



Maharaja Agrasen Institute of Technology  
Department of Management, MBA  
MSM, Marketing Club Activity

Report on

'KAUN BATAYEGA BRAND'  
MSM, Marketing Club Activity  
19<sup>th</sup> October 2023

**MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY**  
PSP AREA, Plot No 1, Rohini Sector 22  
**DEPARTMENT OF MANAGEMENT**

**MSM - THE MARKETING SOCIETY**  
PRESENTS

**KAUN BATAYEGA BRAND**

**LEARN ; THRIVE AND PLAY**

**E -CERTIFICATES WILL BE PROVIDED**

**19 OCT**

**3 PM ONWARDS**

**ROOM NO.751 , 7th BLOCK**

**SCAN & REGISTER**

STUDENT COORDINATORS : JATIN AGARWAL YASH SINGHAL YAMINI GUPTA TANYA RAIZADA

Activity: Kaun Batayega Brand, MSM, Marketing Club Activity

Time: 3PM to 4.30PM

Venue: Room 751, Block 7, Department of Management

Faculty Coordinators: Dr. Anju Bharti, Dr. Nitin Walia, Dr. Anoop Kumar Gupta, Dr. Rajeev Jain,  
Dr. Sukhvinder Singh

Student Coordinators: Mr. Jatin Agrawal, Mr. Yash Singhal, Ms. Tanya Raizada and Ms. Yamini Gupta

Judges of the event: Ms. Tanya and Mr. Yugam, MBA 2<sup>nd</sup> yr (2021-23)

The Marketing club, MSM, Department of Management, MBA, MAIT organized a Marketing quiz related to Brand awareness on 19<sup>th</sup> October, 2023 from 3.00pm to 4:30pm. The objective of organizing the marketing quiz was to encourage students and motivate them to learn various concepts of Branding. It also provided them to have some awareness about the brands/companies, their logos, and to examine the implications of the taglines/punchlines in real-life world by which consumers recognize them and purchase their products ultimately. The quiz had four categories of questionnaire related to recognizing taglines, logos, video ad clips to identify the particular brand name.

There was an overwhelming response from the students of MBA 1<sup>st</sup> year (Batch 2023-25) for participation. The whole activity was managed by the student co-ordinators under the supervision of marketing club faculty coordinators. The student coordinators invited all MSM faculty coordinators by presenting them an invitation card. It was a team-based activity, in which the total registered teams were 14, each team having 3 members. There were total 42 members as participants for the activity. The total strength of this activity was around 60 including participants, students audience, judges and faculty members.

The quiz had 3 rounds in total. The teams were eliminated after first and second rounds and only 5 teams were selected to go for the final round. In the First round, there were 2 MCQ based questions for each team related to taglines in which students were asked to choose the correct brand/company name from the given options within 20sec only. 4 teams got eliminated after first round. Second round was to identify the logo of a brand and thus 3 more teams got eliminated in this round. The third and the final round consisted of advertisement videos and the taglines of

different brands. The scoring and judgement was done by 2 Judges, who were the seniors of MBA 2<sup>nd</sup> year and the winners were declared by Marketing club faculty coordinator, Dr. Anju Bharti Ma'am. The winners were declared on the basis of scores and their response time. The winners will be getting the appreciation e-certificates.

The results were declared by Dr. Anju Bharti and by other faculty coordinators of marketing club, MSM. All faculty coordinators motivated all the participants and the students as audience through their words of wisdom. The students liked the activity very much and also participated enthusiastically.

Following is the winner's list :

#### **Winners List**

<b>First</b>	<b>Team L-Rahul, Harsh, Aarushi</b>
<b>Second</b>	<b>Team I-Megha Gupta, Muska Saranjhana, Rittik Gupta</b>
<b>Third</b>	<b>Team M-Hardikk Dave, Shatakshi Tomar, Vanshita Goel</b>

#### **List of Faculty Coordinators**

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

#### **List of Core-Coordinators**

Sr. No.	Name of Core-Coordinators
1.	Mr.Jatin Agrawal,MBA 1A (2023-25)
2.	Mr.Yash Singhal,MBA1A, (2023-25)
3.	Ms.Yamini Gupta,MBA1A,(2023-25)
4.	Ms.Tanya Raizada,MBA1A,(2023-25)

#### **List of Volunteers**

Sr. No.	Name of Volunteers
1.	Ms.Khanak Gupta,MBA 1 <sup>st</sup> yr
2.	Ms.Ishika Goel,MBA1st yr
3.	Ms.Kritika Garg,MBA1st yr

### Marketing Quiz Participants List

TEAM NAMES	MEMBERS (MBA1st yr)
A	Khushi Garg, Manya, Ansh
B	Ayushi Tandon, Aayushi Tyagi, Shikha
C	Karan, Moksh, Tanishq
D	Tanvi Kalra, Kanishka gupta, Ayush Arya
E	Parul Garg, Pranjal Tiwari, Parichay
F	Sakshi Kapoor, Aryan Jain, Nitin
G	Yashvi, Sakshi Goel, Purvi
H	Deepesh Gupta, Deepan Singh Chauhan, Alabh Utkarsh
I	Megha Gupta, Muska Saranjhana, Rittik Gupta
J	Himanshu, Alabh, Gitanshi
K	Avinash Kaushik, Jatin Dutta, Yash Sharma
L	Rahul, Harsh, Aarushi
M	Hardikk Dave, Shatakshi Tomar, Vanshita Goel
N	Parul Sharma, Jigyasa Joshi, Mansi Saxena

### Invitation Card



## Marketing Club Activity Pics



