



**RUKMINI DEVI**  
Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

NAAC Accredited, 'A+' Grade(2nd Cycle)  
Category 'A+' Institution by SFRC, Govt of NCT of Delhi.  
Highest category 'A' by Joint Assessment Committee  
of GGSIPU & DHE, Govt. of NCT of Delhi.

## **DOSSIER**

*ON*

*Alumni Class room connect on "changing attitude of consumers towards digital globalisation"*

## **Academic Committee**

*ON*

*18/03/2019*



<b>Title</b>	Submission of Dossier for "Alumni Class room connect on "changing attitude of consumers towards digital globalisation"
<b>Resource Person/Facilitator</b>	Miss Divyanshi Khatter
<b>Date</b>	19/03/2019

#### Summary

### **Web Report on Classroom Lecture on Impact of Digital Marketing**

#### **Title**

**Classroom Lecture on Impact of Digital Marketing** for the students of BBA, II Semester.

#### **Date**

March 19th , 2019

#### **Resource Person/Facilitator**

Miss Divyanshi Khatter, Marketing , BUSI. DEVELOPMENT

EXECUTIVE. Winfort Services.

#### **Summary**

A classroom lecture on Impact of Digital Marketing was organized for students of BBA II Semester (Section Morning C). The prime objective of the lecture was to acquaint students with the concept of digital marketing and opportunities provided by it. Miss Divyanshi had an interactive session with the students where she discussed about the concept of digital marketing, its origin and importance.

New millennium has brought us on the brink of the IT revolution. Internet penetration in India is a key player for this. The same has impacted our advertisers in a big way. Today internet has been accepted as the most powerful tool for promoting the products to overcome on geographical barriers, the concept of digital marketing has evolved. In the session, students were briefed about the concept, different forms of digital marketing channels, like affiliate marketing, content marketing etc. She further explained about Google Analytics, CPC, CPL, CPM, and CPI.

Indeed the session was very informative; students have a great learning experience, as they have acquired immense knowledge and insights regarding digital marketing. It was wonderful learning experience for the students.

#### **Dossier Image**



Ms. Divyanshi Khatter introducing the topic to students



Students of BBA 2 Morning B enjoying the interactive session by the resource person





A healthy interaction between students and the guest



Students of BBA 2 Morning B enjoying the interactive session by the resource person

### *Attachment Closure Report*

#### **Duty Chart**

S.No.	Sub Event	Duty Name	Start Date	End Date	Assigned To	Reviewed By	Review Days
1		Report Submission	18/03/2019	19/03/2019	Shashi Prakash	Anshika Goel	0
2		Photographs	18/03/2019	18/03/2019	Vijay Chaurasia	Smita Mishra	0
3		Providing Captions for the Photographs to be uploaded on Facebook	18/03/2019	18/03/2019	Sakshi Gupta	Radhika Soni	0

4		Pre-updation on Facebook & LinkedIn	12/03/2019	17/03/2019	Ravindra Singh Chauhan	Radhika Soni	1
5		Post-Updation on Facebook & LinkedIn	18/03/2019	19/03/2019	Kiran Ganglani	Radhika Soni	0

## Guest

S.No.	First Name	Middle Name	Last Name	Organization	Designation	Email	Phone	CV	Remuneration	Reference
1	Divyanshi		Khattar	Winfort Services	Business Analyst	dkhatter11@gmail.com	8860788107	Yes	2000	ok

## Event Registration

S.No.	Sub Event	Question	Course	Participation Question	Event Participation Type	Group No.(Min-Max)	Judge Name	Chief Judge Name	Judgment Criteria	Student Coordinators	Event Incharge	Remark
1		Do You Want To Participate ?		Yes	Individual	N/A					Smita Mishra	

## Judgement Criteria

Not required.

## Registration/Participation Detail

S.No.	SubEvent Name	Group Name	Student Name	Enroll No	Mobile	Registration Status
1			Sara Arora	09615901718	8447278644	Participated
2			Saloni Kumar	09315901718	9971941698	Participated
3			Vanshika Sharma	11815901718	9205254378	Participated
4			Prachi Aggarwal	07215901718	9560468943	Participated
5			Nidhima Taneja	06415901718	9899045902	Participated
6			Rupal Saini	08715901718	8750978496	Participated
7			Suyash Mohata	10815901718	9811132041	Participated
8			Naman Arora	06015901718	9953458010	Participated
9			Simran Aggarwal	10415901718	9810000922	Participated
10			Mansi Goel	05815901718	9810372003	Participated
11			Drishti Tiwari	02815901718	8076027983	Participated
12			Atulya Srivastava	01915901718	9313900096	Participated
13			Saahil Kapoor	08915901718	9911150331	Participated
14			Naman Jain	06115901718	8800838320	Participated
15			Pariva Gupta	06915901718	9419295427	Participated
16			Anusha Iyer	01715901718	9899858995	Participated
17			Raghav Madaan	07515901718	9873036989	Participated
18			Juhi Sharma	04215901718	8447708423	Participated
19			Srishti Jain	10615901718	9953530096	Participated
20			Harshit Jain	03415901718	9654447408	Participated
21			Ramit Mehta	07715901718	7011024826	Participated
22			Jatin Sharma	04015901718	8368508897	Participated
23			Himanshu Kalra	03615901718	7291039163	Participated
24			Parteek Jain	07015901718	8813953653	Participated
25			Vansh Kumar Ghai	11515901718	9899909969	Participated
26			Aastha Tandon	00115901718	9654923747	Participated

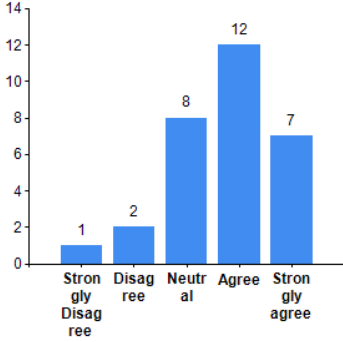
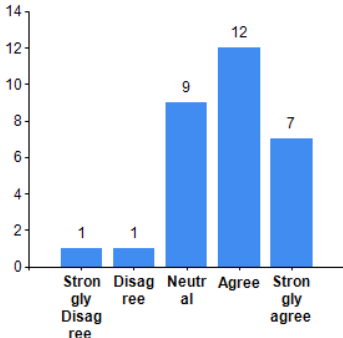
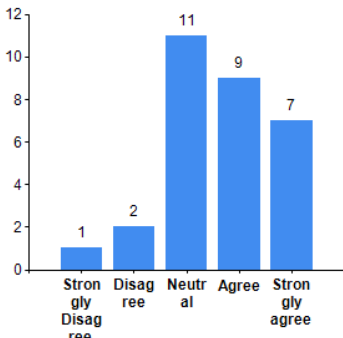
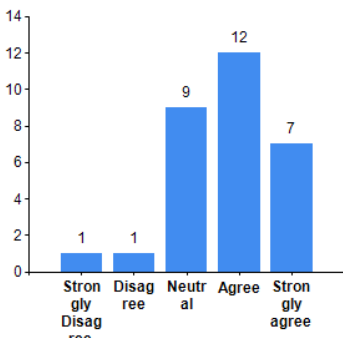
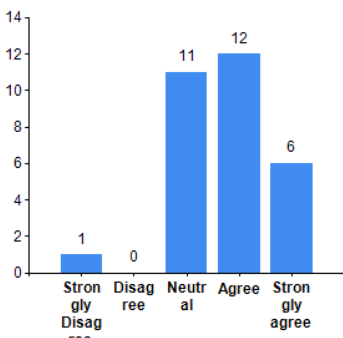
27			Yash Jain	12415901718	7838801084	<b>Participated</b>
28			Vanshika Juneja	11615901718	9599553075	<b>Participated</b>
29			Ria Kochar	43215901718	9711851127	<b>Participated</b>
30			Anuj Yadav	43315901718	8860244940	<b>Participated</b>
31			Krishnakant Pareek	42515901718	8826215222	<b>Participated</b>
32			Megha Pareek	42715901718	8745002194	<b>Participated</b>
33			Rishika Rastogi	42015901718	8938061302	<b>Participated</b>
34			Rishab Goel	41715901718	9999822146	<b>Participated</b>
35			Sukeerti Singh	41615901718	8826512750	<b>Participated</b>
36			Akshita Jain	00915901718	7291051540	<b>Participated</b>
37			Akash Gandhar	00615901718	7004775714	<b>Participated</b>
38			Urvashi Singh	11315901718	9315930044	<b>Participated</b>
39			Anant Jain	01215901718	9582070359	<b>Participated</b>
40			Sanya Jindal	09515901718	9810338200	<b>Participated</b>
41			Divya	02715901718	9911202585	<b>Participated</b>
42			Manisha Rijhwani	05715901718	8527220182	<b>Participated</b>
43			Shruti Rathore	09915901718	8700515581	<b>Participated</b>
44			Nandhu Nair	06315901718	9654496577	<b>Participated</b>
45			Himanshu Sharma	03715901718	9818314377	<b>Participated</b>
46			Kritika Kaushik	05115901718	9868237587	<b>Participated</b>
47			Shyam Drolia	10115901718	9310866362	<b>Participated</b>
48			Parth Mahawar	07115901718	8285542218	<b>Participated</b>
49			Pratyush Nandwani	07315901718	8920566220	<b>Participated</b>
50			Ruchika Aggarwal	08515901718	9999205955	<b>Participated</b>
51			Hemanshu Yadav	03515901718	8876185875	<b>Participated</b>
52			Tanvi Sood	36815901718	9718475680	<b>Participated</b>
53			Shobhit Rastogi	36315901718	8826391342	<b>Participated</b>
54			Swati Jha	36515901718	8586853737	<b>Participated</b>
55			Sadhika Behl	35815901718	9810209838	<b>Participated</b>
56			Devika Sethi	35215901718	9311184373	<b>Participated</b>
57			Nishant Nigam	35515901718	8826577716	<b>Participated</b>
58			Harnoor Singh	35415901718	9999950035	<b>Participated</b>
59			Gaurav Patni	35315901718	9773544948	<b>Participated</b>
60			Sarthak Jain	36215901718	8587989660	<b>Participated</b>
61			Shruti Tayal	50115901718	7065996998	<b>Participated</b>
62			Sumit Bansal	43615901718	9811045643	<b>Participated</b>
63			Govind Bhandari	44215901718	8477050001	<b>Participated</b>

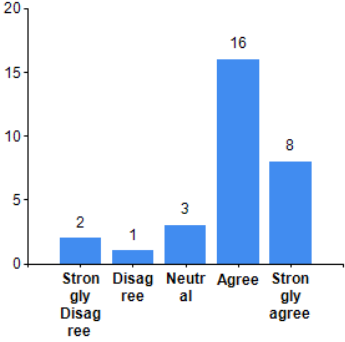
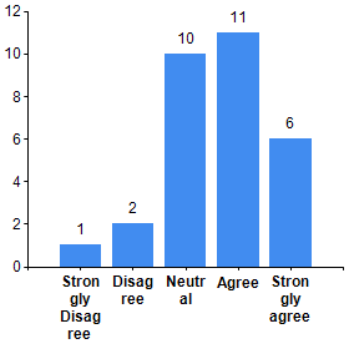
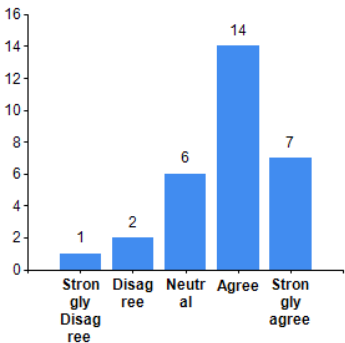
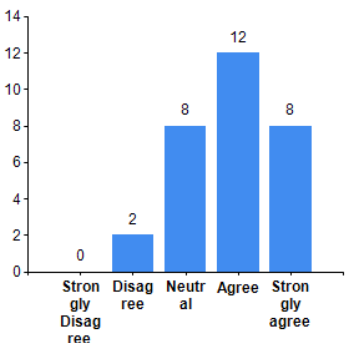
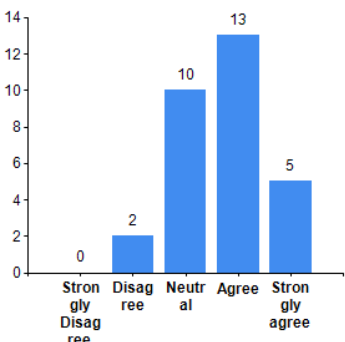
**Total number of students registered: 63**  
**Total number of students participated: 63**

## Feedback

Student feedback (30/63)

Q.No.	Question	Report
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1	Able to related various management concepts and theories with the practical knowledge of the guest	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>8</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Strongly Disagree	1	Disagree	2	Neutral	8	Agree	12	Strongly agree	7	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>8</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	1	Disagree	2	Neutral	8	Agree	12	Strongly agree	7
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2	Able to come across various existing business problems and their possible solutions in current scenario	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>1</td></tr> <tr><td>Neutral</td><td>9</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Strongly Disagree	1	Disagree	1	Neutral	9	Agree	12	Strongly agree	7	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>1</td></tr> <tr><td>Neutral</td><td>9</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	1	Disagree	1	Neutral	9	Agree	12	Strongly agree	7
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3	Learn how to develop solution for complex business problems.	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>11</td></tr> <tr><td>Agree</td><td>9</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Strongly Disagree	1	Disagree	2	Neutral	11	Agree	9	Strongly agree	7	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>11</td></tr> <tr><td>Agree</td><td>9</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	1	Disagree	2	Neutral	11	Agree	9	Strongly agree	7
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4	Learn the importance of value based management practices in current business environment	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>1</td></tr> <tr><td>Neutral</td><td>9</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Strongly Disagree	1	Disagree	1	Neutral	9	Agree	12	Strongly agree	7	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>1</td></tr> <tr><td>Neutral</td><td>9</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	1	Disagree	1	Neutral	9	Agree	12	Strongly agree	7
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5	Able to understand the ethical aspect of business in current scenario.	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>0</td></tr> <tr><td>Neutral</td><td>11</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>6</td></tr> </tbody> </table>	Strongly Disagree	1	Disagree	0	Neutral	11	Agree	12	Strongly agree	6	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>0</td></tr> <tr><td>Neutral</td><td>11</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>6</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	1	Disagree	0	Neutral	11	Agree	12	Strongly agree	6
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6	Learn the importance and ways of communication for the success and how ethics is playing an important role in accomplishment of business goals	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>2</td></tr> <tr><td>Disagree</td><td>1</td></tr> <tr><td>Neutral</td><td>3</td></tr> <tr><td>Agree</td><td>16</td></tr> <tr><td>Strongly agree</td><td>8</td></tr> </tbody> </table>	Strongly Disagree	2	Disagree	1	Neutral	3	Agree	16	Strongly agree	8	 <table border="1"> <thead> <tr><th>Response</th><th>Count</th></tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>2</td></tr> <tr><td>Disagree</td><td>1</td></tr> <tr><td>Neutral</td><td>3</td></tr> <tr><td>Agree</td><td>16</td></tr> <tr><td>Strongly agree</td><td>8</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	2	Disagree	1	Neutral	3	Agree	16	Strongly agree	8
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7	Learn about different micro & macro business environmental forces affecting economic progress of a country	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>10</td></tr> <tr><td>Agree</td><td>11</td></tr> <tr><td>Strongly agree</td><td>6</td></tr> </tbody> </table>	Strongly Disagree	1	Disagree	2	Neutral	10	Agree	11	Strongly agree	6	 <table border="1"> <thead> <tr><th>Response</th><th>Count</th></tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>10</td></tr> <tr><td>Agree</td><td>11</td></tr> <tr><td>Strongly agree</td><td>6</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	1	Disagree	2	Neutral	10	Agree	11	Strongly agree	6
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8	Learn various global phenomenon and how it is shaping the business activities in the world.	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>6</td></tr> <tr><td>Agree</td><td>14</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Strongly Disagree	1	Disagree	2	Neutral	6	Agree	14	Strongly agree	7	 <table border="1"> <thead> <tr><th>Response</th><th>Count</th></tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>1</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>6</td></tr> <tr><td>Agree</td><td>14</td></tr> <tr><td>Strongly agree</td><td>7</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	1	Disagree	2	Neutral	6	Agree	14	Strongly agree	7
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9	Able to apply these learning for future endeavours.	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>0</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>8</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>8</td></tr> </tbody> </table>	Strongly Disagree	0	Disagree	2	Neutral	8	Agree	12	Strongly agree	8	 <table border="1"> <thead> <tr><th>Response</th><th>Count</th></tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>0</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>8</td></tr> <tr><td>Agree</td><td>12</td></tr> <tr><td>Strongly agree</td><td>8</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	0	Disagree	2	Neutral	8	Agree	12	Strongly agree	8
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10	Able to learn how to perform in a team in an organisational setup.	<table border="1"> <tbody> <tr><td>Strongly Disagree</td><td>0</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>10</td></tr> <tr><td>Agree</td><td>13</td></tr> <tr><td>Strongly agree</td><td>5</td></tr> </tbody> </table>	Strongly Disagree	0	Disagree	2	Neutral	10	Agree	13	Strongly agree	5	 <table border="1"> <thead> <tr><th>Response</th><th>Count</th></tr> </thead> <tbody> <tr><td>Strongly Disagree</td><td>0</td></tr> <tr><td>Disagree</td><td>2</td></tr> <tr><td>Neutral</td><td>10</td></tr> <tr><td>Agree</td><td>13</td></tr> <tr><td>Strongly agree</td><td>5</td></tr> </tbody> </table>	Response	Count	Strongly Disagree	0	Disagree	2	Neutral	10	Agree	13	Strongly agree	5
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11	Suggestion/Remarks	1. it was sleeping .....thanks																							

## Final Judgment List

Not required.



## Winner List

### Inference

<b>Observation:</b>	Few Current Example of digital market will be discussed in Class .
<b>Gap Analysis:</b>	To work on current scenario of digital Globalization market.
<b>Action Taken:</b>	No Further Action will be taken .
<b>Conclusion:</b>	Successful Conduction of the Class room lecture.

### MMC Detail

<b>Web Report Upload Status:</b>	Yes	<b>Web Report Upload Date:</b>	19/03/2019
<b>Pre Facebook Update Status:</b>	Yes	<b>Pre Facebook Update Date:</b>	13/03/2019
<b>Post Facebook Update Status:</b>	Yes	<b>Post Facebook Update Date:</b>	18/03/2019
<b>Pre LinkedIn Update Status :</b>	No	<b>Pre LinkedIn Update Date:</b>	N/A
<b>Post LinkedIn Update Status:</b>	No	<b>Post LinkedIn Update Date:</b>	N/A

### Closure Detail

<b>Feedback Taken Status:</b>	Yes	<b>Certificate Sent Status:</b>	No
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Approved By  
(DEAN)



Approved By  
(DIRECTOR)