

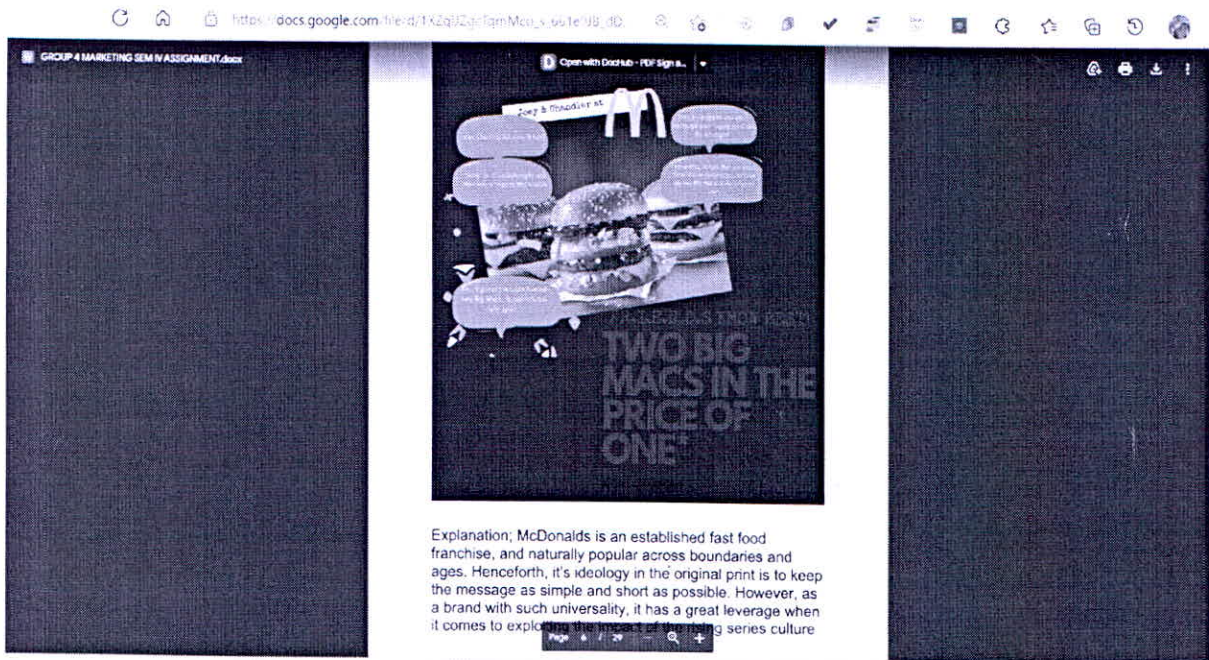
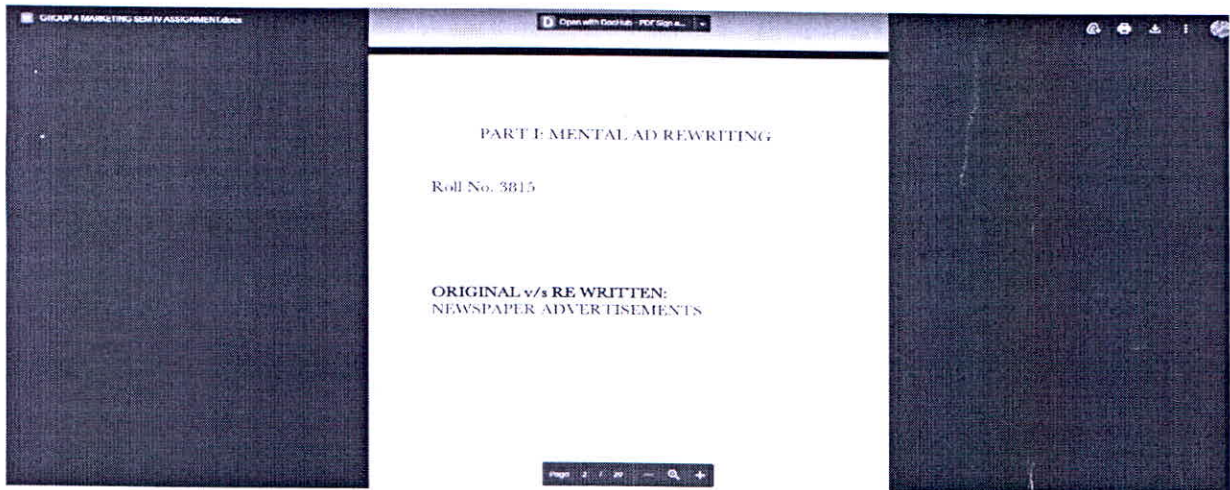
St. Mira's College for Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)

2020-21

SYBCOM Marketing Assignment (C41610)

Sem- IV

Assignment 1 Copywriting Exercises- Mental ad Re-writing, Swipe file

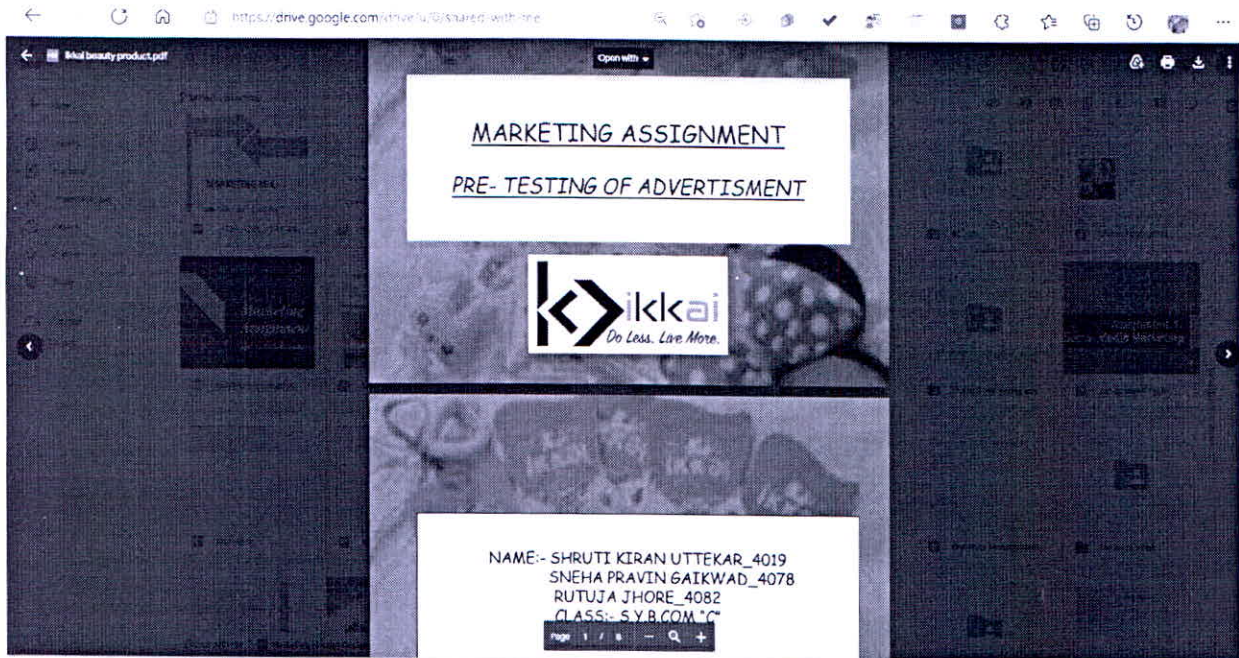


Rajni Singh
Asst. Prof. Rajni Singh



[Signature]
Principal Incharge
St. Mira's College for Girls

Assignment 2- Preparing a Pretesting and Post testing questionnaire and conducting the tests



Rajni Singh
Asst. Prof. Rajni Singh



JK
Principal Incharge
St. Mira's College for Girls

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2020-21
SYBCOM Marketing Assignment (C41610)
Sem- IV

Assignment 1 Applying 5C's concept to event organisation through research

Subject: - Business Management
 Semester 4
 Assignment no 1
 Topic of assignment 5 C's of events (wedding)
 Group no 3
 Members

Name	Contribution
3810_Keelan Suresh Thadani	Conceptualization
3809_Pooja Nikes Choudhan	Carrying out
3814_Praniksha Pramod Sakwad	Customization
3801_Sivani Rajgopal Mahapatra	Costing
3802_Sivani Sagar Dore	Cohvassing

Assignment 2 Preparation of Marketing Plan for an Event

GROUP MEMBERS: 3801_Saloni Chakravarty
 3802_Annmariya Jaison
 3803_Aleena Johnson
 3804_Treasa Roy
 3808_Sherien Thomas

ASSIGNMENT NUMBER: Business management assignment 2
 SUBMITTED: Rajini Singh Ma'am

Concept of Market in Events: - (3804_Treasa Roy)

In this assignment we will be taking our event "The seasons Rhapsody" which is held every year in the month of December as a part of Christmas...!!

Event marketing describes the process of developing a themed exhibit, display or organization leveraging in person engagement. Events can occur in online or offline and can be participated in hosted or sponsored form. An event concept is the event details and elements that make up the practical aspects of the event itself.

Rajini Singh



JK
 Principal Incharge
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