

RAZZMATAZZING: TEST YOUR IDEAS FOR INNOVATING MARKETING



To provide a platform to the students to explore their creativity and stage presentation skills an activity ‘Razzmatazzing’ was organized on 14th December, 2020 for the students of B. Com Hons. and BBA. Participants were asked to pick a product from the mystery box and prepare a poster presentation containing a logo, brand name, tag line/ jingle and unique features of the product to attract and induce the audience as customer. Mrs. Anamika Srivastava and Mrs. Shraddha Agarwal coordinated the activity. Dr. Gauri Singh Gaur and Mrs. Swati Dwivedi were the judges. Team of Shahzadi Fatima, Nakul Awasthi, Tuba Naaz, Simran Khan and Vivaan Kaushal stood first, Laiba Kamar, Laiba Naaz, Khushi Singh, Anirudh Parashar, Bipashi Parwani and Archie won second prize followed by the team of Anurag Tiwari, Abhay Shukla, Abhishek Singh Kushwaha, Akarsh Dwivedi, Harshita Pandey, Pooja Verma at third position.