



KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

[Re-Accredited by NAAC with 'A' Grade 3.64 CGPA out of 4 (95%)]

College with Potential for Excellence (UGC) & Star College (DBT)

COIMBATORE - 641 029, TAMIL NADU, INDIA

DEPARTMENT OF BUSINESS ADMINISTRATION [CA]

Department of BBA- CA of Kongunadu Arts and Science College has conducted the “Marketing Bonanza” as on 27-09-2016 at conference hall.

Dr. T. Muraleeswari Principal along with Dr. V.Chinnusamy CEO of our college inaugurated the function.

BBA-CA students promoted different types of stalls like, Fancy items, Ooty products, Food, Textile, Mind Games etc.

Our students learned different marketing techniques and interpersonal skills of selling the goods.

They come to know about the strength, weakness, opportunities and threats of business through practical experience with customer relationship management. They in fact had great experience in managing and maintaining the accounts as well as in the procurement of the goods and services.

Also learned the 7 P's of marketing management such as Product , Price, Promotion, Place, Positioning, Packaging, and People.

Students and staffs from different departments of our college visited the stalls. The Function was a grant success.



