

NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCIAL AND SCIENCE

TYBAMMC 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	20TMM024	BOMBLE MANALI SOPAN MANGAL	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Nature and importance of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM025	CHATURVEDI AAKANSHA MANOJ POOJA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Nature and importance of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	19TMM035	CHAUHAN AASHISH RANDHIR SEETA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Nature and importance of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM027	CHAUHAN UMANG VIJAY KIRAN	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Nature and importance of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM028	CHHARI SUMANT ARVIND HEMA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Nature and importance of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM032	DHIVER HARSH MANOJ LAXMI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The Scope and Role of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM033	DHUKA ARISHBHAI JAHERALI BILKISH	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The Scope and Role of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM036	DUTTA NUPUR RAMESH SUJATA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The Scope and Role of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM037	DUTTA PRIYANSHITA ATIN POUHALI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The Scope and Role of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM040	GIRI RIA DHARMENDRA SANGEETA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The Scope and Role of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM041	GOHIL VAIBHAV ANIL SHEETAL	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The Scope and Role of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM043	GUPTA AVDHESHKUMAR UNDALPRASAD SHEEL	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The Scope and Role of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM045	INDORIA BHAVESH RATAN LALITA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The objectives & Characteristics of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM046	JAISWAL RISHABH DINESH ANITA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The objectives & Characteristics of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM047	JAMSANDEKAR SOHAM PRAKASH PRAJAKTA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The objectives & Characteristics of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM050	JUMBARTHI RAJU GANGADHAR SUJATHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The objectives & Characteristics of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM051	KAHAR AYUSH RAKESH VEENA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	The objectives & Characteristics of Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
18	20TMM052	KAKADIYA MALAV KIRIT MINA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Reasons for Growth of Sales Promotion & Consumer franchise building	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
19	20TMM053	KAMBLE GAURAV GOPICHANAD SUREKHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Reasons for Growth of Sales Promotion & Consumer franchise building	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
20	20TMM054	KAMBLE TEJAS BALAJI VAISHALI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Reasons for Growth of Sales Promotion & Consumer franchise building	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.

21	20TMM055	KARKERA SAURABH SURESH SHASHILA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Reasons for Growth of Sales Promotion & Consumer franchise building	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
22	20TMM056	KELUSKAR ADITYA DEEPAK JYOTI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Reasons for Growth of Sales Promotion & Consumer franchise building	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
23	20TMM057	KESARVANI ASHISH GOPAL ASHADEVI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Theories in Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
24	20TMM059	KHATOON AMINA MD ANWAR RANI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Theories in Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
25	20TMM061	KONAR K MEKASURIYA KANNAN SUNITA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.		1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	
26	20TMM062	LINGAM ATUL PRAKASH PRATIBHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Theories in Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
27	20TMM064	MAKWANA DEVESH BUPENDRA SHOBHANA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Theories in Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
28	20TMM065	MALVIYA MANISHA BANSHILAL LALITHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Theories in Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
29	20TMM066	MANDAL KRISHI HAREKRISHNA MEENA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Consumer-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
30	20TMM068	MANNUR DIVANSHU VENKATRAGHAVANA MA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Consumer-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
31	20TMM069	MASSEY ANSTON NIKALSON REENA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Consumer-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
32	20TMM070	MAURYA NIKKI SANTOSH SUDHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Consumer-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
33	20TMM072	MEHTA SHRUTI KAMLESH VAISHALI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Consumer-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.

34	20TMM135	MISHRA MAYANK HARINARAYAN KAMLESH	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Trade-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
35	20TMM076	MULLAJI ZAID JASSIM FAIKHANDAA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Trade-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
36	20TMM083	PANDEY NIKHIL RAMPRAKASH SHAKUNTALA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Trade-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
37	20TMM084	PANDEY VARUN SANJAY MAMTA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Trade-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
38	20TMM085	PARMAR JAYESH KISHOR MEENA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Trade-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
39	20TMM086	PARMAR YAMINI NITIN VARSHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Trade-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
40	20TMM087	PATEL DIVYESH BHARAT SAJAL	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of Trade-Oriented Sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
41	20TMM088	PATEL KRISHNA PARESH GEETA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of sales force oriented sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM120	PATEL PRINCY RAKESHKUMAR PRIYANKABEN	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of sales force oriented sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	18TMM074	PATEL VIKAS NAGINDAR USHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of sales force oriented sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM093	PRAJAPATI ANILKUMAR DHARAMVEER SUNITA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of sales force oriented sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	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	20TMM094	PRAJAPATI NEETU KISHANLAL PARVATI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Methods of sales force oriented sales Promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
46	20TMM095	PRAJAPATI PARVESH MOHANLAL SAVITA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	How Swiggy Instamart awareness campaign leveraged the cookbook concept?	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.

47	20TMM096	QURESHI SHAIZIN MOHD RAFIK TABASSUM FA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	How Swiggy Instamart awareness campaign leveraged the cookbook concept?	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
48	20TMM099	RANGOO ALISHA RAJVEER PRITI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	How Swiggy Instamart awareness campaign leveraged the cookbook concept?	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
49	20TMM101	SALVI RITESH SUDHIR SAYALI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	How Swiggy Instamart awareness campaign leveraged the cookbook concept?	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
50	20TMM105	SATAM MAITRI SANDEEP SWATI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	How Swiggy Instamart awareness campaign leveraged the cookbook concept?	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
51	20TMM106	SATAM TANMAY SACHIN SUJATA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Evaluation Methods of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
52	20TMM108	SHAH MEGHA PARESH HARSHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Evaluation Methods of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
53	20TMM109	SHAIKH AFREEN MOHAMMAD NAZIA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Evaluation Methods of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
54	20TMM110	SHAIKH ARJUMANBANU MOHD HANIF MERA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Evaluation Methods of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
55	20TMM111	SHARMA DEEPAK VISHWAKARMA DHARMSHIL	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Evaluation Methods of sales promotion	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
56	20TMM113	SHETTY LATESH DAYANAND PRABHAVATI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Short term and long term effects of sales promotions	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
57	20TMM115	SHINDE AMISHA PANDURANG AARTI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Short term and long term effects of sales promotions	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
58	20TMM119	SINGH DIKSHA SHRIKANT SADHANA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Short term and long term effects of sales promotions	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
59	20TMM121	SINGH VIKRAM SATENDRA MEERA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Short term and long term effects of sales promotions	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.

60	20TMM124	SONI MANVEER HIMAT NEETA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Short term and long term effects of sales promotions	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
61	20TMM126	TANCHAK KARISHMATAR MANISHBHAI USHABE	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Influence of Sales Promotion on Customer Purchasing Behavior	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
62	20TMM127	THAKKAR KAUSHAL YOGESH DARSHANA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Influence of Sales Promotion on Customer Purchasing Behavior	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
63	20TMM128	VARMA MANISH RAJKUMAR SUNITA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Influence of Sales Promotion on Customer Purchasing Behavior	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
64	20TMM129	VIDHATE PRANAY BHUSHAN MANJUSHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Influence of Sales Promotion on Customer Purchasing Behavior	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
65	20TMM130	VISHWASRAO OM RAJENDRA POOJA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Influence of Sales Promotion on Customer Purchasing Behavior	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
66	20TMM131	VYAS BHAVIN DINESH URMILA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Steps in Designing of promotion campaign	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
67	20TMM063	LODH URMILA RAMKUMAR GOMATIDEVI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Steps in Designing of promotion campaign	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
68	20TMM044	GUPTA GOVINDA ARVIND ASHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Steps in Designing of promotion campaign	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
69	20TMM103	SARDAR KUNDAN RAVBA MEENA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Steps in Designing of promotion campaign	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
70	20TMM038	GAUD SHUBHAM RAJESH REKHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Steps in Designing of promotion campaign	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
71	20TMM098	RANE MAYUR SADANAND SUCHITA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Customer Retention rate & benefits	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
72	19TMM049	GAZI SAHIL JUMMA ANJUM	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Customer Retention rate & benefits	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.

73	19TMM083	MORE PRATIK RAJENDRA MANISHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Gamification and Loyalty	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
74	17TMM151	CHAURASIYA SURAJ SHIVSHANKAR VIDHYA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Gamification and Loyalty	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
75	20TMM001	YADAV ABHISHEK CHANDRAJEET PRABHUDEVI	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Gamification and Loyalty	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
76	20TMM116	SINGH AKASH KRISHNAPAL POONAM	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Gamification and Loyalty	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
77	21TMM001	VISHWAKARMA AMITKUMAR RAMLAKHAN SH	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Gamification and Loyalty	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
78	20TMM042	GUPTA ANKUSH RAJESH SEEMA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Big Data and Loyalty	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
79	20TMM081	OZA VAIBHAV KISHAN ASHA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Big Data and Loyalty	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
80	20TMM026	CHATURVEDI RISHABH SURYAKANT KIRAN	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Big Data and Loyalty	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.
81	20TMM132	YADAV ANJALI SANJAY GEETA	PROMOTING YOUTUBE VIDEO ON SOCIAL MEDIA PLATFORM	Students have to select a particular product or service on their own and create an ad campaign for the same.	Case study of any two brands, their brand elements, core identity, brand extension and line extension.	Big Data and Loyalty	1.Article on evolution of retailing with images (Retail yesterday till today along with the various types of retail stores) 2.Research paper on Retail management	1.Write an article on Role of Modern Communication in Rural Economy 2. Designing an advertising Campaign for any rural product of your choice.