



**Rajendra Mane College of Engineering and
Technology, Ambav (Devrukh)
Department of Master of Management Studies
Organized
“Marketing Activity”
(11th September, 2015)**

The department of Master of Management Studies of RMCET had organized “**Marketing Activity**” on 11th September, 2015. The activity was held at RMCET Administrative Main Building.



The inaugural function of this activity was done by Principal Dr. M.M. Bhagwat. The students of MMS I year and II year participated in this activity. The students were grouped into 6 and each group had displayed products for sale. The stalls were organized by each group. The products sold during this activity were:

1. Mobile Accessories
2. Sandwiches
3. Chocolates
4. Pens
5. Lemon & Orange Juice
6. Corn Bhel

➤ **Social Purpose:**

The funds were also collected for the “Indian Association for The Blind”. Staff, Students and visitors had voluntarily contributed for this organization.



There was a huge response from the students and staff for the purchase of the products. The motto of this activity was to get the practical knowledge related to concepts like Sales Development Process, Product & Pricing Strategy, Advertising, Sales Management, etc.



There was heavy competition between all 6 Groups. The giant profit makers were rewarded with Trophies by Honorable Chairman Mr. Ravindraji Mane. The Principal Dr. M. M. Bhagwat, HOD MMS Mr. Mahavir Salvi and all the staff members Prof. Ajay Razdan, Prof. Siddharth Patil, Prof. Rohit Malagi, Prof. Harshala Dutondkar and All students of MMS were present at the Seminar Hall (Administrative Building) to cheer up the students.

