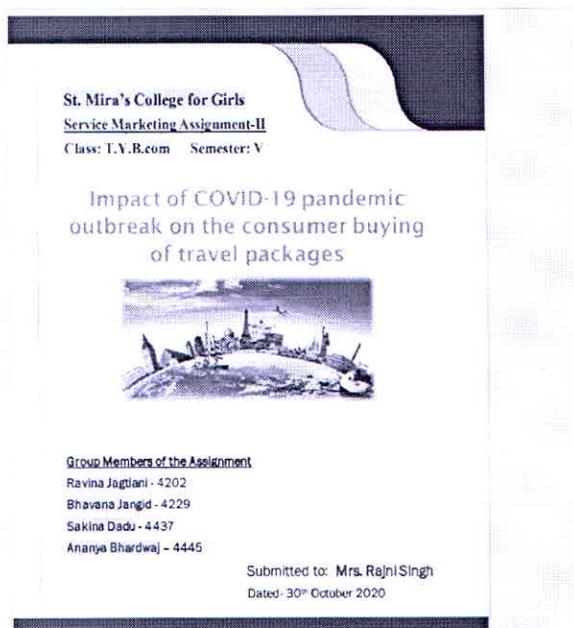


St. Mira's College for Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
2020-21
TYBCOM Marketing-II Assignment _ Asst Prof. Rajni Singh
Subject Code -C51712
Sem- V

Unit 1, 2, 3, 4

Assignment 1 Research on current issues in Service Industry- Skills, analytical, critical thinking, functional research



Assignment 2 -Personal Branding of a famous personality and creating a personal branding for oneself-Salesmanship skills, presentation Skills, Branding

A screenshot of a computer screen showing a Google Drive folder titled 'SERVICE MARKETING ASST 2'. Inside, a PDF titled 'SERVICE MARKETING ASSIGNMENT 2' is open. The cover page features a dark background with a person's face, the title 'SERVICE MARKETING ASSIGNMENT 2' in a white box, and the names '4480_ANJU JANGID' and '4656_MAYA GURUNG'. Below it, the text 'SUBMITTED TO : MRS. RAJNI SINGH'. The PDF content includes a section titled 'ELEMENTS OF PERSONAL BRANDING' with a list of four items: '1. Authenticity.', '2. Package consistency.', '3. Your story.', and '4. Expertise.' There is also a small graphic of a person's head with question marks around it. The bottom of the screen shows a taskbar with various icons and the date '2/2/2022'.

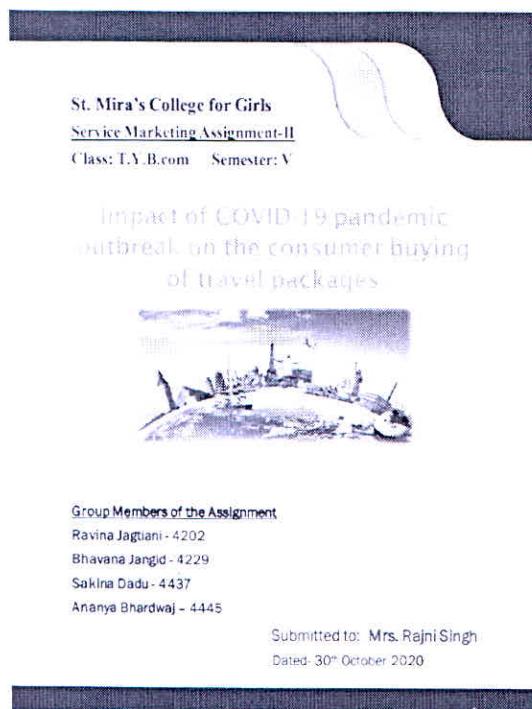
Rajni Singh



Rajni Singh
Principal Incharge
St. Mira's College for Girls

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2020-21
TYBCOM Marketing – II Assignment (C51712)
Sem- V

Assignment 1 Research on current issues in Service Industry



St. Mira's College for Girls
Service Marketing Assignment-II
Class: I.Y.B.com Semester: V

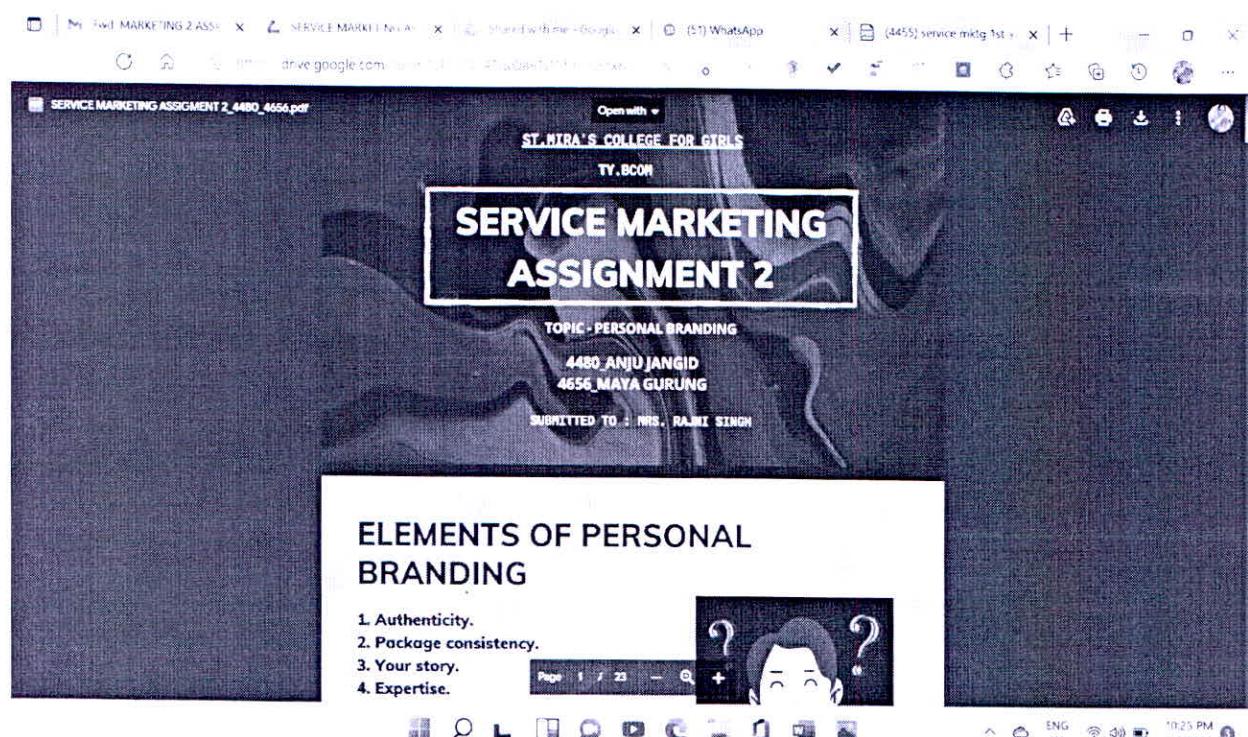
Impact of COVID-19 pandemic
outbreak on the consumer buying
of travel packages



Group Members of the Assignment
Ravina Jagtiani - 4202
Bhavana Jangid - 4229
Sakina Dadu - 4437
Arianya Bhardwaj - 4445

Submitted to: Mrs. Rajni Singh
Dated: 30th October 2020

Assignment 2 -Personal Branding of a famous personality and creating a personal branding for oneself



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TY.BCOM

**SERVICE MARKETING
ASSIGNMENT 2**

TOPIC - PERSONAL BRANDING
4480_ANUJ JANGID
4656_MAYA GURUNG
SUBMITTED TO : MRS. RAJNI SINGH

**ELEMENTS OF PERSONAL
BRANDING**

1. Authenticity.
2. Package consistency.
3. Your story.
4. Expertise.



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10:25 PM 2/2/2022 ENG IN

Asst. Prof. Rajni Singh



Principal Incharge
St. Mira's College for Girls