

Master of Business Administration
Report on Kotler Kaun – The Ultimate Marketing Game
(Organized in association with Esprit-Club & Institution's Innovation Council
– Ministry of HRD Initiative)

Event Name	Kotler Kaun – The Ultimate Marketing Game
Event type	Skill Development & Marketing Simulation
Date/Duration	07 May 2026 (10:00 AM onwards)
Organizers	Department of Master of Business Administration
Objective the event	To enhance students' knowledge of marketing concepts, strategies, and real-world applications inspired by Philip Kotler.
Events Conducted	1. Written Test 2. Quiz Rounds 3. Case Study Analysis 4. Selling Product Challenge
Key Focus Areas	Branding, strategy, customer value creation, real-world marketing scenarios
Evaluation Criteria	Creativity, clarity of concepts, practical relevance, presentation skills
Target Group	MBA students
Participants	153
Outcomes	Strengthened understanding of marketing strategies, improved analytical and presentation skills, enhanced confidence in applying Kotler's principles.
Faculty Coordinators	Mr. B. Kalyan Kumar, Assistant Professor
Judges	Senior Faculty Panel from MBA Department
Remarks	The event successfully combined fun and learning, motivating students to apply marketing concepts in innovative ways.



**Master of Business Administration
CIRCULAR**

Date: 05-05-2026

Dear Student,

This is to inform all MBA students that, the Department of MBA, in association with **Esprit-Club** and the **Institution's Innovation Council (Ministry of HRD Initiative)**, is organizing an exciting event:

KOTLER KAUN? – The Ultimate Marketing Game

(Test Your Marketing Genius!)

Date: 07 May 2026

Time: 10:00 AM onwards

Venue: MBA Seminar Hall

Highlights:

- Written Test
- Quiz Rounds
- Case Study Analysis
- Selling Product Challenge

Prizes & Recognition: Winner & Runner-up Awards, Certificates for Participants

All MBA students are invited to participate actively.

Dr. K. Deepika

Head of the Department



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi and Permanently Affiliated to JNTU, Hyderabad
Recognized by UGC Distance Education and Research Department for PG and Research Studies
L.B. Reddy Nagar, Vijayawada, Andhra Pradesh 520020



MASTER OF BUSINESS ADMINISTRATION

KOTLER KAUN?

The ultimate marketing Game



TEST YOUR MARKETING GENIUS!

Are you ready to prove your knowledge of marketing concepts, strategies, and real-world applications inspired by the legendary Philip Kotler?



Philip Kotler
— The Father of Modern Marketing —

WHAT'S IN IT FOR YOU?



EXCITING
QUIZ ROUNDS



REAL-WORLD
MARKETING
SCENARIOS



BRANDING &
STRATEGY
CHALLENGES



FUN + LEARNING
EXPERIENCE



DATE
07-05-2026



TIME
10:00 AM ONWARDS



VENUE
MBA SEMINAR HALL



WHO WILL BE THE
KOTLER KAUN?

SPECIAL HIGHLIGHTS



WRITTEN TEST



QUIZ



CASE STUDY
ANALYSIS



SELLING PRODUCT



WHO CAN PARTICIPATE?

- MBA Students
- Marketing Enthusiasts
- Future Business Leaders



PRIZES & RECOGNITION

- WINNER & RUNNER-UP AWARDS
- CERTIFICATES FOR PARTICIPANTS

“Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.”
— Philip Kotler —

ORGANIZED BY:

Esprit Club



REGISTER NOW!

SHOW WHO THE REAL "KOTLER KAUN" IS!

Master of Business Administration

List of winners:

S.No	Name of the student	Roll No	Prize
1	K SAI VAMSI	25761E0094	first
	CH SRI PAVAN KUMAR	25761E0077	
	V RAMBABU	25761E00D0	
2	P. RAMANA PRASHANTH	25761E0041	Second
	P. BINDU SAPTHA SRI	25761E0057	
	I. GEETHA KALYANI RAMA	25761E0017	
3	K SPANDANA	25761E0076	Third
	M. CHARISHMA	25761E0030	
	M. VIKAS	25761E0036	
4	P SASI VARDHAN	25761E0042	Fourth





K. Deepika
 Dr. K. Deepika
 Head of the Department