



Date: 20-12-2018

Report on Guest talk

Role of Innovative Sales Promotion Techniques

Sales promotion is needed to attract new customers to hold present customers, to counteract competition, and to take advantage of opportunities. Due to globalization and increased choice before the customers there is a need to discover new techniques of sales promotion.

Mr. Krishnappa B.P., Founder and Director, FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Issues and Challenges in Project Management of MSMEs organized on 20.12.2018 by UG and PG Department of Commerce and Management, PESIAMS, Shivamogga. He indicated that Sales promotion letters, catalogues, point of purchase displays, customer service programmes, demonstrations, free samples, discounts, contests, sweepstakes, premiums and coupons are the commonly employed methods of sales promotion.



The inspiring session was started with a welcome note by Mr. Nagaraja S R, Coordinator, P G Department of Commerce. Mr. Harsha C Mathad, Asst. Professor, Dept. of Commerce and Management proposed vote of thanks at the end of the program. Dr. K Sailatha, Principal, PESIAMS and staff members were present during the program.

Principal

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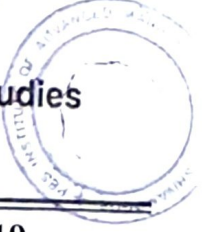


List of Students (M.Com) Participated in program 2018-2019

Sl. No	Name of the Student	Sl. No	Name of the Student
1	AISHWARYA S	24	SHWETHA S GULGULE
2	ANANDA N	25	SNEHA R CHAUHAN
3	ARCHANA M NAYAK	26	SOWMYA A.S
4	ASHWINI P	27	SUHAS G
5	CHANDANA G.P	28	SWATHI B J
6	CHANDANA JADAV	29	SWATHI R
7	CETHAN R	30	SYEDA KAUNAIN
8	ESHWAR M PATEL	31	TASMIYA KOUNAIN
9	IMTIYAZ AHMED	32	UMME HANI
10	KARTHIK C M	33	ABHISHEK R
11	LEKHA P K	34	AMSHA S L
12	MADAN B K	35	APOORVA PATIL
13	MISBA TAJ	36	ARPITHA P
14	NETHRAVATHI B N	37	ASHITHA T S
15	NISCHITH S P	38	BANU K T
16	POOJA N	39	BHANUSHREE G M
17	RAKSHITHA N S	40	BHARANI R
18	SABIRA	41	DIVYA D.M
19	SANJAY C	42	GOURAVI S D
20	SAVYA D.S	43	KATHYAYANI S.K
21	SHAZIYA BANU	44	BANU K T
22	SHIVAKUMARA A S	45	BHANUSHREE G M
23	SHUBHA G S	46	BHARANI R


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List of Students (II BBA) Participated in program 2018-2019

Sl. No	Name of the Student
1	ABDUL MANNAN
2	ABDULLAH AAMIR USMANI
3	AKHIL S
4	AKHILESH C P
5	AKSHAY M V
6	ALOKA K R
7	ANEES AHMED
8	ANOOP B
9	APOORVA K
10	ARPITHA D.K
11	CHANDANA J.S
12	DHANANJAYA M.N
13	GAGANKUMAR K
14	HARISH KUMAR M
15	HARSHA A V
16	IRFAN KHAN N
17	JUNAID AHMED
18	KAVYA R
19	KSHITIJ RISHAV
20	KUSHAL PATEL S.G
21	LEMUEL D SOUZA
22	MALATHESH K M
23	MALLESH M K
24	MANOJKUMAR
25	MOHAMMED ALTAF
26	MOHAMMED AQHEEL
27	MOHAMMED FARDEEN
28	MOHAMMED ZAID
29	MUDASSIR AHMED
30	NIRANJAN H.O
31	NIROOP RAJ M B
32	NISHANTH A.S

B


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List of Students (I BBA) Participated in program 2018-2019

Sl. No	Name of the Student
1	ABDUL SATTAR
2	ABHISHEK B S
3	ADITI DRAVID
4	AFIYA
5	AMOGHA T.K
6	ANKITH S M
7	ARCHANA G N
8	BHUMIKA N.E
9	BHUVAN R.P GINGAD
10	CHANDANA V
11	CHARAN K G
12	CHINTANA N
13	CHIRAG J JAIN
14	CHIRAG U JAIN
15	DARSHAN B
16	DARSHAN N R
17	DHRUVAN D
18	FARAZ ANWAR
19	GOWRISHANKAR Y N
20	GOWTHAM K
21	GURUSWAMY H.R
22	HEMANTH JADHAV C
23	KAVYA T.S
24	KRISHNA JETTY R


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List of Students (I Semester B.Com) Participated in program 2018-2019

Sl. No	Name of the Student	Sl. No	Name of the Student
1	ABHISHEK V K	28	MURALI G
2	ADARSH B	29	NIDHI J R
3	AISHWARYA B P	30	NIHARIKA BYRAPLY YATHIRAJU
4	ANKITHA B R	31	NITHIN M.C
5	ARSHU R	32	PALLAVI H.R
6	ASTHIK S	33	PARIMALA T
7	BINDU E.H	34	PRIYA C R
8	BINDU P E	35	RACHANA R VANDKAR
9	DARSHANNAIK	36	RAMYASHREE B
10	GANAVI B.M	37	SACHIN M M
11	GANESH K P	38	SAILAKSHMI K.R
12	HARSHITHA M	39	SAMPADA R.M
13	JATHIN KUMAR JAIN	40	SANATH K M
14	KEERTHI Y	41	SANJAY M M
15	LALITHSINGH PUROHITH	42	SHAMANTH B N
16	LUQMAN PASHA	43	SHARATH K
17	MAHAMMAYI D PRABHU	44	SHARATH PATIL N.G
18	MALLIKARJUNA M	45	SHAZIYA BANU
19	MANJUNATHA M	46	SHOIB AKTHAR
20	MANOHAR K S	47	SHWETHA L
21	MEGHA G	48	SINCHANA T N
22	MOHAMMED MASOOD	49	SNEHA S.K
23	MOHAMMED SHAHID	50	SUHANI A
24	MOHAN R	51	SUSHMITHA R.P
25	SWATHI M		
26	SYED AJMAL		
27	VARUN D H		


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List of Students (III B.Com) Participated in program 2018-2019

Sl. No	Name of the Student
1	AASIYA
2	ABHILASH S
3	AMULYA V S
4	CHANDANA B.N
5	CHANDRASHEKAR S
6	DARSHAN N JAIN
7	DEEPAK L
8	DIVYA D
9	FAIZA TANHEEM
10	GANESH S BHAT
11	KANKANALA VENKATA SUMADEEPTHI
12	KHUSHBU B JAIN
13	MALLIKARJUN NAGARAJ YALIGAR
14	MANISHA R PATEL
15	MANOJ V
16	MEGHANA G K
17	MEGHASHREE R
18	MOHAMMED ALI F
19	MOHAMMED ASIF
20	MOHAMMED IHASAAN
21	MOHAMMED RIZWAN
22	NAFIYA KHANUM
23	NAGARATHNA A.B
24	POOJA L
25	POOJA VISHWANATH GOWDA
26	POORVIK N R
27	PRERANA JAIN
28	RASHMI M C
29	RINCY K E
30	ROHAN R JAIN



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ಪಿಇಎಮ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸೆಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜಿತವಾಗಿರುವ ವ್ಯಾಪಕ ಶಿಕ್ಷಣದ ಸಂಸ್ಥೆ)

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

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List of Students (II B.Com) Participated in program 2018-2019

Sl. No	Name of the Student
1	DARSHNA
2	DEEKSHITH S JAIN
3	DEEPESH M JAIN
4	DHANUSH S SAGAR
5	HARDIK P
6	HARSH M MULANI
7	HARSHINI K.M
8	HARSHITHA K
9	JAINI S
10	JITHIN VIJAY
11	KRIMPLE P BAFNA
12	KUMAR S
13	KUSHAL JAIN
14	LAVANYA B H
15	LUBNA
16	MANASA C.D
17	MILAN JAIN S
18	MITHAN M
19	MOHAMMED ANAS V K P
20	MONISHA PATEL
21	NAMEERA KHANAM
22	NIKITHA S.R
23	NISARGA R
24	PALLAVI KIRAN
25	PAVANA H K
26	PAVITHRA T
27	PRADEEP M
28	PRAJWAL PRASAD C R


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List of Students (III BBA) Participated in program 2018-2019

Sl. No	Name of the Student
1	ABDUL KHADER JEELANI
2	ADITYA G.D
3	ASHWIL D SOUZA
4	BALASUBRAMANYA S P
5	CHANDAN J N
6	CHETHANA S H
7	DEEPAK UDANDKAR
8	FATHIMA ZULFA
9	HASEEBA MUTHAHERA
10	HEMANTH B L
11	JOYAL JOY
12	KANCHANA N.S
13	KAVYA N
14	LAKSHMI D S
15	MIZBA H
16	MOHAMMED AFIF SHARIEFF
17	MOHAMMED FAIZAN RAZA
18	MOHAMMED IMRAN
19	MOHAMMED SEAHAN
20	MOHAMMED YUSHA
21	NANDAN D
22	NEHA SRIEE A D
23	NIRANJAN B T
24	NISARGA S M

235 students B.com/m.com & BBA
students participated in the
above prog.


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