



Report of session on
“Latest Marketing Trend: Q-Commerce”
organized by Marketing Club

(August 9, 2024)

Department of Business Administration
Deen Dayal Upadhyaya Gorakhpur University



On August 09, 2024, Marketing Club of the Department of Business Administration at Deen Dayal Upadhyaya Gorakhpur University organized a session on ‘Recent Marketing Trends: Q-Commerce’ for MBA students. The session was chaired by Prof. Manish Kumar Srivastava (Coordinator, Department of Business Administration).

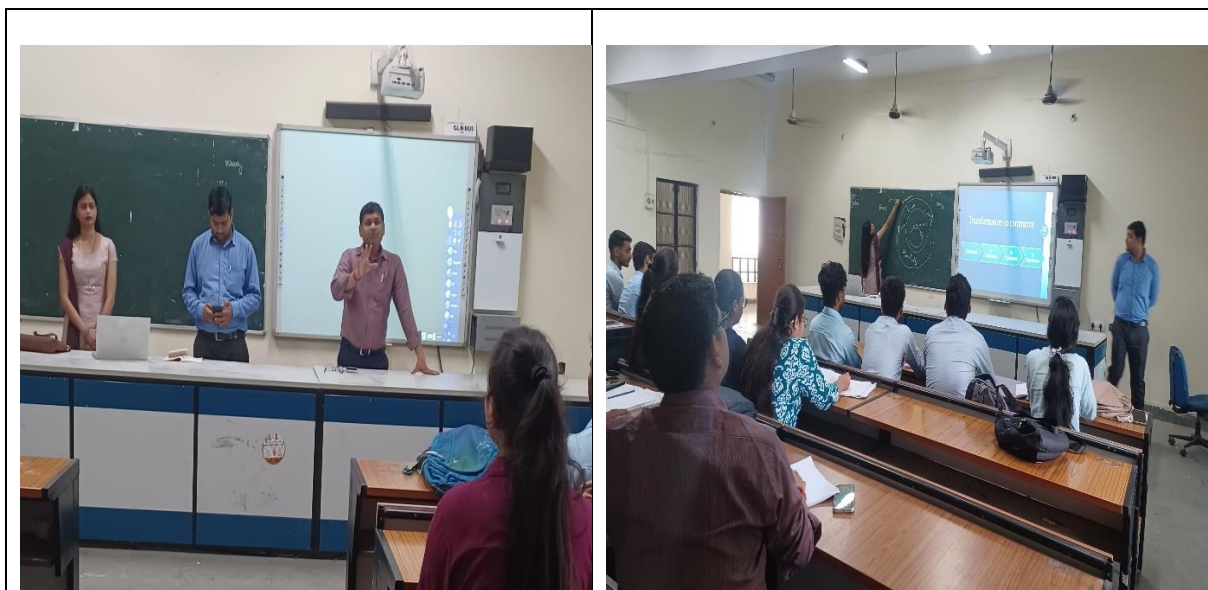
The session started with the introduction of the topic for the discussion where coordinators of the event Mrs. Shivangi Gupta and Mr. Anandvardhan gave a brief introduction about Quick-Commerce.

After the introductory deliberation, the discussion was carried forward by Mrs. Shivangi Gupta where she introduced students with the various terms associated with this trending phenomena, transformation in commerce, categories in Q-commerce, rise of Q-commerce markets in India and the significance of technology in Q-Commerce with the help of power point presentation.

The discussion was further steered by Mr. Anandvardhan. He told students about the favorable government initiative facilitating the growth of Q-commerce in India, positive and negative implications of Q-commerce and its scope in tier 2 and tier 3 cities.

The discussion came to an end with the brainstorming session in which class was divided into two groups, one group had to speak in favor of the Q-commerce and other group was asked to give constructive arguments against it.

The session was designed to be both informative and engaging, encouraging students to delve deeper into the world of Q-commerce. The students were delighted to know about the recent development taking place in the field of e-commerce.





Q-commerce....

Q-commerce, also referred to as quick commerce, is a type of e-commerce where emphasis is on quick deliveries, typically in less than an hour.



Prof. Manish Kumar Srivastava
(Coordinator)

Prof. Shrivardhan Pathak
(Head & Dean of the Department)