



Report on Quiz Competition for BBA Students

Department of Business Administration
Deen Dayal Upadhyaya Gorakhpur University
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Introduction

The Department of Business Administration at Deen Dayal Upadhyay Gorakhpur University organized a quiz competition for BBA students today. The theme of the event was "Indian and National Brands," aimed at testing students' knowledge and understanding of various brands, their histories, logos, and slogans. The competition was designed to be both informative and engaging, encouraging students to delve deeper into the world of branding.

Objectives

The primary objectives of the quiz competition were:

- To enhance students' knowledge about Indian and national brands.
- To promote healthy competition and academic enthusiasm among students.
- To provide a platform for students to showcase their knowledge in branding and marketing.

Participants

The quiz competition saw enthusiastic participation from BBA students of the 3rd and 5th semesters.

Event Details

Theme: Indian and National Brands

The quiz focused on various aspects of branding, including brand history, logo identification, and famous slogans.

Judging Criteria

Participants were judged based on the accuracy and speed of their responses. Points were awarded for correct answers.

Quiz Conductors

The quiz was conducted by Dr. Shefali Jaiswal, Mr. Shubham Kumar Chauhan, and Ms. Simran Upadhyay.

Competition Flow

Inauguration

The event commenced with a formal inauguration by Professor Manish Srivastava. He emphasized the importance of understanding brands and their impact on the market.

Quiz Round

All participating students answered questions designed to test their knowledge of brands. The questions ranged from identifying logos to matching brands with their slogans.

Announcement of Winners

The competition concluded with the announcement of the winning semester. The BBA 5th semester emerged as the overall winner of the competition.

Conclusion

The quiz competition was a resounding success, providing students with an opportunity to test their knowledge and learn more about the world of branding. The event fostered a spirit of healthy competition and academic enthusiasm among the students. The Department of Business Administration plans to organize more such events in the future to continue nurturing the skills and knowledge of its students.

Acknowledgements

The Department extends its gratitude to all the participants, the quiz conductors Dr. Shefali Jaiswal, Mr. Shubham Kumar Chauhan, and Ms. Simran Upadhyay, and the organizing committee for their efforts in making the event a grand success. Special thanks to the student volunteers who contributed to the smooth execution of the competition.

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