

MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI





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



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust) Recognized under sec 2(f)& 12(B) of UGC Act, 1956|| Permanently Affiliated to Thiruvalluvar University 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"

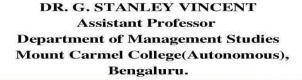
DATE: 28.09.2021 TIME: 2.00 PM TO 3.30 PM





ADMISSION OPEN FOR ACADAMIC YEAR 2021 -2022 Link: www.mkjc.in

- NO REGISTRATION FEES
- E-CERTIFICATE WILL BE PROVIDED



live on zoom









Secretary

Principal

SRI. C. LICKMICHAND JAIN DR. M. INBAVALLI DR.G. DEEPALAKSHMI HEAD AND CONVENOR DEPARTMENT OF BUSINESS ADMINISTRATION 9486914774

B.SAKTHIMALA COORDINATOR

Marudhar Kesari Jain College for \Vomen 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.

NATIONAL ANTHEM



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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.STANLYVINCENT

Time:2.00 PM to 3.30PM

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

PRINCIPAL Marudhar Kesari Jain College for Women Vaniyambadi - 635 751

PHOTOS



