themselves.

Annexures-dates-check



Vakalaiah
Principal,
M.S. Ramaiah College of Arts, Science & Commerce
MSRIT Post, MSR Nagar
Banqalore - 560 054