



**PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY**

Approved by A.I.C.T.E & Affiliated to Kurukshetra University, Kurukshetra



DMS
Department of Management Studies
विद्या ददाति विजयं

MARKODYSSSEY

The Marketing Club

ACTIVITIES' REPORT: 2022-2023

Head of Marketing Club: Dr. Ankur Sabharwal

INDEX

Sr. No.	Description	Page No.
1	The people	1
2	About the club	2
3	List of students	3-4
4	List of activities	5
5	Details of activities conducted	6-54

THE PEOPLE

Dr. Ankur Sabharwal

Faculty Mentor Marketing Club,
DMS



Dr. Saurabh Garg

Faculty Coordinator
MKT Club, DMS



Dr. Anju

Faculty Coordinator
MKT Club, DMS



Dr. Annu

Faculty Coordinator MKT
Club, DMS



Mr. Manish Gulyani

Faculty Coordinator
MKT Club, DMS





ABOUT THE CLUB

It is the Marketing Club of Department of Management Studies. Its name is derived from two words: Mark (abbreviated name for Marketing) and Odyssey (epic journey). For marketing students, it is an interesting way of learning, sharing, and pragmatic considerations of marketing related competencies via active participation.

Therefore, **Markodysey** signifies the journey of learning practical marketing skills which its participants would go through. The objective of the Marketing Club is to offer right platform and resources in order to inculcate required skills to build career in marketing via organizing marketing activities like ad-mad, marketing campaign, new advertisement Development, marketing quiz, brands analysis

OBJECTIVE OF THE CLUB

The objective of the Marketing Club is to offer right platform and resources in order to inculcate required skills to build career in marketing via organizing marketing activities like Cue card activity, Ad creation & so on.

MOST COMMON ACTIVITIES OF THE CLUB

- Cue Card Activity
- Develop Observational Skills
- Ad-Creation
- Survey Report

Marketing Club Students (2022-23) 2nd Year

S.no.	Name	Roll No.	Section
1	Vivek Bathla	210105	A
2	Nikita Raina	210108	A
3	Amitha M	210111	A
4	Pulkit Dhingra	210114	A
5	Rudraksh Khurana	210115	A
6	Kunal Garg	210117	A
7	Ankit	210120	A
8	Shubham Kumar	210130	A
9	Vishant Singh	210131	A
10	Mohit	210138	A
11	Suraj Singh Turan	210140	A
12	Pawan	210145	A
13	Ankit Sapra	210150	A
14	Prithu Gupta	210155	A
15	Deepanshu	210161	A
16	Sonia Kamal	210164	A
17	Ritu Rani	210167	A
18	Himanshi	210175	B
19	Gaurav	210176	B
20	Bhavesh Paliwal	210177	B
21	Simran Goel	210178	B
22	Kamal	210181	B
23	Renu	210184	B
24	Ayushi Dewan	210187	B
25	Himani	210188	B
26	Deepanshu Garg	210189	B
27	Paras Soni	210197	B

S.no.	Name	Roll No.	Section
28	Kirti Jain	210198	B
29	Shivani	210202	B
30	Sachit Kubba	210216	B
31	Prachi Goel	210218	B
32	Kuldeep	210220	B
33	Lovnish Luthra	210224	B
34	Monika	210233	C
35	Bhavuk Bajaj	210235	B
36	Priyanka	210240	C
37	Ritika Banga	210246	C
38	Vinay Sharma	210248	C
39	Tina Tuteja	210250	C
40	Deepika	210253	C
41	Dev Mittal	210254	C
42	Sakshi	210255	C
43	Ritika Dhiman	210256	B
44	Chakshu puri	210261	A
45	Gursharan Singh	210263	C
46	Simran	210265	A
47	Sahil Rajpal	210267	C
48	Sahil Dhiman	210271	C
49	Anil	210281	C
50	SHUBHAM SHARMA	210282	C
51	Mansi	210287	B
52	Nimesh	210289	B
53	Chirag Sehgal	210290	B
54	Tanya	210291	B
55	Kapil Giri Goswami	210297	B
56	PUNEET KUMAR	210298	C

List of Marketing Club 1st Year 2022-23

S.NO.	Roll No.	Name
1	220106	VINAY TYAGI
2	220126	GOURAV GARG
3	220137	ANURAG BINDAL
4	220138	MUSKAN GOEL
5	220145	SEJAL CHAUHAN
6	220168	KARAN MALHOTRA
7	220217	ASHWANI KUMAR
8	220258	SHIVANGI
9	220315	VINAY DOGRA
10	220316	MANOJ
11	220318	RITESH
12	220237	HUNNY
13	220252	TANUSHRI
14	220257	SIMRAN
15	220260	PRACHI
16	220262	KUNIKA
17	220272	HIMANSHU
18	220274	SAHIL VATTA
19	220278	MUSKAN
20	220312	MOHIT JANGRA
21	220314	ISHPREET SINGH
22	220317	ANKUR DESWAL
23	220294	ARPIT LAMBA
24	220105	MAHAK
25	220179	DEEPALI
26	220184	AJAY
27	220185	LAKSHAY
28	220197	BHARAT
29	220212	HARSH SANDHU
30	220244	RITIKA

31	220254	ABHISHEK KUMAR
32	220255	KULDEEP GUPTA
33	220292	MAYANK
34	220293	VINAY

Sr No.	Name of the Activity
1	Cue Card Activity
2	How to develop Observational Skills
3	AD-MASTER
4	Survey Report – Consumer Behaviour towards Packaging of FMCG Products in context of PIET Faculty members
5	Survey Report – Faculty Feedback towards their experience in PIET.
6	Survey conducted with PIET Faculty Members On “Consumer Behavior towards Packaging of FMCG Products”
7	Selling Alsof lotion in PIET campus
8	Survey Report – How to make social media Ad Effective
9	Survey Report – newspaper selling
10	Observe the College Campus as Businessmen
11	Survey report – Non Teaching Survey
12	Organised the Treasure Hunt Activity for all the students of MBA
13	Movie Session

ACTIVITY 1

Date: 28th Feb., 2023

Cue Card Activity

OBJECTIVES OF THE ACTIVITY

Activity Objective: The objective of the Cue Card activity was to help students improve their communication skills and enhance their vocabulary by practicing impromptu speaking on a variety of topics.

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for approximately two hour.

ACTIVITY DESIGN

Activity Design : The Cue Card activity was designed to be a fun and interactive way for students to practice their impromptu speaking skills. By dividing the students into small groups, we aimed to create a supportive environment where they could feel comfortable expressing their ideas and opinions. The use of cue cards containing a variety of topics ensured that students were exposed to a diverse range of subjects and could develop their ability to speak on different topics with ease. The activity was timed to ensure that each student had a fair opportunity to speak, and the follow-up questions allowed for further discussion and engagement among group members.

OUTCOMES OF THE ACTIVITY

Activity Outcomes:

The Cue Card activity had several positive outcomes for the students. By practicing their impromptu speaking skills, they were able to develop their confidence and improve their ability to articulate their thoughts and ideas. The activity also helped to expand their vocabulary by

requiring them to speak on a range of topics, which can be useful in both academic and personal settings. The opportunity to listen actively and engage in discussions with their peers also helped to improve their interpersonal skills.

Here are some topics of CUE CARD

Here are some examples of Cue Card topics that was used in the activity:

- Describe a memorable experience from your childhood.
- If you could travel anywhere in the world, where would you go and why?
- Discuss a current event that you find interesting.
- Describe a person who has had a significant impact on your life.
- If you could have any superpower, what would it be and why?
- Discuss a book or movie that has influenced you in some way.
- If you could change one thing about the world, what would it be and why?
- Describe a time when you faced a challenge and overcame it.

FOLLOW-UP QUESTIONS

some of the Follow-up questions asked by group members are mentioned below:

1. Can you provide more details or examples to support your point?
2. What do you think are the pros and cons of your position?
3. How would you handle a similar situation if it happened again?
4. Can you explain why you feel strongly about this topic?
5. Have you ever encountered someone who disagrees with your opinion on this topic?
6. How do you think your experience compares to others who have faced similar challenges?

FEEDBACK GIVEN BY FACULTY MEMBERS

- Encouraged students to continue practicing their impromptu speaking skills and offered suggestions for additional activities or resources that could help them do so.

- Emphasized the importance of active listening and respectful communication within the group, and provided strategies for fostering this type of environment.
- Provided opportunities for students to ask questions and seek clarification on the feedback given, to ensure that they fully understand the areas for improvement and how to address them.

GLIMPSES



**PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY**
(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)



DMS
Department of Management Studies
विद्या ददाति विजयं



MARKODYSEY
The Marketing Club



**EXTEMPORE
SPEECH**

CUE CARD ACTIVITY

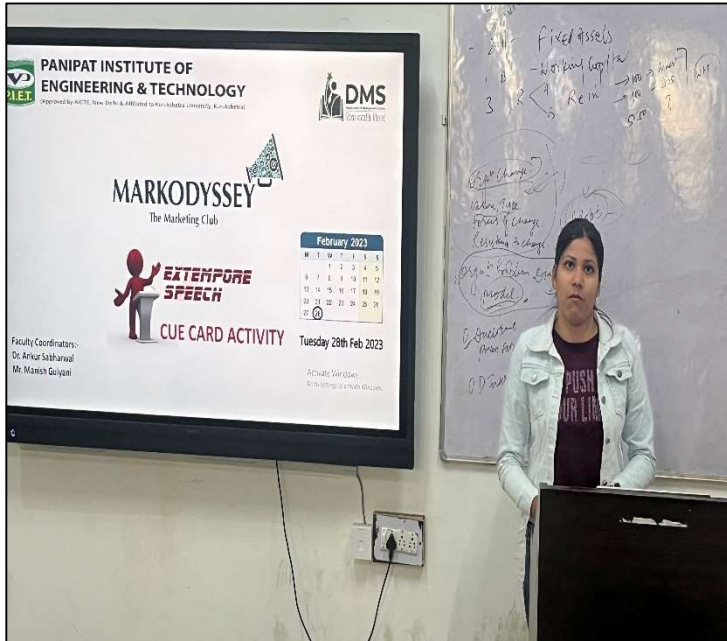
February 2023

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Tuesday 28th Feb 2023

Faculty Coordinator:-
Dr. Ankur Sabharwal
Mr. Manish Gulyani





ACTIVITY 2

Date: 4th March, 2023

How to develop Observational Skills

"Developing Observational Skills" activity conducted under the banner of Marketing Club in MBA class.

OBJECTIVES OF THE ACTIVITY

Activity Objective: The objective of this activity is to help MBA students develop their observational skills, which are essential for effective marketing communication, problem-solving, and decision-making. By practicing observation, students will learn to pay attention to details, notice patterns and trends, and make accurate and informed judgments based on what they see.

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for approximately two hours.

ACTIVITY DESIGN

Activity Design: The facilitator introduced the concept of observation and its importance in marketing communication, research, and strategy.

Students were divided into small groups and given a specific market scenario to observe. For example, they were asked to observe a retail store's layout, signage, and customer interactions or observe a social media campaign and its impact on consumer behavior.

Students had a set amount of time to observe their assigned market scenario and take note of as many details as possible. They paid attention to things like colors, messaging, product placement, customer behavior, and interactions.

After the observation period, students discussed their findings with their group and compared notes. They looked for patterns, trends, and other insights that they may have missed on their own.

Finally, the groups presented their observations to the class and drew connections between the different market scenarios observed.

OUTCOMES OF THE ACTIVITY

Activity Outcomes:

Improved observation skills, including the ability to notice details, patterns, and trends that may have been overlooked before. Increased awareness of the importance of observation in marketing research, communication, and strategy. Improved communication skills, including the ability to articulate observations and insights clearly and effectively. Enhanced problem-solving and decision-making skills, as students learn to make informed judgments based on what they see and observe in the market.

FOLLOW-UP QUESTIONS

some of the Follow-up questions asked by group members are mentioned below:

- What patterns or trends did you notice in your observation that you found interesting or unexpected?
- How did your observations compare to those of your group members? Did you notice anything that they missed?
- What strategies did you use to help you focus and stay attentive during the observation period?
- How do you think you could apply what you learned from this activity in other marketing contexts or industries?

FEEDBACK GIVEN BY FACULTY MEMBERS

Positive feedback on specific aspects of the student's observation skills, such as their attention to detail, ability to identify patterns, and clarity of communication. Constructive criticism on areas that could be improved, such as missing important details or not being specific enough in their

observations. Suggestions for future observation activities or ways to build on the skills developed in this activity.

GLIMPSES



**PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY**
(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)



MARKODYESSEY
The Marketing Club

How to Develop Observational Skills

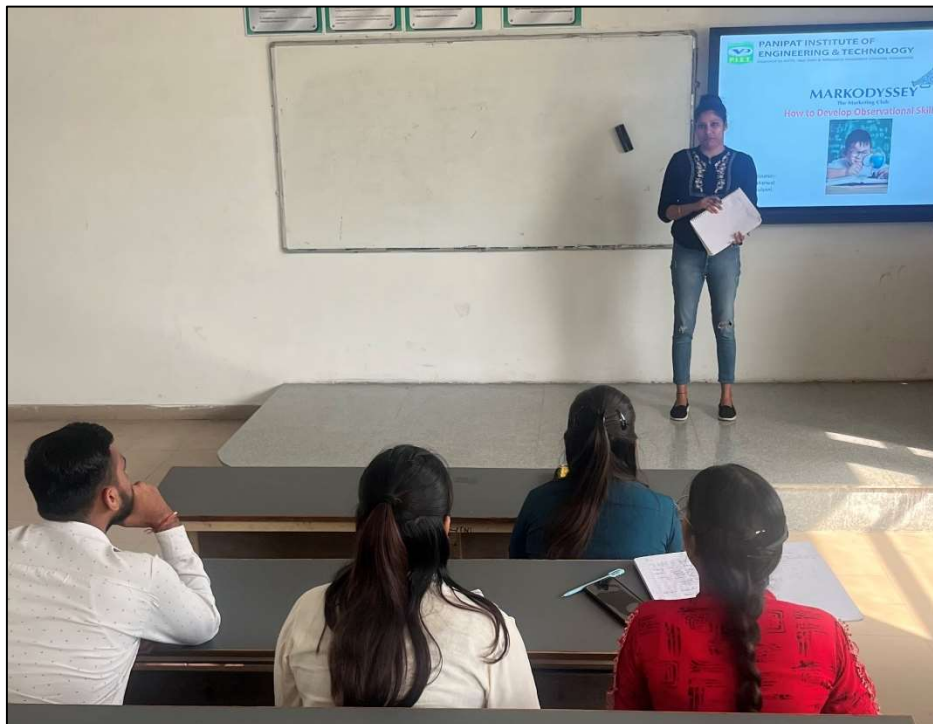


Faculty Coordinator:-
Dr. Ankur Sabharwal
Mr. Manish Gulyani

March 2023						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Saturday 4th Mar 2023





ACTIVITY 3

Date: 14th March, 2023

AD-MASTER

OBJECTIVES OF THE ACTIVITY

The objective of the AdMaster activity was to provide participants with the skills and knowledge needed to create effective ads. By the end of the workshop, participants were able to:

- Understand the basics of advertising
- Develop creative concepts for ads
- Create effective ads for different products and services
- Present their ads in a professional manner

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for approximately two hour.

ACTIVITY DESIGN

Activity Design: The AdMaster activity was designed as a workshop to teach participants the fundamentals of creating effective ads. The activity was conducted in three phases:

1. Phase One: Introduction to Advertising - The first phase of the activity covered the basics of advertising, including the different types of ads, target audiences, and messaging.
2. Phase Two: Creative Concept Development - The second phase focused on the creative aspect of ad creation. Participants were given exercises to develop creative concepts for various products and services.
3. Creating effective ads: The final phase of the activity provides students with hands-on experience in creating ads for different products and services. By working in teams and presenting their ads to the group, students can learn how to create ads that are impactful and persuasive.

4. Presentation skills: Throughout the activity, students are given opportunities to present their ideas and ads to the group. This can help them develop their presentation skills and gain confidence in public speaking.

OUTCOMES OF THE ACTIVITY

The AdMaster activity can provide students with valuable skills and knowledge that can be applied in a variety of settings, such as advertising, marketing, or even entrepreneurship.

GLIMPSES

PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY
(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)

DMS
Department of Management Studies
विद्या ददाति विनयं

MARKODYSEY
The Marketing Club
AD-CREATION

Faculty Coordinator:-
Dr. Ankur Sabharwal
Mr. Manish Gulyani

March 2023

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Tuesday 14th Mar 2023



ACTIVITY 4

Date: 15th March, 2023

Survey Report – Consumer Behaviour towards Packaging of FMCG Products in context of PIET Faculty members

OBJECTIVES OF THE ACTIVITY

The objective was to gather insights on the preferences, perceptions, and purchasing behavior of the target audience and use them to develop effective marketing strategies for FMCG products. The survey provided valuable insights into the consumer behavior of PIET faculty members towards FMCG product packaging and helped the marketing club members understand the target audience better.

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for approximately two hour.

ACTIVITY DESIGN

Activity Design: The activity conducted by the marketing club was a survey to collect data on the consumer behavior of PIET faculty members towards the packaging of FMCG products. The activity was conducted in three phases: survey design, data collection, and data analysis and report preparation

OUTCOMES OF THE ACTIVITY

The Survey Report Consumer Behaviour towards Packaging of FMCG Products in context of PIET Faculty members activity was a success. The activity provided valuable insights into the consumer behavior of PIET faculty members towards the packaging of FMCG products. The findings of the survey helped the marketing club members to understand the preferences and perceptions of the target audience, which could be used in the development of future marketing strategies.

GLIMPSES



**PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY**
(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)

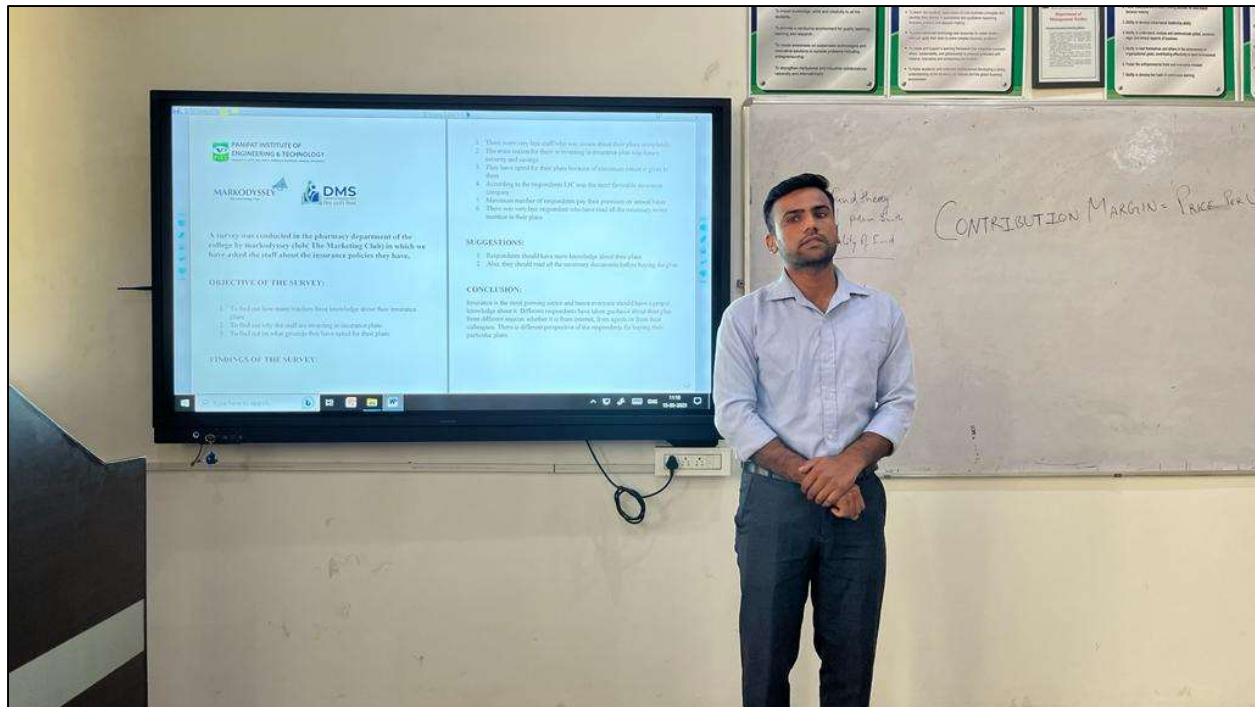


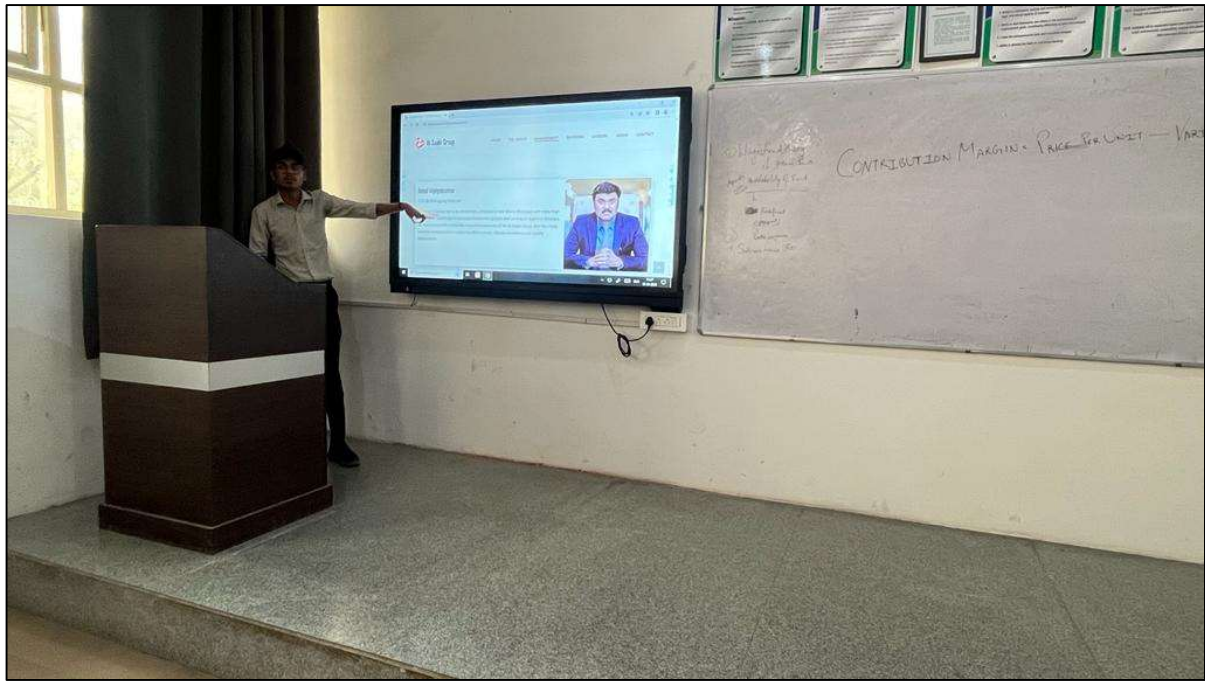
Survey Report – Consumer Behaviour towards Packaging of FMCG Sector

March 2023						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Faculty Coordinator:-
Dr. Saurabh Garg
Mr. Manish Gulyani

Wednesday 15th Mar 2023





Activity -5

DATE: 16th September, 2022

Survey Report – Faculty Feedback towards their experience in PIET.

OBJECTIVES OF THE ACTIVITY

The objective was to gather the insights and information from the faculty members regarding their experiences, opinions, and suggestions related to various aspects of the college's operations, such as teaching methods, curriculum, facilities, administrative support, student engagement, and professional development opportunities. It also help the club members to increase the skills, confidence level and dealing with people. In this activity, students has to extract information from the faculty members.

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for two hours from 9am to 11am.

ACTIVITY DESIGN

Activity Design: The activity conducted by the marketing club was the survey to collect information about the experiences of the faculty members in the college. The activity was conducted in three phases: survey design, data collection and report presentation.

OUTCOMES OF THE ACTIVITY

Faculty 1 told us about the new idea and portal to be launched in 2022 where all the data of the students, for instance, their achievements and documents will be at a single place in a consolidated form.

According to the faculty 2, today's generation had forgotten to maintain a respectful relationship with teachers. The powers of the teachers has been restricted.

Faculty 3 shares experience in PIET as it is his first job. He has done his PHD in solar energy. He said that PIET is comparatively very good then other institutions as the administration is very supportive and cooperative. The good infrastructure and pedagogy.

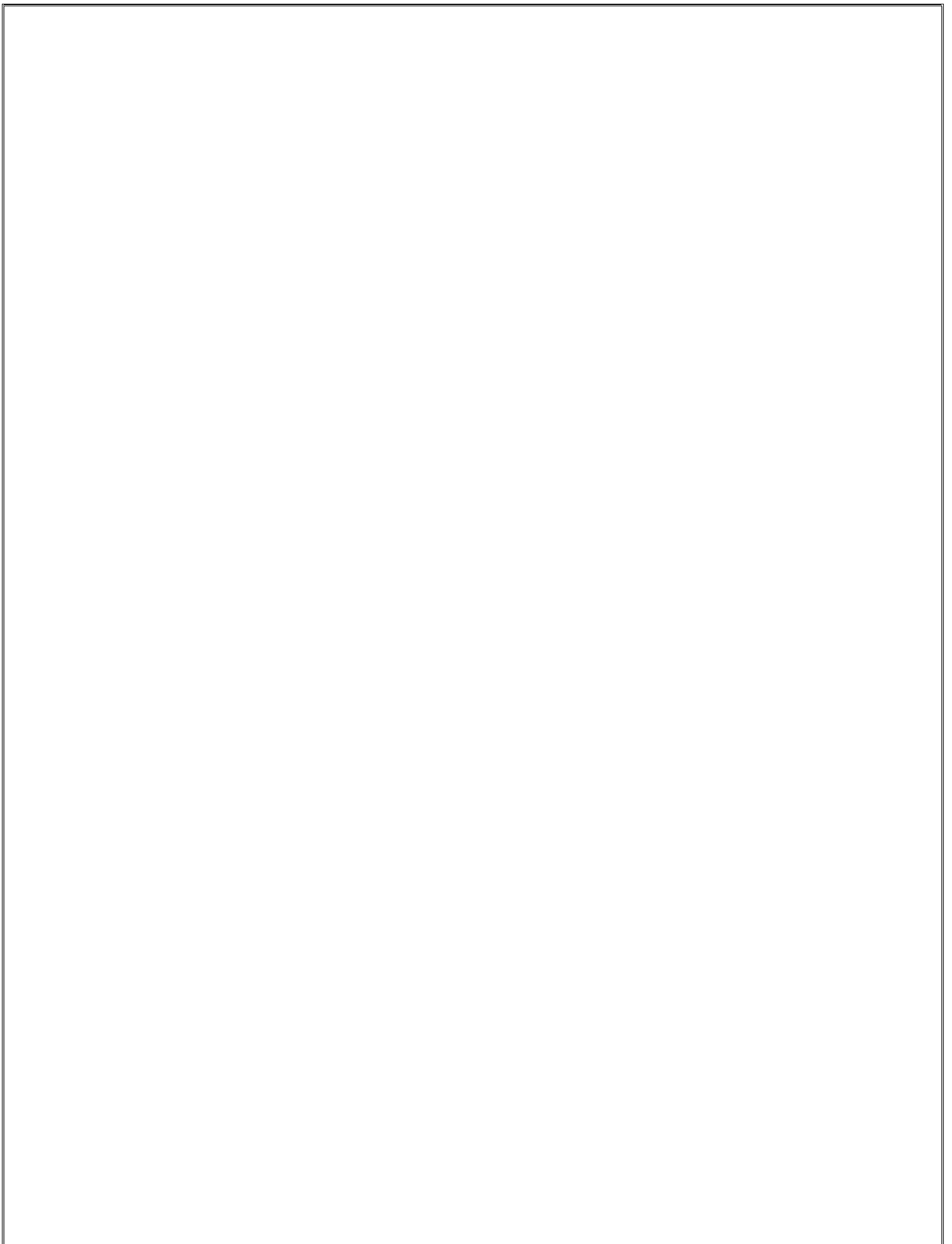
Faculty 3 shares his views about the westernization behavior of students. The patience, learning skills and social adjustment in students is decreasing. Teachers are facing more problems after the pandemic in the character building of a student because of the attitude problem.

As the end of the activity was approaching there was a sense of satisfaction on the faces of the students as they got to know a bit about how to deal with people, their confidence level was also increased by this activity.

GLIMPSES







Activity -6

Date: 27th February 2023

Survey conducted with PIET Faculty Members

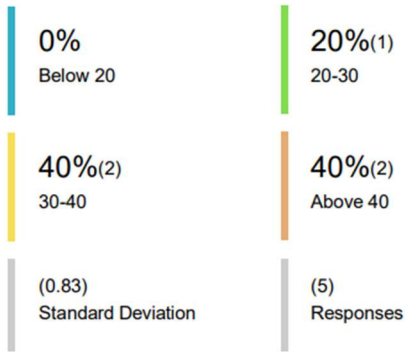
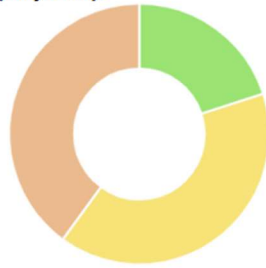
On

“Consumer Behavior towards Packaging of FMCG Products”

OBJECTIVES OF THE ACTIVITY

A Survey based work "Consumer Behavior towards Packaging of FMCG Items in Panipat Institute of Engineering & Technology" was assigned by our marketing club incharge. The major goal of this assignment was to get data or comments regarding FMCG products and how to persuade faculty members to complete a questionnaire. Each team had two students complete this job. a questionnaire compiled by the in charge and then subsequently approached some professors. According to the questionnaire, the analysis results are shown below.

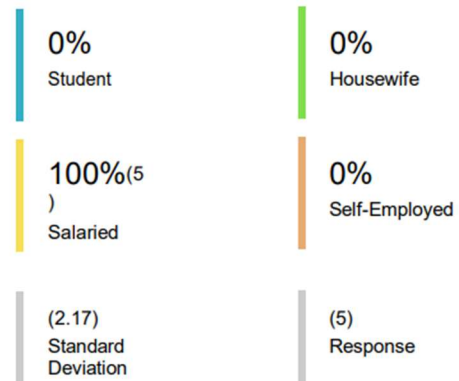
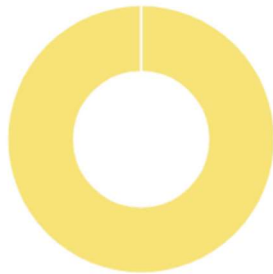
AGE GROUP (in years):



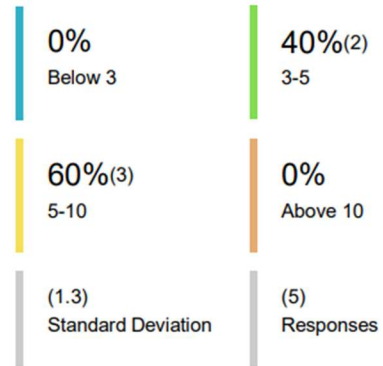
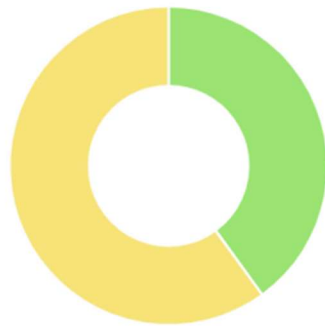
GENDER:



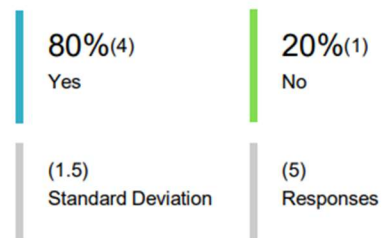
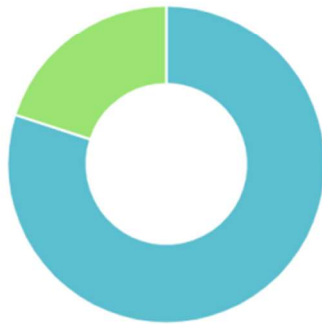
OCCUPATION:



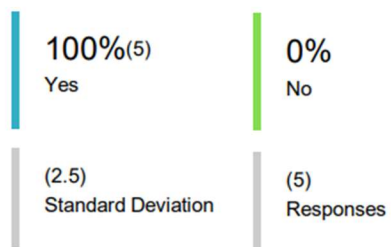
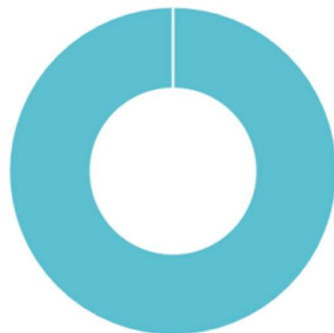
ANNUAL SALARY(in lacs):



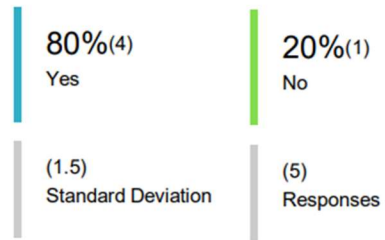
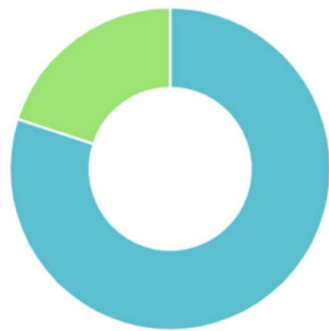
1 Do you prefer buying FMCG products?



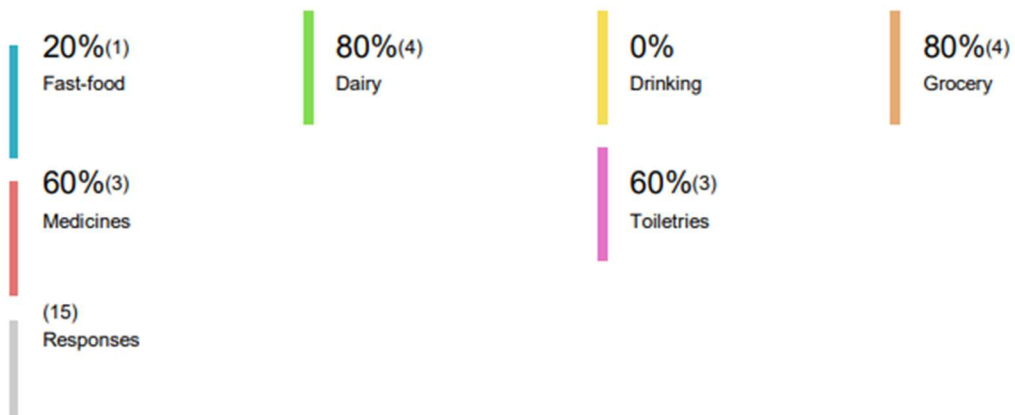
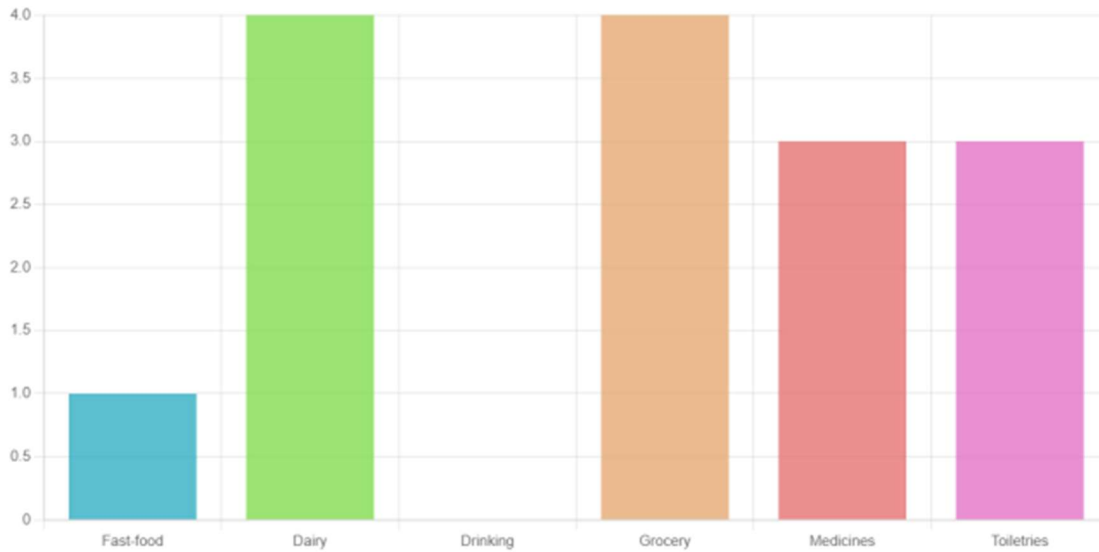
2 Do you aware about different types of packaging of FMCG products?



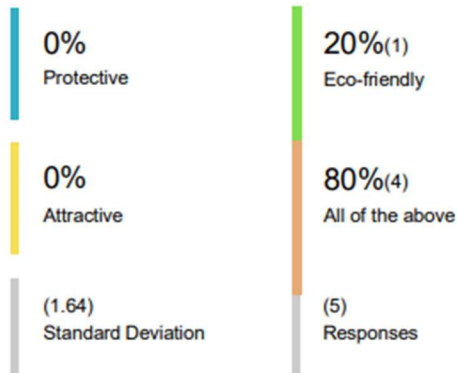
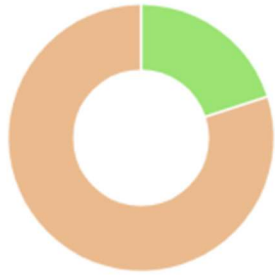
3 Does packaging of a product influence your buying decision?



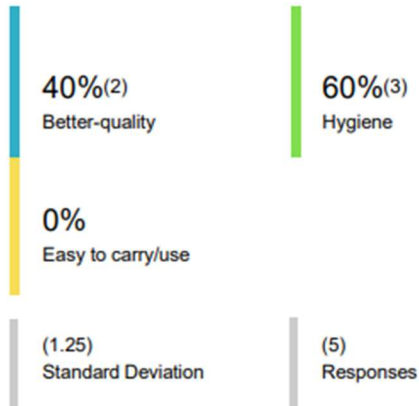
4 which product you prefer most in case of packed product?



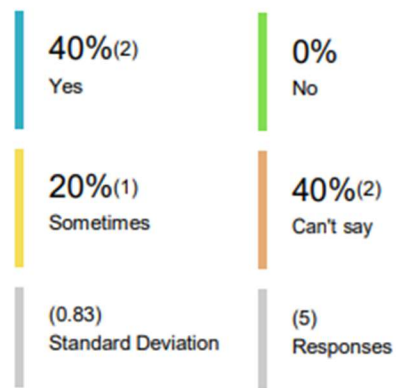
5 what is your priority towards packaging?



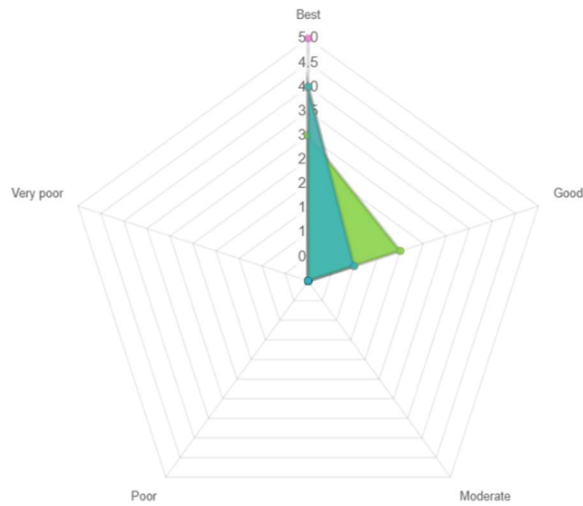
6 In case of food products. why would you buy packed food over loose items?



7 Would you switch your brand due to change in packaging?

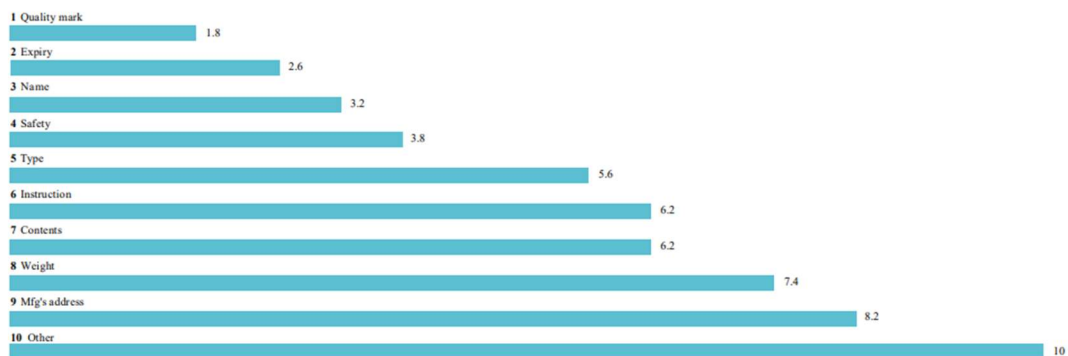


11 What mainly Indicates the quality & preferability of the product?

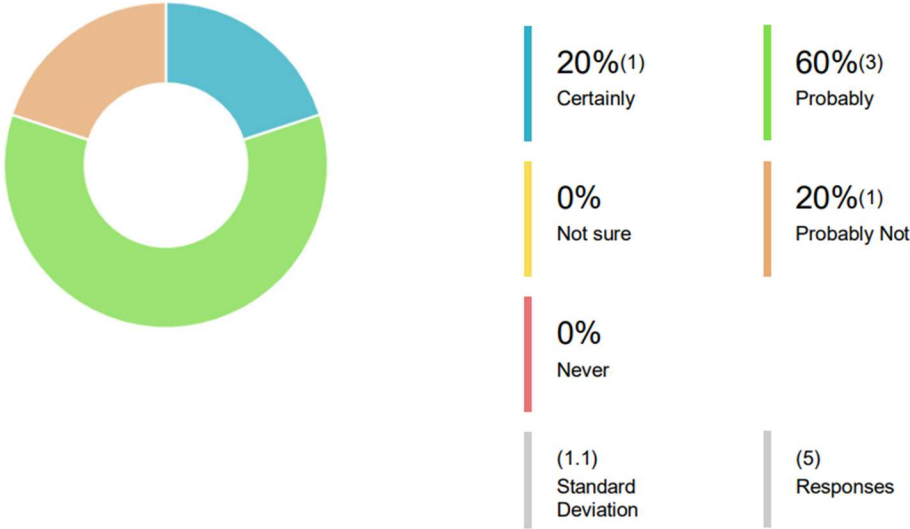


	Best	Good	Moderate	Poor	Very poor	Standard Deviation	Responses	Weighted Average
Brand Name	4 (80%)	1 (20%)	0 (0%)	0 (0%)	0 (0%)	1.55	5	1.2 / 5
Packaging Type	3 (60%)	2 (40%)	0 (0%)	0 (0%)	0 (0%)	1.26	5	1.4 / 5
Pricing	4 (80%)	1 (20%)	0 (0%)	0 (0%)	0 (0%)	1.55	5	1.2 / 5
Appearance	3 (60%)	2 (40%)	0 (0%)	0 (0%)	0 (0%)	1.26	5	1.4 / 5
Printed Info.	4 (80%)	1 (20%)	0 (0%)	0 (0%)	0 (0%)	1.55	5	1.2 / 5
Quality Standards	5 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2	5	1 / 5
								1.23 / 5

12 What information about the product you feel essential to be available on the packaging?



13 Are you willing to pay an extra amount for Better/Attractive Packaging?



CONCLUSION

As a result of this assignment, we gained a variety of abilities, including patience and soft skills. This work taught us a lot of things that will be useful to us in the future

ACTIVITY-7

Date: 13th March, 2023

Selling Alsof lotion in PIET campus

OBJECTIVES OF THE ACTIVITY

The objective was to gather insights on the preferences, perceptions, and purchasing behavior of the target audience and use them to develop effective marketing strategies for ALSOF Lotion. The survey provided valuable insights into the consumer behavior of PIET students as well as faculty members and helped the marketing club members understand the target audience better.

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for approximately two hour.

ACTIVITY DESIGN

Activity Design: A job "sell LOTION in Panipat Institute of Engineering & Technology" was assigned by our marketing club incharge. This task's primary goal was to teach students how to market and sell products while also learning how to persuade customers to buy from you. The one student was responsible for completing this task. The in charge initially distributed. ALSOF as the lotion, went out into the field in quest of a client, and then began conversing with a few individuals

OUTCOMES OF THE ACTIVITY

we learnt that marketing requires patience, listening, attention, communication, and a nice demeanour. This work taught us a lot of things that will be useful to us in the future.

GLIMPSES



Activity - 8

Date: 15th March 2023

Survey Report – How to make social media Ad Effective

OBJECTIVES OF THE ACTIVITY

The objective behind making social media ads effective is to maximize their impact and achieve specific goals such as increasing brand awareness, driving website traffic generating leads, or boosting sales. The overall aim is to engage and convert the target audience into customers or loyal followers.

DURATION OF THE ACTIVITY

ACTIVITY DURATION: The activity lasted for approximately two hours.

ACTIVITY DESIGN

ACTIVITY DESIGN: The activity conducted by the marketing club was a survey to collect the data and the ideas on how to make social media ads effective. The activity was conducted in between all the students of marketing club in D Block Auditorium.

OUTCOMES OF THE ACTIVITY

- The outcome of implementing strategies to make social media ads effective can vary based on several factors. However, here are some potential outcomes that can be achieved through effective social media advertising:
- **Increased Reach:** By implementing effective targeting techniques, you can ensure that your ads reach the right audience. This can result in increased visibility and exposure for your brand, products, or services.
- **Higher Engagement:** Effective social media ads can generate higher levels of engagement from users. This includes actions such as likes, comments, shares, and clicks on your ads, which can lead to increased brand awareness and interaction with your target audience

GLIMPSES



Activity -9

Date: 15th March 2023

Survey Report – newspaper selling

OBJECTIVES OF THE ACTIVITY

The objective of newspaper selling is to distribute newspapers to customers through various channels such as newsstands, door-to-door delivery, or online subscriptions. This activity aims to provide up-to-date information and news to readers, while also generating revenue for the newspaper company through sales or advertising. By increasing circulation and reaching a larger audience, newspaper selling helps to maintain the viability and relevance of traditional journalism in today's digital age.

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for approximately two hours.

ACTIVITY DESIGN

Activity Design: The activity conducted by the marketing club was a Newspaper selling to PIET faculty members.

OUTCOMES OF THE ACTIVITY

Selling newspapers provides students with an opportunity to develop important life skills such as communication, sales, and customer service. Reading newspapers also supports the development of critical thinking skills and knowledge acquisition. This experience can also help to build confidence and enhance their professional development. It can also provide an opportunity for students to earn extra income and develop a sense of responsibility and independence. Overall, the outcomes of selling newspapers can benefit students in both their personal and professional lives.

GLIMPSES



**PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY**
(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)



MARKODYSEY
The Marketing Club

Survey Report – Consumer Behaviour towards Packaging of FMCG Sector

Faculty Coordinator:-
Dr. Saurabh Garg
Mr. Manish Gulyani

March 2023						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Wednesday 15th Mar 2023



ACTIVITY -10

Date: 20th march 2023

- Observe the College Campus as Businessmen

OBJECTIVES OF THE ACTIVITY

- To develop Curiosity among the students in order to know something new. To improve observation skill of the students. The objective was to gather about the arrangement of the various elements. This survey provides a valuable thing that is to avoid the personal feelings and interpretations. Giving learning to the marketing students is the main objective about the observation method of data collection. It enables students to identify new business opportunities.

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for approximately Two hours

ACTIVITY DESIGN

- ❖ **Activity Design:** Firstly a brief discussion of observation takes place in classroom like meaning and importance of observation. Then students are asked to
- ❖ **Go outside the classroom and visit the campus.**
- ❖ **Come back to classroom within 20 minutes.**
- ❖ **Give 5 main observations as business person.**

OUTCOMES OF THE ACTIVITY

- Students learnt that observation requires patience, listening, attention and a perception. Observation Skill of the students is improved and realized how small unnoticeable but important changes affect our surroundings. It makes communication more effective for both receptor as well as speaker. A good understanding creates among students regarding the significance of good observation skill for data collection. It enables students to do environment scanning. This work taught us a lot of things that will be useful to club us in the future.

GLIMPSES



ACTIVITY -11

Date: 20th march 2023

Survey report – Non Teaching Survey

OBJECTIVES OF THE ACTIVITY

The objective of non-teaching activities is to complement academic learning and support students' growth and development. Activities may enhance social skills, physical health, community spirit, career exploration, and provide a safe space for students to connect with peers and mentors. Non-teaching activities are important for students' overall well-being and development.

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for approximately one hour

ACTIVITY DESIGN

Activity Design: When designing non-teaching activities for college students, it's important to consider their interests, schedules, and academic workload. Activities should be well-planned, easily accessible, and flexible. Effective design should consider logistics such as transportation, resources, and safety measures, as well as opportunities for skill-building and networking. Activities should also align with the college's mission and goals.

OUTCOMES OF THE ACTIVITY

The objective of non-teaching activities for college students is to provide opportunities for personal and professional growth outside of the classroom. These activities can enhance skills such as leadership, teamwork, and communication, and may provide networking opportunities. They can also promote physical and mental wellness, and contribute to a sense of community and school spirit.

GLIMPSES



Activity -12

Date: 24th April, 2023

Treasure Hunt Activity for all the students of MBA

Treasure hunt, the idea of hunting for hidden treasures has always been exciting and adventurous. In treasure hunt, participants work in small teams to find the treasure with the help of given clues. The team who decodes the clue and finds the treasure first will win the game. The game of treasure hunt comes from the concept of scavenger hunting where participants have to find number of items from the list provided to them. Treasure hunt differentiates itself from scavenger hunting by providing given clues to find the treasure.

OBJECTIVES OF THE ACTIVITY

The objective of this activity to develop new skills and reinforce other skills such as leadership, communication, and problem solving among the students. This activity encourages students 'Creativity' and thinking 'outside the box'

DURATION OF THE ACTIVITY

Activity Duration: The activity lasted for approximately two hour.

Registration & Selection of Participants:

- For participation, registration is must.
- Registration should be done in a team of two.
- Only 15 teams will selected on first come first serve basis.
- Registration is only possible through the online registration form available on <https://surveyheart.com/form/644100b6651f52085cd0176b>
- Each applicant must enter the required information on the registration form. No late submissions will be accepted and any incomplete, false, erroneous, fraudulent, forged, tampered forms will not be considered.

POSTER OF THIS ACTIVITY



**PANIPAT INSTITUTE OF
ENGINEERING & TECHNOLOGY**

Approved by A.I.C.T.E & Affiliated to Kurukshetra University, Kurukshetra



DMS

Department of Management Studies

विद्या ददाति विजयं




Rules And Regulations

- For participation, registration is must.
- Mobile phones are strictly prohibited.

Process of selection:

- There will be total of 5 Rounds.
- Around 1/4th of the total number of teams participating in the first round, who are able to decode the clue first and find the correct answer will be the winners of the 1st round and will go to the second round.
- Around 1/2 of the total number of teams competing in the second round, who are able to decode the clue first and find the correct answer will be the winners of the 2nd round and will go to the 3rd round.
- This will go on till the 5th round and last team who reach the treasure first will win the game.
- The difficulty level of the clues will increase with each round.
- There will be one winning group and two runner up group.

TREASURE HUNT SCRIPT

	TEAM 1	TEAM 2	TEAM 3
1	<p>First face of inraction (during first day in college-MBA)</p> <p style="text-align: center;">MANISH SIR</p> <ul style="list-style-type: none"> • An idea can change your life • Rishthe Wahi, Soch Nayi(Star Plus) 	<p>Cutest and youngest faculty</p> <p style="text-align: center;">RIDHI MADAM</p> <ul style="list-style-type: none"> • Zindagi ke saath bhi, zindagi ke baad bhi (LIC) • The happiest place on earth (disneyland) 	<p>Sweety ke titu ka dost</p> <p style="text-align: center;">SONU MADAM</p> <ul style="list-style-type: none"> • Har Ghar Kuchch Kahta hein.(Asian Paint) • Have a Break, Have a KIT-KAT
2	<p>kisne hath lagaya isko (Kabir singh movie dialogue)</p> <p style="text-align: center;">PREETI MADAM</p> <p style="text-align: center;">Sing a Song</p>	<p>100 +</p>  <p style="text-align: center;">SAURABH SIR</p> <p style="text-align: center;">Sing a Song</p>	<p>P M K V Yojna (Pradhan Mantri Kaushal Vikas Yojana)</p> <p style="text-align: center;">VIKAS NAIN SIR</p> <p style="text-align: center;">Sing a Song</p>
3	<p>FINANCIAL MANAGEMENT (BOOK)</p>	<p>MARKETING MANAGEMENT (BOOK)</p>	<p>CHETAN BHAGAT (BOOK)</p>
<p>Assume that you run a small business that sells handmade crafts online. You sell 20 units of a particular product for \$12 each, and it costs you \$8 to make each unit. You also have fixed monthly expenses of \$1,000, including website hosting fees and advertising costs. Calculate the following:</p> <ul style="list-style-type: none"> • What is the total revenue you earned from selling this product? • What is the total cost of producing and selling this product? • What is your gross profit? <p>*(one question for each team) your correct answer will help you to find your next clue</p> <p style="text-align: center;"> Total revenue = Units sold x Price per unit Total revenue = 20 x \$12 = \$240 Total cost = Units sold x Cost per unit Total cost = 20 x \$8 = \$160 Gross profit = Total revenue - Total cost = \$240 - \$160 = \$80 (ans is the book page no.) </p>			
4	<p>Your next clue lies where information is shared, announcements are made, and notices are posted.Go there (3 📖) now to continue your hunt!</p> <p style="text-align: center;">3rd floor Notice Board</p>	<p>fearless freedom fighter who sacrificed his life for the nation's independence. Look for the martyr who stood for his beliefs and fought for his country's freedom.Go there now to continue your hunt!</p> <p style="text-align: center;">Bhagat Singh Statue</p>	<p>Dhal gaya din, dhal gyi sham... jaane do jaana h... Song help to find your next clue.</p> <p style="text-align: center;">Badminton Court</p>
5	<p>आखिरी है सवाल आखिरी है मंजिल जाना है पार तो रूबरू करो मेरे यार(Sir name/room no.)</p> <p style="text-align: center;">4th floor HOD sir</p>		

Prizes:

- 1. Cash prize of Rs. 1000 for the winner.**
- 2. Trophy and goodies will be given to the winning team**
- 3. E-certificates will be given to all the participants.**

Faculty Coordinator

Dr. Anju

Dr. Saurabh

Dr. Annu Dahiya

Student Coordinator

Karan

Muskan

Sejal

Ashwini

GLIMPSES



Activity -13

Movie Session

Date - 1 May 2023

Objectives of the Activity - The objective of the activity is to make students understand the importance of goal identification in life. The objective is to make students understand that they are not kids anymore. They should take decisions by evaluating all the outcomes of their decision. The students need to realise that they need to get ready to face the real world.

Activity Duration - The activity lasted for approximately 3 hours.

Activity Design - In this activity, all the students of MBA 1st year were shown an inspiring movie which is Wake Up Sid in the Seminar Hall. The activity was conducted in two phases - First the movie was shown to the students and in the next phase, the students discussed what they learnt from the movie and how they will apply the learnings from the movie into their life.

Outcomes of the Activity - The students learnt a new and interesting method to learn new things. They learnt many useful life lessons which are -

- 1 Any decision should be taken only after evaluating all the possible outcomes of that decision.
- 2 We should follow our passion.
- 3 Every problem can be solved with patience.
- 4 Everyone is good at something. We just need to find that something and do it consistently to become better.

Poster

P.I.E.T.

DMS
Department of Management Studies
विद्या ददाति विनयं

MARKODYSSEY

Marketing club is organising a movie session. The agenda is to make our viewers understand the importance of goal identification in life.

May 1, 2023
9:00am-10:55am

Wake up SID

Glimpses

