



NOTICE

Ref No: AJU/SCOM/2022/113(A)

Date: 16.11.2022

This is to inform all that the Department of BBA, School of Commerce and Management is organizing a Presentation on "Analysis of Market Demand of a popular Brand (product)" on 22nd November, 2022 at AJU Campus from 10:30 am onwards.

It is thereby requested to AJU Fraternity, all Faculty, Staff and Students to join the program at 10:00 am in Room No 131, Block A.

Dr. Praveen Kumar Thakur
Dean I/C
School of Commerce and Management

Copy for information & necessary action please: -

1. PS to the Vice-Chancellor
 2. PS to the Director
 3. PS to the Registrar
 4. Controller of Examinations
 5. In charge Web services for Website Updation
 6. Notice Board
 7. Guard File
-

Report on Analysis of Market Demand of a popular Brand (product) Held on – 22.11.2022

| | |
|--------------------|--|
| Date of Event | 22.11.2022 |
| Name of the Event | Analysis of Market Demand of a popular Brand (product) |
| Type of the Event | Academic Event |
| Conducted by | School of Commerce and Management |
| No. Of Participant | 22 |

1. **OBJECTIVE:** To Evaluate the salesmen's performance for setting their sales quotas, and Watching the trend of the company's competi-tive position.

DETAILS: On 22nd November ,2022 a Departmental Event by BBA , School of Commerce and Management was conducted in which the students had participated. It was presented by the students of Semester I 2022-25 . It took place in Room no. 131 at 10:00 am. Presentations are a great way to have students practise all language systems areas vocabulary, grammar, discourse and phonology) and skills (speaking, reading, writing and listening). They also build confidence, and presenting is a skill that most people will need in the world of work. Students who are good presenters are better communicators all round, since they are able to structure and express their ideas clearly. The Event was coordinated by the faculty of Economics Prof Sudeshna Sarkar. The whole class was divided into Five teams . Each Team was given a Case to Analyse. The various cases were of that of Maggi, Coca-Cola, ITC, LG and Nestle. Each Team did a research on the various aspects including Company Profile, Elasticity of Demand of the product, Market capitalisation, Competitors, Prospects of Growth etc. How did it affect its Revenue generation and profitability. Each team was gave their presentation on a separate day . The level of Research done by the students was praiseworthy. At the end of each presentation there was a question – answer session. The students gave a feedback for each of the presentations and asked questions which made the event an interactive one.



TAKEAWAY (OUTCOMES):..The event helped the students in understanding salesmen's performance for setting their sales quotas, and Watching the trend of the company's competi-tive position.



Poster of the Event

JGI **ARKA JAIN University**
Jharkhand (Jamshedpur)

School of Commerce and Management
Department of BBA

Coordinator
Sudeshna Sarkar

- Venue: Room No. 133, Block A
- Time : 10:00 am
- BBA Sem I

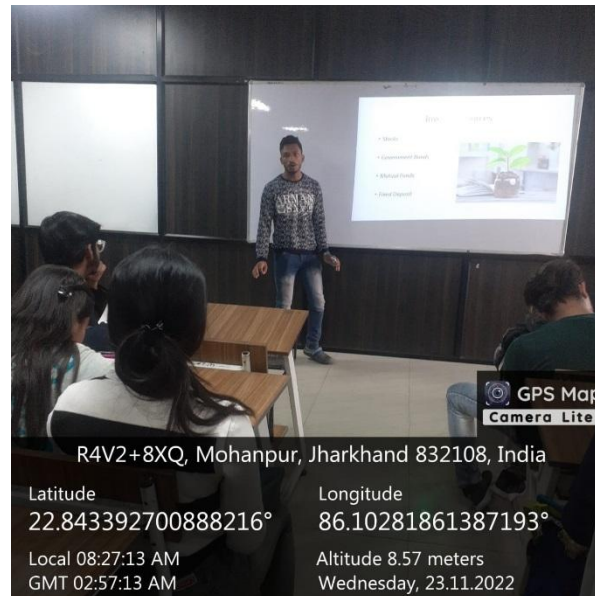
Analysis of Market Demand of a popular Brand (product)

Managerial Economics

Date :- 22nd November, 2022

Poster of the Event Analysis of Market Demand of a popular Brand (product)

Photos of the Event



Photos of the Event Analysis of Market Demand of a popular Brand (product)



Photos of the Event Analysis of Market Demand of a popular Brand (product)

Attendance Sheet:

| JGI ARKA JAIN University | | | | |
|--|-----------------------|-------|----------------|-----------|
| Event Date - 23-11-2022 | | | | |
| Analysis of Market Demand of a popular Brand (product) | | | | |
| Sl NO. | NAME | BATCH | ENROLLMENT NO. | Signature |
| 1 | TAPAN KUMAR DAS | 22-25 | 2212200 | |
| 2 | GANGOTRI KUMARI | 22-25 | 2212209 | |
| 3 | Sushma Singh | 22-25 | 221228 | |
| 4 | Sneha Singh | 22-25 | 221207 | |
| 5 | A. Anika | 22-25 | 221276 | |
| 6 | Vishal Kumar | 22-25 | 221388 | |
| 7 | Musque Akshay | 22-25 | 221458 | |
| 8 | Anisha Prasad | 22-25 | 221483 | |
| 9 | Kaif Nazki | 22-25 | 221309 | |
| 10 | Rishi Arora | 22-25 | 221317 | |
| 11 | Suraj Gupta | 22-25 | 221401 | |
| 12 | Arushi Taurani | 22-25 | 221431 | |
| 13 | M-SAT NEHA | 22-25 | 221442 | |
| 14 | Saidant Patna | 22-25 | 221449 | |
| 15 | Rishi Singh | 22-25 | 221455 | |
| 16 | SABINA HABIB | 22-25 | 221470 | |
| 17 | Esha Kumari | 22-25 | 221425 | |
| 18 | Ravi Shankar B. Mohla | 22-25 | 221322 | |
| 19 | Zainab Hoda | 22-25 | 221366 | |
| 20 | MD Sahif Alibari | 22-25 | 221273 | |
| 21 | Tahita Sao | 22-25 | 221377 | |
| 22 | Kiran Kumari | 22-25 | 221338 | |