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ಪಿಇಎಮ್‌ಸಿ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸೆಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

(ಕುಮಟಾ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜಿತವಾಗಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಅನುಮೋದಿತವಾಗಿರುತ್ತದೆ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

**PES Institute of Advanced Management Studies**

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



**“Guest Talk”**

**On**

**“Market Segmentation and Target market”**

The Department of Commerce and Management organized a Guest talk on “Market Segmentation” under Synthesis Forum in association with NSE on 24th Dec 2019 at 2.00PM at Seminar Hall for the students of BBA, B.Com and BCA. Ms Akshatha S, Assistant Professor, Kumadvathi First Grade College, Shikaripura educated the students about the market segmentation and Target marketing.

Dr. K.Sailatha, Principal-PESIAMS, presided over the function. Dr. Sudharshan G.M, HOD, Department of Commerce and Management, Mrs. Roopa D.S, HOD, Department of BCA along with faculty members of Commerce and Management Department were also present. Ms.Vaishali G.B welcomed the guests and Ms.Veena R proposed vote of thanks on the occasion.

### **Objectives of the Guest Talk**

The objective of the program was:

- To create awareness among the students about the strategy for segmenting the market.
- To give full knowledge about the basis of segmentation and Target group of customers available for marketing manager.

Ms.Akshatha S started the session by addressing the students about the importance of customer satisfaction and she also give some tips regarding how to attract the consumers. The objective was help the students in understanding of the different segments in the market.Students should aware about the consumer rights and they should know the principles followed by marketor while choosing target market. Further more she give information about the consumer awareness.

She explained why it is important to study marketing and Consumer rights.and she also give some information regarding how to become a smart customer.

  
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**Learning outcome**

- This talk is very helpful to know the strategies of marketing segmentation.
- This talk removed the ambiguities, doubts regarding the concept of market segmentation among the students



  
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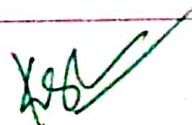
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**List of Students (III BBA) Participated in program 2019-2020**

Sl. No	Name of the Student	Sl. NO	Name of the Student
1	ABDUL MANNAN	29	MOHAMMED AQHEEL
2	ABDULLAH AAMIR USMANI	30	MOHAMMED FARDEEN
3	AISHWARYA H B	31	MOHAMMED KAIF
4	AKHIL S	32	MOHAMMED ZAID
5	AKHILESH C P	33	MUDASSIR AHMED
6	AKSHAY M V	34	NIRANJAN H.O
7	ALOKA K R	35	NIROOP RAJ M B
8	ANEES AHMED	36	NISHANTH A.S
9	ANOOP B	37	PAVAN DHANANJAYAN
10	APOORVA K	38	POOJA S
11	ARPITHA D.K	39	PRADEEP A B
12	CHANDANA J.S	40	PRAJWAL RAJ K R
13	DHANANJAYA M.N	41	PRANATHI
14	DRAVIL RAJ E	42	RAHUL S
15	FARAZ ANWAR	43	RAJESHWARI H R
16	GAGANKUMAR K	44	ROJA D.L
17	HARISH KUMAR M	45	SAGAR EC
18	HARSHA A V	46	SAGAR M
19	IRFAN KHAN N	47	SANDESH S H
20	JUNAID AHMED	48	SHREEJITH M
21	KAVYA R	49	SINDHU S
22	KSHITIJ RISHAV	50	SUHAS D.N
23	KUSHAL PATEL S.G	51	SUMANTH M S
24	LEMUEL D SOUZA	52	SYEDA SUNAIN KOUSAR
25	MALATHESH K M	53	VINAY KUMAR G.K
26	MALLESH M K		
27	MANOJKUMAR		
28	MOHAMMED ALTAF		

  
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ಪಿಇಎಮ್‌ಸಿ ಅಧ್ಯಯನ ಮತ್ತು ಅಭಿವೃದ್ಧಿ ಪ್ರಾಧಿಕಾರ ಸಂಸ್ಥೆ

(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜಿತ-ಅಧಿಕಾರಿತ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಅನುಮೋದಿತ)

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### List of Students (III B.Com) Participated in program 2019-2020

Sl. No	Name of the Student	Sl. NO	Name of the Student
1	KUMAR T.G	35	RAHUL R
2	ADITHI K	36	RAJATH KUMAR P
3	AKANKSHA JAIN	37	RAJOL KUMARI
4	ALIYA PATEL	38	RAKSHITH V
5	AMRUTHA G.C	39	SAHANA G S
6	ANUSHA C	40	SAMHITHA R MANGALAGAR
7	ARPITHA Y.G	41	SANJAYDATH M S
8	BHARATH S.G	42	SATHWIK M.A
9	BHARATH S N	43	SHARANYA B V
10	DEEKSHITH S JAIN	44	SHIVANANDA H C
11	DEEPESH M JAIN	45	SHIVANANDA N
12	DHANUSH S SAGAR	46	SIDHI S
13	HARDIK P	47	SUDIN R
14	HARSHINI K.M	48	SUSHMA M.G
15	HARSHITHA K	49	THEJAS K M
16	JAINI S	50	URMILA BHEEMARAM PATEL
17	JITHIN VIJAY	51	VAISHALI G.B
18	KUMAR S	52	VEENA R
19	KUSHAL JAIN	53	VIMALA N PATEL
20	LAVANYA B H	54	VINAYAKA H
21	LUBNA		
22	MANASA C.D		
23	MITHAN M		
33	MOHAMMED ANAS V K P		
34	MONISHA PATEL		

  
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**List of Students (III BCA) Participated in program 2019-2020**

Sl. No	Name of the Student	Sl. NO	Name of the Student
1	AARON KUMAR MABEN	32	GAANA A
2	ABDUL RAZAK K	33	HABEEB UR RAHAMAN
3	ABHINAM B.S	34	HARSHITH S.R
4	ADITHYA D.G	35	HEMANTH D.G
5	ADITHYA T.B	36	JAYALAKSHMI S
6	AISHWARYA S	37	JAYANTH C.L
7	AKSHATHA A.S	38	KARAN S.N
8	AKSHATHA M	39	KAVANA G.S
9	ANAGHA BHOOPALAM T.R	40	KAVANA P
10	ANIL B RATHOD	41	KAVYA S
11	ANJALI P.K	42	KIRANKUMAR THORATH K
12	ANKITH H.D	43	KISHAN G
13	ANUJNA V	44	LINGARAJU M.P
14	ANVITHA S	45	LOYOLA DSOUZA
15	ARFAATH B.S	46	MADATHALA RAJASHEKAR REDDY
16	ARPITHA S SANNAGOUDAR	47	MADHURA G.P
17	BANDA SANDHYA	48	MADHURA H.S
18	BHAGEERATHI T	49	MAITHILI BHAT
19	BHARANI B.S	50	MALLIKARJUN T.R
20	BHOOMIKA K.B	51	MANASA D.A
21	BHOOMIKA M	52	MANASA K.C
22	BHOOMIKA R MURTHY	53	MANOHAR V
23	BHOOMIKA T.S	54	MANOJ RAMACHANDRA HEGDE
24	BINDU B.M	55	MANOJ S
25	CHANDANA G.K	56	MANOJ S.M
26	CETHAN KUMAR	57	MEGHANA G
27	CHINTAN S.U	58	MIRZA FAIZAN BAIG
28	CHIRANTH S	59	MOHAMMED FAIZ
29	DIVYA C.B	60	MOHAMMED SABEEL
30	DIVYA N.K	61	MOHAMMED SALIM SUHAIL
31	ESHANULLA KHAN	62	MOHAMMED SAMEER SULTHAN

*[Signature]*  
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63	NANDANA G.R	86	SHARLIN L
64	NAYANA R	87	SHRIVATHSA M.K
65	NAYANA V.R	88	SHWEETHA B
66	NEHA KOUSAR G	89	SHYLESH SHENOY
67	NISHANTH M.R	90	SINCHANA N S
68	NITHIN S	91	SINCHANAMURTHY
69	NITHISH S SHETTY	92	SNEHA D
70	NIVEDITHA S	93	SNEHA L
71	PADMÁNABHA M SHANBHAG	94	SNEHA S
72	PADMINI K.C	95	SUMANTH U
73	PAVAN KUMAR H.M	96	SUMITH M
74	POOJA H.S	97	SUSHANTH S.V
75	POOJITHA S	98	SWATHI S
76	PRADEEP M	99	TARUN C.L
77	PRATHIKSHA M NOOLEE	100	TEJASWINI B.H
78	PREETHI H.P	102	UMME SALMA
79	PREETHI T.R	103	VARSHA C.H
80	PRIYANKA M.T	104	VIDYASHREE B
81	RAGHAVENDRA M.K	105	VIKAS G.B
82	RAGHURAM A.P	106	VYSHAK HARISH REVANKAR
83	RAJATH H	107	YASHASWINI
84	RAKSHITHA A.U	108	YASHASWINI L
85	RANGASWAMY M	109	YASHAWANTHA N

216 students attended the above prog.  
(BBA/BCA & B-com)

  
Principal

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