



Activity report of Interactive Session & Presentation (Webinar) on Pricing Methods & Strategies

1. Name of Webinar : Interactive Session & Presentation (Online) on Pricing Methods & Strategies
2. Organized by: Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Webinar: To enhance the knowledge of students of Semester-3, further in their paper Marketing Management-II by emphasizing on the pricing methods and strategies used by companies in the practical current situation and also how they can use these strategies to decide the same for organizations in the near future.
4. Date : 12th May, 2022
5. Duration in hours (approximate): 1 hour
6. Number of Participants (approximate): 4
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Aditi Chatterjee	Pricing Methods & Strategies	SACT, ASPV, GMGC	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Webinar: Students could easily understand the concept when presented digitally using presentation and other videos which also made the session interesting. They could also use and relate the strategies or methods with the situations they were asked to relate with.



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