



Seshadripuram Institute of Management Studies
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Report on Guest Lecture on Demand Forecasting



A Guest Lecture on the subject of Demand Forecasting was held for the students of I Semester Students on 27th January 2020. Dr. Salma, Visiting Faculty, Seshadripuram First Grade College was the guest speaker for the session. She gave a brief introduction to demand, its importance and demand forecasting. She then spoke on the importance of demand forecasting and its process. She also explained to the students about the disadvantages related with demand forecasting. She then explained to the students the methods used in forecasting of demand. She provided the students with various facts relating to the different types of economics and this was a very helpful session for the students from subject perspective.