## HOOPLA '16 (26/08/2016)

The PG and Research Department of Commerce has organized a program named as HOOPLA'16 which was based on a subject known as 'Advertising and Sales Promotion'. Students were grouped into teams consisting of 3 or 5 members in each group. Each group has made a product and a supporting advertisement which was also placed for the same. The products were exhibited in the college portico on 26th August 2016. The event was also supported by a Quiz competition which was conducted in the afternoon. The prizes for quiz competition were coupons which were sponsored by 'Life'. The students of various departments had won prizes in the quiz competition.

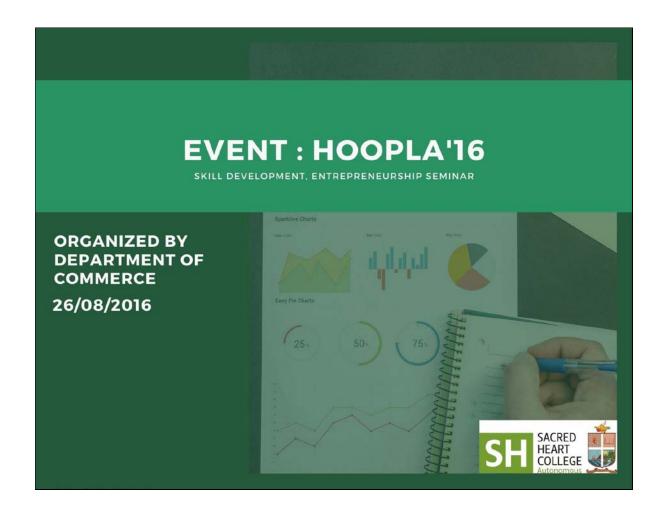
The Advertising Expo provided a chance to students to display and demonstrate their innovative and creative products. The judges for the day were Prof Dr.K.T. Peter and Prof. Athira.V.T. They made their presence valuable with their fair and unbiased judgment. First prize was a cash award of Rs.500, sponsored by "Sangeeth Mahal Musicals". Second prize was a cash award of Rs.300, sponsored by "Red Sauce". Third prize was a cash award of Rs.200, sponsored by "Peacock". The prize distribution ceremony took place at 4.00 pm. After the announcement of the winners, the cash prize was awarded by Prof Dr. K. T. Peter and Prof. Athira V. T. respectively.







# **Brochure**



# Attendance Sheet

### Sacred Heart College (Autonomous), Thevara

Department of Commerce

#### HOOPLA'16

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