## 9. SEMINAR: CONSUMER BEHAVIOR, PRODUCT & PRICING

- **1.** Name of the Department
- 2. Mode Of Event/Activity
- **3.** Date(S)& Time Of The Event
- 4. Venue Of The Event
- 5. Nature Of The Activity
- 6. Financial Details
- 7. Level Of The Activity

1.

- 8. Name Of The Sponsor
- 9. Objectives

## : Commerce

- : Offline
- : 28.06.2023 (11.30 A.M.-1.00 P.M.)
- : Smart Room
- : Special Lecture
- : College Sponsored
- : College
- : Sree Chaitanya Mahavidyalaya
- : Focus on the understanding of marketing strategies

## through case studies

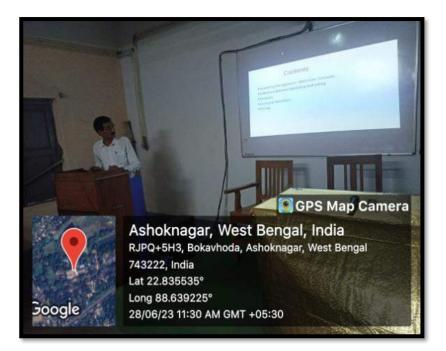
10. Names and designations / professions of dignitaries, guests, participants:

Capacity	Name	Designation / Profession / Affiliating Institute /
Chairperson/Patron	Dr. Subrata Chatterjee	Principal, Sree Chaitanya Mahavidyalaya
Convener	Dr. Manabendra Sekhar Bhadra	Assistant Professor, H.O.D., Dept. of Commerce, Sree Chaitanya Mahavidyalaya
Speaker Resource Person	AmalBhakat	Associate Professor, Department of Commerce, P.N.Das College , Palta
Vote of Thanks	Dr. Sanjib Talukdar	Associate Professor

11. Name of the Anchor

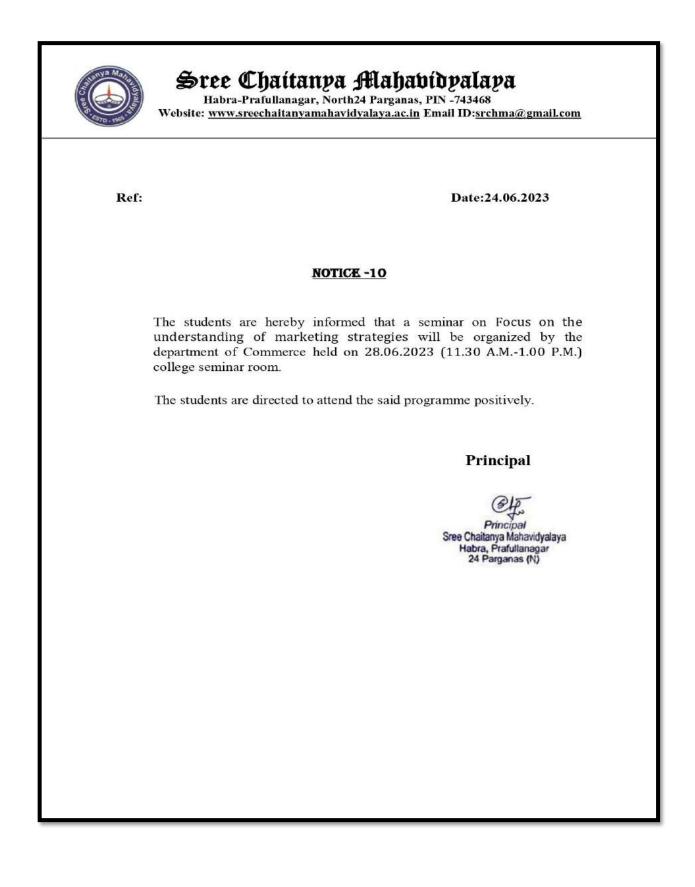
## : Dr. Sukumar Pal

- 12. Mode of involvement of Support Staff/Students in the organization of the event: **Students & Dept. Teachers**
- **13.** Outcome of the activity with Methodology
- : Knowledge Enrichment

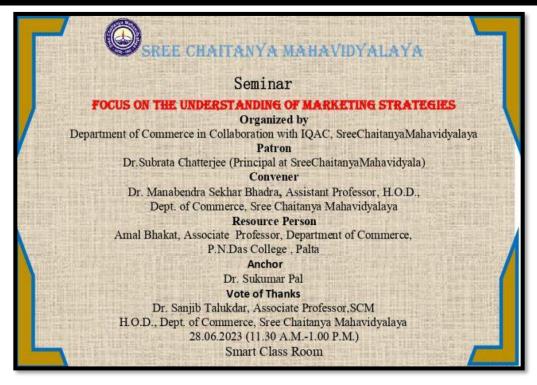












Organised by th	Deportment of Comm Date: 38:06.2023	erce and IQAC	
	Attendance Short		
Name Name	Roll no.	Signature	
THIRTHANKAR DEBNAT		Shirthonker scirath	
2 ANIKET DEENATH	20060002	Aziket Arenator	
3 SADAL BISWAS	2060124	Biddel Murm.	
4. PADMANAVA PAUL	21060 06	P. Smil	
5. Rijal Majunder	22060006	Might Majundes	
6 11 W W123 -		ATTON SALV 0	
7 Dishal Saha 8 Min 27 Tatiza	206007	Bafa.	
6 आहेत्र रहाय	200 6000	ALLES ICINING	
o macsumi Dev	22060034	Mousium Der	
10 Tanmoy Bahik	20060004		
L'ENTRE Stor	20100016	Pranah Sa	
12 ARKAPANYA DAS	24060020	N. 145.	
13 STREYAS SARKAR	220500 22	Arigen berkan	
14 Anjan Nutta	22100035	Angen Dutta	
15 9/1/1 5(1)	20060043	24747 34727	
6 SHAMBABRATA BAATTACE		Sambouch Blattaniogite	
17 MOLI KARMAKAR	22060078	Moli Karowkan i	
18 PRITI GHOLH	010 60009	Anti Gigal	
19 RIMA CARKAR	22060023	Rima Sarkar	
2.0 Janing Saha 2.1 Stored Same	20060005	Jamilland the	
21 牙以前, 688	24060120	HEZWIN CENTS .	
22 Sonia Sultana	22060038	Son a Sultana	
23 SHUBHAM NATE	\$1060035	purpose hatter	
A ARISTT SASEUKHAM	22060036	Angest population	
LK- PEUPA DAS	21060015	Ru Br Dal	
6 9551 43-1	22060065	19057 21501	
17 RATOEFP DAS	22.020061	Raidere Das	
A DAM DATE P DAS	2-1950124	রামনা বিশ্বাস	
9 PREMA PAUL	22060077	Horma hand	
13 UTCO20 3007	20060060	গ্রেম পদ্	
28 UNG20 3027	22060053	AUDIA CARR	
1 Stebsate Choth	220600 Slp	Siebour Storph	
3 522 2599129	22060072	52 3/11/31.	
A PRITOSH DAS	210 500 2.0	Pritod Som	
S Barbani Das	22060050	Sarbani Das	
6 Gis Grani Das	22060074	1515 612-15/	
TURAT SAHA		Three Stiller	
		Cherty and a second sec	
9 SINGDAA DALIT	90060014	Antara Saha	
9 SINGPAA PALIT	220 60033	SNITTON MALIT	

1 TATULI JOSIAN 1 NITAL BISKAS, 221 00005 NITAL BISKAS 1 NITAL BISKAS, 220 00008 PTH 44 Arts 1 NITAL BISKAS, 220 00074 BISKA RATLE 1 NITAL BISKAS, 220 00077 BISKA RATLE 1 NITAL BISKAS, 2000077 BISKAS, 1000077 1 NITAL BISKAS, 2000077 1 NITAL BIS	V.	RAKHI ADULKARY	22060063	THEN ONDERING
China Biskinks 221 00009 Nither Biskinks Phila Biskinks 221 00009 Nither Biskinks Phila Biskinks 220 00009 Phila Biskinks Roussilk, Matha 220 00001 Rousshikk Skatta Phila Alosshi 220 0000 Birther Biskinks Phila Biskinks 220 0000 Biskinks Phila Biskinks 2010000 Biskinks Phila Bis		नियम नन्ती	20060061	pest ant
1 JUNE 1956-19 2 JUNE 1956-19 1 JUNE 1957 1 JUN		YOTH WARYS	20068015	TOBIN WITTY
Instruction 20060017 State State   Instruction 20060001 State State   Instruction State State State   Instruction 20060001 State State   Instruction 2006000	ž	SUNT MESTIN	20060070	FUNCTION ANT
Chili Alesh 2006028 TPH 4401. Koushid netta 2206031 Koushid Katta Anushid netta 2206031 Koushid Katta Anushid netta 2206031 Koushid Katta Anushid Risuan 4206032 And 2017 1 Anushid Risuan 4206027 And 2017 1 Anushid Risuan 4206027 And 2017 1 Anushid Risuan 4206027 Tashin Kat Sudiy Paul 2016027 Tashin Kat Sudiy Paul 2016027 Tashin Kat Sudiy Paul 2016027 Tashin Kat Sudiy Rau 2016027 Tashin Kat Sudiy Rau 2016027 Tashin Kat Sudiy Rau 2016027 Tashin Kat Sudiy Rau 2016027 Sudiy Ray Sudiy Ne 2010027 Tashin Kat Sudiy Rau 2016027 Tashin Kat Sudiy Rau 2010027 Sudiy Ray Sudiy Ne 2010027 Sudiy Ray Sudiy Ne 2010027 Tashin Kat Sudiy Ray 2010028 Katan Sudiy Ne 2010027 Tashin Kat Sudiy Ne 2010027 Tashin Kat Sudiy Ne 2010027 Tashin Kat Sudiy Ne 2010028 Katan Sudiy Ne 2010028 Sudiy Ne Sudiy Ne 2010028 Sudiy Ne Sudiy Ne Sudiy Ne Sudiy Ne Sudiy Ne Sudiy Sudiy Sudiy Sudiy Sudiy Sudiy Sudiy Sudiy Sudiy Sudiy Sudiy	4	NITAL BISWAS		Nitai Biswas
Kouskik, Metta 22006081 Kouskik, Katta 91724 19724 2006081 Kouskik, Katta 91724 19724 2006082 31254 57797 Miller Bissien 2006082 31254 51797 Sudip Paul 200673 Sudip Paul 504 1975 2006 20074 Ecke Roy 200 97297 118 2006 20074 Ecke Roy 200 97297 118 2006 20074 Ecke Roy 200 97297 118 2006074 200075 200 97297 118 200075 20075 200 9797 118 200075 200 9797 118 200075 200 9797 118 200075 200 9000 Kastantar 200075 200 200 9100 Kastantar 200075 200 910 100 Kastantar 200075 200 910 100 Kastantar 200075 200 910 200 Kastantar 200 910 200 9	1	Comprise atter	20060079	UNITE ELLIVE
and a series of the series of	1	Priti tohosh	20 06 0078	Pith shosh
Anniel Assuno 20060000 And Assuno 4000 Anniel Assuno 4000 Anniel Assuno 20060000 Anniel Assuno 4000 Anniel Assuno 40000 Anniel Assuno 40000 Anniel				
HAP ITA SAMADER 2200000000000000000000000000000000000				
Suche Paul 2006055 Suche Paul Paul Tiche Paul 20060074 Eches Poul Paul Will Will a literore 75 Martin 133 a REEL BISWAS 22100016 Reet Bickar Start Rev 200007 Start Paul Start Rev 200007 Start Paul Start Rev 200007 Start Paul Start Rev 200007 Start Paul Paul And General 22000078 Paul Paul Paul Child Real Paul 200007 Start Paul Paul Contained and 22100078 Paul Paul Contained and 20100078 Paul Paul Contained and 20100078 Paul Paul Contained and 22100078 Paul Paul Contained and 22100078 Paul Paul Contained and 22100078 Paul Paul Contained and 2010078 Paul Paul Paul Paul Paul Contained and Paul Paul Paul Paul Paul Contained and Paul		MMUN RASULAN	26060083	Ampil Risman 1
Tay Folds Park 20 80014 Each Park Product Providence Park Provide Park Product Park Park 20 80014 Each Park Product Park 20 80014 Each Park 1838 REFT BISMAS 22100016 Reft Bisman Product Park 200002 Park Park Product Park 2000000 Park Park Product Park 200000 Park Park Park Product Park 200000 Park Park Park Park Product Park 20000 Park Park Park Park Park Park Park Park	-			ACHA Damadala
1920 197 193 1 21060057 202197 1938 REPT BISMAS 22100016 Ret BILMAS REPT BISMAS 22100016 Ret BILMAS 100007 198 1 200002 A PRANK 100007 198 1 200002 A PRANK 100007 198 1 200007 A PRANK 10000 ROS MAKA 200001 7 1 0 ALCADONY 1000 ROS MAKA 200001 7 1 0 ALCADONY 1000 ROS MAKA 200001 7 10 ALCADONY 1000 ROS MAKA 200002 MALANA 1000 ROS MAKA 200001 7 10 ALCADONY 1000 ROS MAKA 200002 8 ALCADONY 1000 ROS MAKA 200000 8 AND 10 ALCADONY 1000 ROS MAKA 200000 8 AND 10 ALCADONY 1000 ROS ALCADONY 10000 ROS ALCADONY 1000 ROS ALCADO	-	- PULMI MUL		Sudip Paul
ALE ALL SALAS LALLOOL C. KEEL BLUNAS SHAL ON M. A. 20060121 SCHI ONY TOCOTLL BOLTON 28060023 SKH ONY MURALA GHOSH 2200007 SKH NY BONNI ROY 2006007 SKH NY BONNI ROY 2006007 SKH NY DILLOOD 2017 SKH NY SHI AN 2017 SKH		tool relie Kay		Dicka Boy
AND INS 2110002 A STRATHY MCUMALA GHOSH 22060048 AND INS MCUMALA GHOSH 22060048 AND INS MCUMALA GHOSH 22060048 AND INS BRINNI ROY 2006049 AND INS BRINNI ROY 2006049 AND INS DITA (HARRABORIT 221 ARDO) 7 TH CHARADON'LY TYPH2 IN 22100017 TH CHARADON'LY TYPH2 IN 22100025 MISH HIST IN CHARABORIT 221 ARDO) 7 TH CHARADON'LY TYPH2 IN 22100025 MISH HIST INS AND TRINS 24100025 MISH HIST INS AND TRINS 24100027 MISH HIST INS AND TRINS IN TRINS 2400024 AND TRINS AND TRINS 24000024 AND TRINS AND TRINS 24000024 AND TRINS AND T		PERMIT 1965 Q		70171715(30
AND INS 2110002 A STRATHY MCUMALA GHOSH 22060048 AND INS MCUMALA GHOSH 22060048 AND INS MCUMALA GHOSH 22060048 AND INS BRINNI ROY 2006049 AND INS BRINNI ROY 2006049 AND INS DITA (HARRABORIT 221 ARDO) 7 TH CHARADON'LY TYPH2 IN 22100017 TH CHARADON'LY TYPH2 IN 22100025 MISH HIST IN CHARABORIT 221 ARDO) 7 TH CHARADON'LY TYPH2 IN 22100025 MISH HIST INS AND TRINS 24100025 MISH HIST INS AND TRINS 24100027 MISH HIST INS AND TRINS IN TRINS 2400024 AND TRINS AND TRINS 24000024 AND TRINS AND TRINS 24000024 AND TRINS AND T		LUJ ON	2210001G	Reef Bilwas
And the second s		Partie Bartin	21060124	APRIL PULS
MeUMALA GHASH 22000000 WARMAY GWA BRINNI BAY 2000000 WARMAY GWA BRINNI BAY 20100000 WARMAY GWA JITCHAKRABORIN 221000017 TH Chakraborty TIGHARAD 22100012 TH Chakraborty TIGHARAD 22100012 TH Chakraborty TIGHARAD 22100012 TH Chakraborty TIGHARAD 21000012 TH Chakraborty TIGHARAD 21000012 TH Chakraborty TIGHARAD 21000012 TH Chakraborty TIGHARAD 21000026 MARAN 157 TIGHARAD 21000026 MARAN 157 TIGHARAD 21000028 MARAN 157 TIGHARAD 21000028 WARAT 157 TIGHARAD 21000028 SANT 157 TIGHARAD 157 TIGHARAD 21000028 SANT 157 TIGHARAD 157 TIGHARAD 21000028 SANT 157 TIGHARAD 157 TIGHARAD 21000028 SANT 157 TIGHARAD 157 TIGHARAD 210000270 SANT 157 SAILA SAN KAN 22100036 SANT 157 SAILA SANAN BANK 221000247 SAILAS SANT 157 SAILA SANAN BANK 22100036 SANT 157 SAILA SANAN BANK 22100037 SAILA SANAN BANK 22100036 SANT 157 SAILA SANAN BANK 22100036 SANT 157 SAILA SANAN BANK 210000747 SAILAS SAILAS		WHAT INC	11000000	and a cappa
BANNI - KRY 200 60093 BAINI Ray Dring and and and a second state of the second state		MOUMALL GHOSH		
JITCHARRABORTY 22100027 57 Created borry Tradit and a set of a se		BANALS DEN	200,000	
JITCHARRABORTY 22100027 57 Created borry Tradit and a set of a se		DOM COLORI	Concernence of the local data in the second s	Banni Roy
ADDE ARSTNAKA SIDDUE AVENS OF STATES		TIT CHAUGADEOTS		OUT OUNTRI-
101     DAs     110 be 19     110     100		2156hZ (h	241000014	of Chakraborry
101     DAs     110 100 20     110 100 20     110 100 20       101     101 100 20     101 100 20     101 100     101 100       101     101 100 20     101 100     101 100     101 100     101 100       100     101 100     200 100 20     101 100     200 100     101 100     100 100	1	Mata Kastrako		477671 4 64
101     DAs     110 be 19     110     100	1	and with		How gomakan
HIGH TAINS 2410 800 HIGH TAINS STURS TAINS 2410 800 HIGH TAINS STURS TAINS 2410 800 HIGH TAINS SUBMY STURS TO DO TO THE AND THE AND THE AND THE AND THE AND THE ALLOS THE AND THE ALLOS THE AND THE ADDITION THE AND THE ADDITION THE ADDITI				may nm -
312     113     21100034     312     132     132       RAD KUMMER DECK     7200200     R.K. DECG     310     137     137       RAD SKUMMER DECK     2100024     STOMA     2100025     Rad Color     137     137       RAD SKUMMER DECK     2100025     Stama     2100025     Stama     2100       SAM WITT     2100025     Stama     130     131     1100       MAR WINDU     2200025     Stama     130     1100     1100       MAR WINDU     2200025     Stama     130     1100     1100     1100       MAR WINDU     2100025     Stama     1100 <t< td=""><td>1</td><td></td><td></td><td>Joyr Jaw</td></t<>	1			Joyr Jaw
ACAN KINDER DES 220 LOUDS RE DRCG. 119 807 2100045 110 87 220 Sagar 200 200 200000 2000 2000 2000 SHEAM RUNDU 22060028 SCANDER MINE SHEAM RUNDU 22060028 SCANDER MINE THE AM RUNDU 22060028 SCANDER MINE THE AM RUNDU 22060028 SCANDER MINE THE AM RUNDU 22060027 THE MINE THE AM RUNDU 22060027 THE MINE THE AM RUNDU 22060027 THE MINE SCANDER SALA 22060027 THE MINE SCANDER SALA 22060027 SCANDER MINE SCANDER SALA 22060027 SCANDER MINE SCANDER SALA 22060027 SCANDER MINE SCANDER SALA 22060027 SCANDER MINE SCANDER SALA 2400066 3 SCANDER MINE SCANDER SALA 2400066 3 SCANDER MINE SCANDER SALA 2400066 3 SCANDER MINE SCANDER SALA 2400027 SCANDER MINE SCANDER SALA 2400066 3 SCANDER MINE SCANDER SALA 2400027 SCANDER MINE SCANDER SALA 2400027 SCANDER MINE SCANDER SALA 2400066 3 SCANDER MINE SCANDER SALA 2400027 SCANDER MINE SCANDER SALA 34000000000000000000000000000000000000		S12 13	01104324	01337 TEND
ALT OT ST 2100045 WM M. DO GALS GOADA 21060025 SQUAR (SAL) SMM 2710 22060028 SQUAR (SAL) SMM 2710 22060028 SQUAR (SAL) SMM 24100051 MICH 22060028 SQUAR (SAL) THE AM RUNDU 22060028 SQUAR (SAL) THE AM RUNDU 22060028 SQUAR (SAL) THE AM RUNDU 22060027 MICH 210 THE AND SALA 2100036 MILLI SALAL SAL 22060027 MICH 2100 SAL SALAL SAL 22060027 MICH 2100 SAL SALAL SAL 22060027 SAL 250 SAL SALAL SAL 2100066 3 SAL 250 SAL SALAL SAL 2100067 SAL 250 SAL SALAL SAL 2100066 3 SAL 250 SAL SALAL SAL 2100067 SAL 250 SAL SALAL SAL 2100066 3 SAL 250 SAL SAL 250 SAL DEEP DAS 2100067 SAL 250 SAL	1	Ratkumon Nort	72010008	DM Auso
δο gay     Saha     200 μ0002     Sagad     Same       312 M 712     74100050     342 m 700     342 m 700       312 M 712     74100050     342 m 700     342 m 700       312 M 712     74100050     342 m 700     342 m 700       317 M 712     74100050     342 m 700     342 m 700       317 M 712     74100050     342 m 700     342 m 700       318 M 700     74100070     342 m 700     342 m 700       318 M 700     74100070     342 m 700     342 m 700       318 M 700     74100077     3400 m 700     340 m 700       324 M 700     74100077     3400 m 700     3400 m 700       324 M 700     74100077     740 m 700     3400 m 700       324 M 700     74100077     740 m 700     3400 m 700       324 M 700     74100074     740 m 700     350 m 700       324 M 700     74100074     7400074     350 m 700       334 M 700000000000000000000000000000000000	đ	VIA CON	2 Haralled	CKK DRG.
ALLOWSIL MICH ALLOWSIL MICH ALLOWSIL ALLOW ALL BOY 200000 MICH ALLOW ALLOW ALLOW 2000072 MICH ALLOW MICH ALLOW 200072 MICH ALLOW DAVIANO SARKAR 2400024 SALVAL SANAY RANJAN BAIK 2206024 SALVAL DEEP DAS 2100027 PROVINCE		Saars Cake		31.11 6.11
ALLOWSIL MICH ALLOWSIL MICH ALLOWSIL ALLOW ALL BOY 200000 MICH ALLOW ALLOW ALLOW 2000072 MICH ALLOW MICH ALLOW 200072 MICH ALLOW DAVIANO SARKAR 2400024 SALVAL SANAY RANJAN BAIK 2206024 SALVAL DEEP DAS 2100027 PROVINCE		AND THE THE		sagar, sahr
ALLOWS ALL ALLOWS ALL ALLOWS ALL ALL ALL ALL ALL ALL ALL ALL ALL AL		SHIBAM KUNND		
Antoniah Borg 2000000 Antonia 100 MARIA 1010 OLIVAL BORG 2000000 ANTONIA 1015 MARIA 1015 OLIVAL 1000072 MARIA 105 Salan Saha 2100072 Maria 10300 Salan Saha 2100070 Pisk 10300 Salan Saha 2100070 Salan Saha 2000070 Salan Saha 20007070 Salan Saha 20007070 Salan Saha 20007070 S		enVerly h751		Stand Windy
MARA WAY 21100064 MARA 1151 CORAM SHT 71060103 Jugar Cill Salkar Sarkar 21000120 Margar Salkar Sarkar 22100036 Carket Sarkar P3W Pary 21000700 Park 1530 Salkar Saha 2400070 Park 15050 Salkar Saha 2400066 9 Salkar Sanar Ransan Bark 2206024 SR Bas Sha CANTANO SARRAR 2400024 SR Bas Sha	-	Suprich Rom	2 internet	ming also
SUNAL SHE 7106003 JUNA ATS SUNAL SHE 7106003 JUNA ATS SUNAL SATA 22100326 SATKAT SATKAT SATAN SATA 2210036 SATKAT SATAN SATA 22100256 SATKAT SATAN SATA 22100256 SATKAT SATAN SATA BATA 2206024 SEATS SATKAT SATAN BATA 2400066 SATKAT PEBABRATA MS 2400024 SR PAGE SK DEEP DAS 2100027 SATKAT DEEP DAS 2100027 SATKAT		man wis		TROY
• MATZAY 4454 21100272 Mar Aran. Salkat Sarkan 22100234 Salkat Sarkay Bay Park 34 Kan 22100234 Salkat Sarkay David Sarkan 2100037 Salkat Sarkay Sanar Saha 2100037 Salkan Sarkan Sanar Saha 2100037 Salkan Sarkan Sanar Saha 2100037 Salkan DEEP CHS 2100037 Sanar San DEEP CHS 2100037 Sanar San				
Satkat Sarkar 22100036 Saikat Sarkar 1986 Park Sagar Saha Jao Looks Saikat Sarkar Sagar Saha Jao Looks Saya Saha Sanjan Saha Jao Looks Saya Saha Sanjar Saha Jao Sandar Sanjar Saha Saha Sahar Sayar Saha Sanjar Sahar Sanjar Saha Sanjar Saha Sa				Jusque fuil
ANTANO SARAA 21000 40 PASH REMY. SA GUN SALA JIO LODES SUGA SALA SANTANO SARAAR 2400066 9. SA SALA SANAY RANJAN BARIK 22060024 SR BAR SAL PEBABAATA TAS 2100067 REMAINDRA DEEP DAS 2100067 REMAINDRA				
SA JUN SALA 200 LODES Sugar wha 2ANTANO SARAAR 2400066 3. Surger wha SAMAY RANSAN BARIK 22060024 SR Pars sh PEBABRATA MS 21060024 SR Pars sh DEEP DAS 2100067 NOVENTIAL DEEP DAS 2100067 NOVENTIAL	f	han han	22100036	
SANTARY SARRAR 2400066 9 SARAN SAMAY RANJAN BARIK 22060024 SR BUS SK PEBABARATA MS SAIDOBET SUMMITTE DEEP DAS 9100057 SUMMITTE DEEP DAS 9100051 SAMP RAN-	1	Callana C. L.	211000 70	PESS RENES
PERAL PARAL PARK 22060024 SE DOQ OK PERALA PAS ELLOW 67 SEMELLUTE DEEP DAS SIDENCE Seme		CANTANA FADRAS	A80 60083	Sayan Saha
DEEP DAS STORES STOREST		AMAY BANTAN PAR	2.400066	9. Sardfar
DEEP DAS STOKET DEMALTURE	9	DERATO ATA DAG	22060024	S. Alesola
12 by Livel allenges				BE/Andintata
		Deep DAS	210 60108	ball Don .
		AT ATS		agy his/
Rispa Adya 22060042 Puspa Adya		Hispa Hoya	22060002	Provide the second



