

Surya Sen Mahavidyalaya

NAAC ACCREDITED

A Multi Stream Govt. Aided College &
Recognized by UGC u/s 2(f) & 1 2(b)
(Affiliated to University of North Bengal)

Dept. of Commerce

Dated: 07.03.25

NOTICE FOR PRACTICAL OF SEC PAPER- DIGITAL MARKETING FOR 2nd Sem. of B.COM(H), B.COM (MDC) and B.B.A (Tourism, Aviation & Hospitality Management)

This is to inform that the PPT Presentations for the following topics have been finalized on 09/04/25 from 3:00 p.m. - 4:00 p.m. in N1

Sl. No.	Finalized Topic	Students	Timings
1.	Mobile Marketing and its impact on consumer behaviour	Sahid Ali Arpita Mitra Aryan Aggarwal Sweety Mandal Rimi Saha Rupali Shil Manish Roy	3:00-3:15
2.	Consumer Perspective regarding content marketing	Sristi Gupta Supriya Majumder Neha Jha Kashish Das Gaurav Singh Sourav Mishra	3:15-3:30
3.	Analyzing the effectiveness of digital ads	Namrata Chakraborty Nikhat Parveen Ruprekha Ghosh Swaraj Bhramma Akash Kr. Singh Riju Das	3:30-3:45
4.	Blogs and Vlogs: Exploring the factors that lead to its success	Satyam Gurung Shahil Chhetri Aman Verma Tushar Chakraborty Asish Gupta Ayush Prasad	3:45-4:00

Concerned Examiner
Dr. Pranay Moktan



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This is to inform that the PPT Presentations for the following topics have been finalized on 09/04/25 from 4:00 p.m. - 5:00 p.m. in N1

Sl. No.	Finalized Topic	Students	Timings
1.	A research on Online Reputation Management:Case study on Review Response Strategy on Amazon, Meesho, and Myntra	Ayush Sanyasi Simran Biswakarma Ranjana Biswakarma Shristi Kumari Prasad Ambika Roy Sahina Praveen	4:00-4:15
2.	Case study approach on Digital marketing campaigns of Food service Industry	Subham Singh Ankit Kumar Singh Bhumika Kumari Agarwal Rohan Prasad Jyoti Sha Gaurav Barman Jeet Banik	4:15-4:30
3.	Thematic analysis of video marketing for travel brands	Bebhan Mandal Rintu Roy Shaswata Jha Aman Choudhary Rohit Paswan	4:30-4:45
4.	Social media marketing: A case study of selected brands	Santasubhra Maitra Ankit Tripathi Rohit Kumar Mahato Aman Kumar Yadav	4:45-5:00

Concerned Examiner
Dr. Pranay Moktan

