



RashtriyaSikshanaSamithi Trust

R.V. Institute of Management

CA-17, 26th Main, 36th Cross, 4th "T" Block, Jayanagar, Bangalore-560041

REPORT ON SELL & WIN EXPERIENTIAL LEARNING MODULE for MARKETING MANAGEMENT	
Date: 16 TH to 19 th Dec'2020	Venue: Conference Hall & RVIM Quadrangle
Time: 10.00 am -1.00 pm & 2.00 pm to 5.00 pm	First Semester MBA students(batch-2019-21)
No. of Participant: 43	Event Coordinator: Prof. Nagasubba Reddy.Prof.Ramaya S. and Prof. Uma Sharma
Objectives: The game based Experiential Learning module had the objective of:: <ul style="list-style-type: none">• Building and leading the team• Plan and guide the teammates to make those right strategic decisions to stay in each round of the game• Make the winning important as also plan better to win• Demonstrate Competitive skills and thinking• Participate as a team member	
Agenda/Flow of the Event <ul style="list-style-type: none">• The game was conducted for over three days .Three distinct rounds made the game, each day had a round played, Ten teams with 20 students each played all three rounds with each round being exclusive to chek on their tactical skill to decision making skill to planning sand allocating kills.• The rounds consisted of games and skill oriented games that has to be completed by a nominated team mate guided and cheered by the rest of the team .The final round event was corporate product launch .• Each round were scored and the highest score getting team from the three rounds were declared winners	



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REPORT ON SELL AND WIN
EXPERIENTIAL LEARNING MODULE for
MARKETING MANAGEMENT COURSE FIRST
SEMESTER

RVIM

2019

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**REPORT ON SELL AND WIN
EXPERIENTIAL LEARNING MODULE FOR MARKETING
MANAGEMENT COURSE FIRST SEMESTER
SELLING EXPERIENCE PROJECT
CONDUCTED FROM 16TH TO 19TH OF DECEMBER**

DESCRIPTION:

THIS SELLING PROJECT WAS CONDUCTED FOR FIRST SEM MARKETING MANAGEMENT STUDENTS IN ASSOCIATION WITH THE EVENTS AND PROMOTIONS COMPANY DHEEYA .

STUDENTS FROM EACH SECTION WERE FORMED INTO A GROUP OF TWO EACH. THEY WERE BRIEFED ABOUT THE PRODUCT. THE PRODUCT CHOSEN FOR SALE WAS AN ENVIRO CHIP –A CHIP WHICH CAN REDUCE RADIATION FROM ANY MOBILE HANDSET.

THE PRODUCT WAS PRICED AT RS. 550 THE MAX RETAIL PRICE WAS AT 660,IT WAS THE DECISION OF THE STUDENT TO SELL AT COST PRICE OR MRP OF THE PRODUCT. THE STUDENTS WERE GIVEN THE DEMO ON WORKING OF THE PRODUCT, SPECIFICATIONS AND PERFORMANCE OF THE PRODUCT THEN THEY WERE ASKED TO SELL FROM 16TH OF DEC TILL 5PM OF 19TH DEC'19 .THEY HAD TO REPORT THE TOTAL UNITS SOLD (STUDENTS WERE ALLOWED TO SELL MORE THAN TWO UNITS)AND THE PRICE OF SALE FOR EACH PRODUCT. BASED ON HIGH SALES OF THE TWO TEAMS FROM EACH SECTION WILL BE DECLARED WINNER FOR EACH SECTION

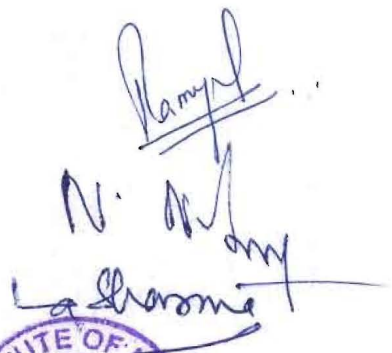
OVERALL WINNERS FOR THE PROJECT WERE CHOSEN FROM THE SECTIONS WINNERS THE HIGHEST SALE WE GOT THE WINNERS SECTION WINNERS WERE

FROM SECTION C -MOHAN AND CHANDAN AND SRIVALLI AND SRIHARI FROM SECTION B – TEJAS AND PRANAV PRAMOD KUMAR AND HIMA VARSHA AND PUSHPA

FROM SECTION A- BHARGAVI AND LATHASHREE /CHITRA HIREGOWDARA AND AISHWARYA RK



Director-MBA



Co-ordinator

