



**Maharaja Agrasen Institute of Technology
Department of Management, MBA**



Report on Marketing Quiz

Event : Marketing Quiz for Second Semester students (2020-22 Batch)

Organizer : Marketing Society of MAIT (MSM)

Date : 10 February, 2021

Timings : 4 – 5.20 PM

Venue : Online on MS -Teams

The Marketing Club, MSM, Department of Management, MBA, MAIT organized an online Marketing Quiz. The objective of organizing the event was to encourage students to learn and develop skills of team work by organizing activities like this and also learn various concepts of marketing, like promotional marketing mix and branding in a fun environment, using creative questions. The students also got experience of how to use the online digital platform.

The whole activity was managed by the student volunteers under the supervision of marketing club faculty coordinators. The online technical part was managed by Mr. Ankur Ahuja, Asst Professor, MBA, MAIT. There were 46 student participants and they were divided in 11 teams. The event was attended by total 80 participants, including students and faculty members.

The quiz had four Rounds. In First round, students were asked to recognize the product for which advertisement video is used specifically. Second round was to identify business personality, third round was about brand/logo recognition and the Fourth and final round was about taglines of brands.

The first two rounds were elimination rounds and only 5 teams were selected to go for the final round.

In the end, vote of thanks were given by Dr Anju Bharti, Faculty coordinator for MSM and also she declared the winners of the competition. The winners will be getting the appreciation certificates.

Following is the winner's list:

Winners List

First	Team 1
Second	Team 4 and Team 11
Third	Team 2 and Team 3

After declaration of result, Dr. Amit Gupta, HOD, Department of Management, MBA, MAIT addressed the students and the faculty members of Dept of Management, MBA. The various faculty coordinators of marketing club, MSM, motivated all participants through their words of wisdom. The students liked the activity and participated enthusiastically. The various details of the event like teams, winners and some snapshots are given below.

List of Faculty Coordinators

SI No.	Name of Faculty members
1.	Dr. Anju Bharti
2.	Mr. Nitin Walia
3.	Dr. Anoop Kumar Gupta
4.	Mr. Rajiv Jain
5.	Dr. Sukhvinder Singh

List of Volunteers

SI No.	Name of Volunteers
1.	Charu Gupta
2.	Charu Bansal
3.	Pranshu Garg
4.	Saloni Aggarwal
5.	Radhika Garg
6.	Mahima
7.	Vaishali
8.	Aman Goel
9.	Rishabh Thakur

Marketing Quiz Participants List

Team 1 -11			
Team 1 1.Mehak 2.Tanya Goel 3.Priyanka Solanki 4.Bhaway arora	Team 2 1.Nikhil Chawla 2.Pooja Singh 3.sachin chauchan 4.M. Sudarshan	Team 3 1.Deepanshu Rawat 2.Jaspreet 3.Sanjana 4.Abhishek Malik	Team 4 1.Shobhit 2.Raman 3.Nandna 4.Himanshu
Team 5 1.Sambhav Jain 2.Manjot Kaur 3.Karishma 4.Charu Varshney	Team 6 1.Shaswat Jain 2.Medha Mahajan 3.Muskan Verma 4.Pooja Makhijani	Team 7 1.Avinash Chatuvedi 2.Muskan Jain 3.Muskan Goel 4.Garima Singhal	Team 8 1.Shivam Narula 2.Ajay 3.Vishruti Chaudhary 4.Madhvi Arora
Team 9 1.Harsh Paliwal 2.Mahima Chauhan 3.Ady Kansal 4.Atulika	Team 10 1.Priya Aggarwal 2.Harshit Sharma 3.Tarun Bisht 4.Suraj Prakash	Team 11 1.Sudanshu Prashar 2.Shreya Jain 3.Dhruv gupta 4.Mayank Sharma 5.Utkarsh Arora	

Banner for Promotion



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY
Department of Management - MBA
MARKETING CLUB



Advertisement Quiz

- *Brand Recognition
- *Punchline/ Tagline of Different Products
- * Advertisement Clips of Products

Date for Your Diary
FEB 10, 2021 wed
4pm Onwards

Appreciation certificate for winners

MODE:-ONLINE

UNLOCK YOUR KNOWLEDGE AT THE SPEED OF THOUGHTS  **WE CAME, WE QUIZZED, WE CONQUERED**

Marketing club Activity Pics

