



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956–Permanently Affiliated to Thiruvalluvar University

Re-Accredited by NAAC with “A” Grade – An ISO 9001:2015 Certified Institution



DEPARTMENT OF BUSINESS ADMINISTRATION ORGANIZES ONE DAY STATE LEVEL WEBINAR ON “CONSUMER PROSPECTS & PERSPECTIVES”-28.09.2021

INVITATION



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Re-Accredited by NAAC with "A" Grade (3rd Cycle)|| An ISO 9001:2015 Certified Institution

Marudhar Nagar, Chinnakallupalli, Vaniyambadi - 635751, Tirupattur District



DEPARTMENT OF BUSINESS ADMINISTRATION

WEBINAR ON "CONSUMER PROSPECTS AND PERSPECTIVES"

DATE: 28.09.2021

TIME: 2.00 PM TO 3.30 PM



ADMISSION OPEN FOR ACADEMIC YEAR
2021 -2022

Link: www.mkjc.in

- NO REGISTRATION FEES
- E-CERTIFICATE WILL BE PROVIDED



DR. G. STANLEY VINCENT

Assistant Professor

Department of Management Studies
Mount Carmel College(Autonomous),
Bengaluru.

live on zoom



You're
Invited!



SRI. C. LICKMICHAND JAIN
Secretary

DR. M. INBAVALLI
Principal

DR.G. DEEPALAKSHMI
HEAD AND CONVENOR
DEPARTMENT OF BUSINESS
ADMINISTRATION
9486914774

B.SAKTHIMALA
COORDINATOR

PRINCIPAL
Marudhar Kesari Jain College
for Women
Vaniyambadi - 635 751



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AGENDA



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI
MARUDHAR NAGAR, CHINNAKALLUPALLI, VANIYAMBADI.**

**DEPARTMENT OF BUSINESS ADMINISTRATION
ORGANIZES**

WEBINAR ON

“CONSUMER PROSPECTS AND PERSPECTIVE ”

@

2.00 PM – 3.30 PM

ON

28TH SEPTEMBER 2021

AGENDA

PRAYER

**WELCOME ADDRESS : MS. P. DHATCAYANI, II MBA(HRM).
DEPARTMENT OF BUSINESS ADMINISTRATION.**

**FELICITATION : DR. M. INBAVALLI,
PRINCIPAL.
MARUDHAR KESARI JAIN COLLEGE FOR WOMEN.**

**CHIEF GUEST INTRODUCTION : MS. M. KEERTHANA, II BBA
DEPARTMENT OF BUSINESS ADMINISTRATION**

**RESOURCE PERSON : DR. G. STANLEY VINCENT
ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
PRESTIGIOUS MOUNT CARMEL
COLLEGE(AUTONOMOUS), BENGALUR.**

**VOTE OF THANKS : MS. S. DHIVYADHARSHINI, III BBA
DEPARTMENT OF BUSINESS ADMINISTRATION.**

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LEVEL WEBINAR ON “CONSUMER PROSPECTS & PERSPECTIVES”-28.09.2021**

REPORT

With the blessings of MKJC MANAGEMENT, having constant encouragements of our respected Principal Dr.M.Inbavalli

. The Department of Business Administration has conducted a WEBINAR in order to enhance online learning skills of our faculties and students. The following are the schedule and topic.

Topic : CONSUMER PROSPECTS AND PERSPECTIVES

Date : 28/09/2021

Resource person : DR.G.STANLY VINCENT

Time: 2.00 PM to 3.30 PM

For this Webinar, registration link using Zoom ID and password was created. The link was circulated among students and faculties of Business Administration departments. There were 168 student participants in total. At the beginning, Ms.P.DHATCAYANI, II MBA (HRM) of our Department gave a welcome address to the participants. Ms.M.KEERTHANA, II BBA Department of Business Administration gave chief guest Introduction and after the presentation, Ms. S . DIVIYADHARASHINI, II BBA of our department delivered the vote of thanks. From this WEBINAR, the participants had the opportunity to know about various types of consumer and their buying behavior and factors which affects the consumer buying behavior based on the geographical area.

Head of the Department

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PHOTOS




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