



REPORT ON SEMINAR PRESENTATION
ORGANISED BY
THE DEPARTMENT OF HUMAN RESOURCE MANAGEMENT
FOR
M.COM3RD SEMESTER (MARKETING GROUP) STUDENTS
PAPER: SERVICE MARKETING
DATE: 23/11/2022, WEDNESDAY
VENUE: M.COM CLASSROOM

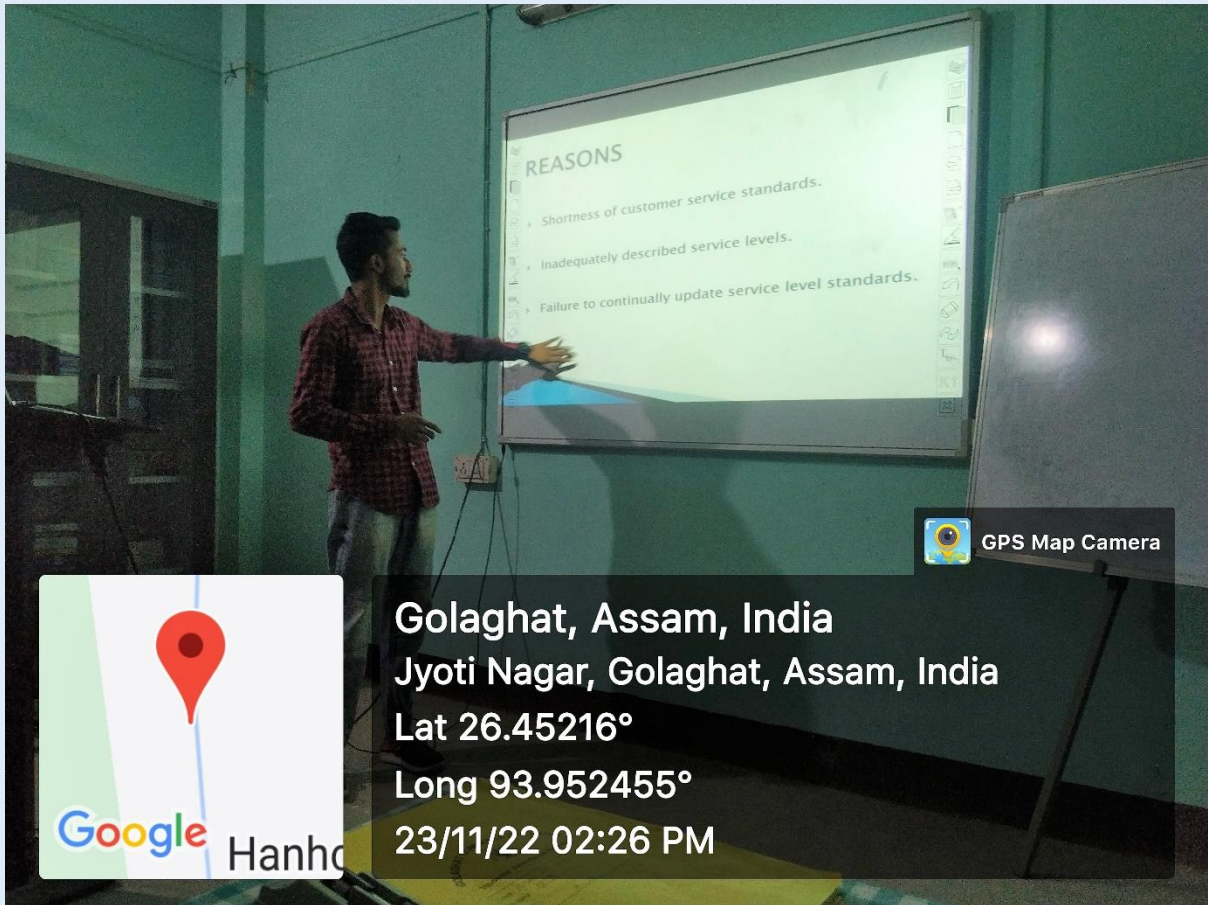
A ‘**SEMINAR PRESENTATION**’ on the TOPIC “**SERVICE QUALITY GAP MODEL- EXPLANATION AND STRATEGIES**” among the students of M. Com 3rd Semester, Marketing Group, has been organized by the Department of Human Resource Management, Golaghat Commerce College. The event held on 23/011/ 2022, Wednesday from 1.00 PM to 2.30 PM at the M.COM Classroom, Golaghat Commerce College. The program has been initiated by the Head of the department Dr. Rinki Das, by addressing and stating the objectives and evaluation guidelines of the presentation to all the students. Ms. Sonashree Das, Assistant Professor, Department of Accountancy, and Mr. Anjan Bharali, Assistant Professor, Department of HRM. A total of 07 students presented their analytical points on the seminar topic. The presentation was very lively, each and every student presented and explained the concept and put forward their developed strategies on the assigned topic. Each student was assigned a maximum of 10 minutes to present respectively. A number of remarkable observations came out from the presentation like desirable and creative marketing strategies, service promotion, specifications, external marketing elements, etc. Each paper presenter has been questioned by the respective observers and valuable suggestions have been provided with. After the completion of all the presentations, the Head of the Department, 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: 23/11/2022