

# JMJ COLLEGE FOR WOMEN (AUTONOMOUS), TENALI

PRIVATE AIDED - MINORITY INSTITUTION

Re-accredited by NAAC with B++ Grade (4th Cycle) 2.93/4

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Ref. :

Date 15-04-2022.

Mr. T. Chandara Babu, Head of the Department of Commerce, A. C. College, Guntur, delivered an engaging guest lecture on the topic "Consumer Behaviour" at J M J Degree College, Tenali, on 15-04-2022. The lecture attracted a significant audience of students and faculty members, all eager to gain deeper insights into the intricacies of consumer behaviour. Mr. Chandara Babu began by explaining the fundamental concepts of consumer behaviour, highlighting how psychological, social, and cultural factors influence consumers' purchasing decisions. He delved into the various stages of the consumer decision-making process, from the recognition of needs to post-purchase evaluation. Through real-world examples and case studies, he demonstrated how businesses can analyse consumer behaviour to create effective marketing strategies that meet customer needs and drive sales. Mr. Chandara Babu's expertise and ability to make complex concepts accessible were greatly appreciated, leaving the audience with a deeper understanding of the subject and its relevance in the modern marketplace.



  
PRINCIPAL  
ANDHRA CHRISTIAN COLLEGE  
(Day, Evening & P.G)  
GUNTUR

  
Principal  
JMJ College for Women  
Tenali, Guntur  
Principal  
J.M.J. College for Women (Autonomous)  
TENALI

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Date ..... 15-04-2022.

Mr. T. Venu Prakash Babu, Lecturer in Commerce, A. C. College, Guntur, delivered a compelling guest lecture on the topic "Marketing Management" at J M J College, Tenali, on 15-04-2022. The lecture drew a keen audience of students and faculty, eager to explore the core principles and strategies of marketing management. He began by outlining the fundamental concepts of marketing, including market research, product development, pricing strategies, and promotional techniques. He emphasized the importance of understanding consumer needs and market trends in creating successful marketing campaigns. Through real-life examples and case studies, he illustrated how businesses effectively use marketing management to gain a competitive edge in the marketplace. The lecture was highly interactive, with Mr. Prakash Babu encouraging questions and discussions, making the session both informative and engaging. His ability to connect theoretical knowledge with practical applications resonated well with the audience, leaving them with a deeper appreciation of the subject. The session was well-received, providing valuable insights that are crucial for anyone interested in pursuing a career in marketing or business management.



*Principal*  
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Principal  
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