

SADHU VASWANI MISSION'S

St. Mira's College For Girls, Pune

Autonomous (Affiliated to Savitribai Phule Pune University)

Reaccredited by NAAC- A Grade, cycle 3

[ARTS, COMMERCE, SCIENCE ,BSc(Computer Science), BBA, BBA(CA)]

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PU/PN/AC/015/(1962) College Code:- 013

Circular No:- 6715/10Ac/2020-21/119

Date:- 18th March, 2021

CIRCULAR

An online competition titled; "Smart Marketer" will be organized from 26th March to 6th April 2021 for FYBCOM Marketing special students.

[Asst. Prof. Rajni Singh]

Coordinator

Principal
St. Mira's College for Girls

Dr. Gulshan H. Gidwani

Principal



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REPORT

"Online Smart Marketer Competition"

An online competition titled; "Smart Marketer" was conducted from 26th March to 6th April 2021 via Google Meet Platform for FYB.Com 'B' students. Total &7 students participated in the competition.

Objectives of the competition

- 1. The competition was organised with the aim of introducing students to practical aspects of advertising and branding.
- 2. The competition acts place as a motivational tool for driving revenue, encouraging a change in process, as does competition in the workplace.
- 3. To encourage collaboration and problem solving.
- 4. To understand and imbibe characteristics better define the attitude of the modern sales representative as well as the way modern sales teams are structured.

The competition focused on evaluation of the following-

- Creativity
- Salesmanship Skill sets
- Presentation
- Handling questions from the audience

The students organised in group were given the products 30 min. before the presentation and they were given 3 +2 minutes to present followed by answering the questions raised by audience.

The sessions turned out to be power packed with creative ideas and enthusiastic presentations with lots of questions asked and points of views discussed.

Learning Outcome: Through this Online Smart Marketer, student learnt about importance of knowledge related to salesmanship, essential skills, right approach, psychology of a prospects, team spirit, interaction skills, confidence and presence of mind.

Asst. Prof. Rajni Singh

(Coordinator, Green Club)

Dr. Gulshan H Gidwani Principal St. Mira's College for Girls (Principal)

St. Mira's College for Girls, Pune

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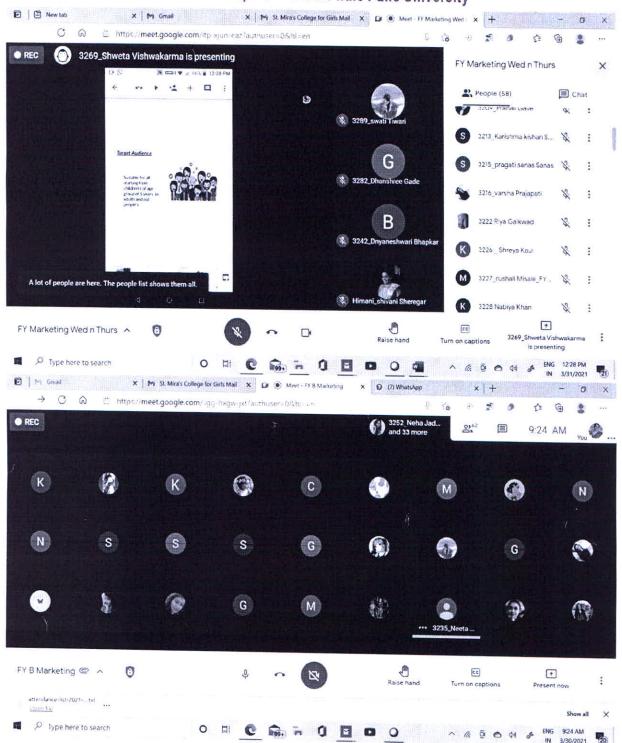
Attendance Online Smart Marketer Competition- 26/3/2021, 30/3/2021, 31/3/2021, 1/04 2021



LUP SINGH COORDINATOR ONA-411007 *S7HID WOND

Principal Incharge
St. Mira's College for Girls

St. Mira's College For Girls Pune Autonomous Affiliated to Savitribai Phule Pune University



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Principal Incharge
St. Mira's College for Girls

St. Mira's College For Girls Pune Autonomous Affiliated to Savitribal Phule Pune University



RAJNI SINGH COORDINATOR

St. MIRA'S COLLEGE ONA-411007*S7819 WON

Principal Incharge
St. Mira's College for Girls

St. Mira's College For Unis rune Autonomous Affiliated to Savitribai Phule Pune University × Meet - sgg-hxgw-jxt https://meet.google.com/sgg-hxgw-jxt?authuser=0&hl=en • REC FY B Marketing X People (56) С G Let everyone send messages 3283 Uzma Khan 9:42 AM Will it be heavy on hand? 3213_Karishma kishan Suhanda 9:43 AM So what guarantee do you give that it wont lose its 3232-Ruchee L... 3204 Kirti Nag... volume? 3283 Uzma Khan 9:44 AM So confused FY B Marketing ^ 9 CC + Turn on captions Present now Type here to search OB

HO. STUDENT PARTICIPANT = 87.



Principal Principal

Principal
St. Mira's College for Girls

CRADHI SINGAJ COORDINATOR