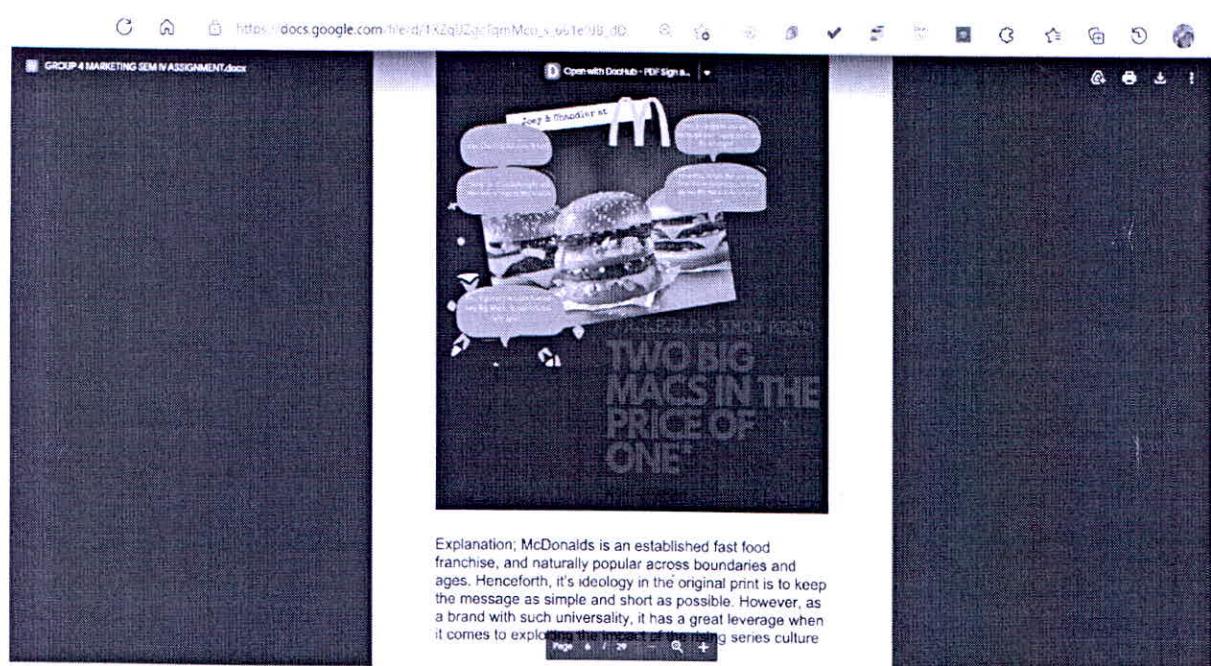
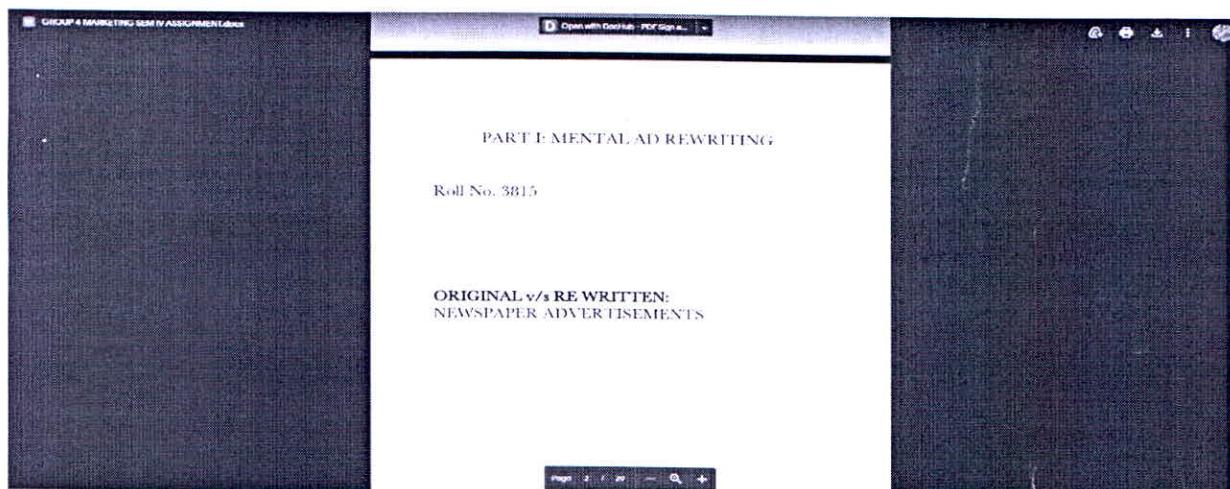


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2020-21

SYBCOM Marketing Assignment (C41610)
Sem- IV

Assignment 1 Copywriting Exercises- Mental ad Re-writing, Swipe file



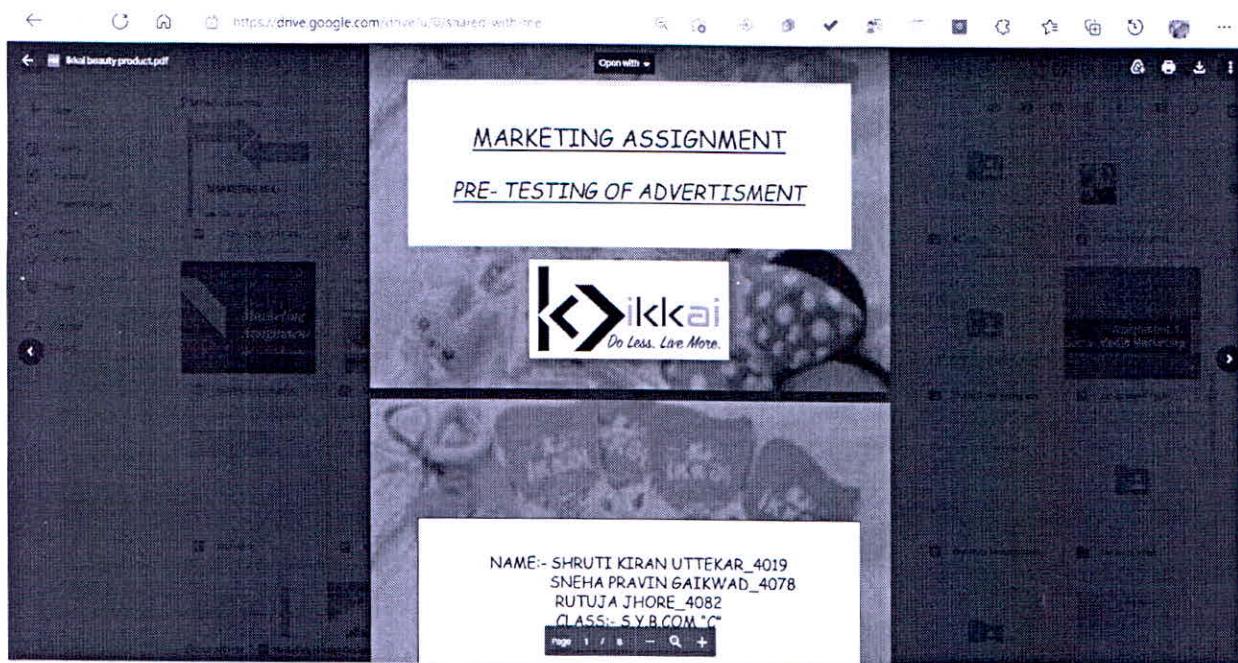
Asst. Prof. Rajni Singh

fit for



Principal Incharge
St. Mira's College for Girls

Assignment 2- Preparing a Pretesting and Post testing questionnaire and conducting the tests



Rajni Singh
Asst. Prof. Rajni Singh

J
Principal Incharge
St. Mira's College for Girls



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2020-21
SYBCOM Marketing Assignment (C41610)
Sem- IV

Assignment 1 Applying 5C's concept to event organisation through research

Group no 3 (Wedding event)

Members

- 1. Conceptualization
- Wedding will start at sharp 4
- Thank you
- Jahnavi (Lakshmi)
- 2. COSTING
- Quotations of budget Rs 350
- Conclusion
- 3. Customization
- Event manager planning
- Conclusion
- 4. Carrying out
- Networking Plan
- 5. Convincing
- Conclusion

Subject: - Business Management
Semester 4
Assignment no 1
Topic of assignment 5 C's of events (wedding)
Group no 3
Members

Name	Contribution
3816_Seeam Suri Thakare	Conceptualization
3829_Disha Vikes Choudhary	Carrying out
3814_Pranksha Premod Sakhare	Customization
3891_Nehma Raygadh Matapatra	Costing
3802_Treasa Rekha Dhole	convincing

Assignment 2 Preparation of Marketing Plan for an Event

Group 1B assignment 2.docx

GROUP MEMBERS: 3801_Saloni Chakravarty
3802_Annmariya Jaison
3803_Aleena Johnson
3804_Treasa Roy
3808_Sherien Thomas

ASSIGNMENT NUMBER: Business management
assignment 2

SUBMITTED: Rajini Singh Ma'am

Concept of Market in Events: - (3804_Treasa Roy)

In this assignment we will be taking our event "The seasons Rhapsody" which is held every year in the month of December as a part of Christmas...!!

Event marketing describes the process of developing a themed exhibit, display or organization leveraging in person engagement. Events can occur in online or offline and can be part of paid, in-kind or sponsored form. An event concept is the event details and elements that make up the practical aspects of the event itself.

ENG IN 3:09 PM 2/1/2022

Rajini



JF
Principal Incharge
St. Mira's College for Girls