



**REPORT ON CASE STUDY PRESENTATION**  
**ORGANISED BY**  
**THE DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**  
**FOR**  
**M.COM1ST SEMESTER STUDENTS**  
**PAPER: MARKETING MANAGEMENT**  
**DATE: 22/11/2022, TUESDAY**  
**VENUE: M.COM CLASSROOM**

A 'CASE STUDY PRESENTATION' among the students of M. Com 1<sup>st</sup> Semester, for the paper- Marketing Management has been organized by the Department of Human Resource Management, Golaghat Commerce College. The event held on 22/11/ 2022, Tuesday from 11.00 AM to 12.00 PM at the M.COM Classroom, Golaghat Commerce College. The program has been initiated by Dr. Rinki Das, by addressing and stating the objectives and evaluation guidelines of the presentation to all the students. Mr. Shankar Jyoti Doley, Assistant Professor, Department of Marketing observed the presentation session. Three different Case Studies were shared among the students through the What's app group and they were asked to present their individual observations on the same. A total of 05 students presented their analytical points regarding the cases. The presentation was very lively, each and every student presented and put forward their views and observations. Each student was assigned a maximum of 10 minutes to present respectively. Each presenter has been questioned by the respective observer and valuable suggestions have been provided. After the completion of all the presentations, Dr. Rinki Das shared an overview of the event, and also mentioned the requirements of a good presentation. She also mentioned the areas to be improved by each presenter in such future events. All the students highly appreciated the arrangement of the session and expressed their views toward the department. The program concluded with a Vote of Thanks offered by the

Head of the Department addressing all the attendees and a few pictures were clicked together to preserve the memories of the session.

Glimpses of the Presentation event-





*Rinki Das*

Dr. Rinki Das  
Head of the Department  
Golaghat Commerce College  
Golaghat  
Date: 22/11/2022