

TYBMS FINANCE SEMESTER – 5

NAME OF SUBJECT : CORPORATE COMMUNICATION AND PR

NAME OF FACULTY: SANJIT KAUR GUJRAL

DATE OF ASSIGNMENT GIVEN: 27.11.20

DATE OF SUBMISSION: 7.12.20

ASSIGNMENT TOPIC:

STUDENTS NEED TO TAKE ANY TWO BRANDS THAT HAVE FACED CRISIS IN THE PAST AND THE VARIOUS STRATEGIES THE BRAND ADOPTED TO CLEAR THEIR POSITION IN THE MARKET.

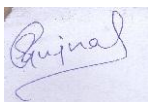
INSTRUCTIONS FOR THE ASSIGNMENT/PROJECT IN SUBJECT :

CASE OF THE CRISIS FACED SHOULD BE MENTIONED.
STRATEGIES ADOPTED SHOULD BE MENTIONED IN DETAIL.
MINIMUM 5 SLIDES FOR EACH BRAND AND MAXIMUM 10 SLIDES.
ASSIGNMENT HAS TO BE UPLOADED ON MS TEAMS IN THE ASSIGNMENT SECTION.

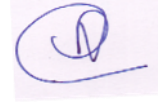
INSTRUCTIONS FOR THE PRESENTATION/VIVA IN SUBJECT :

- **IT SHOULD BE INDIVIDUAL.**
- **TIME FOR INDIVIDUAL VIVA/PRESENTATION BETWEEN 3 TO 5 MIN.**
- **IT SHOULD BE COMPLETED MAX WITHIN 5 LECS. (300 MIN/60 STUD)**
- **IT SHOULD BE STRICKLY AS PER FOLLOWING SHEDULE.**
- **CHANGE IN SHEDULE OF PRESENTATION/VIVA ALLOWED AT THE PRIOR PERMISSION OF COORDINATOR/ EXAM COMMITTEE.**

ROLL NO	DATE & DAY	DURING TIME OF LEC	EXTRA TIME/REMARK IF ANY
	-NA-		



Signature: Faculty



Signature: Coordinator

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