



AMBALIKA INSTITUTE OF MANAGEMENT & TECHNOLOGY, LUCKNOW MARKETING CLUB ACTIVITIES

Activity No: 1 (Marketing Club's activity was conducted on 6th December 2021 at AIMT)

Name of the Activity: Product Twist

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:

The first interesting game was entitled, Product Twist where in two dissimilar products were combined and the contestants had to devise a strategy to market them eg. Lizol Juice, Tinder University etc. Four students participated from each team and the products were given through chits.

Result:

The club activity was conducted under the guidance of Dr D Varshney and Prof. K K Pandey. The judges were Zonal Head; Mr Ranjeet Singh (CEO) and Mr Ravi Shankar Srivastava (Regional Manager, Lucknow)

The parameters are as follows-

Confidence (5 marks)	Creativity (10 marks)	Team Work (5 marks)	Differentiation (5 marks)	Content (5 marks)	Total 30 marks
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Team 4 was adjudged as the winner whereas Team 3 and 5 were declared runners up based on their respective cumulative scores.