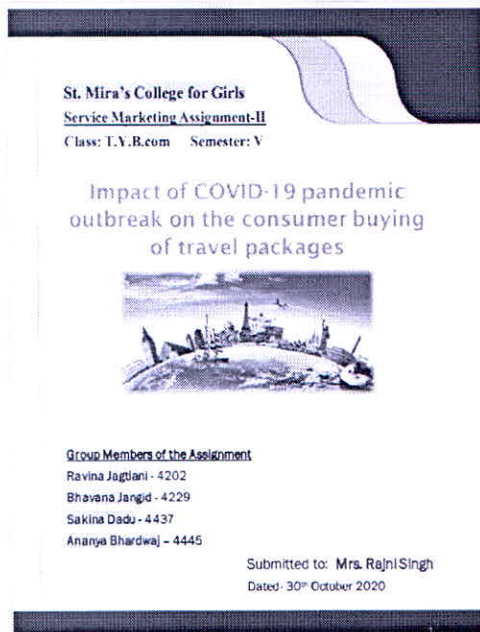


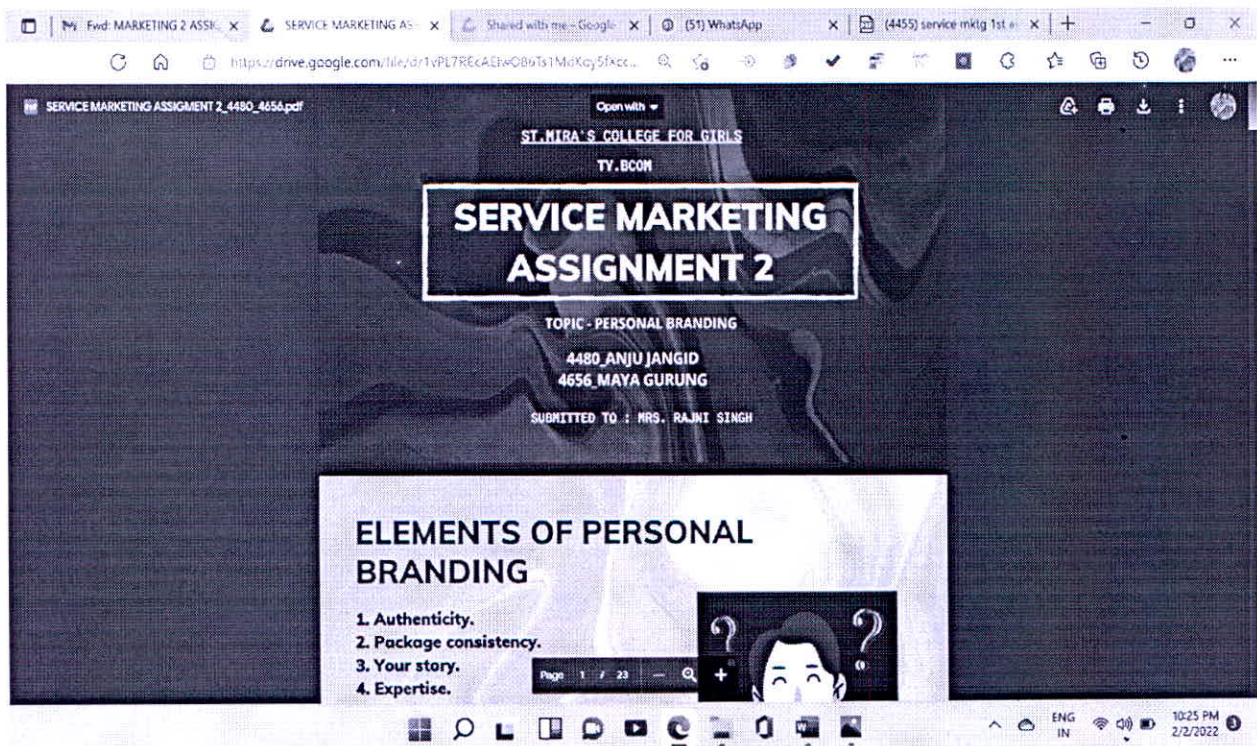
**St. Mira's College for Girls, Pune**  
**Autonomous (Affiliated to Savitribai Phule Pune University)**  
**2020-21**  
**TYBCOM Marketing-II Assignment \_ Asst Prof. Rajni Singh**  
**Subject Code -C51712**  
**Sem- V**

Unit 1, 2, 3, 4

Assignment 1 Research on current issues in Service Industry- Skills, analytical, critical thinking, functional research



Assignment 2 -Personal Branding of a famous personality and creating a personal branding for oneself-Salesmanship skills, presentation Skills, Branding



*Rajni Singh*




*Rajni Singh*  
Principal Incharge  
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2020-21  
TYBCOM Marketing – II Assignment (C51712)  
Sem- V

Assignment 1 Research on current issues in Service Industry

St. Mira's College for Girls  
Service Marketing Assignment-II  
Class: T.Y.B.com Semester: V

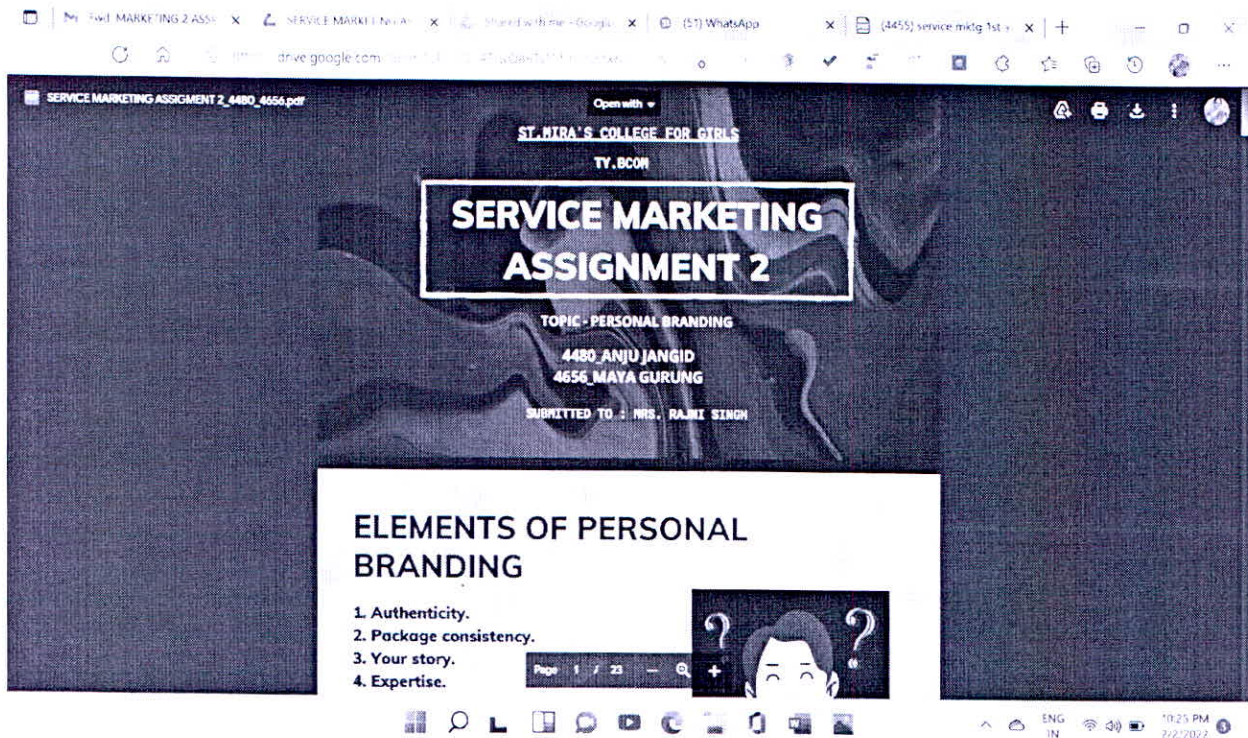
Impact of COVID-19 pandemic  
outbreak on the consumer buying  
of travel packages



Group Members of the Assignment  
Ravina Jagtiani - 4202  
Bhavana Jangid - 4229  
Sakina Dadu - 4437  
Ananya Bhardwaj - 4445

Submitted to: Mrs. Rajni Singh  
Dated: 30<sup>th</sup> October 2020

Assignment 2 -Personal Branding of a famous personality and creating a personal branding for oneself



ST. MIRA'S COLLEGE FOR GIRLS  
TY. BCOM

**SERVICE MARKETING  
ASSIGNMENT 2**

TOPIC - PERSONAL BRANDING  
4480 ANJU JANGID  
4656 MAYA GURUNG  
SUBMITTED TO : MRS. RAJNI SINGH

**ELEMENTS OF PERSONAL  
BRANDING**

1. Authenticity.
2. Package consistency.
3. Your story.
4. Expertise.

Page 1 / 23

*Rajni S*  
Asst. Prof. Rajni Singh



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