



SADHU VASWANI MISSION'S
St. Mira's College For Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Reaccredited by NAAC- A Grade, cycle 3
[ARTS, COMMERCE, SCIENCE ,BSc(Computer Science), BBA, BBA(CA)]
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College Code:- 013

PU/PN/AC/015/(1962)

Circular No:- BBA-BBA(CA)/ 5

Date:- 23rd Jan 2023

CIRCULAR

On 25th Jan 2023 students of TYBBA department is conducting a session titled "**Buddy session for Principles of Marketing assignments and Presentations**" for the FYBBA students in Room no 309 at 11.30am.

The session will be conducted by TYBBA students Ms Vishika Jain, Ms. Bhavisha Karnani, Ms. Karishma Chhabada and Ms. Jasneet Khanuja and co-ordinated by Abhradita Chatterjee Nahvi.

Activity Co-ordinator
Abhradita Chatterjee Nahvi

Dr. Jaya Rajagopalan
Principal Incharge



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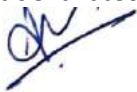
A Report on buddy session conducted on 25th January 2023 to enlighten FYBBA with insights into Marketing Mix and Product Innovation

A dynamic and illuminating buddy session was conducted on 25 January 2023 to intimate the students of FYBBA with particulars into Marketing Mix and Product Innovation. The session was conducted under the guidance of Prof. Abhradita Chatterjee Nahvi and in-charge and inspected by the students of TYBBA namely Miss. Vishika Jain, Miss. Jasneet Kaur Khanuja, Miss. Karishma S. Chhabada and Miss. Bhavisha Karnani.

The session commenced with the imparting of basic information on Marketing and its 4Ps. The session further progressed providing prodigious and proficiency-yielding results. Thorough information and understanding were delivered by the representatives to endow the students with apt learning's of Marketing Mix and bestowing them about proper tactics used while product innovation.

Starting from product, price, place, and promotion all the minute details of these 4 Ps were accurately demonstrated. To make the session livelier and more insightful, examples of product innovation were self-created by Miss. Vishika Jain and Miss. Jasneet Kaur Khanuja to impart more pristine results amongst the audience. The session was able to attain interaction where students put forth their doubts and the representatives resolved and guided them regarding all the significant concerns to aid them to devise a splendid product as their assignment.

The audience was enthusiastic and eager to learn and understand more about the concept. The overall feedback provided for the session was admirable and splendid and around 85% of the student rated 5 on 5 for the overall conduct of the session.



Faculty Co-ordinator – Ms. Abhradita Chatterjee Nahvi



Dr. Jaya Rajagopalan
Principal In-charge







Marketing mix- 4P's

- Price Promotion
 - Advertising
 - Public relations
 - Personal selling
- Product
 - Quality
 - Quantity
 - Packaging
 - Services
 - Distribution
- Place
 - Location
 - Market coverage
 - Access
 - Inventory
 - Warehouse
- Promotion
 - Advertising
 - Sales promotion
 - Public relations
 - Personal selling

AREA UNDER
CCTV MONITORING

ST. MIRA'S COLLEGE FOR GIRLS,PUNE
Attendance Sheet for HR Students
SYBBA 2022-23

25.01.2023

No.	Roll No.	Name of the Student	Sign
1	22101	KAIZEEN ZAVER KAMDIN	Kaizeer
2	22103	KHUSHI KARIM DHAMANI	Dhamani
3	22107	SUHANA SINGH	Suhana Singh
4	22112	DAVE RIBAAB SAJID	R.D.
5	22113	CHINDHY KAYNUSH BARZIN	Chindhy
6	22114	SHEWANI TEESHA PRAKASH	Shewani
7	22116	CHAHAT RANJAN	sb
8	22118	DURVA GANESH BHONG	Bhong
9	22120	NANDEDKAR VAIBHAVI RAJENDRA	Nvaibhavi
10	22121	SIDDHI SANDEEP KHESE	Siddhi
11	22122	SIRWANI HARSHA GURUMUKH	Sirwani
12	22123	VASULKAR KRUTIKA SANDEEP	sb
13	22124	SHELKE MRUNAL DATTATRAYA	Shelke
14	22127	CHARU MANISH RAMNANY	Charu
15	22128	GOVANKOP AKSHATA	Akshata
16	22129	HONKALAS JYOTI BAPU	Jyoti
17	22130	JANGDA SONALI NATHMAL	sb
18	22131	SHAIKH AARZOO SOHAEL	Aarzoos
19	22133	SAYYED AZA ALIM	Aza
20	22134	TASNEEM LOKHANDWALA	Tasneem
21	22139	HARSHADA RAVINDRA DHOKALE	Dhokale
22	22143	SHAIKH SHANA ABUTALEB	sb
23	22145	PAGARE KHUSHI SAMPAT	sb
24	22147	KOMAL RUCHANDANI	Komal
25	22155	CHULANI NISHITA JAIDEV	sb
26	22156	DHANANI DIYA DHARMENDRA	Dhanani
27	22161	KASHISH NAVIN GULATI	Kashish
28	22163	SHARMA PRIYA VENKATESH	Sharma
29	22165	SANIYA RIYAJ SHAIKH	sb
30	22168	MUKTI KAPIL CHAWLA	Mukti
31	22169	SAMPAT KHUSHI DHARMESH	KPS
32	22170	KOLGE LIZA	sb
33	22171	ADITI GUPTA	Aditi
34	22172	PUJARI NEHA SUDHAKAR	Neha
35	22176	PRERANA GAIKWAD	Prerana
36	22177	LATA PANJABI	Lata
37	22179	KHYATI DAWARA	Khyati
38	22181	POOJA AVHAD	Pooja

