

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 Page - Acknowledgement

Sr. No.	Seat No.	Name of the Student	DIGITAL MEDIA	ADVERTISING DESIGN	BRAND MANAGEMENT	ADVERTISING AND SALES PROMOTION	RETAILING AND MERCHANDISING	RURAL MARKETING AND ADVERTISING
1	22TMM001	AARETHYA DIPTI MURJI MANABEN	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for Nike as a brand	Comparitive study on layout type and planograms used in Dmart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
2	21TMM021	AZAD MUSKAN RAMKISHAN POOJA	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for Nike as a brand	Comparitive study on layout type and planograms used in Dmart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
3	21TMM022	BHATKAR PRANAV MILIND MANASI	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for Nike as a brand	Comparitive study on layout type and planograms used in Dmart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
4	21TMM023	BIYA DEVIKA SATYANARAYAN SNEHALATA	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for Nike as a brand	Comparitive study on layout type and planograms used in Dmart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
5	21TMM024	BOMBLE SEJAL SOPAN MANGAL	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for Nike as a brand	Comparitive study on layout type and planograms used in Dmart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
6	21TMM026	DHAKAN RONIK CHETAN RUPALI	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for Nike as a brand	Comparitive study on layout type and planograms used in Dmart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
7	21TMM062	DHALE SAURAV HENMANT LAXMI	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for Nike as a brand	Comparitive study on layout type and planograms used in JioMart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
8	20TMM031	DHANDHARIA SAKSHI SUNIL MANISHA	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for Nike as a brand	Comparitive study on layout type and planograms used in JioMart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
9	21TMM027	DINANI ARMAAN HUSSAIN ANURISHA	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for Nike as a brand	Comparitive study on layout type and planograms used in JioMart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
10	21TMM028	DUDWADKAR YANKITA GITESH SHUBHANGI	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for OnePlus as a brand	Comparitive study on layout type and planograms used in JioMart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
11	21TMM029	GHAG ROHIT DATTARAM DEEPALI	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for OnePlus as a brand	Comparitive study on layout type and planograms used in JioMart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
12	21TMM030	GHELAWAT GAURAV JAGBIR PUSHPA	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for OnePlus as a brand	Comparitive study on layout type and planograms used in JioMart	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
13	17TMM049	GUJAR DEVCHAND MANGILAL ASHA	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for OnePlus as a brand	Comparitive study on layout type and planograms used in Lifestyle store	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
14	22TMM003	GUPTA ANJALI VINOD	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for OnePlus as a brand	Comparitive study on layout type and planograms used in Lifestyle store	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
15	21TMM031	GUPTA SHIVAM VINOD SARITA	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for OnePlus as a brand	Comparitive study on layout type and planograms used in Lifestyle store	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
16	19TMM147	HASIZA SUNNY DHARMENDRA SUNITA	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for OnePlus as a brand	Comparitive study on layout type and planograms used in Lifestyle store	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
17	21TMM066	JADHAV SHRAVANI YOGESH SAKSHI	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 well-known national brand	Conduct a SWOT analysis & discuss 4 P's for OnePlus as a brand	Comparitive study on layout type and planograms used in Lifestyle store	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.

42	22TMM002	YADAV SURAJ HARISH KALAVATI	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 well-known national brand	Analyse the Mynta End Of Reason Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Vijay Sales	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
43	16TMM022	AGARWAL DEVKUMAR MAHESH	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 well-known national brand	Analyse the Mynta End Of Reason Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Vijay Sales	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
44	20TMM123	SONAWANE SAHIL GIRISH REKHA	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 well-known national brand	Analyse the Mynta End Of Reason Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Vijay Sales	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
45	20TMM077	NADAR ARUNKUMAR MADHAVAN SUPPULAXMI	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 well-known national brand	Analyse the Mynta End Of Reason Sale and SWOT analysis of the same	Comparitive study on layout type and planograms used in Vijay Sales	1. Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.