



Children's Education Society (Regd.)

The Oxford College of Science, Arts, Commerce & Management

Accredited by NAAC with A⁺ GRADE in cycle III

Recognized by the Govt. of Karnataka, Permanently affiliated to Bangalore University
& Approved by AICTE, New Delhi, Recognized by UGC under section 2(f) & 12 (B)

Supported by DST GoI under FIST program. Supported by DBT GoI under DBT-STAR College

INSTITUTION'S INNOVATION COUNCIL

DEPARTMENT OF COMPUTER SCIENCE AND APPLICATIONS

09TH NOVEMBER 2025

OBJECTIVE OF THE ACTIVITY:

The primary objective of the National Entrepreneurship Day was to enhance the understanding of MCA & MBA students in marketing concepts related to brand awareness, brand positioning, market strategy, and real-world applications of branding. The quiz encouraged competitive learning, teamwork, and application of theoretical knowledge in a practical setting.

- Total 57 MCA & MBA Students were grouped into two teams of 28 each, promoting collaboration and collective problem-solving in a team.

Quiz Format: Multiple Choice Questions (MCQs)

- **Timing:**

Each team was allotted **30 seconds per round** to attempt their questions. If a team failed to answer or gave an incorrect answer, the question was passed to the next team.

- **Scoring System:**

Correct answers awarded positive marks. No negative marking was applied.

The team with the **highest total score** was declared the winner.

Learning Outcome:

- Students actively engaged in applying theoretical marketing concepts to practical brand case studies.
- Improved understanding of real-world brand awareness challenges.
- Teamwork and quick decision-making were enhanced under time pressure.

Team A was the winner



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CONCLUSION & RECOMMENDATIONS:

The National Entrepreneurship Day was a successful interactive learning experience that enabled students to test their knowledge in a competitive yet collaborative environment. The activity fostered practical application of theoretical concepts and created awareness about current trends in brand management. It is recommended to conduct such quizzes periodically to reinforce key concepts and track students' progress over time.



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INSTITUTION'S INNOVATION COUNCIL DEPARTMENT OF COMPUTER SCIENCE AND APPLICATIONS 09TH NOVEMBER 2025 PHOTOS

