

**Name of the Faculty Member:** Prof. Usha Arora

**Name of Activity:** Role Play

**Name of Course/PAPER:** Marketing Management & Supply Chain  
Management

**Semester:** II/ III

**Brief Description:** This activity aims to make students understand varied concepts of marketing and supply chain management by stepping into the shoes of customers, marketers, suppliers and other participants in the supply chain with help of role plays. The course instructor and the students perform the roles individually and in groups. Each student performs multiple role which enables them to understand varied perspectives of different stakeholders. Role plays related to personal selling, door-to-door marketing, routing and scheduling are performed.