



ENGINEERING MANAGEMENT TECHNICAL CAMPUS – JEMTEC

*(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
Plot No. 48/4, Knowledge Park-III, Greater Noida, PIN-201308*



Name of the Event: - Intra Departmental Marketing Case Study Presentation of BLAZE, the Marketing Club of BBA Department

Faculty Coordinators: **Mr. Ankur Budhiraja, Asst. Prof. and Dr. Ambika Sharma, Asst. Prof.**

Student Coordinators: **Aditya Gupta, Arshi Saifi, Roopali and Baibhav**

Day & Date: - Wednesday, 2nd December, 2020

Time: - 11-1.30 PM

Attended by: - All the BBA Students

Venue: Online Mode

The Marketing Club, BLAZE of the BBA Department of JIMS Management and Technical Campus, Greater Noida organised an Intra Departmental Marketing Case Study Presentation Competition on Wednesday, 2nd December, 2020.

Details of the Activity

The case study presentation competition aimed to give an exposure to the management students about real life business situations and problems faced by people engaged in different types of business. The case study is an effective way to solve real life business problems and teaches the participants to deal with them. The marketing case study competition, similarly, taught the students to understand the case on MDH spices and look at the business from different perspectives. It highlighted the journey of MDH's business evolution from its beginning till date.

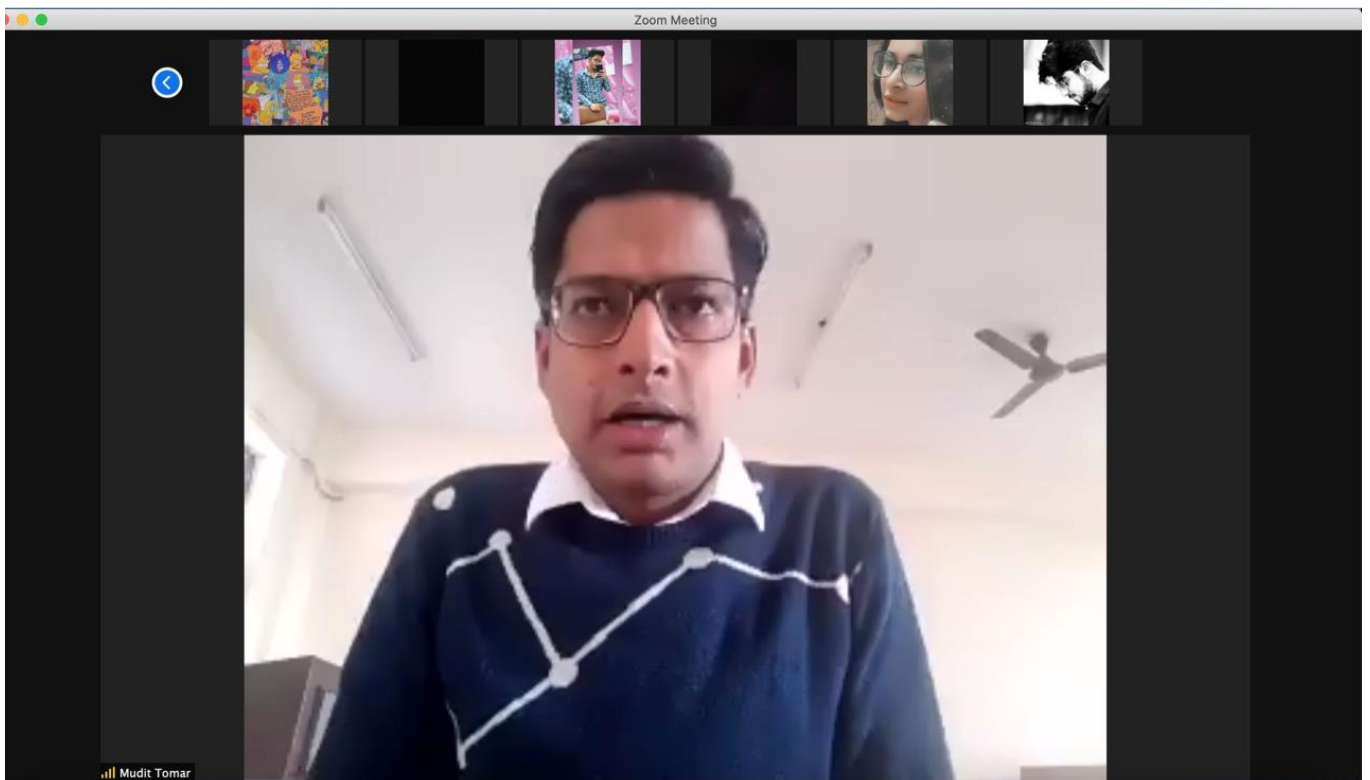
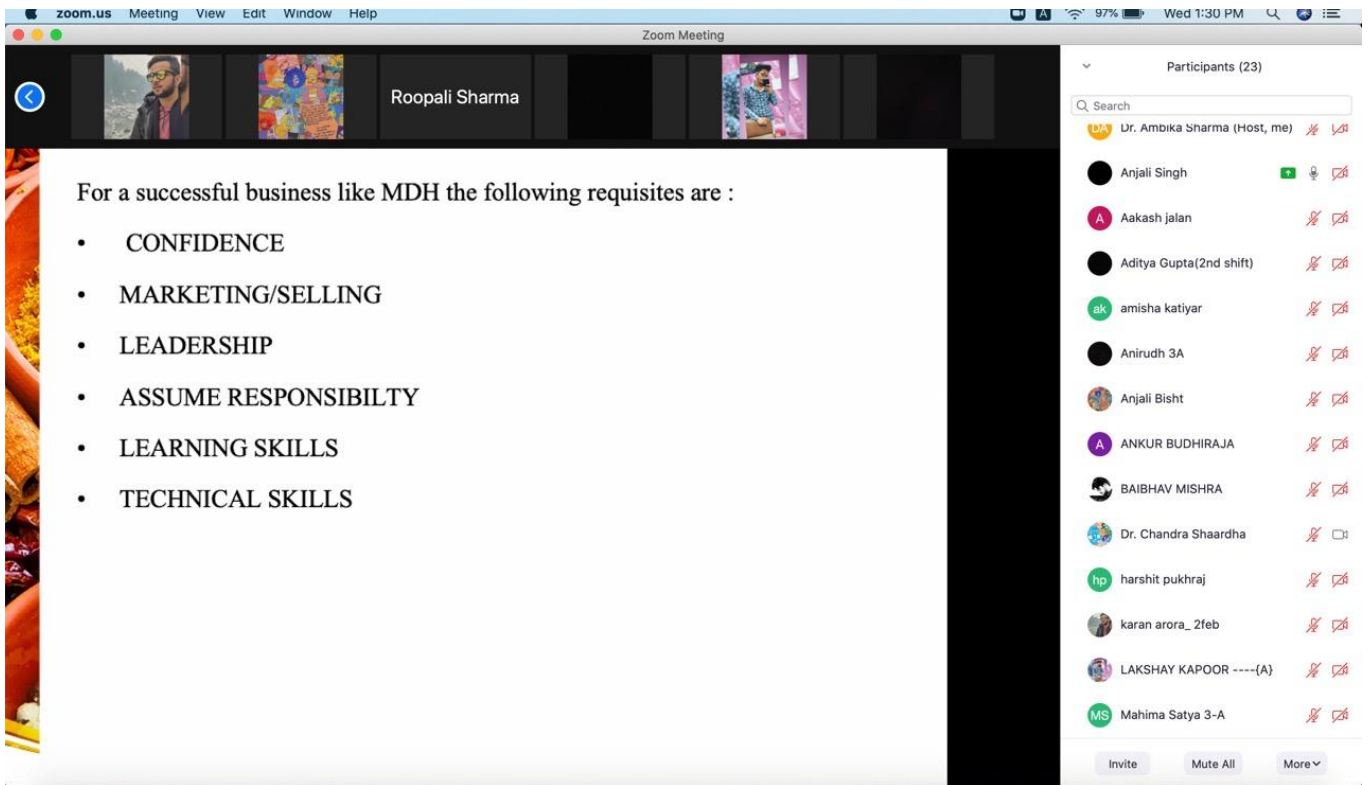
There were a total of 8 teams who were given a full case on MDH detailing its growth, success and challenges over the years. Also the case mentioned about the business strategy and the wisdom with which MDH has been nurtured from scratch to sky rocketing success. The participants were given four extrapolative questions and were supposed to use their own creativity and thoughts to bring together an idea of their own such business. Further, they were required to create a business strategy to run such a business successfully. In another question, they were asked to strategize to deal with the business challenges in the most effective ways.

All was to be done through a detailed powerpoint presentation that was to be presented in front of two judges, Dr. Chandra Shaardha, HOD, BBA department and Mr. Mudit Tomar, Marketing faculty at the BBA LAW department of JEMTEC.

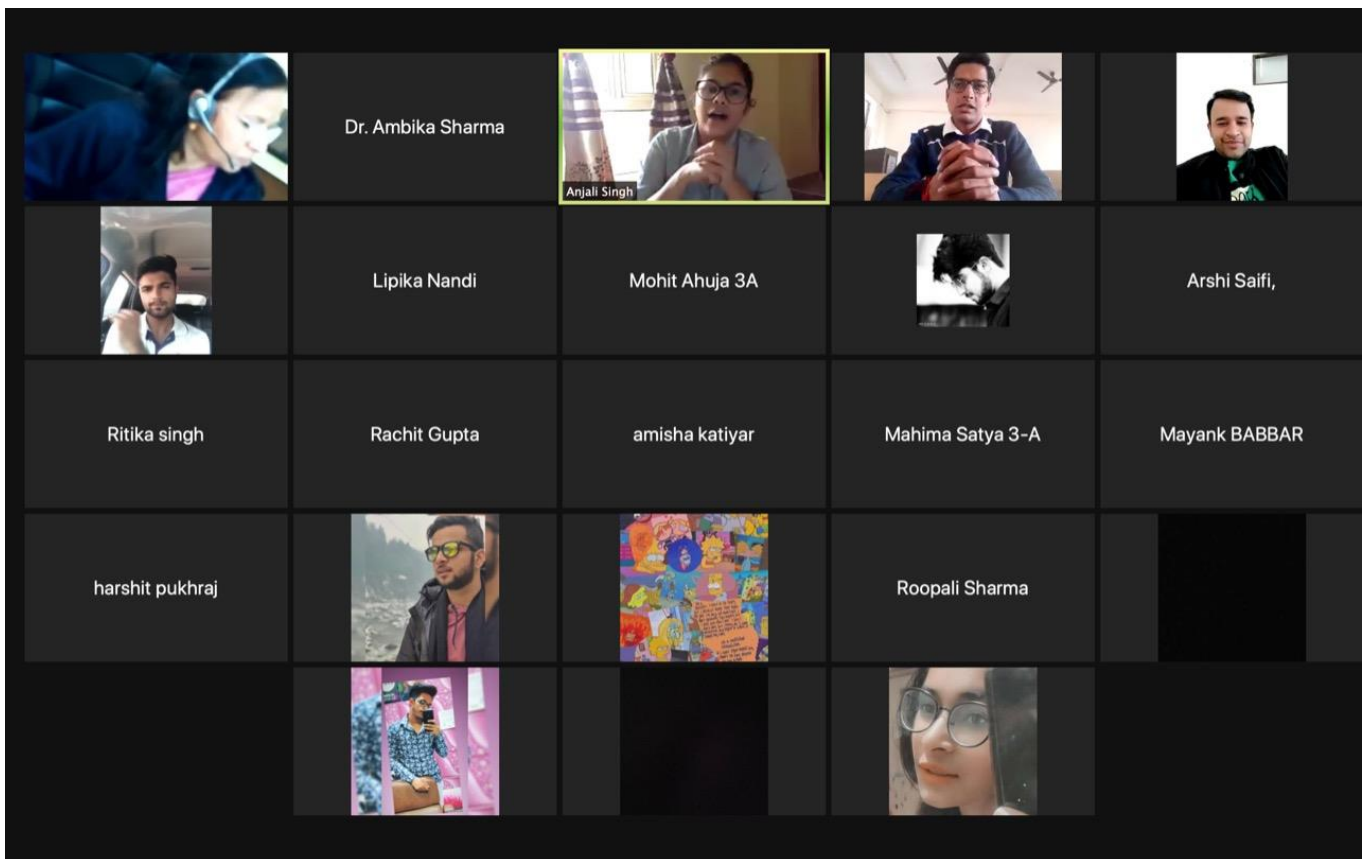
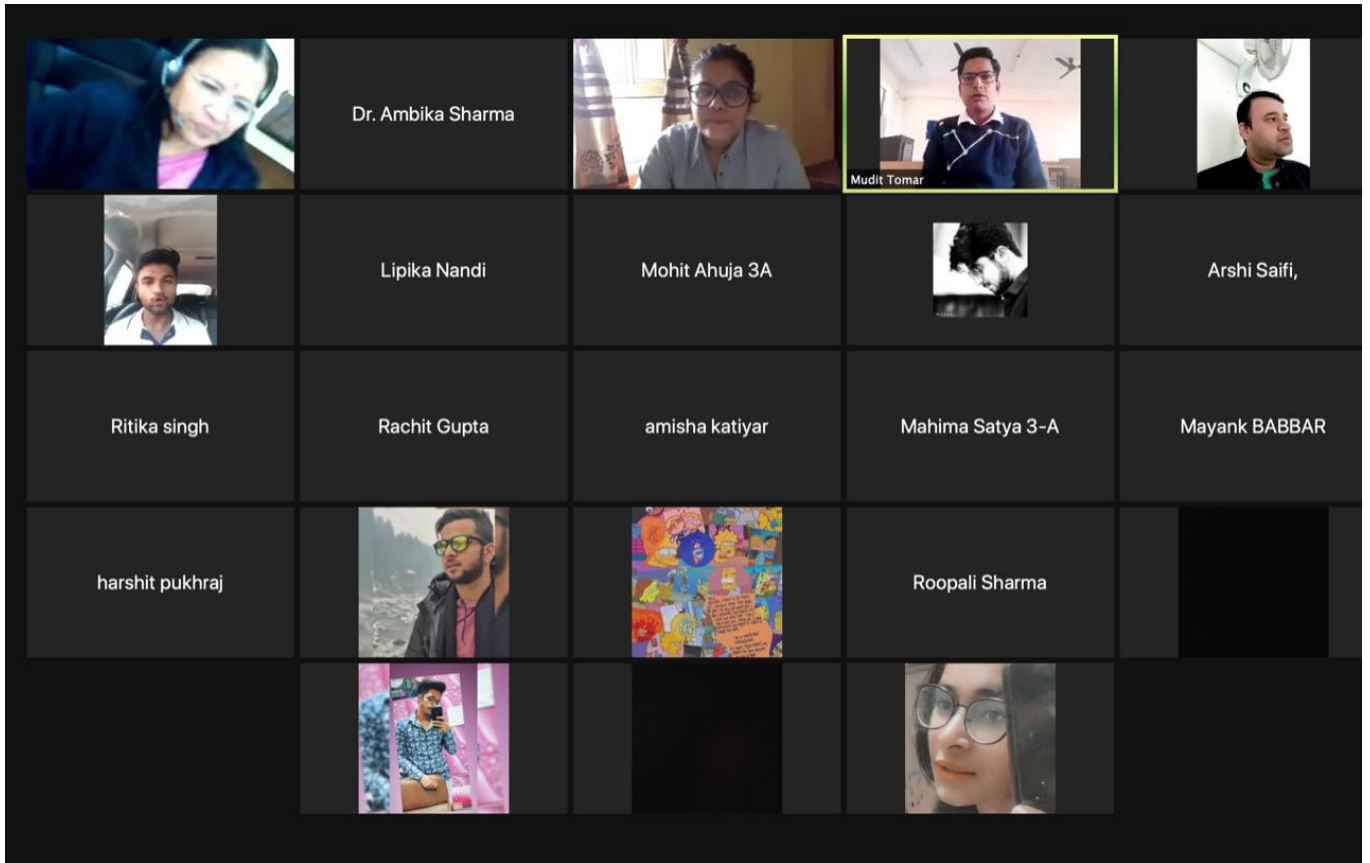
The contestants were judged on the basis of Creativity, Relevance and Feasibility of their solutions to the questions asked. All the teams were given 12-15 minutes to show their presentations which was followed by a question answer session for each of the teams.

Towards the end, the winning team of Lakshay Kapoor and Anirudh from the second year and the runner up team of Aakash and Anjali from the third year were congratulated by all for their wonderful attempt towards putting their creative and well researched ideas. They were presented the certificates of Merit virtually which they will collect in person afterwards.

The winners were highly exhilarated on their victory. The competition came to an end with happy faces all over.



Mr. Mudit Tomar, Assistant Professor and the co-judge for the competition asking questions on Zoom platform.



The participants and the faculty along with Dr. Chandra Shaardha, HOD BBA department and Co-Judge of the competition.