

**DEPARTMENT OF MBA
KBN COLLEGE (Autonomous)**

REPORT ON PROF. V. KRISHNA MOHAN'S LECTURE SESSION On 16.08.19:

The Visiting Professor's lecture session is organized by inviting Prof. V. Krishna Mohan, Registrar, Andhra University, and Vishakhapatnam. **On 16.08.19 for MBA III Semester Students on "Services Marketing" & Brand Management.**

While addressing the students he emphasized on the role of services in creating the employment opportunities. He told the students about the significance services in Indian Economic growth. He highlighted the importance of various Service sectors like Life Insurance, Banking Tourism, Education, Medical services and usage of technology to offer better services. He advised students to get awareness by reading personality development books authored by various management professionals.

The programme is well attended by over 100 students. Dr. V. Narayana Rao, Principal, KBN College, Sri.E.Varaprasad, Vice-Principal KBN College, Dr.Mazharunnisa, Director, PG Centre, Mr.S.Venkatesh, Director, PG Courses and Senior faculty members participated in the Programme.



LECTURE ON SERVICE AND BRAND MANAGEMENT BY Prof. V. KRISHNA MOHAN