



MARKETING CLUB ACTIVITY

(QUIZBEE)

“You Just Need to Replace Outdated Strategies with New Ones.”

"GENYM CLUB"(Marketing Club) of AIMT organized a Quiz Competition called Quizbee on 28th Dec 2022. The objective was to make students participate in teams and develop critical thinking abilities and make students aware of the current scenario of the marketing world space.

The activity was organized by the club members for students from all the batches, four teams participated in the quiz. There were 4 rounds of quizzes; Guess the logo, Identify the CEO, Recognize the jingles and identify the marketing concept. In the final round, MBA 19 batch won the competition with the highest score.

It is imperative for management students to develop leadership and competitive skills to make them understand the importance of knowledge and the challenges they will face in the future.



