

N. L. Dalmia College of Arts, Commerce & Science

Activity Report

Name of Activity: "Market-Master"

Conducted by : Economics Dept, Economics Club in association with BMS Club (Name of Dept. / Assoc./ Committee / Club) on Monday, 2nd Aug 2024 at 1000 am to 0130 pm in Gold-Spot

Name(s) of Teacher(s) Incharge: Asstt Prof. Neha Satoliya and Asstt Prof. Anju Chavan

No. of Participants: Male: 17 Female: 64 = Total 81 Students.

Description of Activity:

The **Market-Master** event was designed to foster **Research Aptitude** among student volunteers and to gather **consumer insights** regarding product/service stalls. The event aimed to enhance students' understanding of market behaviour, consumer preferences, pricing strategies, and the effectiveness of customer service.

1. Consumer Survey

Consumers visiting the stalls were encouraged to share their feedback on various aspects such as:

- **Satisfaction with products/services**
- **Pricing and affordability**
- **Customer service quality**
- **Likelihood of future purchases**
- **Overall event experience**

The responses helped analyse consumer behaviour and preferences, providing valuable insights for future improvements.

2. Stall Survey

Student volunteers evaluated the stalls based on:

- **Product variety**
- **Presentation and promotional strategies**
- **Consumer engagement**
- **Ranking of stalls based on popularity and quality**

This hands-on research experience enabled students to develop skills in market analysis and critical evaluation.

Key Consumer Insights

- Most consumers found the product pricing to be **affordable**.
- Customer service quality varied across stalls, with some receiving **high satisfaction ratings**, while others needed improvement.
- Stalls offering unique and innovative products attracted **higher engagement**.
- Consumers expressed interest in **revisiting certain stalls**, indicating potential for business sustainability.
- The event was rated **highly satisfactory** by the majority of participants.

The Market-Master event successfully provided student volunteers with a platform to develop **research skills**, while consumers had an opportunity to express their **preferences and feedback**. The insights gathered will be used to refine future events, enhance product offerings, and improve service quality. The activity played a crucial role in promoting **practical learning and real-world market analysis** among students.

Names of dignitaries attended activity: Dr Ganesh Pawar, Asstt Prof. Ajit Mokal, Dr Shweta Ranade, Asstt Prof. Neelam Gupta

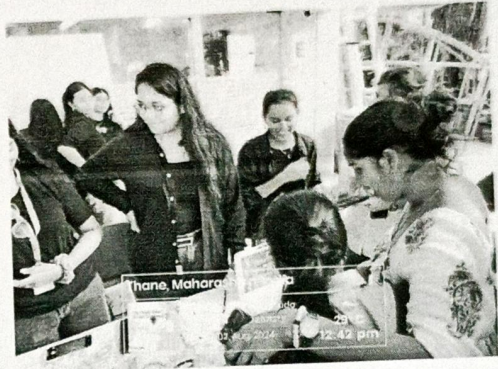
Name of the Faculties Attended the Event: Asstt Prof. Shifa Tusanno, Asstt Prof. Sangeeta Jain, Asstt Prof. Muriel D'Souza, Asstt Prof. Shrishti Mishra, Asstt Prof. Chandan Shah

Feedback Analysis:

Expenses incurred for the Activity:

Nil

Attachment: File of Photos (Upload it to google drive)



Signature of In-charge :

Nebi
05/08/2024