Date: 21/02/2024

NOTICE

M.Com.

MOVIE SCREENING ON SALES, MARKETING AND CRM

The Post Graduate Department of Commerce (M.Com.) is organising a Hindi movie screening, 'ROCKET SINGH: SALESMAN OF THE YEAR', on Sales, Marketing, CRM, Customer Service and company management for the students of M.Com. Part I and II.

The screening will be held on Thursday, 22nd February 2024, at 11.30 a.m. in the M.Com. lecture hall. The objectives of this screening are as follows:-

- To analyse and discuss the various sales and marketing strategies portrayed in the movie, helping students understand the importance of customer-centric approaches and relationship building.
- To highlight the significance of teamwork and leadership in achieving business success.
- To emphasise the role of customer relationship management in sales, exploring how building strong relationships with clients contributes to long-term business success.
- Identify and discuss the challenges faced by the protagonist in the movie and how he navigates through them, providing insights into problem-solving and decision-making.
- To explore the corporate culture and workplace dynamics depicted in the movie, allowing students to analyse organisational behaviour.
- To explore the theme of professional ethics and integrity in business, encouraging students to reflect on the importance of honesty and ethical conduct in sales and entrepreneurship.
- To encourage critical thinking by discussing instances in the movie where the protagonist employs innovative solutions and stand out in the competitive business world.

Students of M.Com. should take benefit of this opportunity that imparts knowledge along with entertainment.

Prof. Teotone Vaz
Principal

Shri. Akshay Naik
M.Com. Co-ordinator