



## AMBALIKA INSTITUTE OF MANAGEMENT & TECHNOLOGY, LUCKNOW MARKETING CLUB ACTIVITIES

**Activity No: 4** (Marketing Club's activity was conducted on 10th Feb 2021 at AIMT)

**Name of the Activity: Extempore**

**Objectives of Activity:**

- To inculcate a practice of peer to peer learning among the club members.
- To have practical application of theories through offline events and discussions.
- To engage in discussions that will enable the club members to implement market strategies in the corporate world.

**Instruction:**

In this each team had to speak up for two minutes on the given topic of marketing.

**Result:**

The club activity was conducted under the guidance of Dr D Varshney and Prof. K K Pandey. The judges were Zonal Head; Mr Sanjay Mehra and Prof. B B Tiwari (TIAS, New Delhi)

The parameters are as follows-

Confidence (10 marks)	Knowledge/Content (10 marks)	Team Work (5 marks)	Time (5 marks)	Total 30 marks
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Team B was adjudged as the winner whereas Team C and D were declared runners up based on their respective cumulative scores.