



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

On

Classroom Lecture by Mr. Rohit Sharma for BBA Students

BBA Department, RDIAS

On

October 30 , 2018



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FORM A

Proposal :

- **Name Of the event to be organized :** Classroom Lecture by Mr. Rohit Sharma for BBA Students
- **Date :** October 30 , 2018
- **Time :** 11:20 am - 12:10 pm
- **Venue :** RDIAS
- **Organized By:** BBA Department, RDIAS
- **Motivation for the activity :** • Practical approach with theoretical knowledge is the necessity to learn any field. Guest lectures enable the students in enriching the latest updates regarding avenues for higher studies and jobs as well as the need of the industry in marketing domain. The objective of the session was to enlighten students with new marketing concepts.

Form B

Part 1

Aim of the event :

The aim of Class Room Session was to provide greater clarity about various marketing concepts and innovations. The speaker gave practical exposure on marketing domain.

Another benefit of guest lecture is the link that students get to make between what they learn in their textbooks and what they learn from the guest speaker.

Part 2

Abstract :

RDIAS organized a guest lecture on Personal Selling for the students of BBA Vth Semester students. The speaker for the lecture was Mr. Rohit Sharma. The session started with the introduction of the topic and the importance of personal selling. He then introduced the participants to many exclusive examples and challenges in the world economy at large with reference to different marketing practices and theories. He shared his own experiences how and why large corporations can no longer just rely on the old formula that sustained innovation and growth for decades but explained how challenges in marketing domain can be solved by the use of personal selling. Afterwards he explained few theories of marketing like AIDAS, Behavioral Equation Theory, Buying Formula Theory, etc along with whole process of personal selling.

A huge number of questions were asked by students like need of personal selling when advertisement is available, why personal selling when other cheaper source of promotion is available and many more. All the queries were handled in a most satisfactory manner by the speaker. The overall experience was enriching and acquainted the students with application of personal selling along with its importance in today's world.

Part 3

Conclusion

The Class Room session helped students to actually understand the need of personal selling. It was a great learning and enriching experience for students. Guest Lecture exposed students to real-world life experiences from the position of someone who has been there. Students get to see the insight and perspective of the guest speaker's particular field.

SnapShot



Speaker handling the queries of students.



Students actively listening to the speaker