

Prestige Institute of Management and Research, Indore


Data Requisition Sheet

Type of Activity Organized (Please tick)	<ul style="list-style-type: none"> • Management Development Program • Faculty Development Program • Student Training Program/Certifications • Consultancy • Co-Curricular Activity ✓ • Extra Curricular Activity 		
Title of the Activity	Advertising and Brand Quiz		
Number of Faculties Coordinating	ONE		
Name of the Faculty/s Assigned and Designation	Dr. Pragya Keshari Associate Professor-Marketing		
Duration (DD/MM/YYYY)	From Date: March 25, 2021	To Date: March 25, 2021	Total No. of Days: 01
Whether On Campus/Off Campus (Please Mention)	Online		
No. of Participants	Top Level Managers		
	Mid Level Managers		
	Lower Level Managers		
	Professors		
	Associate Professors		
	Assistant Professors		
	Students		50
	General Participants		
<u>Description of the Activity:</u>			
<p>The APR Club 'The Publicist' organized Advertising and Brand Quiz (Online) on March 25, 2021. Total 12 teams participated in the Quiz from various institutions such as Jai Hind College, Mumbai; IIT Dhanbad; IPS Academy, Indore; L S Raheja College of Architecture, Mumbai; MNIT Jaipur including PIMR. The Quiz had Four rounds in which Questions related to company Jingles, Logo, Punchline, Branding were asked in the quiz. Four teams reached in Final. Team of</p>			

Divyanshu Sachdeva and Sanghmitra Roy of PIMR were declared as winner while team of Anant Vikram Singh and Sakshi Tiwari of PIMR were declared as the runner –ups of the competition.

Space for Photographs;

Recording...



Q.3 Identify the brand from the logo

- A. Hallmark
- B. Corel Draw
- C. Pidilite
- D. Epson

Arjun Kalra

Dr. Pragya Kesh...

team B2

Team B2

TEAM B2

Suyanshi Jhawar

