



K.S. School of Engineering and Management
Kanakapura Rd, Blore -109
Department of Management Studies (MBA)

REPORT OF SUBJECT EXPART WEBINAR
WEBINAR ON PRODUCT RESEARCH - 12.02.2022

Date: 12th February 2022

Time: 11:00 am

Platform: Google Meet

LINK: <https://meet.google.com/sjd-izfz-frk>

Resource Person: **Dr. Santhosh M**

Controller of Examinations & Associate Professor, Dept. of Marketing, RV Institute of Management, Bangalore

A subject Guest lecture on **Product Research**, was held on 12th February 2022 from 11:00 am to 12:30 pm. The Expert guest was **Dr. Santhosh M, Faculty, Controller of Examinations & Associate Professor, Dept. of Marketing, RV Institute of Management, Bangalore.**

The speaker discussed about Product Research, which is 3rd Semester topic of MBA students. In the webinar sir has discussed - Analysis of Diffusion of products, Adoption Decisions, Services Trade-offs, Evaluating Prototypes, Luxury and Lifestyle Products, Prototype Products with lots of examples.

Not only KSSEM management students, different college's students along with the faculties also joined the webinar accordingly. It was a great opportunity for the students to learn so many things in Product Research and a great session organized by Prof. Rupa Chatterjee Das, KSSEM-Bangalore.

Enclosed:

1. Poster
2. Photographs of Webinar
3. Certificate Sample
4. Letter of Appreciation
5. Participants list and Feedback form

Prof. Rupa Chatterjee Das

Dr. K RAMA NARASIMHA

CO-ORDINATOR

PRINCIPAL/DIRECTOR

POSTER:



K. S. Group Of Institutions

K. S. School of Engineering and Management
Aim at Perfection, Achieve Excellence

Department of Management Studies (MBA)

MARKETING RESEARCH & ANALYTICS
'PRODUCT RESEARCH'



Dr. Santhosh M
Controller of Examinations &
Associate Professor,
Dept. of Marketing
RV Institute of Management,
Bangalore

12th February, 2022 @ 11am to 12pm

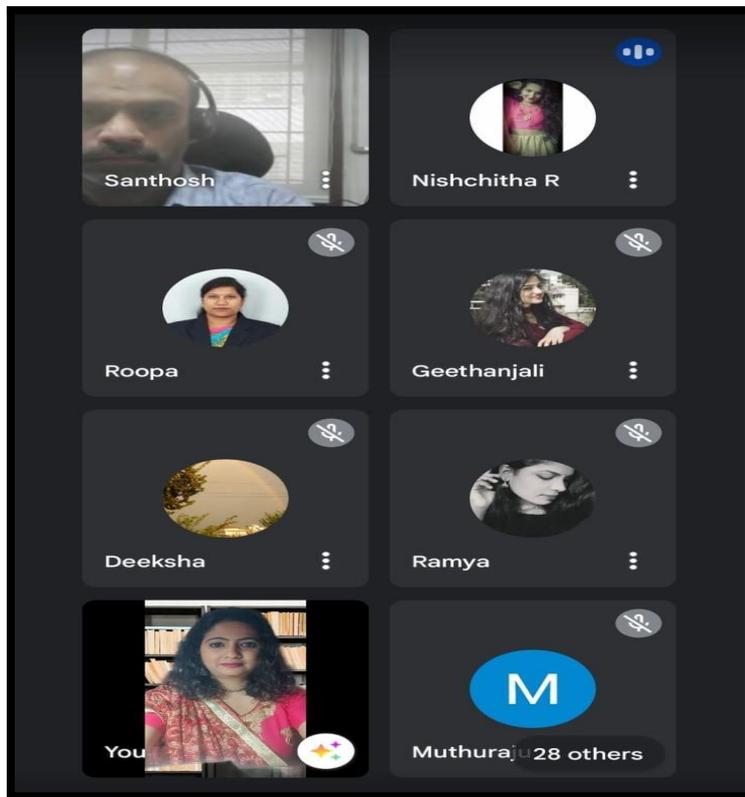
Link : <https://meet.google.com/ror-pcgf-wrp>

Prof. Rupa Chatterjee Das
Co-ordinator

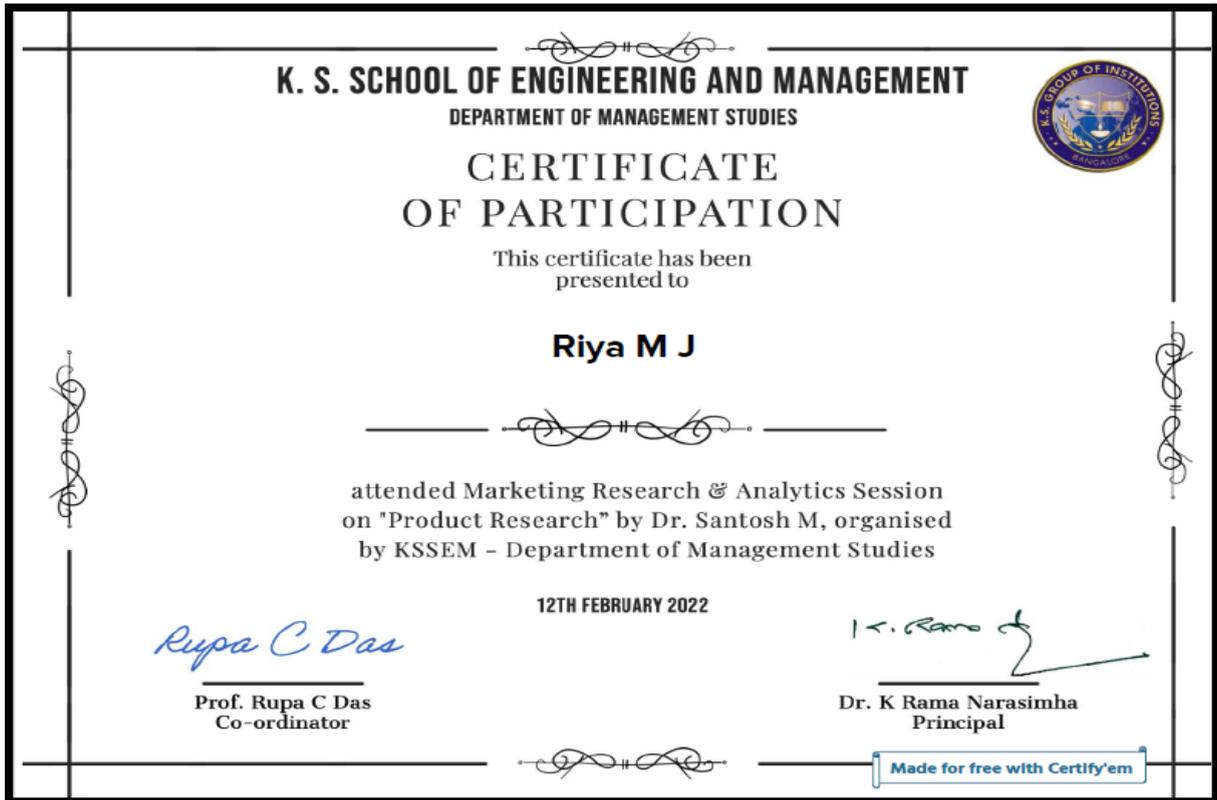
Dr. K Rama Narasimha
Principal / Director



PHOTOGRAPHS OF THE WEBINAR:



CERTIFICATE TO THE PARTICIPANTS:



CERTIFICATE TO THE SPEAKER:



FEEDBACK FORM:

FEEDBACK FORM

Feedback form for Marketing Research & Analytics Session on "Product Research" by Dr. Santosh M

rupa@kssem.edu.in [Switch account](#)



* Required

Email *

Your email

Full Name *

Your answer

USN

Your answer

Email Id *

Your answer



AFFILIATION (professor, assistant professor, student etc..) *

Your answer

The speaker was very knowledgeable on the subject topic *

1 2 3 4 5

Strongly agree

Strongly disagree

Would you like to attend more session from the same speaker ? *

1 2 3 4 5

Strongly agree

Strongly disagree

In future what topic would you like to have a expert lecture ?

Your answer



Submit

Clear form
