Report on Brainstorming Held on 07.08.2019

Date of Event	07.08.2019
Name and Type of Event	Brainstorming
Conducted by	Prof. Chanchal Mandal, Prof. Poonam Dabaria, Prof. Vishakha Joseph
No. Of Participant	190

A Brainstorming Session was conducted for the BBA first year students. The Students were divided into various groups comprising of six members each. Each Group was given a specific task, where they had to play the role of a buyer and a seller. They were given different products which were to be sold to specific customer groups. This was a fun activity which helped the students to show creativity and come with innovative ideas, enhanced there marketing skills and their understanding towards consumer behaviour. The event was led by Dr Pompidassengupta and the event was coordinated by Mr ChanchalMandal, Mrs PoonamDabaria and Ms Vishakha Joseph.





