



Activity report of Interactive Session & Presentation on BCG Matrix &/or Johari Window

1. Name of the Seminars/conferences/workshops: Interactive Session & Presentation on BCG Matrix &/or Johari Window
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops: To make students learn the new concepts of BCG Matrix and Johari Window not just through delivering lectures but by actively making them interact through PowerPoint presentations made by them.
4. Date : 18th February, 2022
5. Duration in hours (approximate): 2 hours
6. Number of Participants (approximate): 15
7. Name of Speakers with title of their speech, designation and Affiliation:

| Name of Speakers | Title of the speech | Designation | Affiliation |
|------------------|----------------------------------|-----------------------------------|-------------|
| Aditi Chatterjee | BCG Matrix &/or Johari Window | SACT, ASPV, GMGC & Dpt. Alumni | - |

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Seminars/conferences/workshops: Students were very excited to learn the new concepts and also learn the application of these concepts in the present scenario. They were very enthusiastic in presenting these new concepts through PowerPoint presentations and share and discuss their ideas with everybody present. This session not only made them learn some new concepts but also enhanced their presentation skills.



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