



R. J. COLLEGE of Arts, Science & Commerce (Empowered Autonomous)

(Hindi Vidya Prachar Samiti's **RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce**)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai - 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in • Email : rjcollege@rjcollege.edu.in • Tel No. + 91 22 25151763

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI || NAAC Re-Accredited 'A' Grade (CGPA: 3.10)

Date: 21/12/2023

Notice

DEPARTMENT OF MANAGEMENT STUDIES (BMS)

The department of BMS with an initiative of Marketing Specialization organizing a competition “**Marketex 4.0**”.

Date: 5th January 2024

Timing: 09:30 am onwards.

The following are the list of events:

1. Aap chronology samjhiye
2. Paisa hi paisa hoga
3. Ghoom lege thoda
4. Hum bhi bana lenge

Venue: MPSS Hall

All are cordially invited.

Ms. Kalaiselvi Nadar
BMS Coordinator



Dr. Himanshu Dawda
Principal

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Brochure

Department of BMS presents

MARKETEX

4.0

ELEVATE. INNOVATE. CAPTIVATE

Rap Chronology Samjhiye	Paisa Hi Paisa Hoga	Ghoom Lenge Thoda	Hum Bhi Bana Lenge
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Food Partner

Friday, 5th January 2024
MPSS Hall, RJ College

[_marketex](#)



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REPORT

Fest Name: Marketex

Date: 05th Jan 2024

Time: 9:30 am onwards

Venue: MPSS Hall

Teacher In charge: Prof. Pratibha Khedekar

Student In charge: Miss Gauri Bajiraj & Sanjeevni bane

Guest: Dr. Falguni Mathews

No. of Participants: 50 students

MARKETEX 4.0, organized by the Marketing Specialization Students of the Bachelor's of Management course at Ramniranjan Jhunjhunwala College, aimed to provide a platform for students to showcase and enhance their marketing skills. The event took place on the 5th of January 2024, from 11 am to 5 pm.

Aims and Objectives:

The primary aim of MARKETEX 4.0 was to create an immersive learning experience for students by blending theoretical knowledge with practical application.

Skill Enhancement: To provide participants with opportunities to enhance their marketing skills through hands-on activities.

Networking: To facilitate networking among students, faculty, and industry professionals to foster collaboration and learning.

Creativity and Innovation: To encourage creative thinking and innovative approaches in the field of marketing.

Application of Concepts: To reinforce theoretical concepts through practical applications in real-world scenarios.

Event Structure:

Marketing Bingo: A fun and educational game designed to reinforce marketing terminologies and concepts.

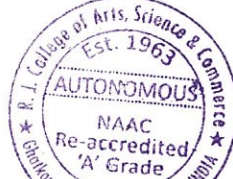
Guess the Price: An interactive activity challenging participants to estimate the prices of various products, promoting market awareness.

Spin the Wheel: An engaging game providing a dynamic platform for participants to showcase their marketing knowledge through trivia and challenges.

Ad Making Event: A creative competition where participants crafted advertisements for randomly assigned brands and products.

Process:

The event successfully achieved its objectives with active participation from students. Workshops, led by industry professionals, provided insights into emerging marketing trends and strategies. The collaborative efforts of the organizing committee ensured smooth execution of all planned activities.




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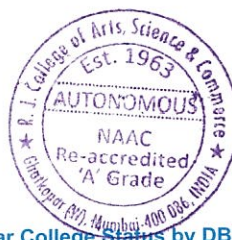
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Feedback and Impact:

Participant feedback indicated a high level of satisfaction with the event. The interactive nature of activities encouraged active engagement, and the competitive elements added a layer of excitement. Industry professionals expressed appreciation for the quality of participants' work during the Ad Making Event.

Conclusion:

MARKETEX 4.0 surpassed expectations in providing a holistic learning experience for students. The event not only achieved its academic objectives but also fostered a sense of community and collaboration among participants. As the organizing committee, we are proud to have contributed to the development of future marketing leaders and look forward to organizing more successful events in the future.





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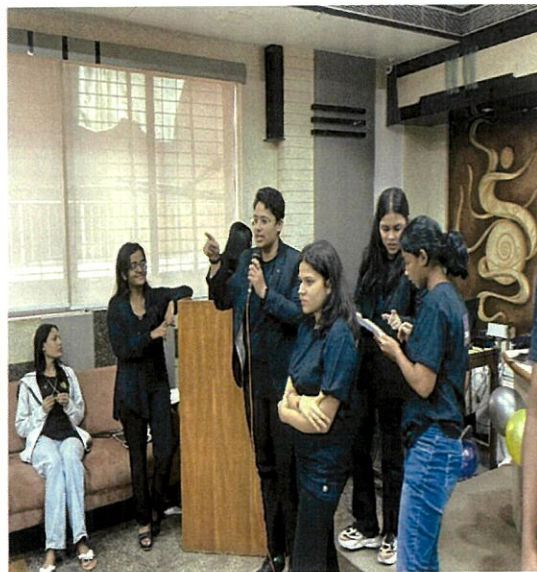
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PHOTOGRAPHS OF MARKETEX HELD ON 05/01/2024



Students during the event in various activities



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Attendance

Sr no	NAME	CLASS	ROLL NO
1	GAURI BAJIRAJ KIRAN	TYBMS	3620
2	GAIKWAD HARSHIKA KAILAS VANDANA	FYBMS	3245
3	GAONKAR MRUDULA GOPICHANDRA GAYATRI	FYBMS	3208
4	GOREGAONKAR PARTH VINAY ANJALI	FYBMS	3248
5	GUPTA ANKITA ANILKUMAR SUMANDEVI	FYBMS	3219
6	SHAIKH MOHD KHALIL CHANDBASHA SHEHNAZ BANU	SYBMS	3328
7	SINGH ANKITA UTTAM SEEMA	TYBMS	3527
8	MINDE TANVI DINESH KAVITA	FYBMS	3022
9	OOTWAL TARUN PRAVEEN NEELAM	SYBMS	3247
10	JADHAV SHIVAM PRASHANT RUPALI	TYBMS	3712
11	BANE SANJIVANI KAILAS KARUNA	TYBMS	3603
12	BANGAR RAHUL VISHWANATH BHARATI	TYBMS	3582
13	BHANUSHALI MEET KHUSHAL JAYESHREE	TYBMS	3532
14	BUSA MAHEK DIVYESH NEHA	TYBMS	3634
15	CHAVAN SANIKA SANTOSH SNEHA	SYBMS	3202
16	SHINDE TANAY RAVINDRA MAYA	SYBMS	3226
17	SHUKLA AMAN MANOJ POONAM	SYBMS	3268
18	SHUKLA DHRUV GOPAL MANJU	SYBMS	3310
19	AGRAWAL KHUSHI DILIP BHARTI	TYBMS	3561
20	ALDAR TUSHAR MACHINDRA RADHABAI	TYBMS	3614
21	ANGARI ROSHNI RAJU SRIDEVI	TYBMS	3571
22	ANPAT PRANALI PRATAP LATA	TYBMS	3573
23	KHAN ZUMARRAT FARHEEN MOHD SALIM SHAHIDA KHATOON	TYBMS	3633
24	KHILLARI SONAL DATTATRAY DARSHANA	TYBMS	3705
25	KONDURKAR ARNAV SNEHAL SAKSHI	TYBMS	3609
26	KULKARNI KETAKI SANDEEP SAMPADA	TYBMS	3703
27	MALIK JAINAB ABDUL KHALID NAJMA	TYBMS	3612
28	MALIK MOHD SAQUIB MOHD AKRAM ZAIBUN	TYBMS	3539
29	MANJREKAR SIDDHI RAMKRISHNA SEEMA	TYBMS	3530
30	MAURYA SATYAM SURESH ASHA	TYBMS	3722
31	MISHRA ABHAY HARIOM SANTOSH KUMARI	TYBMS	3511
32	MISHRA POONAM MANIKCHANDRA MEENA	TYBMS	3562
33	MISHRA SHUBHAM GOPAL BABITA	FYBMS	3043
34	KHAN SUMAIYA PARVEEN SARFARAZ AHMED SURAIYA	FYBMS	3104
35	KUMAR SINGH RUPAM ROUSHAN SINDHUBALA	FYBMS	3062
36	KUMBHAR AMAN JAISRAM SUNITA	FYBMS	3100
37	LAD NEHAL VISHWANATH VEDIKA	FYBMS	3059
38	MANDVEKAR OM RAJESH SMITA	FYBMS	3084
39	MANGADE SNEHA SUDHIR ASHA	FYBMS	3140
40	KHAN AHFAZ SHAMSHAD FEHMIDA BI	FYBMS	3070


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41	KHAN HANZALA AIJAZ SHAMA	FYBMS	3130
42	KHAN MARIYA JAMIL SHAGUFTA	FYBMS	3124
43	UPADHYAY MAHESH SHIVSHANKAR NILAM	TYBMS	3581
44	VARMA AMAN KUMAR ANIL REENA	TYBMS	3716
45	VISHWAKARMA HIMANSHU MAHENDRA SUSHILA	TYBMS	3509
46	VISHWAKARMA KU RIYA GANESH ANITA	TYBMS	3526
47	VISHWAKARMA NIKITA VINOD GEETA	TYBMS	3569
48	YADAV RITIKA RAJPATI SUMITRA	TYBMS	3601
49	YADAV RIYA RAJBALI SUMAN	TYBMS	3714
50	YADAV ROHAN BASANTLAL MAMTA	TYBMS	3632




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Certificates



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Department of Bachelor of Management Studies

Certificate of Participation

This is to certify that **Mr./Ms Shubham Mishra**
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Marketing 4.0

held on **08 January, 2024.**

Ms. Kalai Selvi Nadar

Head, Department of B.M.S



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