

Name of the Faculty Member: Dr. Mani Shreshtha

Name of Activity: Elevator Pitch

Name of Course/PAPER: Applications of Marketing

Semester: III

Brief Description: This is an individual performance-based activity aiming to develop the selling skills among the students. A product is assigned in advance to every student of the class. At the time of the activity, each student is supposed to put forward his or her sales pitch and convince the panel of evaluators to buy the assigned product within 60 seconds. The purpose of the activity is to push the students to think fast and sharpen their communication and selling skills.