



(ESTD.: June 1986)

Goa Vidyaprasarak Mandal's  
**Gopal Govind Poy Raiturcar College of Commerce and Economics**

(Accredited By NAAC With 'B' Grade With CGPA of 2.70)

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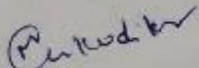
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Date:14/05/2022

**REPORT**

The Alumni Association of the College organised a talk on the Tuesday, 10<sup>th</sup> May 2022 on the Topic "**Factors Affecting Consumer Behaviour**" by our Ex-student Shri. Wasim Khatib, Customer Service Officer, Hindustan Lever Limited, for the Marketing students of F.Y.B. Com Division 'A' and 'D'.

He spoke about the opportunities in the Marketing field and how to make a career out of it. He also spoke about his experience in the Marketing field and how he handled difficult customer situations.

  
Dr. M.M. CHIKODIKAR  
OFFG. PRINCIPAL

  
Mrs. Latha Bhat  
CONVENOR



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**REPORT**

The Alumni Association of the College organised a competition on the topic "**Factors Affecting Consumer Behaviour**". It was a Mini Project, with the students choosing a product, conducting a Market survey and then writing out a report on their findings.

It was conducted Division-wise for the First Year B. Com Marketing students on Wednesday, 4<sup>th</sup> May 2022.

The winners of Division 'A' were

- 1) Miss. Anita Hiregoudar
- 2) Shri. Akhilesh Sharma
- 3) Miss. Nikita Gaonkar

The winners of Division 'D' were

- 1) Miss. Ananya Shet Verenkar
- 2) Miss. Sakshi Naik
- 3) Miss. Kruta Jadhav

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gr/-