

	CHILDREN'S EDUCATION SOCIETY® THE OXFORD COLLEGE OF BUSINESS MANAGEMENT (TOCBM) No.32, 19th 'B' Main, 4th Sector, H.S.R. Layout, Bangalore –560102 Recognized by the Govt. of Karnataka, permanently affiliated to Bangalore University Approved by A.I.C.T.E. New Delhi, Accredited by NAAC & IAO, Recognized by UGC under section 2(f) &12(B)	
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DEPARTMENT OF MANAGEMENT

SL.NO	DETAILS OF THE EVENT	
1.	TITLE OF THE EVENT	Marketing Club Activity
2.	YEAR / ODD – EVEN SEMESTER	2025 / EVEN SEMESTER
3.	DAY AND DATE	17-09-2025 WEDNESDAY
4.	VENUE	Room No-407
8.	ORGANIZED BY	DEPARTMENT OF COMMERCE & MANAGEMENT
9.	ORGANIZING SECRETARY	Dr Priyanka Joshi
10.	CO-ORDINATORS	Dr Priyanka Joshi
11.	PARTICIPANTS	MBA Semester 2nd Semester 1st Year Students
12.	BRIEF SUMMARY OF THE EVENT	Report Enclosed
13.	PHOTOS	Photos Enclosed.
14.	STUDENTS LIST	Enclosed

Coordinators

HOD

Vice Principal

Principal



CHILDREN'S EDUCATION SOCIETY®

THE OXFORD COLLEGE OF SCIENCE, ARTS, COMMERCE AND MANAGEMENT

No.32, 10th 'B' Main, 4th Sector, H.S.R. Layout, Bangalore -560102

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MARKETING CLUB

Date: 17 September, 2025
Time 3:00 PM

MARKETING CLUB
ORGANISES
BRAND AWARENESS QUIZ



Quiz Rules

- Two teams
- Time per team: 30 seconds
- Wrong/unanswered → Pass to next team
- Correct answer = +10 point
- No negative marking
- Team with highest score wins

Faculty In charge
Dr Priyanka Joshi

HOD
Dr Praveen Sinha

Principal
Dr Bhuvaneshwari HB

Objective of the Activity:

The primary objective of the Brand Awareness Quiz was to enhance the understanding of MBA students in marketing concepts related to brand awareness, brand positioning, market strategy, and real-world applications of branding. The quiz encouraged competitive learning, teamwork, and application of theoretical knowledge in a practical setting.

- Total 57 MBA Students were grouped into two teams of 28 each, promoting collaboration and collective problem-solving in a team.

Quiz Format: Multiple Choice Questions (MCQs)

- **Timing:**

Each team was allotted **30 seconds per round** to attempt their questions.

If a team failed to answer or gave an incorrect answer, the question was passed to the next team.

- **Scoring System:**

Correct answers awarded positive marks.

No negative marking was applied.

The team with the **highest total score** was declared the winner.

Learning Outcome:

- Students actively engaged in applying theoretical marketing concepts to practical brand case studies.
- Improved understanding of real-world brand awareness challenges.
- Teamwork and quick decision-making were enhanced under time pressure.

Team A was the winner

Conclusion & Recommendations:

The Brand Awareness Quiz was a successful interactive learning experience that enabled students to test their knowledge in a competitive yet collaborative environment. The activity fostered practical application of theoretical concepts and created awareness about current trends in brand management. It is recommended to conduct such quizzes periodically to reinforce key concepts and track students' progress over time.

