



**MANIPAL UNIVERSITY
JAIPUR**

MUJ/Q&C/021/F/1.01

Event Report Format



**MANIPAL UNIVERSITY
JAIPUR**

Faculty of Management & Commerce

School of Business & Commerce

Department of Business Administration

Online

4th Aug. 2021



1. Introduction of the Event

Technical Chapter of Department of Business Administration in association with Manipal University Jaipur organized an talk on “Future Prospects as Marketing Analyst” on 4th Aug. 2021 from 10.30 – 11.30 AM.

2. Objective of the Event

The aim of this lecture was to make the student aware about the market scenario of different companies. As he is working in a company that will be actual experience for students to know about the working situations in all different company if a person is working as market analytics.

3. Beneficiaries of the Event

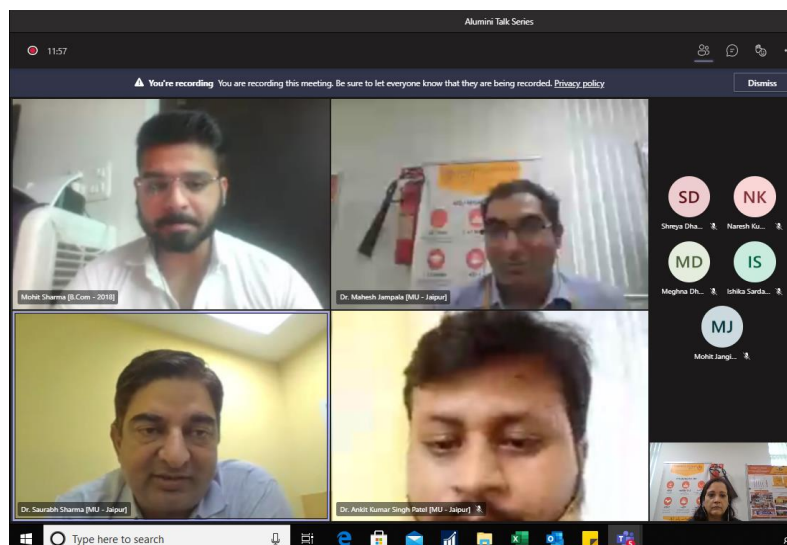
This talk was organized for the students of BBA, B.Com and B.Com (Hons.) in accounting batch 2020 - 2023 and 2021 - 2024 to make them aware about the recent future prospects on marketing analytics.

4. Details of the Guests

Mr. Mohit Sharma of B. Com(Hons) passed out batch 2018-2021 was the resource person of the Talk. Mr. Mohit Sharma is presently working as Research Analyst in the company Auquan.

5. Brief Description of the event

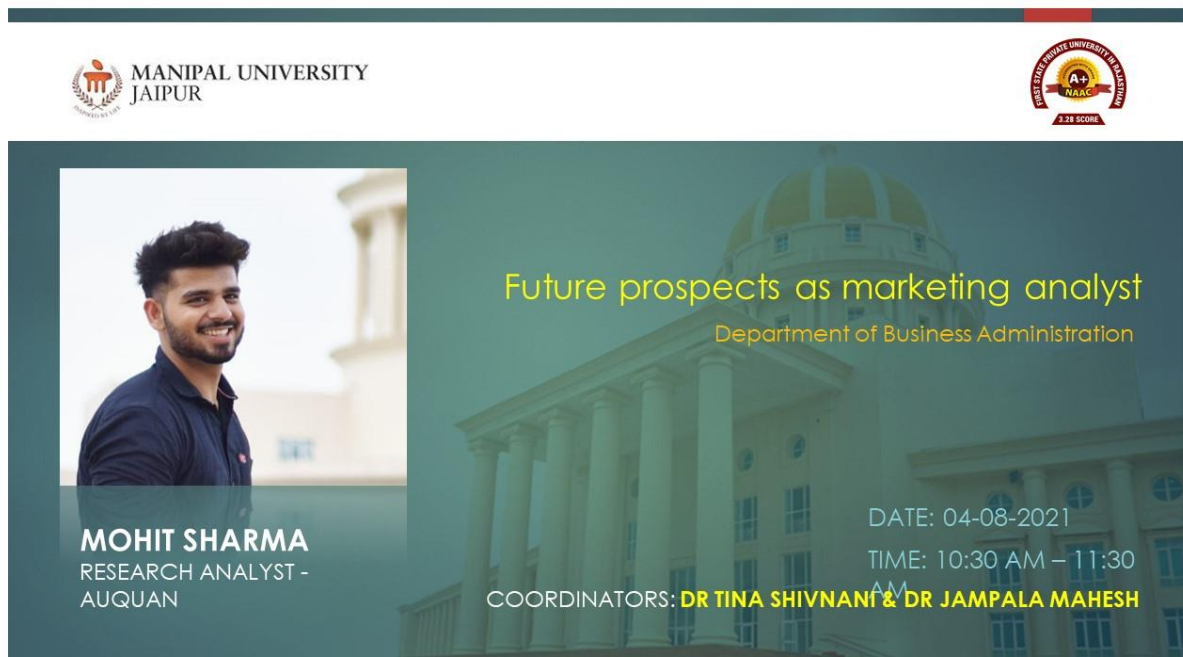
The session was started by the welcome speech given by Dr Jampala Maheshchandra Babu, Assistant Professor. As we all know that in current competitive business environment, it has become very difficult to sustain the market share and maintain the market profit. So, it becomes very important to develop the market research in such a way it can ensure the survival of the firm and gain the long-term profit. Mr, Mohit discussed keen issues how Auquan company works and the role he is presently working. He stressed on different research strategies that company targets. The session became very interesting by real life motivating examples given by the expert. Mr. Mohit Sharma Jovially shared his experiences in the journey at MUJ and solved various queries raised by the students. The webinar was concluded with the motivational address delivered by Dr Birajit Mohanty, HoD, Business Administration. The whole talk was coordinated by Dr. Tina Shivnani & Dr. Mahesh Jampala.





Sharing his experience with BBA Students

Brochure or creative of the event (insert in the document only)



Brochure of Talk: 4th Aug. 2021

Schedule of the event (insert in the report)

The talk series was conducted on 4th Aug. 2021 from 10.30 – 11.30 AM

Attendance of the Event :- Total attendee:- 80

Sr. No	Registration Number/Employee code	Name of Attendee	Name of Dept	E- Mail ID
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News Publication- News printed in newspaper or online links if any for news – insert images) - NA

Feedback of the Event (if obtained) - NIL

Link of MUJ website stating the event is uploaded on website- NIL