



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

Activity No: 3 (Marketing Club’s activity was conducted on 3rd Jan 2021 at AIMT)

Name of the Activity: Brand Tower

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:

An activity that displays the top trusted brands and the selected students speak about those trusted brands.

Result:

The club activity was conducted under the guidance of Dr D Varshney and Prof. K K Pandey. The judges were Zonal Head; Mr Sanjeev Dubey and Prof. Ashutosh Bajpai (TIAS, New Delhi)

The parameters are as follows-

Knowledge (10 marks)	Market Knowledge (10 marks)	Team Work (5 marks)	Memory (5 marks)	Total 30 marks
-------------------------	-----------------------------------	------------------------	---------------------	-------------------

Team 3 was adjudged as the winner whereas Team 1 and 4 were declared runners up based on their respective cumulative scores.