

Report on workshop on Digital Marketing and Accounting and Tally

The Department of commerce of Institute for Excellence in Higher Education Bhopal organized one day workshop on “Digital Marketing” and “Accounting and Tally” on 15th of February 2023 at Commerce research Centre. Both the subjects “Digital Marketing” and “Accounting and Tally” are launched by the vocational cell of the institute and both the subjects are run under the ‘Faculty of Commerce’; currently 17 vocational subjects are being introduced by the vocational cell in the institute and are run by different departments.

This event was coordinated by Dr. Sharda Gangwar with the help of external and internal experts for both vocational subjects which includes “Digital Marketing” and “Accounting and Tally.” The main aim of the workshop is to prepare question bank for the vocational subjects.

Two committees are formed for the purpose of preparation of question bank of 5 people each in which two are External experts and three are Internal experts, External and Internal Experts for Digital Marketing Includes – Dr. Santosh Yadav, Dr. Anita Deshbharatar, Ms. Insha Mirza, Ms Kritika Prakash, Ms. Pratyusha Reddy. External and Internal Expert for Accounting and Tally includes- Dr. Deeksha Barde, Dr. Rashmi Soni, Ms. Aayushi Sharma, Ms. Hemlata Dhole, Ms. Smriti Shrivastava.

The subject experts are invited in this event to provide data so that the purpose of workshop can be fulfilled. Data required includes 20 multiple choice questions, 5 short answer type questions and 5 long answer type questions are required from each expert. So, in each subject the total questions will be 100 multiple choice questions, 25 short answer type questions and 25 long answer type questions

The workshop also had the presence of Head of Department of Commerce Dr. A.K. Mishra and Professors of Commerce Department Dr. SS Vijavargiya Sir, Dr. N.R Das, Dr. Mukesh Jain, Dr. Preeti Mishra, Dr. Mahendra Singhai and other honorary faculty of the commerce department. They expressed their views on the new initiative started and shared their valuable suggestions.

The workshop was followed by lunch, in which our guests were accompanied by Director Sir Dr. Pragyesh Kumar Agrawal. The workshop was highly appreciated by him. The Department of Commerce is thankful to the director for his gracious presence and always motivating us with his words of wisdom and honour.

The question bank so prepared would be useful for students to not only know how the question framing will be done in vocational subjects but also to know that how to be prepared for the exams. As these subjects are newly launched vocational subjects and no such question bank is available in the market for the students.





Report Compiled By- Ms . Aayushi Sharma, Ms. Insha Mirza, and Ms. Monika Patidar