

01-04-2019

## **Guest Lecture on 'Organising Consumer Behaviour'**

B.Voc. (Retail Management) department of Aggarwal College Ballabgarh had organised a guest lecture. On 1st April 2019, this guest lecture was organised under the active guidance of Principal Dr. Krishan Kant Gupta. Mr. Varun Khanna who is a Senior Trainer had taken this lecture. He had taken the lecture on topic "Organising Consumer Behaviour - Key Psychological Issues". Around 60 students of B.Voc. (Retail Management) were present in this lecture. Every student had listen the things carefully, they had also given many examples, and by asking doubts they had made a huge contribution to make this lecture interesting. Approximately 2-3 hours this lecture was carried on and in this lecture various sub topics for retail students were discussed like customer dealing, how to take work from employees and training of employees etc. This lecture became more interesting when the lecturer had started many activities like role play by students about the market situations and business. At the last stage students had share their experience and opinion about this lecture. For organising this guest lecture - Dr. Manoj Shukla (Coordinator), Ms. Poonam Rautela (Asstt. Prof.) and Ms. Ritu Mudgal (Asstt. Prof.) played a major role. The lecture became successful with the mutual coordination of B.Voc. (Retail Management) staff members.