NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE

TYABMMC SEMESTER VI (ADV) INTERNAL ASSIGNMENT FOR VIVA - VOCE (25 MARKS)

INSTRUCTIONS TO NOTE:

STUDENTS ARE INSTRUCTED TO PREPARE A TYPED or HANDWRITTEN ASSIGNMENT ON THE ALLOCATED TOPICS AS PER THE DETAILS GIVEN BELOW:

i) A4 SIZE RULED PAPER WITH ONE SIDE RULED AND BLANK ON THE OTHER SIDE MUST BE USED FOR ASSIGNMENT.

ii) PICTURES PERTAINING TO YOUR TOPIC CAN BE STUCK ON THE BLANK SHEET.

iii) FORMAT OF THE ASSIGNMENT IS AS FOLLOWS: 1st Page - Cover Page (Will be shared by teacher)

2nd Page - Index 3rd Page - Introduction of your Topic

4th to 12th Page - Research content about your topic

13th Page - Conclusion

14th Page - Bibliography

15th Pag	h Page - Acknowledgement									
Ca Na	Cook No	Name of the Chadest	DIGITAL MEDIA	ADVERTISING DESIGN	BRAND MANAGEMENT	ADVERTISING AND SALES PROMOTION	RETAILING AND MERCHANDISING	RURAL MARKETING AND ADVERTISING		
Sr. No.	Seat No.	Name of the Student	Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands	ADVERTISING DESIGN	BRAND MANAGEMENT	ADVERTISING AND SALES PROMOTION		Write an article on Role of Modern Communication in Rural Economy		
			or Ideas				Comparitive study on layout type and planograms used in Dmart	Designing an advertising Campaign for any rural product of your		
			of local	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	and planograms used in Dinart	choice.		
1	22TMM001	AARETHYA DIPTI MURJI MANABEN		Scrap book and Advertisemnt campaign	well-known national brand	for Nike as a brand		unido.		
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy		
			or Ideas				and planograms used in Dmart	Designing an advertising Campaign for any rural product of your		
				Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's		choice.		
2	211MM021	AZAD MUSKAN RAMKISHAN POOJA		Scrap book and Advertisemnt campaign	well-known national brand	for Nike as a brand				
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas				Comparitive study on layout type	Write an article on Role of Modern Communication in Rural Economy		
			oritoeas	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	and planograms used in Dmart	Designing an advertising Campaign for any rural product of your choice		
3	21TMM022	BHATKAR PRANAV MILIND MANASI		Scrap book and Advertisemnt campaign		for Nike as a brand		GIOLOG.		
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy		
			or Ideas				and planograms used in Dmart	2. Designing an advertising Campaign for any rural product of your		
				Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	' -	choice.		
4	21TMM023	BIYA DEVIKA SATYANARAYAN SNEHALATA		Scrap book and Advertisemnt campaign	well-known national brand	for Nike as a brand				
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	Write an article on Role of Modern Communication in Rural Economy		
			or Ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	and planograms used in Dmart	Designing an advertising Campaign for any rural product of your choice		
5	21TMM024	BOMBLE SEJAL SOPAN MANGAL		Scrap book and Advertisemnt campaign		for Nike as a brand		unionice.		
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands	and revertisemme campaign			Comparitive study on layout type	Write an article on Role of Modern Communication in Rural Economy		
			or Ideas				and planograms used in Dmart	Designing an advertising Campaign for any rural product of your		
				Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's		choice.		
- 6	21TMM026	DHAKAN RONIK CHETAN RUPALI		Scrap book and Advertisemnt campaign	well-known national brand	for Nike as a brand				
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	Write an article on Role of Modern Communication in Rural Economy		
			or Ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	and planograms used in JioMart	Designing an advertising Campaign for any rural product of your choice		
7	21TMM062	DHALE SAURAV HENMANT LAXMI		Scrap book and Advertisemnt campaign		for Nike as a brand		choice.		
	Z I I I I I I I I I	DIVICE ONOTOTY FIELDWAY E DAWN	Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands	Scrap Book and Maver tisernine campaign	Well known national brand	I WINC US O BIGING	Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy		
			or Ideas				and planograms used in JioMart	2. Designing an advertising Campaign for any rural product of your		
				Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's		choice.		
8	20TMM031	DHANDHARIA SAKSHI SUNIL MANISHA		Scrap book and Advertisemnt campaign	well-known national brand	for Nike as a brand				
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy		
			or Ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	and planograms used in JioMart	Designing an advertising Campaign for any rural product of your choice.		
9	21TMM027	DINANI ARMAAN HUSSAIN ANURISHA		Scrap book and Advertisemnt campaign		for Nike as a brand		citolice.		
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy		
			or Ideas				and planograms used in JioMart	2. Designing an advertising Campaign for any rural product of your		
				Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	' -	choice.		
10	21TMM028	DUDWADKAR YANKITA GITESH SHUBHANGI		Scrap book and Advertisemnt campaign	well-known national brand	for OnePlus as a brand				
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas				Comparitive study on layout type	Write an article on Role of Modern Communication in Rural Economy		
			oritoeas	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	and planograms used in JioMart	Designing an advertising Campaign for any rural product of your choice.		
11	21TMM029	GHAG ROHIT DATTARAM DEEPALI		Scrap book and Advertisemnt campaign		for OnePlus as a brand		GIOLOG.		
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy		
			or Ideas			1	and planograms used in JioMart	2. Designing an advertising Campaign for any rural product of your		
	0.471.01.00	OUELAWAT OLUBAY HABIB BURYT:		Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's		choice.		
12	211MM030	GHELAWAT GAURAV JAGBIR PUSHPA	District the second day and day are study as \$100 and as \$100 and	Scrap book and Advertisemnt campaign	well-known national brand	for OnePlus as a brand		4 West- on ordina on Data of Markey Communication 1 St. 15		
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas				Comparitive study on layout type	Write an article on Role of Modern Communication in Rural Economy Designing on advertising Comparing for any rural product of your		
			UI IUUdS	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	and planograms used in Lifestyle	Designing an advertising Campaign for any rural product of your choice.		
13	17TMM049	GUJAR DEVCHAND MANGILAL ASHA		Scrap book and Advertisemnt campaign		for OnePlus as a brand	Store	onoio.		
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy		
			or Ideas				and planograms used in Lifestyle	2. Designing an advertising Campaign for any rural product of your		
	00714140			Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	store	choice.		
14	221MM003	GUPTA ANJALI VINOD		Scrap book and Advertisemnt campaign	well-known national brand	for OnePlus as a brand	l			
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1. Write an article on Role of Modern Communication in Rural Economy		
			or Ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	and planograms used in Lifestyle	Designing an advertising Campaign for any rural product of your choice		
15	21TMM031	GUPTA SHIVAM VINOD SARITA		Scrap book and Advertisemnt campaign		for OnePlus as a brand	Store	unios.		
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands		The state of the s		Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy		
			or Ideas				and planograms used in Lifestyle	Designing an advertising Campaign for any rural product of your		
				Student have to submit Drawing book,	Rebranding or Revitalizing of a			choice.		
16	19TMM147	HASIZA SUNNY DHARMENDRA SUNITA		Scrap book and Advertisemnt campaign	well-known national brand	for OnePlus as a brand				
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy		
			or Ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's	and planograms used in Lifestyle	Designing an advertising Campaign for any rural product of your		
17	21TMM066	JADHAV SHRAVANI YOGESH SAKSHI		Scrap book and Advertisemnt campaign		for OnePlus as a brand	store	choice.		
			L	campaign	own mational braild	1.0. 0 103 03 0 010110		1		

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18 21TMN	M033 K	(ADAM YASH TUKARAM RESHMA	Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas	Student have to submit Drawing book, Scrap book and Advertisemnt campaign	Rebranding or Revitalizing of a	Conduct a SWOT analysis & discuss 4 P's for OnePlus as a brand	Comparitive study on layout type and planograms used in Lifestyle store	Write an article on Role of Modern Communication in Rural Economy Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas		Rebranding or Revitalizing of a	A standard Printing Colored CHOT	Comparitive study on layout type and planograms used in Shoppers Stop	Write an article on Role of Modern Communication in Rural Economy Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a well-known national brand	Analyse the Bigbillion Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Shoppers Stop	Write an article on Role of Modern Communication in Rural Economy Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a well-known national brand	Analyse the Bigbillion Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Shoppers Stop	Write an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
		MANIYAR JANVI SANJAY DAKSHA	Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas		Rebranding or Revitalizing of a well-known national brand	Analyse the Bigbillion Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Shoppers Stop	Write an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
23 16TMN	M082 N	MAURYA GOVIND RAMANAND	Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas		Rebranding or Revitalizing of a		Comparitive study on layout type and planograms used in Shoppers Stop	Write an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a well-known national brand	Analyse the Bigbillion Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Shoppers Stop	Write an article on Role of Modern Communication in Rural Econom: Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a well-known national brand	Analyse the Bigbillion Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Shoppers Stop	Write an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or ideas	Student have to submit Drawing book,	Rebranding or Revitalizing of a	Analyse the Bigbillion Sale and SWOT	Comparitive study on layout type and planograms used in Pantaloons	Write an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas	,	Rebranding or Revitalizing of a	Analyse the Bigbillion Sale and SWOT	Comparitive study on layout type and planograms used in Pantaloons	Write an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas		Rebranding or Revitalizing of a	analysis of the same Analyse the Amazon Great Indian	Comparitive study on layout type and planograms used in Pantaloons	1.Write an article on Role of Modern Communication in Rural Econom 2. Designing an advertising Campaign for any rural product of your choice.
20			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas		Rebranding or Revitalizing of a	Festival and SWOT analysis of the same Analyse the Amazon Great Indian	Comparitive study on layout type and planograms used in Pantaloons	Nitte an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas		Rebranding or Revitalizing of a	Festival and SWOT analysis of the same Analyse the Amazon Great Indian	Comparitive study on layout type and planograms used in Pantaloons	Nirite an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or ideas	Scrap book and Advertisemnt campaign Student have to submit Drawing book,	well-known national brand Rebranding or Revitalizing of a	Festival and SWOT analysis of the same Analyse the Amazon Great Indian	Comparitive study on layout type and planograms used in Pantaloons	Nirte an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or ideas		Rebranding or Revitalizing of a	Festival and SWOT analysis of the same Analyse the Amazon Great Indian	Comparitive study on layout type and planograms used in Croma	1.Write an article on Role of Modern Communication in Rural Econom 2. Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas	Student have to submit Drawing book,	well-known national brand Rebranding or Revitalizing of a	Festival and SWOT analysis of the same Analyse the Amazon Great Indian	Comparitive study on layout type and planograms used in Croma	Nite an article on Role of Modern Communication in Rural Econom Designing an advertising Campaign for any rural product of your choice.
		NALVA PETER BHARAT KAILASH	Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas		well-known national brand Rebranding or Revitalizing of a	Festival and SWOT analysis of the same Analyse the Amazon Great Indian	Comparitive study on layout type and planograms used in Croma	1.Write an article on Role of Modern Communication in Rural Econon 2. Designing an advertising Campaign for any rural product of your choice.
		SHAH DEESHA DILIPBHAI VARSHABEN SHAIKH MEHVISH FARID SHAMA	Pick any brand, idea and do a case study on it by understanding its digital marketing campaign. Minimum 4 Brands or ideas		Rebranding or Revitalizing of a	Festival and SWOT analysis of the same Analyse the Amazon Great Indian Festival and SWOT analysis of the same	Comparitive study on layout type and planograms used in Croma	Write an article on Role of Modern Communication in Rural Econon Designing an advertising Campaign for any rural product of your choice.
36 21TMN	s	SHAIKH SAIMA MOHD MUBARAK SHAIKH	Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or ideas		Rebranding or Revitalizing of a	Festival and SWOT analysis of the same Analyse the Amazon Great Indian Festival and SWOT analysis of the same	Comparitive study on layout type and planograms used in Croma	Write an article on Role of Modern Communication in Rural Econon Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or Ideas	Scrap book and Advertisemnt campaign Student have to submit Drawing book, Scrap book and Advertisemnt campaign	Rebranding or Revitalizing of a	Festival and SWOT analysis of the same Analyse the Myntra End Of Reason Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Croma	Write an article on Role of Modern Communication in Rural Econor Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or ideas		Rebranding or Revitalizing of a	Analyse the Myntra End Of Reason Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Croma	Write an article on Role of Modern Communication in Rural Econor Designing an advertising Campaign for any rural product of your choice.
			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or ideas		Rebranding or Revitalizing of a		Comparitive study on layout type and planograms used in Vijay Sales	Write an article on Role of Modern Communication in Rural Econor Designing an advertising Campaign for any rural product of your choice.
20 2111010			Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands or ideas		Rebranding or Revitalizing of a	Analysis the Minter End Of December Colo	Comparitive study on layout type and planograms used in Vijay Sales	Write an article on Role of Modern Communication in Rural Econor Designing an advertising Campaign for any rural product of your choice.
40 21TMM	M055 IV			Serve Sook and Advertisement compaign				Write an article on Role of Modern Communication in Rural Econor

'		Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	
, , , , , , , , , , , , , , , , , , ,	1	or Ideas				and planograms used in Vijay	Designing an advertising Campaign for any rural product of your
	1		Student have to submit Drawing book,	Rebranding or Revitalizing of a	Analyse the Myntra End Of Reason Sale	Sales	choice.
42 22TMM002	YADAV SURAJ HARISH KALAVATI		Scrap book and Advertisemnt campaign	well-known national brand	and SWOT analysis of the same		
	1	Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy
, , , , , , , , , , , , , , , , , , ,	1	or Ideas				and planograms used in Vijay	Designing an advertising Campaign for any rural product of your
	1		Student have to submit Drawing book,	Rebranding or Revitalizing of a	Analyse the Myntra End Of Reason Sale	Sales	choice.
43 16TMM022	AGARWAL DEVKUMAR MAHESH		Scrap book and Advertisemnt campaign	well-known national brand	and SWOT analysis of the same		
		Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy
, , , , , , , , , , , , , , , , , , ,	1	or Ideas				and planograms used in Vijay	2. Designing an advertising Campaign for any rural product of your
, , , , , , , , , , , , , , , , , , ,	1		Student have to submit Drawing book,	Rebranding or Revitalizing of a	Analyse the Myntra End Of Reason Sale	Sales	choice.
44 20TMM123	SONAWANE SAHIL GIRISH REKHA		Scrap book and Advertisemnt campaign	well-known national brand	and SWOT analysis of the same		
		Pick any brand, idea and do a case study on it by understanding it's digital marketing campaign. Minimum 4 Brands				Comparitive study on layout type	1.Write an article on Role of Modern Communication in Rural Economy
'	1	or Ideas				and planograms used in Vijay	2. Designing an advertising Campaign for any rural product of your
	1		Student have to submit Drawing book,	Rebranding or Revitalizing of a	Analyse the Myntra End Of Reason Sale	Sales	choice.
45 20TMM077 '	NADAR ARUNKUMAR MADHAVAN SUPPULAXMI	4	Scrap book and Advertisemnt campaign	well-known national brand	and SWOT analysis of the same		