



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

A LECTURE ON UNDERSTANDING YOUR MARKET BY MR. VINOD SHETTY (28-01-2019)

ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE, BHATKAL

Ref. No.: SEM/221A/2018-19

Date: 24/01/2019

Notice

All the students of **B.A. 2nd Semester** are hereby informed to attend a **Lecture on the Topic 'Understanding Your Market: How to Research and Understand Your Target Audience and Competition'** by **Mr. Vinod Shetty, MBA**, scheduled on **28-01-2019, Monday at 10:00 am** in **Lecture Hall 03**.




Principal
(Prof. M. K. Shaikh)
Anjuman Arts, Science & Commerce
College, BHATKAL (U K) 581320



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PHOTOS



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**A LECTURE ON UNDERSTANDING YOUR MARKET BY MR. VINOD
SHETTY (28-01-2019)**



Bio-Data of the Resource Person

Name: Mr. Vinod Shetty

Educational Qualification: Master of Business Administration (MBA)

Institution: Government First Grade College, Koteshwara

Designation: Guest Lecturer

Experience: 2 years of teaching experience

Entrepreneurial Ventures:

- **Stock Market Investor and Advisor.**
- **Founder of Shetty Investor & Brokers, focusing on stock market analysis and investment strategies**

Areas of Expertise:

- **Business Administration**
- **Financial Management**
- **Stock Market Investment**

Professional Skills:

- **Curriculum Design**
- **Financial Analysis**
- **Investment Strategies**
- **Market Research**



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ATTENDANCE LIST

S/N	NAMES	SIGNATURES
1	Akshata Krishna Korar	
2	Ambika Chandru Harijan	
3	Bharat Annappa Naik	
4	Bhavya Ganapati Naik	
5	Chitra Nagappa Moger.	ABSE TVT
6	Devaraj Laxman Naik	
7	Devendra Goyda Gond	
8	Famina Fathima N	
9	Hema Shridhar Moger	
10	Janardhan Somayya Naik	
11	Jayashree Ganapati Naik	
12	Jeenath Dastagiri Saheb	
13	Kamalaxi Uday Naik	
14	Kusuma Krishna Gond	
15	Mohammed Fouzan Bomba	
16	N.J. Likhita	
17	Nagaratna Nagappa Naik	
18	Ravish Subraya Mahale	
19	Reshma Madev Naik	
20	Roge Bibi Mehrunnisa	
21	Shammaparveen	
22	Tanuja Ganapati Naik	
23	Vinayak Honnappa Naik	
24	Yashodha	
25	Nagaraj Venktappa Naik	



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Report on Special Lecture: "Understanding Your Market: How to Research and Understand Your Target Audience and Competition"

Date: January 28, 2019

Time: 10:00 AM

Venue: Lecture Hall 03

Speaker: Mr. Vinod Shetty, MBA

Number of Students Participated: 24

Introduction

On January 28, 2019, a special lecture on the topic "Understanding Your Market: How to Research and Understand Your Target Audience and Competition" was held in Lecture Hall 03. The session was conducted by Mr. Vinod Shetty, an accomplished MBA professional with extensive experience in market research and competitive analysis. The lecture aimed to provide students with insights into effective market research techniques and strategies for understanding target audiences and competitors.

Objectives

The primary objectives of the lecture were to:

1. Equip students with practical tools and methodologies for conducting market research.
2. Enhance understanding of how to identify and analyze target audiences.
3. Develop skills to evaluate and respond to competitive landscapes in various markets.

Key Highlights

1. Market Research Fundamentals:

- Mr. Shetty started by introducing the fundamental concepts of market research. He emphasized the importance of gathering accurate data and using it to make informed business decisions.
- He covered various research methods including qualitative and quantitative approaches, and the importance of choosing the right method based on research objectives.

2. Understanding Target Audience:

- The speaker elaborated on how to segment markets and identify target audiences. Techniques such as demographic, psychographic, and behavioral segmentation were discussed.
- Mr. Shetty demonstrated how to use tools like surveys, focus groups, and social media analytics to gain insights into consumer preferences and behaviors.

3. Competitive Analysis:



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- Mr. Shetty provided strategies for conducting competitive analysis, including identifying key competitors, analyzing their strengths and weaknesses, and understanding their market positioning.
- The lecture included practical examples and case studies, illustrating how to apply competitive analysis in real-world scenarios.

4. Practical Application:

- The session incorporated interactive elements where students engaged in group activities to apply the concepts discussed. These activities included analyzing a hypothetical market scenario and developing a competitive analysis report.

5. Q&A Session:

- A Q&A session followed the lecture, during which students had the opportunity to ask Mr. Shetty specific questions related to their interests and projects. The speaker addressed queries on advanced research techniques and provided personalized advice.

Participation

The lecture was attended by 24 students from the B.A. 2nd semester. The students were actively engaged throughout the session, participating in discussions and practical exercises. Feedback from the attendees indicated that the lecture was highly beneficial and provided valuable insights relevant to their academic pursuits and future career plans.

Conclusion

The special lecture by Mr. Vinod Shetty was a highly informative and interactive session that successfully met its objectives. By providing students with a comprehensive understanding of market research, target audience analysis, and competitive evaluation, Mr. Shetty equipped them with essential skills for future business endeavors. The feedback from participants was overwhelmingly positive, reflecting the lecture's impact on their understanding of market dynamics and strategic planning.

IQAC & NAAC CO-ORDINATOR
Anjuman Arts, Science,
Commerce College & P.G. Centre
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