PANIPAT INSTITUTE OF ENGINEERING & TECHNOLOGY
Approved by A.I.C.T.E & Affiliated to Kurukshetra University, Kurukshetra

DMS
Department of Management Studies
विद्या ददाति विनयं

MARKODYSSEY

The Marketing Club

ACTIVITIES' REPORT: 2021-2022

Faculty Coordinator: Dr. Ankur Sabharwal

Designation: Associate Professor

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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, **Markodyssey** 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 Know Your Company, Ad Mad, marketing quiz, product analysis etc.

MOST COMMON ACTIVITIES OF THE CLUB

- o Know Your Company
- o Summary of Motivational Books
- o Market Hunters
- o Group Discussions (On contemporary issues)
- o Product Analysis
- o Quiz (A quiz on brands and logo)
- o Tips for virtual GD and PI
- o Nitty Gritty – Presentation via recorded videos
- o MINDKRAFT- Quiz
- o Mock Interviews

Marketing Club Students (2020-22)

S.no.	Name	Roll No.	Section
1	Muskanjain	200104	A
2	AakashMaan	200107	A
3	Sakshi	200116	A
4	Priyanka	200117	C
5	AnkushBhandula	200119	A
6	Sahil	200120	A
7	NehaSehgal	200122	C
8	Ayushijain	200129	A
9	ManyaDhingra	200135	A
10	Shivangimittal	200140	B
11	Sneh	200142	B
12	Nancy bansal	200146	C
13	Tanya Gupta	200147	A
14	ShubhamBansal	200148	C
15	Shalini	200150	C
16	Tanya	200153	C
17	Shubhdagoel	200169	B
18	VarunBansal	200172	A
19	Vivek Kumar Jha	200173	B
20	SakshiBhutra	200176	B
21	AshishDhanda	200179	B
22	Prem	200181	A
23	Priyanka	200182	B
24	NishantBareja	200186	A
25	Sidharth Jain	200189	C
26	Sagar Singh	200193	B
27	Bhumika	200195	C
28	TapsiKatyal	200199	C
29	Shivani	200203	C
30	Ansh Sharma	200214	C
31	SanjanaAhuja	200218	C
32	Jasmeet Singh	200220	C
33	Parveen	200221	B

S.no.	Name	Roll No.	Section
34	RadhikaGarg	200226	A
35	Atulmalik	200227	B
36	Shivani	200228	C
37	Lalit	200230	B
38	Saiffi Jain	200235	C
39	Anubhavgarg	200239	A
40	Nehavasisth	200244	B
41	Nitika	200245	C
42	Aditi	200247	C
43	Raman Singla	200248	B
44	Shalini	200253	B
45	AMAN BHATIA	200254	A
46	Geetanjali	200257	B
47	Mohit	200268	B
48	Rahat Sharma	200269	B
49	RiyaArora	200272	B
50	Anupama	200274	B
51	Sunny Rathee	200275	C
52	Ruchi	200277	A

ACTIVITY 1

Date: 8th December 2021

RECRUITMENT DRIVE: McKinsey & Company

MBA-II-year students in the Marketing Club, led by Dr. Ankur, performed a **role-play of a recruiting company and a mock interview** in which Anupama acted as the "Lead Recruiter," Mayank as the "Head of HR," and Ruchi as the "Senior Partner" for McKinsey & Company, India. They all introduced the company and created two job descriptions: Associate Intern and Business Analyst. Students expressed interest in the position and applied for it. Following that, recruiters conducted mock interviews in which they evaluated students in areas such as interpersonal skills, leadership skills, problem-solving abilities, and entrepreneurial skills. Everyone who took part gained a lot of knowledge.

OBJECTIVES OF THE ACTIVITY

1. The activity's goal was to have students learn the job and enhance the abilities or competencies required for that employment.
2. All applicants for the recruitment drive were given the opportunity to participate in a mock interview with the firm they wished to work for in the future.
3. To develop self-esteem and confidence among the participants.
4. To develop real communication skills in leadership, interviewing and corporate interaction.

PROFILES FOR THE RECRUITMENT

1. ASSOCIATE INTERN

WHO YOU'LL WORK WITH

You will join one of our offices around the world for 8 - 10 weeks, usually in the summer, to work in teams and directly with our clients.

In this role you will help our clients in private, public, and social sectors solve their most pressing problems. You will also work with many experts, from data scientists and researchers to software and app designers.

WHAT YOU'LL DO

You'll work in teams of typically 3 - 5 consultants to identify, and oftentimes implement, potential solutions for a specific client problem or challenge. Together, you will help clients make lasting improvements to their performance and realize their most important goals.

Over the course of each project, you will gather and analyze information, formulate and test hypotheses, and develop and communicate recommendations. You'll also present results to client management and implement recommendations in collaboration with client team members. In some cases, you will be asked to travel to your client site.

When you join McKinsey, you are joining a firm that will invest in your professional development. As an associate intern, you will receive training and coaching on how to better:

- Structure ambiguous problems and take action to solve them
- Synthesize clear takeaways from complex information into clear takeaways and recommendations using both qualitative and quantitative methods
- Work effectively with diverse teams to come up with the best solution and move people and organizations to act
- Establish trust-based relationships with clients to better serve their organizations
- Communicate effectively with all audiences, including senior leaders, in a structured manner
- Develop your leadership style, leveraging your own passions, strengths, and personal values

QUALIFICATIONS

- Bachelor's degree; Advanced graduate degree in progress (e.g., MBA, PhD, etc.); Academic degree requirements may vary by country
- Ability to work collaboratively in a team and create an inclusive environment with people at all levels of an organization
- Capability to drive an independent workstream in the context of a broader team project
- Comfort with ambiguous, ever-changing situations

- Ability to break down and solve problems through quantitative thinking and analysis
- Ability to communicate effectively, both verbally and in writing, in English and local office language(s)

2. BUSINESS ANALYST

WHO YOU'LL WORK WITH

You will join one of our offices around the world to work in teams and directly with our clients. In this role you will help our clients in the private, public, and social sectors solve some their most pressing problems. You will also work with a range of experts in the firm, from data scientists to researchers to software and app designers.

WHAT YOU'LL DO

You'll work in teams of typically 3 - 5 consultants to identify, and oftentimes implement, potential solutions for a specific client problem or challenge. Together, you will help clients make lasting improvements to their performance and realize their most important goals.

Over the course of each project, you will gather and analyze information, formulate, and test hypotheses, and develop and communicate recommendations. You'll also present results to client management and implement recommendations in collaboration with client team members. In some cases, you will be asked to travel to your client site.

When you join McKinsey, you are joining a firm that will invest in your professional development. As a business analyst, you will receive training and coaching on how to better:

- Structure ambiguous problems and take action to solve them
- Synthesize clear takeaways from complex information into clear takeaways and recommendations using both qualitative and quantitative methods
- Work effectively with diverse teams to come up with the best solution and move people and organizations to act
- Establish trust-based relationships with clients to better serve their organizations

- Communicate effectively with all audiences, including senior leaders, in a structured manner.

QUALIFICATIONS

- Undergraduate degree or master's degree or 1+ years of work experience after completing your undergraduate degree; Requirements may vary by country or practice
- Ability to work collaboratively in a team and create an inclusive environment with people at all levels of an organization
- Capability to drive an independent workstream in the context of a broader team project
- Comfort with ambiguous, ever-changing situations
- Ability to break down and solve problems through quantitative thinking and analysis
- Ability to communicate effectively, both verbally and in writing, in English and local office language(s)

INTERVIEW QUESTIONS

1. Introduce yourself in 60 sec.
2. Who is your inspiration and why?
3. What is your biggest career achievement till date?
4. Narrate us the time when you overcome a significant challenge.
5. Any instance when you showed exceptional leadership skills.
6. The time when you had a disagreement with your teammate & how come you resolve that?
7. Give an example of how you motivate people.
8. How do you convince a colleague to adopt a different viewpoint from the one they initially hold.
9. One instance that shows that you are a dedicated professional.
10. Situation based questions to check the entrepreneurial skills.

MARKSHEET

S. No	Roll No.	Name	Interpersonal Skills	Problem Solving	Leadership	Entrepreneurial Skills	Total
1	200186	Nishant	12	10.5	11.8	10.1	44.4
2	200223	Puneet	11	11.2	12.7	10.5	45.4
3	200219	Nageshwar	9.7	11.5	12	11.2	44.4
4	200221	Parveen	8.5	7.5	8.5	6.7	31.2
5	200179	Ashish	10.6	10	11	10.4	42
6	200142	Sneh	11.7	10.2	10	9.8	41.7
7	200227	Atul	10	9	9.5	8	36.5
8	200173	Vivek	13.2	11.5	12.3	12.3	49.3
9	200269	Rahat	12.7	11.5	11.1	11.4	46.7
10	200172	Varun	12	11.5	11.5	12.5	47.5
11	200120	Sahil	10	9	11	9.5	39.5
12		Ankush	9.5	9	10	9	37.5
13		Radhika	12	11	10.5	9.7	43.2
14		Raman	11	10	11.5	9.7	42.2
15		Bhavna	12	11	12	10	45
16		Sonali	12	11.5	11.1	10	44.6
17		Kishore	9.7	10	10	9.9	39.6

FEEDBACK OF CANDIDATES

S. No	ROLL NO.	NAME	FEEDBACK
1	200186	Nishant	Communication is strength, good performance.
2	200223	Puneet	"Thank you for opportunity…" it can be skipped in introduction. Good enough but underestimates himself, frequent eye contact should be there, great communication skills.
3	200219	Nageshwar	Language barrier, good body language, mentioned sports a lot (little irrelevant)
4	200221	Parveen	Informal approach, Told about PIET only in introduction.
5	200179	Ashish	Missing eye contact, great body language, nervous but tried well to answer, good interpersonal skills.
6	200142	Sneh	Good confidence but said "no weakness", didn't give any proper example of question asked, lack of thought clarity.
7	200227	Atul	Has great potential, was not audible, under confident, nervous.
8	200173	Vivek	Clear ideas, took 40+ sec to introduce, storytelling +point (no clear cut answers)
9	200269	Rahat	No eye contact, under confident, amazing communication skills, used quote-good impression.

10	200172	Varun	Loved the way he presented himself. Confident
11	200120	Sahil	Under confident, has potential, need to work more on skills, liked the presentation.
12	200119	Ankush	Need to work on skills to be among the above average.
13	200226	Radhika	Great interpersonal skills, under confident, loved the presentation.
14	200248	Raman	Decent, need to work on skills, good body language.
15	200266	Bhavna	Amazing interpersonal skills, need to be more clear with thoughts & ideas while delivering.
16	200115	Sonali	Amazing communication but need to be more precise , quite good in everything.
17	200200	Kishore	Under confident, hesitant, decent.

Overall Feedback:

1. Even after the circulation of notice, students were not in the formal attire on the D-Day.
2. While interviewing, candidates showed a professional behaviour and were disciplined.
3. If the interviewer asked about any instance, students were not specific to the situation.
4. Introduction part of the candidate carried irrelevant achievements when compared with the profile. They need to specify only those which are of significance to the job profile.

LEARNINGS FROM THE ACTIVITY

The activity boosted the confidence of all the participants. Communication, leadership & interpersonal skills were enhanced. Students came out with creativity.

Recruiters had first-hand knowledge of the scenario. They did extensive research and study on the company before formulating interview questions.

Participants could learn about the actual abilities required for the roles they are interested in.

GLIMPSES

ACTIVITY 2

Date: 19th January 2022
PANEL DISCUSSION

MBA-II year students in the Marketing Club, led by Dr. Ankur, organized a **Panel Discussion** on **"Grip of Social Networking Sites"** in which Ruchi acted as the Moderator, whereas Vivek Jha, Muskan, Atul Malik, and Bhavna were the Penalists.

OBJECTIVES OF THE ACTIVITY

1. The activity's goal was to have the students full understanding about the topic and enhance their abilities regarding social media sites.
2. All the students participated; either as the penalists or penallists.
3. To develop self esteem and confidence among the participants.
4. To develop real communication, analytical and leadership skills.

LEARNINGS FROM THE ACTIVITY

The activity boosted the confidence of all the participants. Communication, leadership & interpersonal skills were enhanced. Students came out with analytical & comprehensive conversations.

Participants could learn about the actual abilities required to be among the panel.

GLIMPSES

ACTIVITY 3

Date: 22nd January 2022
ADVERTISE YOURSELF

OBJECTIVES OF THE ACTIVITY

1. The activity's goal was to make students shoot their video highlighting their key skills and advertise themselves on the basis of their abilities & competencies.
2. All the club students were given equal opportunity to express themselves in form of video.
3. To develop self esteem and confidence among the students.
4. To develop real communication skills and analyze

LEARNINGS FROM THE ACTIVITY

The activity boosted the confidence of all the participants. Communication, leadership & interpersonal skills were enhanced. Students came out with creativity in their videos.

Participants could explore more about the actual abilities and positive traits

GLIMPSES

Aman Bhatia
Mba - Marketing and Business Analytics

ACTIVITY 4

Date: 22th January 2021

Date: 22th January 2021
AD-CREATION

OBJECTIVES OF THE ACTIVITY

1. The activity's goal was to help students enhance the abilities or competences required for instant action.
2. To develop teamwork and mutual understanding among students.
3. To develop self esteem and confidence among the participants.
4. To develop creative skills and conveying ideas through a short act.

LEARNINGS FROM THE ACTIVITY

The activity boosted the confidence of all the participants. Communication, teamwork & interpersonal skills were enhanced. Students came out with creativity and enjoyed the activity.

Participants could learn about different products & how to advertise them with limited resources and tools.

GLIMPSES

ACTIVITY 5

Date: 23rd June 2021
CRUX: Summary of Motivational Books

OBJECTIVES OF THE ACTIVITY

1. The goal of the activity was to help students enhance the reading and analyzing skills.
2. To develop teamwork and mutual understanding among students.
3. To develop self esteem and confidence among the participants.
4. To develop presentation skills and enhance communication skills.

LEARNINGS FROM THE ACTIVITY

The activity boosted the confidence of all the participants. Communication, teamwork & interpersonal skills were enhanced. Students came out with different insights from different books.

Participants could learn about ways to keep their productivity high, efficiency high, and keep themselves motivated.

JUDGEMENT SHEET

JUDGEMENT SHEET

			CONTENT (5)	COMMUNICATION (5)	OVERALL PRESENTATION (5)	Appearance	TOTAL		
Ruchi	200277	TEAM-1	4	4	4	5	17		
Vidhi saini	200101		4	4	4	5	17	First	Team 1 and
Priyanka	200182	TEAM-2	3	3.5	3	4	13.5	Second	Team 3
Anupma	200274		3	3.5	3	4	13.5		
Sahil bhandula	200120	TEAM-3	3	3.5	3	4	13.5		
Bhavna Nagpal	200266		4	4	4	4.5	16.5		
punnet jain	200223	TEAM-4	3	3.5	3	4	13.5		
Jasmeet singh	200220		3	3.5	3	4	13.5		
Rahat sharma	200269	TEAM-5	3	3.5	3	3	12.5		
Sakshi	200116		3	3.5	3	3.5	13		
Ashish dhanda	200179	TEAM-6	3	3.5	3	4	13.5		
Vivek jha	200173		3	3.5	3	4	13.5		
Varun bansal	200172	TEAM-7	4	4	4	3.5	15		
Atul Malik	200227		4	4	4	3	13		
Nancy	200258	TEAM-8	3	3.5	3	4	13.5		
Aakash maan	200107		3	3.5	3	4	13.5		
Ankush	200119	TEAM-9	3	3.5	3	4	13.5		
Radhika	200226		4	4	3	3	14		
Nishant bareja	200186	TEAM-10	3	3.5	3	3	12.5		
Muskan	200211		3	3.5	3	3.5	13		
Sakshi bhutra	200176	TEAM-11	3	3.5	3	4	13.5		
Sonali bhatia	200115		3	3.5	3	3.5	13		
Aman bhatia	200254		3	3.5	3.5	4	14		
Anjali Lakhina	200273	TEAM-12	3	3.5	3	4	13.5		
Sanjana	200218								

ACTIVITY 6

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Date: 21st May 2021

MINDKRRAFT- Quiz

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OBJECTIVES OF THE ACTIVITY

1. The goal of the activity was to help students enhance the memory and analyzing skills.
2. To develop teamwork and mutual understanding among students.
3. To develop self esteem and confidence among the participants.
4. To develop presentation skills and enhance communication skills.

LEARNINGS FROM THE ACTIVITY

The activity boosted the confidence of all the participants. Communication, teamwork & interpersonal skills were enhanced. Students came out with different insights from different topics covered in the quiz.

Participants could learn about various things ranging from different corporate personalities to what different brand logos mean.

JUDGEMENT SHEET

PANIPAT INSTITUTE OF ENG. AND TECHNOLOGY
MARKETING CLUB - MINDKRAFT (QUIZ Competition)
Score Sheet

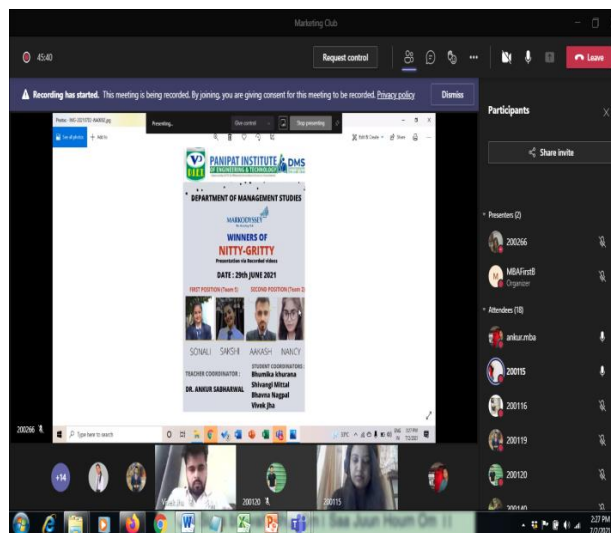|	Team 1	Team 2	Team 3	Team 4
Ques 1	5			
Ques 2		5		
Ques 3			0	
Ques 4				0
Ques 5	5			
Ques 6		0		
Ques 7			5	
Ques 8				5
Ques 9	5			
Ques 10		5		
Ques 11			0	
Ques 12				5
Ques 13	5			
Ques 14		0		
Ques 15			5	
Ques 16				5
Ques 17	0			
Ques 18		0		
Ques 19			0	
Ques 20				5
Ques 21	5			
Ques 22		5		
Ques 23			5	
Ques 24				5
Ques 25	10	0	0	0
Total	35	15	15	25

ACTIVITY 7

OBJECTIVES OF THE ACTIVITY

1. The goal of the activity was to help students enhance the presentation and analyzing skills.
2. To develop teamwork and mutual understanding among students.
3. To develop self esteem and confidence among the participants.
4. To develop presentation skills and enhance communication skills.

LEARNINGS FROM THE ACTIVITY

The activity boosted the confidence of all the participants. Communication, teamwork & interpersonal skills were enhanced. Students came out with different insights from different creative videos related to corporate.

Participants could learn about ways to keep their productivity high, efficiency high, and keep themselves motivated.

GLIMPSES

ACTIVITY 8

CLASSROOM

PRESENTATIONS

OBJECTIVES OF THE ACTIVITY

1. The goal of the activity was to help students enhance the presentation and analyzing skills.
2. To develop teamwork and mutual understanding among students.
3. To develop self esteem and confidence among the participants.
4. To develop presentation skills and enhance communication skills.

LEARNINGS FROM THE ACTIVITY

The activity boosted the confidence of all the participants. Communication, teamwork & interpersonal skills were enhanced. Students came out with different insights from different topics ranging from leadership to important virtual interview tips.

Participants could learn about different topics presented by different teams in every lecture.

GLIMPSES