



**MANIPAL UNIVERSITY
JAIPUR**



**MANIPAL UNIVERSITY
JAIPUR**

FACULTY OF MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS & COMMERCE

**DEPARTMENT OF BUSINESS ADMINISTRATION
& DEPARTMENT OF COMMERCE**

Expert Lecture

On

**Mystery Shopping: An Effective Tool for Performance
Management**

1st November 2021

**Head
Department of Commerce
Manipal University Jaipur**



Contents of Event Report

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1. Introduction of the Event

The guest lecture was organized by School of Business and Commerce for BBA, B. Com and M. Com students on 1st Nov 2021 via online mode through Microsoft Teams. The topic “Mystery Shopping: An Effective Tool for Performance Management” is very important and relevant for future managers. Mystery Shopping is an essential tool used by managers and organisations to find out the deviations in SOPs laid down for the front-line sales and support staff.

2. Objective of the Event

The objective of the expert lecture was to make the students aware about the Mystery Shopping.

3. Beneficiaries of the Event

The target audience are students and faculty members.

4. Details of the Guest

Saurabh Bhatia, Founder & CEO - LeCapri Market Research LLP, has been in the field of Mystery Shopping for the last 15 years now. With experience of over 22 years in customer service and client relationship, besides Mystery Shopping, he has worked with organisations like BookMyShow, Group4Securities, HomeShop18, to name a few. As a resource person for Mystery Shopping, he has delivered lectures in IIT-Delhi Dept of Management Studies, FMS Delhi, AIMA, Sangam University and Manipal University Jaipur in the past.

5. Brief Description of the event

The expert lecture of Mr. Saurabh Bhatia was organized to make our student aware about Mystery Shopping. The students were introduced to the Mystery Shopping. They were also made aware about the advantages of Mystery Shopping and how a Mystery Shopping program can provide businesses an insight on the delivery of Customer Journey Experience. The expert lecture was coordinated by Dr. Bhawana Chahar and Dr. Shilpa Joshi

6. Photographs of the event or screenshots of the event

Mr Saurabh Bhatia, Delivering an Expert Lecture

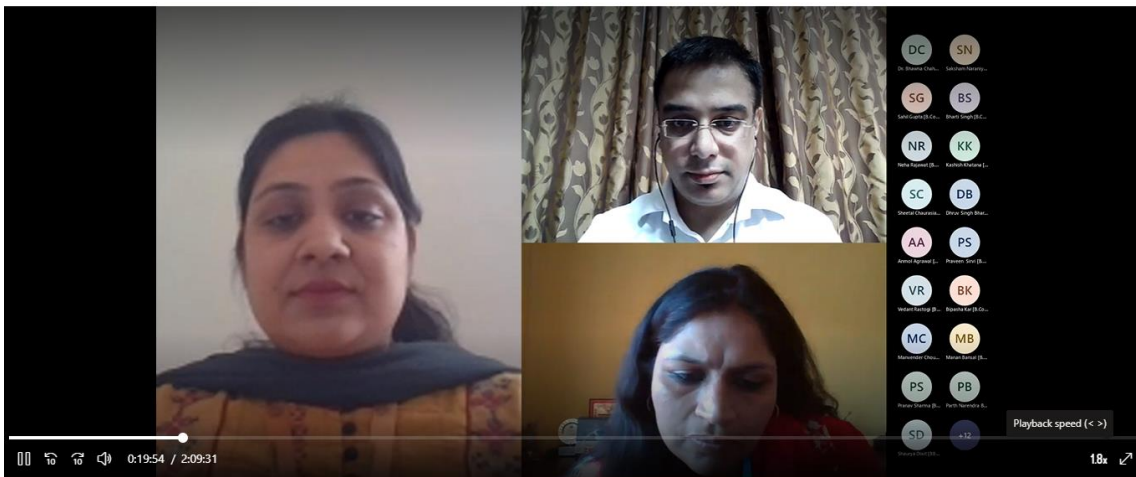


Figure 1 Expert interacting with students



Figure 2 Students Resolving their queries with expert.



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7. Brochure or creative of the event

 **MANIPAL UNIVERSITY
JAIPUR**
(University under Section 2(f) of the UGC Act)

Department of Commerce & Department of Business Administration
invite you to attend Expert Session

Mystery Shopping: An Effective Tool for Performance Management


Saurabh Bhatia
Founder & CEO
LeCapri Market Research LLP

Date: 2nd November 2021
Time: 2:00 PM to 4:00 PM
Mode: Microsoft Teams

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Dr. Shilpa Joshi
Assistant Professor
Department of Commerce, Manipal University Jaipur

Dr. Bhawna Chahar
Associate Professor
Department of Business Administration, Manipal University Jaipur



8. Schedule of the event (insert in the report)

The event was scheduled on 1st November 2021 from 2:00 PM to 4:00 PM on Microsoft Teams.

9. Attendance of the Event (insert in the document only)

Total attendee

Sr. No	Name of Institution	Place of Institution	Registration Number/Employee code	Name of Attendee	Name of Dept
1	Manipal University Jaipur	Jaipur	200901123	Sameer Kayamkhani [BBA - 2020]	Business Administration
2	Manipal University Jaipur	Jaipur	200901068	Abhinav Goyal [BBA - 2020]	Business Administration
3	Manipal University Jaipur	Jaipur	200901290	Bhriгу Pal Singh [BBA - 2020]	Business Administration
4	Manipal University Jaipur	Jaipur	200901218	Aman Gelra [BBA - 2020]	Business Administration
5	Manipal University Jaipur	Jaipur	200901056	Preet Goyal [BBA - 2020]	Business Administration
6	Manipal University Jaipur	Jaipur	200901059	Vipul Sharma [BBA - 2020]	Business Administration
7	Manipal University Jaipur	Jaipur	200901301	Shrinath [BBA - 2020]	Business Administration
8	Manipal University Jaipur	Jaipur	200901261	Rishika Singodia [BBA - 2020]	Business Administration
9	Manipal University Jaipur	Jaipur	200901266	Piyush Chouhan [BBA - 2020]	Business Administration
10	Manipal University Jaipur	Jaipur	200901137	Vatsal Choukhani [BBA - 2020]	Business Administration
11	Manipal University Jaipur	Jaipur	200901059	Vipul Sharma [BBA - 2020]	Business Administration
12	Manipal University Jaipur	Jaipur	200901301	Shrinath [BBA - 2020]	Business Administration
13	Manipal University Jaipur	Jaipur	200901256	Pappu Choudhary [BBA - 2020]	Business Administration
14	Manipal University Jaipur	Jaipur	200901073	Gauransh Pandey [BBA - 2020]	Business Administration
15	Manipal University Jaipur	Jaipur	190901059	Rahul Jewaria [BBA - 2019]	Business Administration
16	Manipal University Jaipur	Jaipur	190901020	Lakshay Raj Singh [BBA - 2019]	Business Administration
17	Manipal University Jaipur	Jaipur	190901198	Hemant Kumar Khatik [BBA - 2019]	Business Administration
18	Manipal University Jaipur	Jaipur	190901090	Mattang Sharma [BBA - 2019]	Business Administration
19	Manipal University Jaipur	Jaipur	190901197	Ravi Raman [BBA - 2019]	Business Administration
20	Manipal University Jaipur	Jaipur	190901190	Lakshyaraj Singh [BBA - 2019]	Business Administration
21	Manipal University Jaipur	Jaipur	190901221	Rakesh Raika [BBA - 2019]	Business Administration
22	Manipal University Jaipur	Jaipur	200901261	Rishika Singodia [BBA - 2020]	Business Administration
23	Manipal University Jaipur	Jaipur	200901137	Vatsal Choukhani [BBA - 2020]	Business Administration
24	Manipal University Jaipur	Jaipur	200901123	Sameer Kayamkhani [BBA - 2020]	Business Administration
25	Manipal University Jaipur	Jaipur	200901056	Preet Goyal [BBA - 2020]	Business Administration



26	Manipal University Jaipur	Jaipur	190901097	Shaurya Dixit [BBA - 2019]	Business Administration
27	Manipal University Jaipur	Jaipur	190901191	Manan Goyal [BBA - 2019]	Business Administration
28	Manipal University Jaipur	Jaipur	180902035	BHAVESH MOHNANI [B.Com - 2020]	Commerce
29	Manipal University Jaipur	Jaipur	190902001	ABHAY SINGH RATHORE [B.Com - 2020]	Commerce
30	Manipal University Jaipur	Jaipur	190902002	HEMANG DIALANI [B.Com - 2020]	Commerce
31	Manipal University Jaipur	Jaipur	190902003	YASH SHARMA [B.Com - 2020]	Commerce
32	Manipal University Jaipur	Jaipur	190902004	SANSKAR SHARMA [B.Com - 2020]	Commerce
33	Manipal University Jaipur	Jaipur	190902005	ARADHY SRIVASTAVA [B.Com - 2020]	Commerce
34	Manipal University Jaipur	Jaipur	190902006	NITESH KUMAR FAGNA [B.Com - 2020]	Commerce
35	Manipal University Jaipur	Jaipur	190902007	AYUSH BULCHANDANI [B.Com - 2020]	Commerce
36	Manipal University Jaipur	Jaipur	190902008	JAIDEEP CHOUDHARY [B.Com - 2020]	Commerce
37	Manipal University Jaipur	Jaipur	190902009	EKTA MATHAI [B.Com - 2020]	Commerce
38	Manipal University Jaipur	Jaipur	190902012	JAYANT MAHESHWARI [B.Com - 2020]	Commerce
39	Manipal University Jaipur	Jaipur	190902014	RAKSHIT [B.Com - 2020]	Commerce
40	Manipal University Jaipur	Jaipur	190902015	NITIN SINGH DHUPAR [B.Com - 2020]	Commerce
41	Manipal University Jaipur	Jaipur	190902016	NIKHIL TEJWANI [B.Com - 2020]	Commerce
42	Manipal University Jaipur	Jaipur	190902017	KRATINEY SINGH [B.Com - 2020]	Commerce
43	Manipal University Jaipur	Jaipur	190902018	AJAY [B.Com - 2020]	Commerce
44	Manipal University Jaipur	Jaipur	190902019	ANKIT SHARMA [B.Com - 2020]	Commerce
45	Manipal University Jaipur	Jaipur	190902020	AMAN JOSHI [B.Com - 2020]	Commerce
46	Manipal University Jaipur	Jaipur	190902021	PURU JHALANI [B.Com - 2020]	Commerce
47	Manipal University Jaipur	Jaipur	190902022	KRISHAN SHARMA [B.Com - 2020]	Commerce
48	Manipal University Jaipur	Jaipur	190902023	ROHIT LOKANDA [B.Com - 2020]	Commerce
49	Manipal University Jaipur	Jaipur	190902025	SOURABH SINGH [B.Com - 2020]	Commerce
50	Manipal University Jaipur	Jaipur	190902026	SATISH LOKANDA [B.Com - 2020]	Commerce
51	Manipal University Jaipur	Jaipur	190902027	SACHIN KARWASARA [B.Com - 2020]	Commerce
52	Manipal University Jaipur	Jaipur	190902028	DHEERAJ PARWANI [B.Com - 2020]	Commerce
53	Manipal University Jaipur	Jaipur	190903036	ATIN GOYAL [B.Com - 2020]	Commerce
54	Manipal University Jaipur	Jaipur	210606030	SANJAY SINGH [B.Com - 2020]	Commerce
55	Manipal University Jaipur	Jaipur	210902001	MAYANK KHANDELWAL [B.Com - 2020]	Commerce
56	Manipal University Jaipur	Jaipur	210902002	POOJA KUMAWAT [B.Com - 2020]	Commerce
57	Manipal University Jaipur	Jaipur	210902003	SAHIL GUPTA [B.Com - 2020]	Commerce
58	Manipal University Jaipur	Jaipur	210902004	SIDDHARTH JALAN [B.Com - 2020]	Commerce
59	Manipal University Jaipur	Jaipur	210902005	ANMOL AGRAWAL [B.Com - 2020]	Commerce
60	Manipal University Jaipur	Jaipur	210902006	BHARTI SINGH [B.Com - 2020]	Commerce
61	Manipal University Jaipur	Jaipur	210902007	BIPASHA KAR [B.Com - 2020]	Commerce
62	Manipal University Jaipur	Jaipur	210902008	NIDIT JAIN [B.Com - 2020]	Commerce
63	Manipal University Jaipur	Jaipur	210902009	KASHISH KHATANA [B.Com - 2020]	Commerce
64	Manipal University Jaipur	Jaipur	210902010	KAIF ALI FARIDI [B.Com - 2020]	Commerce
65	Manipal University Jaipur	Jaipur	210902011	AKANKSHA YADAV [B.Com - 2020]	Commerce
66	Manipal University Jaipur	Jaipur	210902013	DHWANI JAYESH GANDHI [B.Com - 2020]	Commerce
67	Manipal University Jaipur	Jaipur	210902014	MITANSHI SHARMA [B.Com - 2020]	Commerce
68	Manipal University Jaipur	Jaipur	210902015	PRANAV SHARMA [B.Com - 2020]	Commerce



69	Manipal University Jaipur	Jaipur	210902016	VEDANT RASTOGI [B.Com - 2020]	Commerce
70	Manipal University Jaipur	Jaipur	210902017	TILAK VAISHNAV [B.Com - 2020]	Commerce
71	Manipal University Jaipur	Jaipur	210902019	SAMRIDDHI SANKHLA [B.Com - 2020]	Commerce
72	Manipal University Jaipur	Jaipur	210902020	DUSHYANT SINGH HADA [B.Com - 2020]	Commerce
73	Manipal University Jaipur	Jaipur	210902022	MANVENDER CHOUDHARY [B.Com - 2020]	Commerce
74	Manipal University Jaipur	Jaipur	210902023	LAKHAN LOHIA [B.Com - 2020]	Commerce
75	Manipal University Jaipur	Jaipur	210902024	ARPITA UPADHYAY [B.Com - 2020]	Commerce
76	Manipal University Jaipur	Jaipur	210902025	SARTHAK GAUMAT [B.Com - 2020]	Commerce
77	Manipal University Jaipur	Jaipur	210902026	KRRISH CHHIPA [B.Com - 2020]	Commerce
78	Manipal University Jaipur	Jaipur	210902027	DHRUV SINGH BHARGAVA [B.Com - 2020]	Commerce
79	Manipal University Jaipur	Jaipur	210902028	KHUSHIRAM JAGATI [B.Com - 2020]	Commerce
80	Manipal University Jaipur	Jaipur	210902029	HIMANSHU LOHIA [B.Com - 2020]	Commerce
81	Manipal University Jaipur	Jaipur	210902030	MADHAV PAREEK [B.Com - 2020]	Commerce
82	Manipal University Jaipur	Jaipur	210902031	NEHA RAJAWAT [B.Com - 2020]	Commerce
83	Manipal University Jaipur	Jaipur	210902032	MANAN BANSAL [B.Com - 2020]	Commerce
84	Manipal University Jaipur	Jaipur	210902033	HARSH AGRAWAL [B.Com - 2020]	Commerce
85	Manipal University Jaipur	Jaipur	210902034	KARAN PRATAP SINGH RATHORE [B.Com - 2020]	Commerce
86	Manipal University Jaipur	Jaipur	210902035	ANUSHKA CHAUHAN [B.Com - 2020]	Commerce
87	Manipal University Jaipur	Jaipur	210902036	ARPIT [B.Com - 2020]	Commerce
88	Manipal University Jaipur	Jaipur	210902037	SAHIL KHANDELWAL [B.Com - 2020]	Commerce
89	Manipal University Jaipur	Jaipur	210902038	LAKSHIT JANGID [B.Com - 2020]	Commerce
90	Manipal University Jaipur	Jaipur	210902039	ANIRUDH JAIN [B.Com - 2020]	Commerce
91	Manipal University Jaipur	Jaipur	210902040	ARYAN KUMAR CHAUBEY [B.Com - 2020]	Commerce
92	Manipal University Jaipur	Jaipur	210902041	SHUBHRANSHU SINGH [B.Com - 2020]	Commerce
93	Manipal University Jaipur	Jaipur	210902042	PRAVEEN SIRVI [B.Com - 2020]	Commerce
94	Manipal University Jaipur	Jaipur	210902043	MIDHAT KHURSHEED ZARGER [B.Com - 2020]	Commerce
95	Manipal University Jaipur	Jaipur	210902044	SHUBHAM KHOD [B.Com - 2020]	Commerce
96	Manipal University Jaipur	Jaipur	210902045	SHEETAL CHAURASIA [B.Com - 2020]	Commerce
97	Manipal University Jaipur	Jaipur	210902046	KRATIKA YADAV [B.Com - 2020]	Commerce
98	Manipal University Jaipur	Jaipur	MUJ0836	Dr. Bhawna Chahar [MUJ]	Business Administration
99	Manipal University Jaipur	Jaipur	Muj1053	Dr. Shilpa Joshi [MUJ]	Commerce