



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.
- Member of AMDISA, AIMA, CII, DELNET, DMA, CEGR, ICT Academy, NDL, NHRDN, ASSOCHAM
- MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India



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Activity Hands On Marketing

TITLE	Submission of Web Report for "Activity Hands On Marketing"
Resource Person/ Facolitator	Mr. Ravi Krushali and Mr. Vijay Jain.
Date	17/10/2018
Summary	<p>"Hands on Marketing" is a documentary competition, which was organized by VIPANAN, The Marketing club of RDIAS. The activity enabled the students to understand and give solutions to real issues related to marketing.</p> <p>Under this activity, a group of students have to identify the market, make a documentary on any topic of marketing using pictures or interviews with people involved in real events to provide a factual report on a particular subject related to Awareness, Perception, Attitude, Intention, Behaviour, etc. towards products and services offered.</p> <p>The activity aims at providing a platform to the students wherein they can apply their theoretical knowledge and gain exposure. This competition will provide practical exposure of the market to the students, where they could interact with different types of consumers and ask them about different products and services available in the market. Moreover, the students will get an idea about how a documentary is made, how the real world market differs from the theoretical world.</p> <p>Such competitions provide the platform to students where they can enter into the organizational world, to interact with company officials, to know more about internal and external market and consumer behavior.</p> <p>The students can participate in a team of 3-5 and time allotted to each team was 10 min. The activity was for the students of MBA selectively for those students who are interested to take or already taken Marketing as their subject of specialization. Total 7 teams participated in the event, which were judged by Mr. Ravi Krushali and Mr. Vijay Jain. The judges judged the competition on the basis of various factors such as content, presentation, analysis and interpretation, findings and conclusion.</p> <p>The Winners of the event are as follows:</p> <p>Position</p> <p>Name of the Student</p> <p>Class</p> <p>Cash prize</p>



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I

Lovely Arya

MBA III Sem

Rs. 1000

Inderpreet Kaur

MBA III Sem

Areeba

MBA I Sem

Nikita Kukreja

MBA I Sem

Daniyal Usmani

MBA I Sem

II

Balwant Negi

MBA III Sem

Rs. 700

Jaison J. Abraham

MBA III Sem

Megha Katoch

MBA III Sem

Tamanna Madan

MBA III Sem



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III

Shweta Aggarwal

MBA I Sem

Rs.500

Prachi Singhal

MBA I Sem

Sahil Vijay

MBA I Sem

Esha

MBA I Sem

Vasudha Sharma

MBA I Sem

The participants were awarded with participation certificates and winners were honored with certificates and Cash Prizes. The spirits of the students were quite high and the audience was also cheering the teams. All in all it was a great event and the spirits of all the participants were high throughout the event.