

**A Report on Quiz Competition
on Brand Buddhipratiyogita
Organized by Management of Business Studies
18.10.2023**



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION)
Madanapalle-517325, Annamaya Dist., Andhra Pradesh

Organized by Department of Management Studies

BRAND BUDDHIPRATIYOGITA

Date: 18-10-2023 Venue: Seminar Hall - A

Chief Patron Dr.N.Vijaya Bhaskar Choudary , Ph.D., Secretary & Correspondent	Patron Mrs.Keerthi Nadella Executive Director	Program Chair Dr.C.Yuvaraj Principal	HOD Dr.K.V.Geetha Devi Assistant Professor	Coordinator Dr.K.S.Krishna Assistant Professor
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Organized and Submitted by: Dr. K. S. Krishna, Assistant Professor, Department of Management Studies.

Participants: MBA II- I-year Students

Attendance: 150 participants

Venue: Seminar Hall-A

Objectives:

The objective of this competition is to inspire pupils to develop beyond their textual knowledge and make a connection between theory and application of the principles they have learned and makes them to "think outside the box" or from diverse perspectives by participating in quiz competition.

Introduction of Brand:

A **brand** consists of any name, term, design, style, words, symbols or any other feature that distinguishes the goods and services of one seller from another. A brand also distinguishes one product from another in the eyes of the customer. All of its elements (i.e., logo, colour, shape, letters, images) work as a psychological trigger or stimulus that causes an association to all other thoughts we have about this brand. Jingles, celebrities, and catchphrases are also oftentimes considered brands.

The word "brand" is derived from the Old Norse 'brand' meaning "to burn," which refers to the practice of producers burning their mark (or brand) onto their products. Italians are considered among the first to use brands in the form of watermarks on paper in the 1200s. However, in mass-marketing, this concept originated in the 19th century with the introduction of packaged goods.

During the Industrial Revolution, the production of many household items, such as soap, was moved from local communities to centralized factories to be mass-produced and sold to the wider market. When shipping their items, factories branded their *logo* or insignia on the barrels used, thereby extending the meaning of "brand" to that of trademark. This enabled the packaged goods manufacturers to communicate that their products should be trusted as much as local competitors. Campbell's Soup, Coca-Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats were among the first products to be "branded."

In the morning session the respective teachers of brand management conducted the test from **11.10 A.M to 12.10 P.M** for all the minor marketing students and basing on the cut-off mark formed the 13 teams. Afternoon session from **2.30 P.M to 5 P.M** conducted the quiz competition. Each team consists of two members. The Brand management quiz comprises of Tagline and identifying the brand ambassador of the product. After the first round 5 teams were disqualified. In the final round,

**Khushnuma, A. Pallavi - Winners
and
Shaik Limra Nazeera, Muskan - Runners**

Dr. Geetha Devi K.V, Head of the department, appreciated and awarded them with certificates.

The program coordinator Dr. K.S. Krishna and head of the department appreciated Dr. Gnana Prasuna, and Mr. Muthu Kumar Assistant Professors to extend their cooperation to make this programme successful.

Glimpses of Buddhiprtiyogita Programme:

