Name:	Nick:
Roll Number:	Department: Publicity
Email ID:	Hostel:
Preference:	Contact number:

General instructions:

- The application must be within the **maximum page limit of 10 pages**(Remember you can always explain your answers in great depth during the interview).
- All the entries must be named in the following protocol: **Publicitycoord_<Region>_<Applicant Name>**
- Meet the last year's team to gain a better understanding while attempting these questions.
- The applications must be submitted before **11:59 pm on 7th May 2017**.

Questions:

- **Saarang 2017**: What according to you were the drawbacks and positives of publicity in your region? Suggest feasible solutions for the same. (Max 2 Pages)
- **Milan:** List down potential Milan venues(colleges, malls, auditoriums, pubs, etc.) in your region. (Note: Kindly mention the venues in a table. Bonus, if relevant contacts are present)
- **Write up**: Make a brief write up of the following:
  - Saarang 2017 (Max: 200 words)
  - Milan in your region/ Milan in any region(if a Milan wasn't conducted in your region last year) (Max: 150 words)
- **Interdepartmental collaboration**: Given Sponsorship & PR, Proshows, Events, Marketing and Ticket sales and QMS are the departments we heavily interact with. List down on what grounds do we interact and how this can be enhanced. (Max 2 pages)
- **Online and Internal publicity**: Suggest means/ new initiatives to enhance
  - Online publicity(Saarang social media and youtube page)
  - Internal publicity
- **Credentials:** Why do you think you are the right person for the post? Mention relevant credentials. (Max 300 words)

In case of any queries, feel free to reach out to:	V S Aravind Chandh Core, Saarang Publicity Email: aravindchandh06@gmail.com (M) +91-9940610094/+91-9962422594