



NEW HORIZON COLLEGE

MARATHAHALLI

Permanently Affiliated to Bengaluru North University,
Recognized by the Govt. of Karnataka Recognized under section 2 (f) of the UGC Act, 1956
Accredited by NAAC with 'A' Grade

BRAINY BOWL

DATE: 17 OCTOBER 2024

VENUE: TEJES SEMINAR HALL

TARGET AUDIENCE: BBA, B COM, BCA

FACULTY COORDINATOR: MS. KAMPA BELLIAPPA

STUDENT COORDINATOR: Mr. VISHAL AND Mr. MADAN

INTRODUCTION:

This round aimed to assess participants' knowledge of management, including key concepts, theories, and practices. It also tested analytical thinking and decision-making under time pressure.

This round challenged participants to develop creative and compelling advertisements for the Management Club. The focus was on showcasing the club's activities, benefits, and value proposition to attract new members and promote engagement.

CONCLUSION:

The first round of the Brainy Bowl on management was successful, with enthusiastic participation and healthy competition. The results indicate strong foundational knowledge among participants, though there is room for improvement in specialized areas. The event set the tone for subsequent

rounds, building excitement for deeper engagement in management studies.

The second round of the Brainy Bowl provided participants with a platform to showcase their creativity and communication skills. It also reinforced the importance of advertising and branding in promoting organizations like the Management Club. The ideas and campaigns generated during this round can inspire future club promotion efforts.

WINNERS:

1ST PRIZE: Ritam Bhattacharya and Ritanka deb

2ND PRIZE: Utkarsh and Vinay

PHOTOGRAPH OF THE EVENT:





NHSAC COORDINATOR

IQAC COORDINATOR