

## Criteria II: Teaching - Learning and Evaluation

### 2.3. Teaching- Learning Process

**2.3.1: Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences.**

### Assessment Year 2023-24

#### Supporting documents:

1. List of the students for project work, field work and internships.
2. List of class room activities for experiential learning, participative learning and problem solving.
3. Case Study
4. Quiz and presentation activities in the class.
5. Clubs and Societies for experiential learning of the students



# Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)



## Odd Semester







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## Summer Internship Project (SIP)





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**SIP list of BBA and B.Com is attached below**



**Summer Internship Project (BBA 315)**

S.No	Enrollment No.	Student's Name	Section	Company Name	Address	Name of External Guide	Designation	Email Id	Contact no.	Date of Joining	Project Title	Faculty Mentor
1	00114101721	SHIZA	BBA M	Global Star Auto LLP	Okhla, New delhi	Priya Chauhan	HR	priya.chauhan@globalstarauto.com	9319393297	17/07/2023	Analysis of Recruitment and selection in Global star	Ms. Surbhi Ahuja
2	00214101721	SAMEER	BBA M	zeilhoch	906, 9th Floor, Pearls Best Heights II, Netaji Subhash Place, Pitampura, Delhi, 110034	harsh Yadav	HR	harsh.yadav11@gmail.com	7065281313	3/7/2023	study on Hr policies and its implementation in zeilhoch	Ms. Surbhi Ahuja
3	00314101721	RIA SAIGAL	BBA M	Eurofins Assurance	E-41, Pocket D, Phase 2, Okhla Industrial Estate	SURUCHI TYAGI	HR	Suruchi.Tyagi@xoin.eurofinsasia.com	7417722581	17/07/2023	A STUDY ON HR AS THE ARCHITECT OF PROSPERITY IN EUROFINS	Ms. Surbhi Ahuja
4	00414101721	VANSHIKA JAUHRI	BBA M	The Oriental Insurance Company Ltd.	NBCC tower , East Kidwai Nagar , New Delhi	Neelam Rawat	HR Deputy Manager	neelam.rawat@orientalinsurance.co.in	011-24348116	24/07/2023	Study on effectiveness of HR policies of The Oriental Insurance Company Ltd	Ms. Surbhi Ahuja
5	00514101721	AAYUSH	BBA M	Lal Bahadur Shastri Training Institute	Madhu Vihar, Delhi-110092	Rama Malhari	Centre Director	ramamalhari.2@gmail.com	011-35976566	24.7.2023	Marketing Analysis of Lal Bahadur Shastri Training Institute	Ms. Surbhi Ahuja
6	00614101721	HARSH BISHNOI	BBA M	paras marketing	chandni chowk	ajay jain	CEO	info@parasmarketingpaper.com	9354190837	1/7/2023	A Study On Effectiveness Of Online Marketing On Customer Buying Behaviour At PARAS MARKETING	Ms. Surbhi Ahuja
7	00714101721	SOMANSHU SEHGAL	BBA M	Bikanerwala pvt. ltd	head office Lawrence road shakurpur	ajay kocchar	marketing head	ajay.kocchar@bikano.com	9716883355	14/08/2023	Competitive Analysis in cookies market with respect to prices and schemes	Ms. Surbhi Ahuja
8	00814101721	MANISH KAUL	BBA M	kshitiz graphic	East kailash, delhi	vinod Singh rawat	owner	kgraphics2003@gmail.com	980496291	20/7/2023	A Comprehensive Study on HR Practices at The Kshitiz graphics Ltd.	Ms. Surbhi Ahuja
9	00914101721	AYUSH MANGLA	BBA M	Usha department	98,Hari nagar , Ashram	Anuj Kumar Mangla	Owner	anujmangla23@gmail.com	9818480003	1.8.2023	Managing Accounts : A Summer Internship Experience at Usha Departmental Store	Ms. Dolly
10	01014101721	TRIYAMBAK NATH VATS	BBA M	Dharampal Satyapal Group	C,7-10, Dharampal satyapal (DS) road, sector-67 Noida : 201301 Uttar Pradesh ,India .	Swati Sharma	Deputy Manager	Swati.sharma@gmail.com	9720268736	31/07/2023	A STUDY ON THE PROCESS OF RECRUITMENT AND TALENT ACQUISITION ADOPTED BY DHARAMPAL SATYAPAL FOOD LTD.	Ms. Dolly
11	01114101721	SUFYAN HABEEBUR RAHMAN	BBA M	Ernst & Young	Tower 2 Glycols Limited Commercial	Punit Kapoor	Director	sufyanhabeeb11@gmail.com	9990195555	17/07/2023	Study on Ernst & Young (E&Y) and it's consultancy services.	Ms. Dolly
12	01214101721	RUHI KAUR BHATIA	BBA M	M Malhotra and Associates	Office No-G-5, 3rd Floor, Sarita Vihar, Delhi - 110076	Munish Malhotra	Chartered Accountant	ca.munishmalhotra1@gmail.com	9810159220	20/07/2023	Analysis of financial performance and gst reporting:tally software	Ms. Dolly
13	01314101721	ROHIT JAISWAL	BBA M	Cerebration Media	Uttar Pradesh 201313	Gautam Negi	Owner	cerebrationmedia@gmail.com	99900 07459	31/07/2023	A STUDY ON the effects of social media marketing on brand awareness through Instagram	Ms. Dolly
14	01414101721	NIRANJAN BAFNA	BBA M	Ajay Lace and Embroideries	B-17 Sector 7, Noida 201301	Vikas Jain	Owner	vikasbafna2008@yahoo.com	9540074661	1/8/2023	Study of financial statements and ratio analysis of Ajay Lace & Embroideries	Ms. Dolly
15	01514101721	CHIRAG SINGHAL	BBA M	Bharat Shudh Ghee Supply Co.	446, Patparganj Industrial Area, Delhi - 110092	Nareish Aggarwal	Owner	contact@pratapghee.com	011-41500143	17/07/2023	ANALYSIS OF DIGITAL MARKETING STRATEGIES AT BHARAT SHUDH GHEE SUPPLY CO.	Ms. Dolly
16	01614101721	HARSH KUMAR	BBA M	Leverage edu	Noida sector 126	Jatin Kumar	HR operations	hr.intern@leverageedu.com	8750507074	8th August 2023	An analysis on recruitment and selection process of leverage edu	Mr. Kartik Dayal
17	01714101721	AKSHITA SARASWAT	BBA M	M Malhotra and Associates	Office No-G-5, 3rd Floor, Sarita Vihar, Delhi - 110076	Munish Malhotra	Chartered Accountant	ca.munishmalhotra1@gmail.com	9810159220	20/07/2023	A Study on Financial Performance and position of various enterprises by using financial statements	Mr. Kartik Dayal
18	01814101721	ADITYA GOYAL	BBA M	Dabur India Ltd	46, Maharajpur, Sahibabad Industrial Area Site 4, Sahibabad, Ghaziabad, Uttar Pradesh 201005	Mr Rakesh Arora	GM (TPO)	rakesh.arora@dabur.com	rakesh.arora@da bur.com	25/07/2023	A Study of Financial Statements and Ratio Analysis of Dabur India Ltd	Mr. Kartik Dayal
19	01914101721	GAURAV	BBA M	Flash Electronics Pvt Ltd	Pocket B, Sector 27, Faridabad, Haryana 121010	PS Rawat	HR Manager	pr.flash5@flashgroup.in	9350061076	24/07/23	an analysis of interview process and onboarding at Flash Electronics India Pvt Ltd.	Mr. Kartik Dayal
20	02014101721	UTKARSH JAIN	BBA M	avedge technosolutions private limited	524 DLF STAR TOWER gurugram	Monika Rawat	HR Rawat	hr@avedge.co.in	9958858055	03.08.2023	A Study on Marketing Strategies adopted by Avedge Techno Solutions Pvt. Ltd	Mr. Kartik Dayal
21	02114101721	DEV SHARMA	BBA M	Jindal Steel & Power	Plot No-2, 10, Institutional Area, Sector 32, Gurugram, Haryana 1220 01	Mr. Mahesh Negi	DGM	mahesh.negi@jindalpower.com	9818714520	3/8/2023	A Study on Financial Analysis of Various companies in power Sector	Mr. Kartik Dayal
22	02214101721	RIYA	BBA M	The Oriental Insurance Company	NBCC Office Complex, Kidwai Nagar East, New Delhi - 110023	Neelam Rawat	HR Manager	neelam.rawat@orientalinsurance.co.in	0011-24348512	24/07/2023	Analysis of HRM Policies at Oriental Insurance	Mr. Kartik Dayal
23	02314101721	KASHISH KAINTH	BBA M	Travel Qafiraana	H-196,SECTOR-63,NOIDA ,U.P	Naina	Marketing manager	travelqafiraana@gmail.com	9873675358	21.07.2023	analysis of marketing strategies of travel qafiraana	Mr. Kartik Dayal
24	02414101721	HREDESH BISHT	BBA M	Core Diagnostics Pvt. Ltd.	406, Phase III, Udyog Vihar, Sector 19, Gurugram, Haryana-122016	Sapna Priyadarshni	HR	info@corediagnostics.in	911244615615	21/07/2023	A Comprehensive Study on HR Practices at The CORE Diagnostics Centre Ltd.	Ms. Aastha Behl
25	02514101721	RIYA AGARWAL	BBA M	Celerity Consulting Pvt Ltd	Unit 1404, Gopal heights, Netaji Subhash Place, Pitampura, 110034	Ajitabh Bharti	Co-founder	ajitabh@ship90.co,		1.08.2023	DIGITAL TRANSFORMATION IN LOGISTICS	Ms. Aastha Behl
26	02614101721	ANUJ RAWAT	BBA M	Usha departmental store	98,Hari nagar , Ashram	Anuj Kumar Mangla	Owner	anujmangla23@gmail.com	9818480003	1.8.2023	A Study of Financial Statement Analysis of Usha Departmental	Ms. Aastha Behl
27	02714101721	CHETAN BIST	BBA M	Metrol media	B-2, 96 Top Floor, sector-17. Rohini, Delhi, 110089	Aman Joshi	HR Manager	aman@metrolmedia.com	7906939782	8/8/2023	A STUDY OF BRAND AWARENESS: SOCIAL MEDIA AND DIGITAL MARKETING FOR METROL MEDIA	Ms. Aastha Behl
28	02814101721	VIPASHA RAKHEJA	BBA M	Classmate Consultants	13, Community Center, 3rd Floor, East of Kailash, New Delhi 110065	Dechen Paldon	Senior Manager	dpaldon@classmateconsultants.co m	8750328995	7/17/2023	A STUDY ON TALENT ACQUISITION LIFE CYCLE- FROM SOURCING TO ON BOARDING AT CLASSMATE CONSULTANTS	Ms. Aastha Behl

29	02914101721	SUDHIENDRA RAO	BBA M	Swago Group	delhi NCR	Suhas Karpate	CEO and Founder	-	-	17-07-2023	A STUDY OF BRAND AWARENESS: SOCIAL MEDIA AND DIGITAL MARKETING FOR SWAGO	Ms. Aastha Behl
30	03014101721	PRACHI VERMA	BBA M	Travel Qafiraana	H-196,SECTOR-63,NOIDA ,U.P.	Naina	marketing manager	travelqafiraana@gmail.com	9873675358	21.07.2023	Analysis of Marketing Strategies of Travel Qafiraana	Ms. Aastha Behl
31	03114101721	BHAVISHYA KAPUR	BBA M	Erekrut	M-3, Ring Road, Rear Basement, South Extension II, New Delhi, Delhi 110049	Khushi Bhardwaj	HR Manager	khushibhardwaj5413@gmail.com	9999904177	10.08.2023	A study on Human Resource Strategies followed by Erekrut	Dr. Prabal Chakarborty
32	03214101721	PRAKRITI	BBA M	Elements HR pvt. Ltd.	netaji subhash place	Prashanti Chakraborty	Content Moderation	prashanti.chakraborty@elementshrs.com	9711360385	18/07/2023	A STUDY OF CONTENT MODERATION FOR THE	Dr. Prabal Chakarborty
33	03414101721	ABHILASH PANJA	BBA M	J.P. Machinery	Plot number 114 I Block Sector 4 Bawana Industrial Area Delhi 110039	Jai Deep Jagra	CEO	jpmachinery94@gmail.com	9817286751	17/07/2023	A study on inventory management of JP Machinery	Dr. Prabal Chakarborty
34	03514101721	HARSH KUMAR	BBA M	kshitiksha foundation	303, omicron I, greater noida	Deepak kumar	director	kshitikshafoundation@gmail.com	8433263544	05.10.2023	A Study on Social Media Marketing Strategies Followed by Kshitiksha Foundation	Dr. Prabal Chakarborty
35	03614101721	AKANKSHA BHAMBRI	BBA M	JR Compliance	9, 3rd Floor, Paschim Vihar Extension, New Delhi, Delhi 110063	Jai Kumar	Assistant Manager	info@jrcompliance.com	9111-43022315	1.08.2023	A STUDY ON DIGITAL MARKETING & SOCIAL MEDIA MARKETING AT JR COMPLIANCE	Dr. Prabal Chakarborty
36	03714101721	KHUSHI GARG	BBA M	Dhairya Smart Interio	Gurugram, Harayan	Sumit Kumar	Marketing Head	dhairyasmartinterio@gmail.com		28.07.2023	A STUDY ON IMPACT OF SOCIAL MEDIA	Dr. Prabal Chakarborty
37	03814101721	YASH KUNDWAL	BBA M	Usha departmental store	98,Hari nagar , Ashram	Anuj Kumar Mangia	Owner	anujmangia23@gmail.com	9818480003	1.8.2023	Financial Ratio Analysis of Usha Pvt. Ltd	Dr. Prabal Chakarborty
38	03914101721	SHANTANU PATRA	BBA M	Nblik	Pearls Omaxe Tower, Netaji Subhash Place, Delhi, 110034	Akshay	community manager intern	ops12.nblik@gmail.com	7876758477	7/8/2023	A STUDY ON MARKETING STRATEGIES OF NBLIK	Dr. Surbhi Gosain
39	04014101721	ANJINI SHARMA	BBA M	Ernst and Young LLP	3rd & 6th Floor, Wing A & B Worldmark-1 Indira Gandhi International Airport Hospitality, Opp Holiday Inn, Aerocity, Mahipalpur, Delhi 110037	Ramneek Sharma	Finance Manager	ramneek.sharma@in.ey.com	8447769602	27/08/2023	A COMPARATIVE ANALYSIS OF FINANCIAL AND BUSINESS TRANSFORMATION VALUE KEY PERFORMANCE INDICATORS OF E&Y AND OTHER FIRMS IN THE INDUSTRY	Dr. Surbhi Gosain
40	04114101721	KSHITIZ RAWAT	BBA M	Elements HR pvt. Ltd.	netaji subhash place	Prashanti Chakraborty	Content Moderation	prashanti.chakraborty@elementshrs.com	9711360385	17/07/2023	AN EFFECTIVE STUDY OF CONTENT MODERATION FOR THE MGMD PROJECT	Dr. Surbhi Gosain
41	04314101721	SAKSHYA KANOJIA	BBA M	Hazari Lal Jewellers	3657, main road, Pahari Dhiraj, Sadar bazar, Delhi - 110006	Harish Verma	Store manager	harishverma235@gmail.com	8700705073	01/08/2023	A comprehensive study on the consumer behaviour at Harari Lal Jewellers	Dr. Surbhi Gosain
42	04414101721	SHANTANU RAJ	BBA M	Reliable Allied Services	B-127,noida sector 63	Gayatri Rawat	HR recruiter	gayatrirawat.rasonline@gmail.com	7827916387	07/08/2023	A STUDY OF HR PRACTICES OF RELIABLE ALLIED SERVICES	Dr. Surbhi Gosain
43	04514101721	DHEENAN CHAWLA	BBA M	Minda Corporation	D-6-11, D Block, Sector 59, Noida, Uttar Pradesh 201301	Shivam Gupta	Senior Executive In	shivam.gupta@mindacorporation.co	7042420276	27/07/2023	A Study of financial statment and ratio analysis f mlnnda Corporation Ltd.	Dr. Surbhi Gosain
44	04614101721	AYUSH RAWAT	BBA M	CA Anup Chanana & Associates	28-22, Ramesh Nagar	Rahul Kumar	Article associate	rahul.kumar84@gamil.com	7053704036	28/07/2023	A STUDY ON USE OF ACCOUNTING SOFTWARE(S) FOR TAX FILING AT 'ANUP CHANANA & ASSOCIATES'	Dr. Surbhi Gosain
45	04714101721	AMAN MORWANI	BBA M	SG advisors	WZ- 98 1st floor office no. 8 lamba complex, Jwalaheer market,Paschim vihar, New Delhi-110063	Gaurav Makkar	Article associate	camakkar2506@gmail.com	9810200828	21/08/2023	A STUDY ON ENHANCHING THE ACCOUNTING PRACTICES USING BUSY21 SOFTWARE AT DG CONSULTANCY SERVICE	Dr. Surbhi Gosain
46	04814101721	VARUN BHARTI	BBA M	Goaler Web solutions	Sector 22B, Mullahera, Sector 23, Gurugram, Haryana 122016	Angad Mishra	Sales Manager	angad.mishra2gmail.com	9728101412	26/08/23	A STUDY ON THE TRANSFORMATIVE STRATEGIES FOR SALES AND MARKETING EXCELLENCE AT GOALER WEB SOLUTIONS	Dr. Vandana Gupta
47	04914101721	VANSH TANEJA	BBA M	intertrust group	Plot 37, Level II, Golf Course Rd, Sector 54, Gurugram, Haryana 122003	CA Dinesh Kumar	Charted accountant	bhatdk@gmail.com	9811041205	23/07/2023	A study on the new tax structure at CA Dinesh Bhat and Associates	Dr. Vandana Gupta
48	05014101721	SARTHAK BHATNAGAR	BBA M	Beanly Coffee	Ghitorni	Nitya Mehra	Content Marketing Executive	nitya@benlycoffee.com	8882224636	01/08/2023	A STUDY ON CONTENT STRATEGY AND SOCIAL MEDIA ADOPTED BY BEANLY COFFEE	Dr. Vandana Gupta
49	05214101721	DEEPAK	BBA M	Grant Thornton Bharat LLP	Gurgoan	Karan jain	Business consultant	-	911244628000	04/09/2023	Internal Audit Functions and its Performance in Grant Thornton Bharat LLP	Dr. Vandana Gupta
50	05314101721	AARZOO VASHISHT	BBA M	Beanly Coffee	Ghitorni	Nitya Mehra	Content Marketing Executive	nitya@beanlycoffee.com	8882224636	1.08.2023	Marketing/Social Media Strategies adopted by Beanly Coffee	Dr. Vandana Gupta
51	05414101721	PIYUSH SINGHAL	BBA M	S.S. TRADER	Delhi	Mr. Raj Pandey	Marketing manage	sstraderkalkaji@gmail.com	7292059327	24/07/23	Analysis of S.S. TRADER's marketing strategies	Dr. Vandana Gupta
52	35114101721	SUGANDHI ARORA	BBA M	Ernst & Young	sector 44, Gurgaon	Abhishek Menon	senior manager	-	98111 56359	31/07/23	FMCG risk landscape - now and beyond.	Dr. Vandana Gupta
53	35214101721	BHAVYE CHOUDHARY	BBA M	RAPID FLOW INDIA PVT LTD	16/2 Mathura Road Faridabad	Mr Ganesh	Director	headoffice@rapidflowindia.com	9811042030	27/07/2023	Role and importance of human resource practices followed in Rapid Flow Pvt Ltd	Ms. Arti Vaish
54	35314101721	ASHUTOSH AGGARWAL	BBA M	Bharat Shudh Ghee Supply Co.	446 patparganj industrial area	Mr yaman	Manager	Contact@pratapghee.com	9810780490	17/07/23	ANALYSIS OF DIGITAL MARKETING STRATEGIES AT BHARAT SHUDH GHEE SUPPLY CO	Ms. Arti Vaish
55	35414101721	PRATHAM SINGH	BBA M	Ambuja construction company	Karkadooma	Vandana singh	Director	Ambujacc@yahoo.co.in	9971822559	27/07/2023	ANALYSIS OF DIGITAL MARKETING STRATEGIES AT AMBUJA CONSTRUCTION COMPANY	Ms. Arti Vaish
56	35514101721	ANSHUL TYAGI	BBA M	Bharat Shudh Ghee Supply Co.	446 patparganj industrial area	Mr yaman	Manager	Contact@pratapghee.com	9810780490	17/07/23	Analysis of sales and marketing strategies of Bharat Sudh Ghee	Ms. Arti Vaish
57	35614101721	KASHISH KRISHNAN	BBA M	Power Finance Corporation	Barakhamba C-7, 2nd floor, local shpooing complex, J Block Market, saket, New delhi-110017	Mr. Satheesh Polimera	General Manager	satheesh_polimera@pfcindia.com	011-23456304	9/8/2023	Analysis on Financial Health of Andhra Pradesh State	Ms. Arti Vaish
58	00124501721	CHAITANYA MAHAJAN	BBA E	Atithi Voyages Pvt Ltd		Payal Singh	Director	payal@atithivoyages.com	9811110061	1/8/2023	employees' satisfaction and their work performance as elements	Mr. Kartik Dayal
59	00224501721	RIDDHI PANDEY	BBA E	SMC GLOBAL SECURITIES LTD	Rajendra Place	Naresh Gogia	CCG Vice President	nareshgogia@smcindiaonline.com	9560063111	01/08/2023	Human Resources recruitment and selection process	Mr. Kartik Dayal
60	00324501721	SANYA AGGARWAL	BBA E	Sharify Advertising Ltd	Jasola, New Delhi, Delhi 110025	Rohan	Manager	sharify.adv@gamil.com	-	1/8/2023	Human Resource Management in Magicbricks	Mr. Kartik Dayal

61	00424501721	ARYAN SARRAF	BBA E	Ripple Healthcare Pvt Ltd.	12 GF,Swaminarayan Plaza-1 NaroI,Ahemdabad 382405	Kaushal Kothari	Founder	kaushalkothari22@gmail.com	7203935224	17/07/2023	A Study On The Effectiveness Of Marketing Strategies Adopted By Xebec Design And Facilities	Mr. Kartik Dayal
62	00624501721	SHANTANU BHARDWAJ	BBA E	Seal Impex India Pvt Ltd.	B-56, Okhla Phase -1, New Delhi -110020	Pooja Taank	Sales and marketing Executive	info@egifts4all.com	9872362987	01/08/2023	A Study on Inventory Management of JP Machinery	Mr. Kartik Dayal
63	00724501721	SHAIL KASHYAP	BBA E	Continental Automotive Brake Systems (I) private limited Brakes	179-180, Sector 5, IMT Manesar, Gurugram, Haryana 122052	Mr. Ashwin Kumar	Technical lead	ashwin.kumar@continental.com	9899527275	17/07/2023	Market research and business strategy	Mr. Kartik Dayal
64	00824501721	LIPIKA PILANI	BBA E	RMA Associates LLP	Basement, 61, National Park, Lajpat nagar -4, New delhi	Rahul Vashishth	Partner	rma.ca12@gmail.com	9810611088	24/07/2023	A study on financial ratio of SMC Global Securties Ltd.	Mr. Kartik Dayal
65	00924501721	KASHISH	BBA E	NU Republic	008-18th floor, Tower B Emaar Digital Greens	Sanjay	Influencer marketing manager	sanjay@nurepublic.co	9112039634	31/07/2023	Social Media Marketing Internship with Sharify Advertising Ltd	Mr. Kartik Dayal
66	01024501721	RISHABH CHAND	BBA E	Fluper	C-142, sector63 Noida	Diksha Rao	Post sales manager	Diksha.rao@fluper.in	9319956861	1/8/2023	Analysis of Social media strategies of Ripple Heathcare Pvt Ltd.	Ms. Dolly
67	01124501721	DISHA KASHYAP	BBA E	conquest consultancy	delhi	neha Chauhan	HR	neha@conquestconsultants.in	9811188677	15/06/2023	A study on product sales and marketing of seal Impex India pvt. ltd	Ms. Dolly
68	01224501721	OM PHULORIA	BBA E	Samaksh	227, 2nd Floor, Lal Bungalow, Op. Cricket Bungalow, Complex, Jamnagar, Gujarat 361001	Mauriya Bhatt	Owner	Inquiries@samakshtrade.com	9913115000	17/07/23	EBS data volume analysis	Ms. Dolly
69	01324501721	HARSHDEEP JHA	BBA E	SDTech Robotics	Near Z primary, Chas, Pune, 410513	Shubham devkar	Digiteam	sdtechrobotics@gmail.com	9028293845	19/8/23	A study on the Goods and service tax at RMA Associates LLP	Ms. Dolly
70	01424501721	YAKSHI	BBA E	Younglabs	A-39, Sector - 4, Noida -201301	Mehak Modgil	Manager	info@younglabs.in	9289029696	17.07.23	A study on social media marketing strategies	Ms. Dolly
71	01524501721	MEDHANSH BHARDWAJ	BBA E	Uflex Limited	A-1, Sector- 60, Noida-201301	Tushar Kumar	AGM HR	tushar.kumar@uflexltd.com	1204002121	25.07.2023	Social Media Marketing : An Effective promotional tool for Garam Masala Flavours	Ms. Dolly
72	01624501721	MOHD HAMID	BBA E	Baskethunt	52 Habibpur Sahibganj Sahibganj JH 816109 IN .	Vishal kumar	Owner	vkumar@baskethunt.in	916436355252	14/08/2023	A study on the effectiveness of marketing strategies adopted by BURGER KING	Ms. Dolly
73	01724501721	VANSHIKA GUPTA	BBA E	Little Black Book	31, Okhla phase-3	Supal Goel	AM Brand Growth and Marketing	super.goel@lbb.in	9910798644	1.08.23	A STUDY ON INTERNSHIP AT SDTECH ROBOTICS.	Ms. Dolly
74	01824501721	JANVI CHACHRA	BBA E	Visage Beauty and Health Care Pvt. Ltd. (O3 Plus)	B-19, Block B, Sector 85, Noida, Uttar Pradesh 201305	Kanika Rana	Deputy Manager	kanika@o3plus.com	9711201629	17.07.2023	A STUDY ON MARKETING AT YOUNGLABS	Ms. Dolly
75	01924501721	YASH MEHRA	BBA E	Vodafone idea	Sarita Vihar	Ishan jain and Shewta maam	Human Resource	info@vodafone.co.in	9711017441	31/7/23	SUMMER INTERNSHIP PROJECT REPORT ON HR RECRUITMENT & SELECTION POLICIES OF UFLX LTD.	Ms. Dolly
76	02024501721	ANGAD SINGH SALUJA	BBA E	Ripple Healthcare	12 GF,Swaminarayan Plaza-1 NaroI,Ahemdabad 382405	Kaushal Kothari	Owner/Founder	kaushalkothari22@gmail.com	7203935224	18.07.2023	HUMAN RESOURCES AND DEVELOPMENT IN BASKETHUNT PVT LTD.	Ms. Dolly
77	02124501721	SHUBHAM UPADHYAY	BBA E	Ikshana	Navi Mumbai	Sareyna Khan	Owner/Founder	contactikshana@gmail.com	7738023543	20.7.2023	A STUDY ON THE BRAND MARKETING STRATEGIES ADOPTED BY LITTLE BLACK BOOK.	Ms. Surbhi Ahuja
78	02224501721	ABHIJEET SINGH	BBA E	Burger King	Indraprakash building, barakhamba road,new Delhi	Meera tomar	Noth India marketing head	info@burgerking.in	022-71933000	7.8.2023	A study on Recruitment & Selection Process in Visage Beauty & Health Care Pvt. Ltd.	Ms. Surbhi Ahuja
79	02324501721	KANIKA GUPTA	BBA E	Religare Broking Ltd.	2nd Floor, Rajlok Building, 24, Nehru Place, New Delhi-110019	Mr. Vikas Maheshwari	Finance intern	Kanikagupta.ria@gmail.com	9811723651	1.08.2023	A STUDY ON THE EFFECTIVENESS OF MARKETING STRATEGIES ADOPTED BY RIPPLE HEALTHCARE PVT.LTD.	Ms. Surbhi Ahuja
80	02424501721	JATIN	BBA E	Goyal Textile Agency	Delhi, sadar bazar	Surendar Jain	Marketing manager	jain.surendar123@gamil.com	9625942388	01.08.2023	A study on digital marketing strategies of IKSHANA	Ms. Surbhi Ahuja
81	02524501721	CHIRAG KHURANA	BBA E	Confederation of indian industry	Delhi , Lodhi Road	Mr Amitabh shrivastva	Director	Ckkhurana1998@gmail.com	9810398407	19.07.2023	A Study on Impact of Marketing Strategy Adopted by RBA	Ms. Surbhi Ahuja
82	02624501721	SAJAL MISHRA	BBA E	Edith robotics solution pvt limited	Ahmedabad	Avinash singh	HR	Edithhealthcare@gmail.com	8849747995	1/8/2023	A study on KYC procedure of Religare Broking Ltd.	Ms. Surbhi Ahuja
83	02724501721	AASHI AGGARWAL	BBA E	Anand Rathi Wealth Limited	Defence colony	Jyoti Jaihotra	Associate director	Aashiaggr10@gmail.com	9810827275	15/07/23	A study on marketing strategies adopted by Goyal Textile Agency	Ms. Surbhi Ahuja
84	02824501721	ASHUTOSH RAI	BBA E	SDTech Robotics	pune	Shubham Devkar	digiteam	sdtechrobotics@gmail.com	9028293845	23.08.2023	A study on recruitment and selection procedure at cil	Ms. Surbhi Ahuja
85	03024501721	PARAS JAIN	BBA E	Vedic Roots	G-04, Block F, Sector 3, Noida, Uttar Pradesh 201301	Rahul Bansiwali	Manager	support@vedicroots.co	9718814488	17.07.2023	Study on selection and recruitment process of edith pvt limited	Ms. Shruti Gupta
86	03124501721	EKTA SHARMA	BBA E	EIMR	2, S, Kariappa Rd, Basavanagudi, Bengaluru, Karnataka	Harmeet	HR	talent@eimrglobal.org	9019136927	17/08/2023	Financial analysis of Anand Rathi wealth limited	Ms. Shruti Gupta
87	03224501721	ADITYA JAIN	BBA E	Sabhyata	B-62, Sector 67 Rd, Block B, Sector 67, Noida	chayan	Business Head	sabhyataindia@yahoo.com	8130019818	20/07/2023	A STUDY ON MARKET POSITION OF SDTECH ROBOTICS	Ms. Shruti Gupta
88	03324501721	ABHIJEET SINGH	BBA E	Bharat Bijlee	Rajinder place	Deepanshu	Marketing head	info@bharatbijlee.com	99994 63080	24/07/2023	A study on the effectiveness of marketing strategies adopted by Vedic Roots Pvt Ltd.	Ms. Shruti Gupta
89	03524501721	RYAN BAKSHI	BBA E	Vedic Roots	G-04, Block F, Sector 3, Noida, Uttar Pradesh 201301	Rahul Bansiwali	manager	support@vedicroots.co	9718814488	17.07.2023	Analysis of Marketing and research strategies at Educesta Institute of Management and research	Ms. Shruti Gupta
90	03624501721	NITESH GUPTA	BBA E	Volvic Technologies	236, Huda Market Sector 7, Faridabad, Haryana	Puneet Gupta	Director	Puneet@volvicttechnologies.com	9599902332	20.07.2023	HR recruitment and selection policies of Sabhyata	Ms. Shruti Gupta
91	03724501721	KASHISH GUPTA	BBA E	lehar enterprise	113,sec-26,Rohini	sudhir garg	CEO	-	8287693390	26/07/2023	A study on the effectiveness marketing strategies adopted by Bharat Bijlee	Ms. Bhawan Thakran
92	03824501721	PREM KUMAR	BBA E	alliance digitech	A 126, A Block, Sector 63, Noida, Uttar Pradesh 201301	naveen sahu	marketing executiv	info@alliancedigitech.com	8287074783	20/7/2023	A study on the effectiveness of marketing strategies adopte by Vedic Root Pvt Ltd.	Ms. Bhawan Thakran
93	03924501721	KINSHUK JAIN	BBA E	deffee coffee		utkarsh	HR intern		9625942388		A study of marketing strategies ado	Ms. Bhawan Thakran
94	04024501721	MAHAK BANSAL	BBA E	Younglabs	A-39 block A sector-4 Noida	Mehak Modgil	Marketing (sales)	Mehak@younglabs.com	7217794316	17.07.23	A study on the effectiveness of marketing strategies adopted by Lehar on brand Awareness	Ms. Bhawan Thakran

95	04124501721	ADITI SHARMA	BBA E	INGLU GLOBAL	satyaniketan	Saksham Jain	EM and PR head	sakshamjain.sj10@gmail.com	9729374043	31.07.2023	Customer segmentation Strategies for marketing at Alliance Digitech Pvt Ltd.	Ms. Bhawan Thakran
96	04224501721	TATIKONDA LAXMI NIKHITA	BBA E	SMC GLOBAL SECURITIES LTD	Rajendra Place	Naresh Gogia	CCG Vice President	nareshgogia@smcindiaonline.com	9560063111	01/08/2023	A study on HR policies of Deffee Coffee	Ms. Bhawan Thakran
97	04324501721	EMATUL MAHIN	BBA E	edify sports	Laxmi nagar	nimesh Sharma	marketing head	edify.sports1@gmail.com	9811617781	01/08/2023	A study on the effectiveness of marketing strategies adopted by Younglabs Pvt Ltd.	Ms. Bhawan Thakran
98	04424501721	MAYANK BHANDULA	BBA E	Thoughtsol Infotech Pvt. Ltd	F-12, 2nd Floor, Kalkaji, New Delhi-110019	Monalisa Maiti	HR Manager	monalisa_maiti@thoughtsol.in	8800563539	01/08/2023	A study on marketing strategies at INGLU	Ms. Jasleen Rana
99	04524501721	DHAIRYA AGGARWAL	BBA E	INGLU GLOBAL	82, satya Niketan road, Moti bagh	Saloni Jha	Public Relation off	hr.inglu@gmail.com	9773828202	02.10.2023	Financial market analysis - SMC Global Securities Ltd.	Ms. Jasleen Rana
100	04624501721	MRIDUL JAIN	BBA E	Deffee coffee	Delhi	Utkarsh Bansal	Founder	Mriduljain2204@gmail.com	7428318829	04/07/23	A study on understanding how social media presence empowers a brand nam at Edify sports Pvt Ltd.	Ms. Jasleen Rana
101	04724501721	UPKEERAT SINGH	BBA E	TEN: Marketing	Delhi	Boddapa Pavani	HR associate	pavanib7978188672@gmail.com	7978188672	17/08/23	A study on recruitment an selection process at Thoughtsol Infotech Pvt Ltd.	Ms. Jasleen Rana
102	04824501721	MUKUL CHANDRA	BBA E	Amar Global Nuts	917/1, Rithala Village, delhi-110085	Manas Aggarwal	Proprietor	manasaggarwal03@gmail.com	9990790888	01.08.2023	A study on the marketing and PR St	Ms. Jasleen Rana
103	04924501721	PRINCE SHARMA	BBA E	S.K. Agencies	3421, Galli Lallu issar, Qutub road, Sadar bazar, Delhi-110006	Atul jain	Proprietor	skageniceis001@gamil.com	9625942388	05.09.2023	Marketing strategies adopted by deffee coffee	Ms. Jasleen Rana
104	05024501721	SAKSHI BHARDWAJ	BBA E	S.R. Battiboi & Associates LLP	67, Institutional Area, Sector-44, Gurugram, mHarayana-122003	Manish Goenka	Audit and TMT Mangers	Manish.Goenka@srb.in	8285462451	17.07.23	A study on the recruiting and selection procedure of the entrepreneurship network	Ms. Jasleen Rana
105	05124501721	HRIDYE KASHYAP	BBA E	Umeed: A Drop of Hope	Khanpur, New Delhi	Subhrajeet Gautam	Founder and Secretary	info@umeedngo.org	9711163637	01.08.2023	Summer Internship Project Report on Marketing And sales of Amar Global Nuts	Dr. Usha Agrawal
106	05224501721	MANMEET KAUR	BBA E	YoungLabs	A-39 block A sector-4 Noida -201301	Harshvardhand Vats	Hr Manager	hr@younglabs.in	7678545011	17.07.2023	A study on the effectiveness of the marketing strategies adopted by SK Agencies Ltd.	Dr. Usha Agrawal
107	35124501721	PARNIKA AGGARWAL	BBA E	IGNLU Global	82 FF - Satya Niketan,Sout h Delhi Campus, Delhi -110021	Khushi Shah	Hr manager	hr.inglu@gmail.com	9625205358	11.08.2023	A STUDY ON THE GLOBAL TREND ANALYSIS OF TMT SECTOR WITH RESPECT TO EY.	Dr. Usha Agrawal
108	35224501721	ANANYA CHOPRA	BBA E	Magicbricks	Noida	Manvi Saxena	Human Resource	manvi.saxena1@magicbricks.com	9568355554	7/8/2023	DIGITAL MARKETING STRATEGIES OF UMEED: A DROP OF HOPE (NGO)	Ms. Arti Vaish
109	35324501721	SAKSHAM NIRANJAN	BBA E	Xebec	201 second floor' E1 Nuchna Tower shopping complex alalnanda	Mr. Rajendra Sharma	Director	rs@xebecdesign.com	9811041454	21/7/23	A study on human resource management practices of Younglabs	Ms. Arti Vaish
110	35424501721	PRIYANSHU	BBA E	J.P. Machinery	Plot number 114 I Block Sector 4 Bawana Industrial Area Delhi 110039	Jai Deep Jagra	Director	jpmachinery94@gmail.com	9817286751	17/07/2023	Social Media Marketing and its impact on businesses: A study based on INGLU	Ms. Arti Vaish
111	35524501721	GARIMA RAWAT	BBA E	Pregrad	G-9, 1st Floor, Sector-6, Noida - 201307	Akash	manager	geetikagaggar@pregradcampus.in	8004428748	11.07.2023	A study on the effectiveness of the	Dr. Usha Agrawal

**Summer Internship Project (BCOM 315)**

S.No	Enrollment No.	Name of the Students	Section	Company Name	Address	Name of External Guide	Designation	Email Id	Contact no.	Date of Joining	Project Title	Faculty Mentor
1	00114188821	SYED KAIF ALI RIZVI	BCOM M	Spacekon Constructions Pvt Ltd	D-111, Sector -41, Noida -201 301, Gautam Budh Nagar (U.P.)	Harsh Awana	CEO	info@spacekon.com	9811946557	20/07/2023	A study on consumer satisfaction towards spacekon construction pvt ltd	Ms. Kanika Parashar
2	00214188821	ABHISHEK KUMAR RAI	BCOM M	Spacekon Constructions Pvt Ltd	D-111, Sector -41, Noida -201 301, Gautam Budh Nagar (U.P.)	Harsh Awana	CEO	info@spacekon.com	9811946557	20/07/2023	A study on Human Resources Strategies of Spacekon Constructions Pvt Ltd	Ms. Kanika Parashar
3	00314188821	AYUSH	BCOM M	Sirona Hygiene Private Ltd	Plot No. 382, First Floor, Near, 100 Feet Rd, Ghitorni, New Delhi, Delhi 110030	Kishori Pattnaik	Retail Sales	kishori.pattnaik@thesirona.com	9818954269	14/7/2023	A study on marketing strategy of sirona hygiene pvt ltd	Ms. Kanika Parashar
4	00414188821	URVIL MANISH SHAH	BCOM E	Cordant Associates Pvt Ltd	Laggat Nagar, delhi	Somesh Kumar	finance head	shahurvil717@gmail.com	8076696121	07.08.23	A comparative analysis of financial performance of Big4	Ms. Shweta Khandelwal
5	00514188821	MOHD AWAIS IBRAHIM	BCOM M	Eurofins assurance India Pvt Ltd	E - 41, Okhla Industrial Area, Phase -2, New Delhi	rakesh kumar	accountant executive	rakesh.kumar@xoin.eurofinsasia.com		10/8/2023	understanding financial tools and technique using tally	Ms. Kanika Parashar
6	00614188821	ISHA TYAGI	BCOM M	Doorsra College	55, 2 floor, Lane -2, westend marg, india, near saket metro station, Delhi -110017	Rishabh Maheshwari	CEO	doorsracollege@gmail.com	7827487076	16/8/2023	Decoding DIGITAL marketing at Doorsra College	Ms. Kanika Parashar
7	00714188821	KIRAN MAHRA	BCOM M	Shine Projects	Shine Projects,THub, Gachibowli, Hyderabad -500032	Sri Harsha	Joint MD	sriharsha@shineprojects.in	7897780465	31/07/2023	A study on the recruitment and selection process of shine projects	Ms. Kanika Parashar
8	00814188821	SOMANSH SINGH	BCOM M	FarmDeli International LLP-5Essentials	Santram Marg,Khasra no. 21/2, South Delhi, Delhi-110074	Anil Kumar	Managing Partner	farmdeliinternational@gmail.com	9910029244	20/07/2023	SUMMER INTERNSHIP PROJECT REPORT ON QUALITY ASSURANCE AND CUSTOMER HANDLING AT FarmDeli International LLP-5Essentials	Ms. Kanika Parashar
9	00914188821	DIVJI VERMA	BCOM M	JK papers	JK Paper Ltd. Nehru House, 3rd & 4th, 4, Bahadur Shah Zafar Marg, New Delhi -110005	Ashok gupta	Sr. vice president	algupta@jkmail.com	9818334349	01-08-2023	A comparative study of Paper industry	Dr. Niti Saxena
10	01114188821	ALEKH TIWARI	BCOM M	INGLU GLOBAL	82 FF -Satya niketan, South campus, New Delhi- 110021	Mr. Mayank	Marketing Manager	mayankkumar4789@gmail.com	9576157776	23-07-2023	Marketing of services at Inglu Global	Dr. Niti Saxena
11	01214188821	MEBIN T SAJI	BCOM M	Merch Room Pvt Ltd	107, Gali No-19, Zakir Nagar, Jamia Nagar,Okhla-110025	Rohit Kumar	General Manager	Rkumar88@gmail.com	9810634721	24-07-2023	Production management and marketing strategies at Merch Room Pvt Ltd	Dr. Niti Saxena
12	01314188821	TANYA BAJAJ	BCOM M	RK Films and Media Academy	8A/8, W.E.A, Karol Bagh Behind MTNL Telephone Exchange on Pusa Road, Gangs Mandir Marg, New Delhi, Delhi-110005	Deepak Bansal	Production Coordinator	productions@rkfma.com	9312237583	01-08-2023	Marketing Strategies of RKFMA	Dr. Niti Saxena
13	01414188821	ABHISHEK SINGH	BCOM M	Careers 360	Plot No. 78, Bhagwan Mahaveer Marg, Sector 44, Gurugram	Reethima Basetiya	Assistant Manager - HR	reethima.basetiya@careers360.com		23-07-2023	Social media marketing at careers 360	Dr. Niti Saxena
14	01514188821	PREKSHA JAIN	BCOM E	Hiring Company	south ex 1,block,Uttam nagar	jahnvi ghatwal	associate recruiting manager	jahnvi.ghatwal@thehiringcompany.com	8950806268	28.07.23	A study on recruitment and sourcing at THC	Ms. Shweta Khandelwal
15	01614188821	DHRUV MAHESHWARI	BCOM M	Capital Vehicles Sales	10, IDC, Mehrauli Rd, opp. Sector-14, Industrial Development Area, Sector 14, Gurugram, Haryana 122006	Sanjay Maheshwari	Asst. Sales Manager	sanjay@mgftoyota.co.in	9810642017	14-08-2023	An understanding of Sales and supply operations at Capital Vehicles Sales Ltd.	Dr. Niti Saxena
16	01714188821	PRATHAM AGRAWAL	BCOM M	Synokem pharmaceuticals Ltd. A1/14, Rohatak road, near west Metro Station, Paschim Vihar New Delhi 110063		Danbeer Singh	Head finance and accounts	danveersingh@synokempharma.com	9818575190	24/07/23	An understanding of the financial tools and techniques used by the company	Dr. Niti Saxena
17	01814188821	ISHFA SALEEM	BCOM M	Dainik Jagran	Okhla Phase III, New Delhi	Aditya	Marketing operations	info@dainikjagran.com	9212675547	24.07.2023	A comparative analysis of Marketing Strategies adopted by Dainik Jagran and Amar Ujala	Dr. Pallavi Ahuja
18	01914188821	PRANAV PAHUJA	BCOM M	Snooplay Pvt.Ltd	Noida,sector-10 D block	Saksham Rajput	Strategy Intern	Saksham.rajput@snooplay.in	8340374590	19/07/23	Marketing Strategies adopted by Snooplay Pvt.Ltd	Dr. Pallavi Ahuja
19	02014188821	STEVE BINNY THOMAS	BCOM M	Primite Marketing Solutions	Green Park Road,UP	Annanya Gupta	Manager	annanyagupta@gmail.com	7818034151	24.07.2023	A study on Comparative Analysis of Banking stocks	Dr. Pallavi Ahuja
20	02114188821	MOHIT YADAV	BCOM M	Inglu	Satya niketan dhaula kuan	ANSH SEHDEV	Ceo	ansh.sehdev@inglucol.in	84473 20998	28/07/2023	Social Media Marketing strategies at INGLU Global	Dr. Pallavi Ahuja
21	02214188821	KASHISH	BCOM M	FarmDeli international	New Delhi	Anil Kumar	Managing Partner	Farmdeliinternational@gmail.com	9910029244	19/07/2023	A study on Consumer Behavior and satisfaction towards FarmDeli International LLP	Dr. Pallavi Ahuja
22	02314188821	PARTH BHATIA	BCOM M	GrowthClues	New Delhi	Mr. Aditya	Intern Manager	info@growthclues.com	9818262518	19/07/2023	Training and Development at Growth Clues Pvt.Ltd	Dr. Pallavi Ahuja
23	02414188821	NAMAN YADAV	BCOM M	Sirona Hygiene Pvt.Ltd	Ghitorni New Delhi	Swati Jhamb	HR Manager	care@thesirona.com	9718866644	23/07/2023	Financial Statement Analysis at Sirona Hygiene	Dr. Pallavi Ahuja
24	02514188821	SYED UMAR	BCOM M	Corizo	Noida, UP	Smiran Dubey	Manager	smiran@corizo.co.in	81973 27674	18-07-2023	A study on Customer Preference on Mutual Funds at Corizo	Dr. Pallavi Ahuja
25	02614188821	MEHAK GUPTA	BCOM M	Shine Projects	Shine Projects, THub, Gachibowli, Hyderabad	Sri Harsha	HR	info@shineprojects.in	7893780465	28.07.23	HR Analysis of Shine Projects	Ms. Pooja Bisht
26	02714188821	ARIHANT JAIN	BCOM M	Armor Group	Bangalore	Dhruv jain	HR generalist	jain.dhruv.8403@gmail.com	9811284179	20/07/23	Study of training and recruitment at Armor Group	Ms. Pooja Bisht
27	02914188821	SAMEER CHAUDHARY	BCOM M	Capital Vehicles Sales Ltd MGF Toyota	10, IDC, Mehrauli Rd, opp. Sector-14, Industrial Development Area, Sector 14, Gurugram, Haryana 122006	Sanjay Maheshwari	Asst. Sales Manager	sanjay@mgftoyota.co.in	9810642017	17/07/23	A study on the Financial Analysis Capital Vehicles Sales Ltd MGF Toyota	Ms. Pooja Bisht
28	03014188821	RIYA PUNYANI	BCOM M	Abhiyaan Wealth	M-72 GK I	Shruti Deora	Co-Founder	cashshrutideora@gmail.com	9820486913	21/08/23	Understanding the Financial Performance of Abhiyaan Wealth through Ratio Analysis	Ms. Pooja Bisht
29	03114188821	PRANJUL MALYAN	BCOM M	JEWESH MANUJA ADVOCATE	C-114,1st FLOOR,FATEH NAGAR,JAIL ROAD,NEW DELHI 110018	Kuldeep Kumar	Accounts manager	jeweshmanuja@gmail.com	9810642202	2 July 2023	"Analysing the financial working of the Jewesh Manuja Advocate"	Ms. Pooja Bisht
30	03214188821	VAIBHAV SURI	BCOM M	FarmDeli International LLP	Santram Marg, South Delhi, Delhi-110074	Anil Kumar	Managing Partner	farmdeliinternational@gmail.com	9910029244	7/20/2023	Analysing Social Media Marketing Strategies at FarmDeli International LLP-5Essential	Ms. Pooja Bisht
31	03314188821	INSHA SAIFI	BCOM M	BRIMCO ENGINEERING WORKS	M-24/1 st.09 Anand Parbat Industrial Area,New Rohtak Road,New Delhi-05	Mr. Ijazuddin	CFO	ijazsaifi@gmail.com	9810246361	27.08.23	Recruitment and Selection	Dr Preeti Singh
32	03414188821	SHUBHANGI SHARMA	BCOM M	Medulance	okhla phase 1	Akshita Sharma	senior HR executive	akshita@medulamc.com	9310991408	01.08.23	Recruitment, Selection and HR Documentation	Dr Preeti Singh
33	03514188821	GARIMA BELLANI	BCOM M	Vadehra Builders Pvt. Ltd.	D-178, Okhla Industrial Area, Ph. 1, New Delhi	Deepak Kumar	Accounts Manager	deepak@vadehrabuilders.com	9560144595	20.07.2023	A study on implementation of accounting procedures and financial management of the company	Dr Preeti Singh
34	03614188821	ADITYA MANCHANDA	BCOM M	7Med	"Financial Management Practices & Auditing at 7Med India Pvt. Ltd."	Vikas Verma	HR Manager	vikas@7med.in	8830567466	20.07.2023	Financial Management Practices & Auditing at 7Med India Pvt. Ltd	Dr Preeti Singh
35	03714188821	LAKSHAY NAGPAL	BCOM M	Armor Group	44, 1st floor, 7th main, 9th cross,Maruthi Layout,Bangalore-560043	Mr. Dev Walia	Marketing Manager	Waliadev@armorgroup.in	8586995414	20.07.2023	Analysis of Marketing Strategies of Armor Group	Dr Preeti Singh
36	03814188821	VARUN AREJA	BCOM M	victorious infotech	C-77, C Block, Sector 2, Noida, Uttar Pradesh 201301	rakesh mangal	Senior HR executive	mangalrakesh@gmail.com	9866636360	01.06.2023	A study on recruitment and selection process	Dr Preeti Singh
37	03914188821	TEJAS BHADANA	BCOM M	Doorsra college	Westend marg, saket, new delhi	Rishabh maheshwari	Marketing	Info@doorsracollege.com	9856570452	15.07.2023	Decoding of digital marketing	Dr Preeti Singh
38	04014188821	HARSH PRABHAKAR	BCOM M	Old Delhi Haat	Kucha Ustaad Hira, Chandni Chowk, Delhi - 110006	Vivek Sharma	Showroom Manager	olddelihaat@gmail.com	9873712159	01/08/2023	consumer buying behavior on Indian handicraft products	Dr Preeti Singh
39	04214188821	CHIRAG BANSAL	BCOM M	IGLNU	sarai ROHILLA New Delhi	Pushkar Poonia	Manager	pushkar@gmail.com	880934786	1/8/2023	"A STUDY OF IMPACT OF MARKETING STRATEGIES ON CUSTOMERS w.r.t. INGLU GLOBAL"	Dr. Rashmi Bhatia
40	04314188821	JASMAN SINGH MALHOTRA	BCOM M	Action tesa	Udhryog Nagar Delhi	Mr rajeev	marketing head	abhishek@iglgnu.in	7843998645	15/07/2023	A study on customer perception	Dr. Rashmi Bhatia
41	04414188821	VISHAKH NAUTIYAL	BCOM M	Triveni Memorial Foundation	R2-A/73, RAM NAGAR, OM VIHAR, UTTAM NAGAR (WEST), NEW DELHI-110059, New Delhi, , Delhi, India	Bhoomika Bakshi	president	mail2triveni.ngo@gmail.com	8010381642	07.08.2023	NGO fund raising and management	Dr. Rashmi Bhatia



42	04514188821	OSHAL	BCOM M	Goaler web solutions	Mullahera, Sector 23, Gurugram, Haryana 122016	Ishika Rastogi	Intern manager	ishikarastogi2003@gmail.com	9560453092	26.07.2023	A STUDY ON INVESTMENT BEHAVIOR FOR INVESTING IN EQUITY MARKET WITH REFERENCE TO GOALER WEB SOLUTION	Dr. Rashmi Bhatia
43	04614188821	STUTI SINGH	BCOM M	White Crow Consulting	G-65 Sector 63 Noida	Ishha Ajmera	Marketing intern	ishha@white-crow.in	9711134595	16/07/23	Content Marketing Strategies for Effective Client Engagement at White Crow Consulting	Dr. Rashmi Bhatia
44	04714188821	ARYAN KAPOOR	BCOM M	Growthclues	West Patel Nagar, New Delhi – 08	Mr Aditya	intern manager	info@growthclues.com	9811505258	28/7/2023	ANALYSIS OF DIGITAL MARKETING STRATEGIES AT GROWTHCLUES	Dr. Rashmi Bhatia
45	04814188821	SPARSH GULATI	BCOM M	Growthclues	West Patel Nagar	Lakshita Kohli	Managing Partner	info@growthclues.com	9811505258	25/07/23	A Study On online trading in Indian Stock Market at Growthclues	Dr. Rashmi Bhatia
46	04914188821	NIRBHIK BISHT	BCOM M	TAURUS ADVERTISING	C-45, DDA Shed, Pocket A, Okla Phase I, Okhla Industrial Estate, New Delhi, Delhi 110020	Mrs.Meenal Bajaj	Marketing manager	Aryanbisht890@gmail.com	8929096839	08/08/23	A Study on Completing Business Development Functions of Snigdha Consultants Private Limited	Dr. Shivani Sharma
47	05014188821	PRAYAS PANDA	BCOM M	ADS Media	Near new holland tractor agency, Hisar road, Ambala city	Ankita Gour	HR Manager	adsmedia00700@gmail.com	7056633620	19/07/23	A study on the investment pattern of consumers with respect to financial products and services at ADS Media Pvt Ltd.	Dr. Shivani Sharma
48	05114188821	ADITYA SINGH	BCOM M	IWAI	Noida near sec 15 metro	rajveer singh	manager	rajveer001@gmail.com	8906578312	1/8/2023	A study on internal audit functions and it's performance in IWAI	Dr. Shivani Sharma
49	05214188821	SAKSHI CHAUHAN	BCOM M	Jagmurti Infretech LLP	D-040 MU-1, GREATOR NOIDA NA UTTAR PRADESH Gautam Buddha Nagar Uttar Pradesh 201310	Manas Nayak	Accounts Head	manasnayak@live.in	9015636138	18/07/23	The financial analysis of Jagmurti Infretech LLP	Dr. Shivani Sharma
50	35114188821	HARSH PANDEY	BCOM M	Driv india ltd	paras trade center, gurugram	Sumit bhowmik	HR head	sumitbhowmik@driv.org		08/08/23	Financial analysis of DRIV India Pvt.Ltd.	Dr. Shivani Sharma
51	35214188821	GARVDEEP VIRK	BCOM M	Auto Ignition ltd.	49 Km Milestone, NH-19	Sanjay Grover	HR head	sanjay.grover@autoignition.org	1 (0) 1275 24920	15/09/23	"Effect on the profitability with the change in product mix"	Dr. Shivani Sharma
52	35314188821	SANYAM BHATIA	BCOM M	Mayank manjula	C-114,1st FLOOR,FATEH NAGAR,IAI	Jewesh Manjula	ADVOCATE	jeweshmanuja@gmail.com	9810642202	15/09/23	"Analyzing the financial working of the company"	Dr. Shivani Sharma
53	35414188821	NAMAN SACHDEVA	BCOM M	Anil Singh	Near new holland tractor agency, Hisar road, Ambala city	Ankita Gaur	HR Manager	adsmedia00700@gmail.com	7056633620	19/07/2023	A Study into how consumers choose to invest in financial	Dr. Shivani Sharma
54	35514188821	SARTHAQ CHHAUDA	BCOM M	Axis bank	Sector 7 Faridabad	Mrs.Nidhi	Manager	Nidhisarewanaxis@gmail.cc	95828 00392	09/08/23	"COMPARITIVE ANALYSIS OF PRODUCTS AND SERVICES OF AXIS	Mr. Umesh Kumar
55	35614188821	PRIYAMVADA	BCOM M	Elevate	sanjay memorial, Faridabad	Mr. Bhuvnesh	CEO	rishabhmaheshwari@gmail	9667783310	1/8/2023	ANALYSIS OF DIGITAL MARKETING STRATEGIES AT	Mr. Umesh Kumar
56	04324588821	PAVITSINGHBAWA	BCOM M	SHRI KRISHNA EMBROIDERS PVT.LTD	X-7, Phase-II, Okla IndustrialArea, New Delhi-110020	AMAN	HR MANAGER			21/7/23	MARKETING STRATEGIES OF SHRI KRISHNA EMBROIDERIES PRIVATE LIMITED	Mr. Umesh Kumar
57	35124588821	FAZAL AHMAD	BCOM M	Gurudwara, A-8, 3rd fl	Sahil Advertising Agency	Mr.Aditya Soni	Finance Trainer	adityasoni21@gmail.com	9711917707	21/7/23	Production Management and Marketing of sahil Advertising Agency	Mr. Umesh Kumar
58	35224588821	NANDINI SINGH	BCOM M	Pharmeasy	gurgaon	mrinal shekhar	assistant GM	mrinal.pharmeasy@gmail.c	9899114672	2/7/2023	Understanding the marketing strategies at cwick logistics	Mr. Umesh Kumar
59	35324588821	TANISHQ BHATIA	BCOM M	Glorious Electronics In	Old Press Colony, Rajiv Gandhi Colony, New Industrial Township, Faridabad, Haryana 121005	Pradeep	HR manager	Pradeepbhatia@glorousto	9899115050	15/07/23	ANALYSIS OF DIGITAL MARKETING STRATEGIES	Mr. Umesh Kumar
60	35424588821	SANYA GERA	BCOM M	Nlash Overseas	G55, Office Number 410 main Vikas Marg Laxmi Nagar New Delhi - 110092	Shahnawaz Khan	Founder & CEO	Nlashgemjewels@gmail.co	9958494549	20/07/23	Implementing Marketing Strategies at Nlash Overseas	Mr. Umesh Kumar
61	35524588821	SHUBH SHARMA	BCOM M	Digit	B-117 Sector 2, Noida Uttar Pradesh 201301	Payal Mathur	Manager	payal.mathur@9dot9.in	99994 60800	31/7/23	Study on impact of Marketing Strategies of Amazon	Mr. Umesh Kumar
62	00124588821	AMAN AGRAHARI	BCOM E	SBI General Insurance	46, Pusa Rd, near Metro Pillar No 129, Block 8A, WEA, Karol Bagh, New Delhi, Delhi, 110005	Ms. Rashi Shahi	Regional Hr Manager	15970@sbigeneral.in	8540982540	1/8/2023	A STUDY OF RECRUITMENT PROCESS FOLLOWED IN SBI General Insurance	Dr.Priyanka Alhuwalia
63	00224588821	NEHA DESWAL	BCOM E	PHN Technology Pvt. Ltd	Solitaire Business Hub,Office No. E Wing 5010, F wing 5010 & 5020, 5th E core, opp. NECO Garden Society, Viman Nagar, Pune, Maharashtra 411014	Pradip narayankar	Director	internship@phntechnolog	7678125874	24/07/2023	Integrated financial reporting A STUDY ON HUMAN RESOURCE MANAGEMENT PRACTICES FOLLOWED BY MARS EXPLORATION PVT. LTD	Dr.Priyanka Alhuwalia
64	00424588821	AASHIMA MAHAJAN	BCOM E	MARS Exploration Pvt. Ltd	G34, Block G, Sector 3, Noida, Uttar Pradesh 201301	Ms. sai Lakshmi	HR Manager	hirmarexplorationpvt@gm	8530636474	3/10/2023		Dr.Priyanka Alhuwalia
65	00524588821	AAKASH SHARMA	BCOM E	Ananta Resource Management	B-107 Ananta Resource Management, Rolex Shopping center, Bandu Gore Marg, Goregaon West, Mumbai, Maharashtra 400104	Ifra Amin	Accounts Manager	aakashsharma050603@gm	7291874220	27/04/2023	Bookkeeping Process with Tally and Zoho for Ananta Resource Management	Dr.Priyanka Alhuwalia
66	00624588821	KHUSHBOO ARORA	BCOM E	Batra Hospital And Medical Research Centre	1, Mehrauli - Badarpur Rd, near Saket Metro Station, Tughlakabad Institutional Area	Mr. HC Bhanja	Finance Controllor	arorakhushboo2021@gmail	9315039496	27/07/2023	IOS Challan And Crediting Process with reference to Batra Hospital And Medical Research Centre	Dr.Priyanka Alhuwalia
67	00724588821	SANCHIT KUMAR	BCOM E	Tradewell Advisory services pvt ltd	M-22, NEW MAHAVIR NAGAR, JANAK PURI EAST, NEW DELHI - 110018	Mr.jatin	Director	Sanchit2003kumar@gmail.com	9910089419	20/07/2023	A study of accounts and financial activities of Tradewell Advisory services Pvt Ltd	Dr.Priyanka Alhuwalia
68	00824588821	YASH THAKUR	BCOM E	Madan Trading Comp	14/3 Lajwanti complex Faridabad	Jatin Ahuja	merchandiser	yashyt0603@gmail.com	7982121260	25.07.2023	An analysisi of Training and development	Ms. Nikhita Dhawan
69	00924588821	SHASHVAT SHARMA	BCOM E	Visionsutra Pvt. Ltd.	International Trade Tower, Visionsutra Pvt Ltd, 2nd floor, Avanta Business Center, Block E E, Nehru Place, New Delhi, Delhi 110019	Abhishek Sharma	Director	abhishek@visionsutra.com	85588 58901	01.08.2023	Digital marketing at Visionsutra Pvt. Ltd.	Ms. Nikhita Dhawan
70	01024588821	GARVIT BATRA	BCOM E	RSSB & ASSOCIATES	B-119, Lower Ground Floor, Opp. Laxmi Narain Mandir, Kalkaji, New Delhi-110019	Rohit Saluja	Founder and managing	Carohit@carssb.com	9873545058	28/07/2023	A Comparative study of GST return	Ms. Nikhita Dhawan
71	01124588821	ANSH CHAUHAN	BCOM E	Ans temp control engi	WS-53,Sudama puri west, shahdara 16/2, Sahibabad Industrial Area , KC India Test Laborato	Kishore Kumar	Accountant	www.Ans green zone.com	8130810868	24/7/2023	Financial and marketing analysis of Ans temp control engineers pvt limited	Ms. Nikhita Dhawan
72	01224588821	PIYUSH JINDAL	BCOM E	KC India Test Laborato	201010	Aakriti Suyal	Deputy Quality Manage	Kcitestlab@gmail.com	8920149716	24-10-2003	Financial and Marketing analysis of KC India Test Laboratories LLP	Ms. Nikhita Dhawan
73	01324588821	SIDDHANT CHUGH	BCOM E	Travel Index	26 Kalkaji, New Delhi	Sandeep Kumar	Manager		98100 84492	31-07-2023	Financial Analysis of Travel Index Pvt Ltd	Ms. Nikhita Dhawan
74	01424588821	DIVYESH BALODI	BCOM E	Devocratic Technology	SECOND FLOOR POCKET-16 SEC-122 NOIDA UTTAR PRADESH 201301 NOIDA Gautam Buddha Nagar UP 201301 IN.	Praveen Kumar	founder and manager	hello@plug.money	8130131227	24.07.2023	Digital marketing at Devocratic Technologies Private Limited	Ms. Nikhita Dhawan
75	01524588821	SAMIT SATIJA	BCOM E	Tata Communications	5th, Next Gen Tower, New IDC Building, Ho Chi Minh Marg, opp. Savitri Cinema Complex, VSNL Colony, Masjid Moth, Greater Kailash, New Delhi, Delhi 110048	Jagjit Singh Gandhi	Senior Manager	jagjit.gandhi@tatacommu	9810798777	17.07.23	Analysis of billing and collection of Tata communications Ltd.	Ms. Nikhita Dhawan
76	01624588821	NAMIT SATIJA	BCOM E	Tata Communications Ltd.	5th, Next Gen Tower, New IDC Building, Ho Chi Minh Marg, opp. Savitri Cinema Complex, VSNL Colony, Masjid Moth, Greater Kailash, New Delhi, Delhi 110048	Mr. Jagdish Singh Gandhi	Senior Manager in Finance	jagjit.gandhi@tatacommu	9810798777	17.07.23	A study on Ratio Analysis of Tata Communications Limited	Ms. Chanika Goel
77	01724588821	SWAYAM GUPTA	BCOM E	Shree balaji stuff toys	We 98 sadh nagar palam colony new delhi	Mr.sunil kumar	Head of finance		9210779955	31.07.2023	Study of Financial Statements and Ratio Analysis of Fun Zoo Toys (Soft Toys Company)	Ms. Chanika Goel
78	01824588821	KANIKA RAWAT	BCOM E	Country Holiday Travel India	G-01, H-17, Block H, Sector 63 Rd, H Block, Sector 63, Noida, Uttar Pradesh 201301	Ms. Sharmi Chakraborty	Head of HR & SMM	sharmic.official@gmail.co	8274886772	14.08.2023	Recruitment, selection and training policies in country holiday travel	Ms. Chanika Goel
79	01924588821	ALI FAWWAZ MIRZA	BCOM E	Rategain Travel Technologies	Prius Global, sec-125 Noida,Uttar Pradesh, 201301	Ms. Apoorva Chawla	Senior Partner- Product Marketing	apoorva.chawla@rategain.com	9811311814	16.08.2022	A Study of marketing and promotional strategies of Rategain Travel Technologies	Ms. Chanika Goel
80	02024588821	DEBRAJ ROY	BCOM E	SBI General Insurance	46, Pusa Rd, near Metro Pillar No 129, Block 8A, WEA, Karol Bagh, New Delhi, Delhi, 110005	Ms. Rashi Shahi	Regional Hr Manager	15970@sbigeneral.in	8540982540	7/8/2023	A study of HRM of SBI General Insurance	Ms. Chanika Goel
81	02124588821	HARSHIT RAWAT	BCOM E	Aims Media	Address: B-216, Pacific Business Park, Link Rd, Sahibabad Industrial Area Site 4, Ghaziabad, Uttar Pradesh - 201010	Mr. Ashish Khantwal	Head of Affairs	ashishkhwantwal@outlook.i	8512007711	19.07.2023	Analysing feasibility for launching a Franchise of AIMS Media Pvt. Ltd.	Ms. Chanika Goel



82	02224588821	DAKSH ARORA	BCOM E	Finchase INC	K-Block, Mahipalpur Extension, New Delhi -110037	Mr Anshul Gupta	Co- founder	info@finchase.in	9289288479	24.07.2023	Financial Analysis of Finchase Inc.	Ms. Chanika Goel
83	02324588821	SHIVAM SALUJA	BCOM E	RSSB & Associates	E-119, LGF, Opposite Laxmi Narain Temple, Kalkaji, New Delhi-110019	Mr. Rohit Saluja	Head	carohit@carsso.com	9873545058	28.07.2023	A Study of accounts and Financial Activities of RSSB and Associates	Ms. Chanika Goel
84	02424588821	ASHISH KUMAR JHA	BCOM E	country holidays travel India Pvt. Ltd.	NOIDA, UP	Vishal Kumar gupta	founder	hrsupport@baskethunt.co m	9717721661		Analysis of social media marketing strategy of Country holidays travel	Dr. Prashant Kumar
85	02524588821	AADESH KUMAR GULATI	BCOM E	Anar App private limited	mumbai, maharashtra	sagar jagtap	sales associate	sagar.jagtap@anar.biz	-	24/07/23	A study of Marketing and Promotional Strategies at ANAR APP Pvt. Ltd.	Dr. Prashant Kumar
86	02624588821	KESHAV SHARMA	BCOM E	Luxe Moto	Gurugram, Haryana	Amit Sharma	Founder		9810259849	19/07/23	Financial Analysis of Luxe Moto India Pvt. Ltd.	Dr. Prashant Kumar
87	02724588821	AADARSH SHARMA	BCOM E	basket hunt: pvt. ltd.	Jharkhand, India	Gaurav Sharma	Sales Manager	hrsupport@baskethunt.co m		24/07/23	A Study on the Digital Marketing Processes at Bradintelle Services Pvt. Ltd.	Dr. Prashant Kumar
88	02824588821	AMAN PANDEY	BCOM E	RK Roadlines	New delhi, india	Rakhi M.	Finance head			19/7/23	Financial Analysis of RK Roadlines	Dr. Prashant Kumar
89	02924588821	P J PHILIP	BCOM E	Unayur Mkt. Pvt. Ltd.	Karol bagh, New Delhi	Mathew Mathai	HR		9811440946	24th July 2023	Study of HR management of Unayur Marketing.	Dr. Prashant Kumar
90	03024588821	HIMANSHU	BCOM E	basket hunt: pvt. ltd.	Jharkhand, India	Vishal Kumar gupta	founder	hrsupport@baskethunt.co m	9717721661		Analysis of Digital Marketing strategy of PMN Patralok	Dr. Prashant Kumar
91	03124588821	ANUBHAV	BCOM E	Solidaridad	Janakpuri, New delhi	Mr. Ajay sir	finance department head	anubhav120803@gmail.co m	8383033741	7/8/2023	Analysis of work in finance department	Ms. Gurmeet Sodhi
92	03224588821	SANCHITA BISHT	BCOM E	Rao & Emmar	tilak nagar, delhi	Mr Hemant Gupta	Partner	hemant@raoemmar.com	9910611114	07/09/2023	Analysis of the existing gst return filing workflows in Rao & Emmar	Ms. Gurmeet Sodhi
93	03324588821	BHUMI TIWARI	BCOM E	MSKG & CO.	Kalkaji , New Delhi	Nikita Jain	Owner	Mskg.delhi@gmail.com	9873721545	20/7/2023	A study of Advanced Financial Softwares and Techniques Used by MSGK & Co.	Ms. Gurmeet Sodhi
94	03424588821	ANJALI SAXENA	BCOM E	CONCOR	NSIC OKHLA NEW DELHI	N.RISHIKESH	DGM FINANCE	rishikesh@concorindia.com	9868040037	02/08/2023	Ratio analysis of Concor	Ms. Gurmeet Sodhi
95	03524588821	HARSH GOYAL	BCOM E	M/S. Aggarwal Yashika	Hodal	Yashika Aggarwal	Accounts Manager	harshgoyal406@gmail.com	995836551	17/07/2023	A study on the accounting & taxation adopted by the industry	Ms. Gurmeet Sodhi
96	03624588821	VAIBHAV MENDIRATTA	BCOM E	Viba. Press. Pvt. Ltd.	C-66, okhla phase-2, new delhi	Mr. Ajay kumar	Owner	akmp1974@gmail.com	8368529323	07/08/2023	A study of accounts and financial activities of viba press pvt ltd	Ms. Gurmeet Sodhi
97	03724588821	SAKSHAM SHARMA	BCOM E	Fugazee Lifestyle LLP	NR27, Shop#3, crossroads Complex, Naithapur Road, S-block, DLF-Phase 3, Gurugram	Mr. KArnav Dey	Leader	sharma.saksham1511@gm	0124-4317184	24/07/2023	Comprehensive Financial Management	Ms. Gurmeet Sodhi
98	03824588821	YANNIK ARYA	BCOM E	Transworld GLS	905-908 Devika Tower 9, Nehru place, New Delhi 19	Jeevan Kumar	Accounts Head	yannikarya2003@gmail.com	98914 59779	1.08.23	Financial Analysis of Transworld GLS	Ms. Gurmeet Sodhi
99	04024588821	ARYAN TYAGI	BCOM E	Mas Callnet India Pvt.	Okaya Centre, Tower- 1, uNit no 302, A & B, 3rd floor, B-5, Sector 62, Noida.	CA Urvi Wadhwa	Head Accounts	aryan.tyagi.1902@gmail.co	9873115304	31/07/2023	A study on the SME IPO	Ms. Shweta Khandelwal
100	04124588821	SHREYA CHUGH	BCOM E	Lehar Enterprise	Delhi	Mr. Harshit Garg	Accountig associate	leharstationery@gmail.com	8287693390	26/07/23	UnderstNDING AND IMPLEMENTING TAX DEDUCTED AT SOURCE: AN INTERNSHIP REORT	Ms. Shweta Khandelwal
101	04224588821	VRINDA SETHI	BCOM E	angus montgomery in	saket	Mr. Himanshu Kaushik	finance director	himanshu@indiaartfair.in	9999822789	23.07.23	Analysing the accounting standards and policies practised in the company	Ms. Shweta Khandelwal
102	04424588821	SINJEET RAI	BCOM E	bhupesh khadaria and	adchini	Rabindra nath dey	partner	bhupesh_khadaria@yahoo.	9818855158	01.07.2023	Analysis of existing GST return filing work under bhupesh khadaria and company	Ms. Shweta Khandelwal
103	04524588821	HIMANSHU SHARMA	BCOM E	New tech auto machir	noida	sakir ali	director	sakirali@1900@gmail.com		1.10.2023	A study of accounts and financial activities of new tach auto machine.	Ms. Shweta Khandelwal
104	04624588821	AARUSHI BHARDWAJ	BCOM E	Safeway Insurance Tr	815, VISHWASADAN TOWER, Janakpuri District Centre	Ms Ekta Arora	Accounts head	support <support@safeway	9650795079	01.08.2023	A study of the impact of the financial policies of the Safeway Insurance Pvt TPA Ltd.	Ms. Shweta Khandelwal
105	35624588821	RIJUL BHATIA	BCOM E	AGD & Associates	Faridabad, Haryana	Mr. Gaurav kataria	Partner of firm	office@agdassociates.in	9999534797	20/7/2023	Income tax return and E-filing process	Ms. Shweta Khandelwal

## List of Class Room Activities for Experiential Learning, Participative Learning and Problem Solving

### Experiential Learning

1. Summer Internships
2. Major Project
3. Minor Project
4. Case Study
5. Presentations
6. Industrial Visit

### Participative Learning

1. Assignments
2. Presentations
3. Quiz
4. Case Study

### Problem Solving

1. Case Study
2. Quiz

# Case Study

## BCOM V M

# Banking Operations

# Speed, Agility, Flexibility: DN Delivers ATM-as-a-Service Solution in Just Three Months

bank99 is a truly Austrian brand, committed to the local communities it serves and passionate about innovating for the future of banking. From its inception, it's a financial institution that's moved quickly and decisively—it launched in April, 2020, just 337 days after the project was kicked off, with the goal of serving 99% of Austrian consumers. A joint venture between Austrian Post AG and the GRAWE Banking Group, it offers financial services to Austrian Post customers. bank99 opted for Diebold Nixdorf's subscription model to deploy a self-service channel aimed at offering advanced transaction sets while driving efficiencies and optimizing their entire self-service network.

## Overview

### bank99

Austria, Vienna

**1,800** service points  
including **400** branches

**100** employees

**\$709** million in total assets



## CHALLENGES



Quickly roll out a fully operating self-service network



Enable a broad range of transaction types across the self-service estate



Increase flexibility with an ATM subscription model



Outsource end-to-end management of their fleet to a one-stop technology services partner

## SOLUTIONS



Hardware Lifecycle Management (across the fleet of ATMs including recyclers and kiosks) and Implementation Services



Second Line Maintenance and DN AllConnect™ Data Engine



Full suite of managed services including Software Deployment, Security & Compliance, Cash Optimization & Handling, Monitoring & Event Management and Integrated Service Desk Support

## IMPACT



Within three months, the first wave of ATMs was successfully deployed and fully operational



Very well-planned and executed implementation rollout ensured entire fleet was installed on time



High availability, superior consumer experience and satisfaction from day one



Outsourcing meant the organization could remain lean with no need to invest in tools and infrastructure and their maintenance



In-house resources can focus on planning and delivering strategic growth rather than on daily operational fleet management

As a newcomer to the Austrian market, bank99's mission is to offer a different way to bank. From their inception, they've looked for innovative approaches to delivering simple, frictionless financial services. One of their first noteworthy initiatives was offering the ability to open a new account in five minutes, and their ongoing efforts are aimed at reducing complexity for their staff and their consumers. Diebold Nixdorf supported the 'green field' approach of Austrian Post to setup its own new retail bank called bank99 by delivering a tested and fully working ATM-as-a-Service solution in only three months. This was made possible thanks to the long-standing experience of Diebold Nixdorf in running end-to-end self-service channels on behalf of customers across the globe and to a local team of experts across a broad range of areas.

### **FAST IMPLEMENTATION DELIVERS CASH AND NON-CASH SELF-SERVICE OPTIONS ACROSS AUSTRIA**

bank99 wants to meet consumers' demands for safe, flexible, user-friendly, accessible banking in the physical world. They identified the self-service channel as the best way to meet those needs and chose Diebold Nixdorf as their end-to-end partner. DN's extensive global expertise in supporting financial institutions from a hardware, software and services perspective informed their final decision.

"We had a vision that our clients would have access to our differentiated offerings through one connected channel", says Patrick Kovacs, Senior Project and Program Manager at bank99. "With Diebold Nixdorf, we now have the resources and the business partnership to turn that vision into a reality at optimal cost to operate. As a banking start-up in the 21st century, the ability to scale our digital retail banking offering to our Austrian customers in many remote locations is not only valuable, but also absolutely critical."

### **"AS A SERVICE" MODEL ENSURES END-TO-END FLEET MANAGEMENT AND SUPPORT**

bank99 entrusted full operational accountability for their self-service channel to DN, opting for a subscription-based model for their network. The DN "as a Service" offering integrated hardware, software and services seamlessly into one comprehensive solution, providing faster scalability and optimizing bank99's internal operations. It removes both the costs and the risks connected with the ownership of the self-service fleet while delivering an enhanced end-user experience for an all-in-one, predictable monthly subscription fee.



*"Managing modern ATMs is complex and requires special know-how. We relied on the expertise of Diebold Nixdorf to help ensure the launch of a country-wide network of ATMs and branches was successful and seamless, so for us, that partnership was critical to our success."*

—Michael Wiedeck, Chief Sales Officer, bank99

As bank99's single point of contact for all things related to the self-service channel, DN manages ATM and cash availability, security and compliance. Technical availability is powered by DN Second Line Maintenance, Monitoring & Event Management and Integrated Services Desk, all supported by real-time, data-driven and actionable insights from DN AllConnect Data Engine.

DN AllConnect Data Engine ensures high end-user availability through proactive maintenance, with fewer incidents and the ability to resolve many issues remotely. Data-driven technology is also used to track cash usage across the network, so we can predict usage and work with CIT partners to optimize cash planning and handling at each location.

A multi-layered approach is in place to ensure compliance and protection from physical, logical and fraud attacks with a security package including intrusion protection, access protection, hard disk encryption and more.

### **FUTURE PROOFING THROUGH A HOLISTIC PARTNERSHIP**

"Our focus for the near future is to continue expanding on the market by acquiring new customers and offering more services to existing ones," says Michael Wiedeck, bank99's Chief Sales Officer. "Partners such as Diebold Nixdorf make that possible by delivering the reliable and secure solutions our customers need, integrating into our ecosystem and taking full accountability so our team can shift their focus from operational management, to planning and delivering strategic growth."





# Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)



## Quiz Sample and Analysis (Odd Semester)





# Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

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Accredited by National Assessment and Accreditation Council (NAAC)



# BBA

# Odd Semester

Sample is attached for 3rd year and marking is done out of 1 mark





**Quiz**  
**BBA V M**  
**Financial Modelling**  
**Marks- 0.1 each**

**1. What is the correct formula to calculate the total revenue for a company, given the unit price and quantity sold?**

- a) =SUM(UnitPrice, QuantitySold)
- b) =UnitPrice \* QuantitySold
- c) =AVG(UnitPrice, QuantitySold)
- d) =MIN(UnitPrice, QuantitySold)

**2. Which function is used to find the highest value in a range of cells?**

- a) MAX
- b) MIN
- c) AVERAGE
- d) COUNT

**3. How can you copy a formula from one cell to another in Excel?**

- a) Press Ctrl+C and Ctrl+V
- b) Right-click and select "Copy" and "Paste"
- c) Drag the fill handle across the desired cells
- d) Type "=COPY()" in

**4. Which Excel function is used to calculate the future value of an investment?**

- a) NPV



b) IRR

c) FV

d) PV

**5. What does the CONCATENATE function do in Excel?**

a) Adds up a range of cells.

b) Concatenates two or more text strings together.

c) Calculates the average of a range of cells.

d) Counts the number of cells that meet a specific condition.

**6. Which function can be used to convert a text string to a date format in Excel?**

a) TEXT

b) VALUE

c) DATEVALUE

d) CONVERT

**7. Which Excel feature is used to highlight cells that meet specific criteria?**

a) Conditional Formatting

b) Data Validation

c) Sorting

d) Filtering

**8. How can you create a data validation rule to allow only numeric entries in a cell?**

- a) Select the cell, go to Data Validation, and choose "Whole Number" as the validation criteria.
- b) Select the cell, go to Data Validation, and choose "Text Length" as the validation criteria.
- c) Select the cell, go to Data Validation, and choose "Decimal" as the validation criteria.
- d) Select the cell, go to Data Validation, and choose "Custom" as the validation criteria.

## 9. What is the purpose of a Pivot Table in Excel?

- a) To create dynamic formulas
- b) To sort data in ascending order
- c) To summarize and analyze large data sets
- d) To perform complex calculations

## 10. How can you change the summary function of a value field in a Pivot Table?

- a) Right-click on the value field, select "Value Field Settings," and choose the desired summary function.
- b) Go to the "Analyze" tab, click on "Field Settings," and select the desired summary function.
- c) Double-click on the value field and the summary function options will appear.
- d) Select the value field, go to the "Design" tab, and choose the desired summary function from the drop-down menu.

## Answers

1. b)  $\text{=UnitPrice} * \text{QuantitySold}$
2. a) MAX
3. c) Drag the fill handle across the desired cells
4. c) FV
5. b) Concatenates two or more text strings together
6. c) DATEVALUE
7. a) Conditional Formatting
8. d) Select the cell, go to Data Validation, and choose "Custom" as the validation criteria
9. c) To summarize and analyze large data sets
10. a) Right-click on the value field, select "Value Field Settings," and choose the desired summary function

## Quiz Assessment BBA V M Financial Modelling

Sr. No.	Roll No.	Year	Name of Student	Marks out of 1
1	00114101721	2023	SHIZA	1
2	00214101721	2023	SAMEER	0
3	00314101721	2023	RIA SAIGAL	1
4	00414101721	2023	VANSHIKA JAUHRI	1
5	00514101721	2023	AAYUSH	1
6	00614101721	2023	HARSH BISHNOI	1
7	00714101721	2023	SOMANSHU SEHGAL	0
8	00814101721	2023	MANISH KAUL	0
9	00914101721	2023	AYUSH MANGLA	1
10	01014101721	2023	TRIYAMBAK NATH VATS	1
11	01114101721	2023	SUFYAN HABEEBUR RAH	1
12	01214101721	2023	RUHI KAUR BHATIA	1
13	01314101721	2023	ROHIT JAISWAL	1
14	01414101721	2023	NIRANJAN BAFNA	1
15	01514101721	2023	CHIRAG SINGHAL	0
16	01614101721	2023	HARSH KUMAR	1
17	01714101721	2023	AKSHITA SARASWAT SI	1
18	01814101721	2023	ADITYA GOYAL	1

19	01914101721	2023	GAURAV	1
20	02014101721	2023	UTKARSH JAIN	1
21	02114101721	2023	DEV SHARMA	1
22	02214101721	2023	RIYA	1
23	02314101721	2023	KASHISH KAINTH	1
24	02414101721	2023	HREDESH BISHT	0
25	02514101721	2023	RIYA AGARWAL	1
26	02614101721	2023	ANUJ RAWAT	1
27	02714101721	2023	CHETAN BIST	1
28	02814101721	2023	VIPASHA RAKHEJA	1
29	02914101721	2023	SUDHIENDRA RAO	1
30	03014101721	2023	PRACHI VERMA	1
31	03114101721	2023	BHAVISHYA KAPUR	1
32	03214101721	2023	PRAKRITI	1
33	03314101721	2023	VAISHNAV NAIR	1
34	03414101721	2023	ABHILASH PANJA	1
35	03514101721	2023	HARSH KUMAR	1
36	03614101721	2023	AKANKSHA BHAMBRI SI	1
37	03714101721	2023	KHUSHI GARG	1
38	03814101721	2023	YASH KUNDWAL	1

39	03914101721	2023	SHANTANU PATRA	1
40	04014101721	2023	ANJINI SHARMA	1
41	04114101721	2023	KSHITIZ RAWAT	0
42	04314101721	2023	SAKSHYA KANOJIA	1
43	04414101721	2023	SHANTANU RAJ	1
44	04514101721	2023	DHEENAN CHAWLA	1
45	04614101721	2023	AYUSH RAWAT	1
46	04714101721	2023	AMAN MORWANI	1
47	04814101721	2023	VARUN BHARTI	1
48	04914101721	2023	VANSH TANEJA	1
49	05014101721	2023	SARTHAK BHATNAGAR	1
50	05214101721	2023	DEEPAK	1
51	05314101721	2023	AARZOO VASHISHT	1
52	05414101721	2023	PIYUSH SINGHAL	1
53	35114101721	2023	SUGANDHI ARORA	1
54	35214101721	2023	BHAVYE CHOUDHARY	1
55	35314101721	2023	ASHUTOSH AGGARWAL	1
56	35414101721	2023	PRATHAM SINGH	1
57	35514101721	2023	ANSHUL TYAGI	1
58	35614101721	2023	KASHISH KRISHNAN	1



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# BCOM

# ODD Semester

Sample of first year is attached and marking is done out of 5 marks



**Quiz**  
**Micro Economics**  
**BCom I M**  
**Marks (0.5 each)**

1. Which of the following are determinants of demand for a product/service?
- a. Price of the product/service
  - b. Income of the buyer
  - c. Desire to purchase the product/service
  - d. All of the above

**Answer: d**

2. The law of demand states that if there is an increase in a product's selling price \_\_\_\_\_.
- a. The quantity demanded of that good will decrease
  - b. The quantity supplied of that good will decrease
  - c. The quantity demanded of that good will increase
  - d. The quantity supplied of that good will increase

**Answer: a**

3. If the price of a good is above the equilibrium price, then \_\_\_\_\_.
- a. There is a surplus in the market and the price will fall
  - b. There is a shortage in the market and the price will fall
  - c. There is a surplus in the market and the price will rise
  - d. There is a shortage in the market and the price will rise

**Answer: a**

4. If the price of a good is equal to the equilibrium price, then \_\_\_\_\_.
- a. The quantity demanded of a good is the same as the quantity supplied and the price will remain unchanged
  - b. The quantity demanded of a good is more than the quantity supplied and the price will fall
  - c. The quantity demanded of a good is less than the quantity supplied and the price will rise



d. None of the above

**Answer: a**

5. An inferior good is a commodity whose \_\_\_\_\_ with an increase in income.

- a. Demand falls
- b. Demand rises
- c. Supply falls
- d. Supply rises

**Answer: a**

6. If consumers think that there are very few substitutes for a particular product, then \_\_\_\_\_.

- a. Demand for it will be price inelastic
- b. Demand for it will be price elastic
- c. Supply for it will be price inelastic
- d. Supply for it will be price elastic

**Answer: a**

7. Two goods are \_\_\_\_\_ when the quantity consumed of one increases with the decrease in price of the other.

- a. Substitute
- b. Normal
- c. Complementary
- d. None of the above

**Answer: c**

8. Under the cross elasticity of demand between two substitute products, \_\_\_\_\_.

- a. If the price of one product increases, the demand for the other product will decrease
- b. If the price of one product decreases, the demand for the other product will decrease
- c. If the price of one product decreases, the demand for the other product will increase
- d. None of the above

**Answer: b**

**9. Under the cross elasticity of demand between two complementary products**

\_\_\_\_\_.

- a. If the price of one product increases, the demand for the other product will increase
- b. If the price of one product decreases, the demand for the other product will decrease
- c. If the price of one product decreases, the demand for the other product will increase
- d. None of the above

**Answer: c**

**10. If the price elasticity of demand for a good is 0.5, then the demand for that good is \_\_\_\_\_.**

- a. Inelastic
- b. Elastic
- c. Unitary elastic
- d. None of the above

**Answer: b**

## BCOM 1 M Micro Economics Quiz Analysis

			Name of the student	Quiz marks out of 5
Sr. No.	Roll No.	Year	Name of Student	
1	00114188823	2023	SANYA MANN	5
2	00214188823	2023	NANDINI JAIN	5
3	00314188823	2023	NIKITA RANA	5
4	00414188823	2023	FAREHA TARIQ	5
5	00514188823	2023	RIYA SINGH	5
6	00614188823	2023	VIDHI NAGPAL	5
7	00714188823	2023	TANISHA GUPTA	5
8	00814188823	2023	JATIN SINGHAL	5
9	00914188823	2023	PRANAV PHARLIA	4
10	01014188823	2023	YASHVARDHAN SINGH BISHT	4
11	01114188823	2023	TISHA RANA	5
12	01214188823	2023	SATYAM JHA	5
13	01314188823	2023	VIKNESE	5
14	01414188823	2023	DIMPLE SEJWAL	5
15	01514188823	2023	SHIVAAZ JAIN	5
16	01614188823	2023	MANAV PANDEY	5
17	01714188823	2023	RIDHIMA THAKUR	5
18	01814188823	2023	PRITY JANA	5
19	01914188823	2023	ARCHANA BHALLA	5
20	02014188823	2023	SUMEET SETHI	5
21	02114188823	2023	AKANKSHA SRIVASTAVA	5
22	02214188823	2023	PUNEET MANCHANDA	5
23	02314188823	2023	AKSHAY KUMAR	4
24	02414188823	2023	HIMANI GUSAIN	5
25	02514188823	2023	KANISHKA JAIN	5
26	02614188823	2023	ASHISH PRADHAN	5
27	02714188823	2023	KRRISH KUMAR GUPTA	4
28	02914188823	2023	AISHWARYA GOEL	5
29	03014188823	2023	KARTIK SHARMA	5
30	03114188823	2023	HARSHIT BHATT	4
31	03214188823	2023	INDRANI BAIDYA	5
32	03314188823	2023	MANISHA CHAURASIA	5

33	03414188823	2023	ARYAN GAUR	5
34	03514188823	2023	SAMARTH SHARMA	5
35	03614188823	2023	ASMANJOT SINGH	5
36	03714188823	2023	GUNAL AGARWAL	5
37	03814188823	2023	NAINA GUPTA	5
38	03914188823	2023	NEHA AGGARWAL	5
39	04014188823	2023	AYUSHI CHAUDHARY	4
40	04114188823	2023	JAHNAVI MONDRETI	5
41	04214188823	2023	LAKSH KAPOOR	4
42	04314188823	2023	SHIVAM GUPTA	5
43	04414188823	2023	ANUSHI OLI	5
44	04514188823	2023	VANYYA MEHTA	4
45	04614188823	2023	TARINI NAGPAUL	5
46	04714188823	2023	PRIYANSHU AHUJA	5
47	04814188823	2023	ASHISH PANWAR	5
48	04914188823	2023	YASH GAUTAM	5
49	05014188823	2023	ARNESH MATHUR	5
50	35114188823	2023	PRAKHAR KUMAR CHOUHDARY	4
51	35214188823	2023	JATIN SABHARWAL	5
52	35314188823	2023	MANVI ARORA	5
53	35414188823	2023	KAVYANSHI MALHOTRA	5
54	35514188823	2023	ISHAAN KHATREJA	5
55	35614188823	2023	ARON KALIA	0
56	70114188823	2023	VIDIT BAKSHI	5
57	70214188823	2023	VEDANTH AGARWAL	5
58	70314188823	2023	SAMEER TIWARI	4
59	70414188823	2023	SACHIN RAWAT	4



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## Presentation Analysis

**Presentations are evaluated out of 5 marks for first Year and out of 2 marks for third year**





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## BBA



STUDENT PROJECT/PRESENTATION SUBMISSION LIST BBA I (M)					
Business Mathematics					
S.No	Enrollment No.	Name of the student	Topic	Date of Submission	Presentation
1	00114101723	SRISHTI GURSEY	Matrices: Types and Operations	05.10.2023	5
2	00214101723	PIYUSH			5
3	00314101723	OM GUSAIN			5
4	00414101723	VIPUL BHATT			5
5	00514101723	MOHD ABAAN			5
6	00614101723	PARDEEP SINGH			3
7	00714101723	ADITI BHARDWAJ	Different Method of finding Solutions of Systel Linear Equations	12.10.2023	5
8	00814101723	CHETNA SINGH			2
9	00914101723	PRANAV GARG			5
10	01014101723	AASHIMA GILL			5
11	01114101723	GEETIKA NEGI			5
12	01214101723	RUPESH			5
13	01314101723	RAHUL GULATI	Applications of Matrix Algebra	19.10.2023	0
14	01414101723	SAHIL KHANNA			5
15	01514101723	SARTHAK BISHT			5
16	01614101723	AAYUSH BATRA			5
17	01714101723	HARSHITA BATRA			5
18	01814101723	RITIKA			5
19	01914101723	DISHA TUTEJA	Permutation and Combination	26.10.2023	4
20	02014101723	SRISHTI SHARMA			4

21	02114101723	SALONI ANAND			4
22	02214101723	LAKSHAY KOHLI			4
23	02314101723	ANMOL CHOUDHARY			4
24	02414101723	VANSHIKA TYAGI			3
25	02514101723	ISHITA GOEL			4
26	02614101723	YASHIKA SANWARIA			0
27	02714101723	SHUBHAM CHOUDHARY			1
28	02814101723	BHAVIKA JAIN			5
29	02914101723	NOMISH KUMAR			4
30	03014101723	ANSHPREET CHHABRA	Aritmetic and Geometric Progression	16.11.2023	1
31	03114101723	NAMAN SETH			0
32	03214101723	JAI KAPOOR			3
33	03314101723	DIVYAM SHARMA			0
34	03414101723	BHUPISHA JAIN			5
35	03514101723	SHUBHAM SHARMA			4
36	03614101723	MAINAK DAS	Functions	23.11.2023	5
37	03714101723	ARYAN SURI			1
38	03814101723	ISHAN SHUKLA			3
39	03914101723	ANISHA GULATI			5
40	04014101723	YOGESH SINGH CHAUHAN			5
41	04114101723	MANMOHAN SHARMA	Partial Differentiations and Appllied Optimization Problems	30.11.2023	4
42	04214101723	DURVISH SHARMA			0
43	04314101723	KHUSHI SWARUP AGGARWAL	Integration and Types of Integration	01.12.2023	4



44	04414101723	UMANG ARORA	Techniques		4
45	04514101723	RHYTHM MEHTA			5
46	04614101723	RAGHAV PATWARI			5
47	04714101723	BIBOSWAN SHOME			0
48	04814101723	PUNEET DHINGRA			0
49	04914101723	PRANSHUL ARYA	Application of Integral Calculus	08.12.2023	2
50	05014101723	SARTHAK RAJ SINGH			0
51	05114101723	DHRUV GOYAL			2
52	05214101723	SIDDHARTH KUNWAR			3
53	05314101723	SIMRAN KAUR			1
54	05414101723	MANAV PUNDHIR	Probability and Probability Distribution	11.12.2023	2
55	35114101723	KARTIK GUPTA			5
56	35214101723	AKDAS ALI			3
57	35314101723	SUYASH GARG			0
58	35414101723	BHAVISHYA CHUGH			0
59	35514101723	AADITYA JAIN	Leontiff Input and Output Model	11.12.2023	3
60	35614101723	AANYA ARORA			0
61	70114101723	ROZALI NAYAK			2



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# BCOM



## STUDENT PROJECT/PRESENTATION SUBMISSION LIST B.COM(H) V (E)

### Basics of Econometrics

S.No	Enrollment No.	Name of the student	Topic	Date of Submission	Presentation
1	00124588821	AMAN AGRAHARI	Econometrics of It's Models	03.10.2023	2
2	00224588821	NEHA DESWAL			1
3	00424588821	AASHIMA MAHAJAN			2
4	00524588821	AAKASH SHARMA			2
5	00624588821	KHUSHBOO ARORA			2
6	00724588821	SANCHIT KUMAR			2
7	00824588821	YASH THAKUR	Probability	10.10.2023	1
8	00924588821	SHASHVAT SHARMA			2
9	01024588821	GARVIT BATRA			2
10	01124588821	ANSH CHAUHAN			2
11	01224588821	PIYUSH JINDAL			1
12	01324588821	SIDDHANT CHUGH			2
13	01424588821	DIVYESH BALODI	Statistical Inferences, Estimators and their properties	17.10.2023	2
14	01524588821	SAMIT SATIJA			2
15	01624588821	NAMIT SATIJA			2
16	01724588821	SWAYAM GUPTA			1
17	01824588821	KANIKA RAWAT			2
18	01924588821	ALI FAWWAZ MIRZA			2
19	02024588821	DEBRAJ ROY	Baye's Theorem and Conditional Distribution	24.10.2023	2
20	02124588821	HARSHIT RAWAT			1

21	02224588821	DAKSH ARORA			2
22	02324588821	SHIVAM SALUJA			1
23	02424588821	ASHISH KUMAR JHA			1
24	02524588821	AADESH KUMAR GULATI			2
25	02624588821	KESHAV SHARMA			2
26	02724588821	AADARSH SHARMA			2
27	02824588821	AMAN PANDEY			2
28	02924588821	P J PHILIP			1
29	03024588821	HIMANSHU			2
30	03124588821	ANUBHAV	Simple Regression Model	31.10.2023	2
31	03224588821	SANCHITA BISHT			2
32	03324588821	BHUMI TIWARI			1
33	03424588821	ANJALI SAXENA			2
34	03524588821	HARSH GOYAL			1
35	03624588821	VAIBHAV MENDIRATTA			2
36	03724588821	SAKSHAM SHARMA	Normal Distribution	07.11.2023	2
37	03824588821	YANNIK ARYA			2
38	04024588821	ARYAN TYAGI			1
39	04124588821	SHREYA CHUGH			1
40	04224588821	VRINDA SETHI			1
41	04324588821	PAVITSINGHBAWA			1
42	04424588821	SINJEET RAI	Hypothesis Testing	14.11.2023	1
43	04524588821	HIMANSHU SHARMA	Multiple Regression Model	21.11.2023	1



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44	04624588821	AARUSHI BHARDWAJ			2
45	35124588821	FAZAL AHMAD			2
46	35224588821	NANDINI SINGH			2
47	35324588821	TANISHQ BHATIA	Goodness of Fit	27.11.2023	2
48	35424588821	SANYA GERA			2
49	35524588821	SHUBH SHARMA			2
50	35624588821	RIJUL BHATIA			2





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## Sample Presentation



# MATRIX ALGEBRA

Srishti Gursey

Piyush

Om Gusain

Vipul Bhatt

Mohd Abaan

Pardeep Singh

BBA 1 M

## DEFINITION

- A matrix is a rectangular array of numbers arranged in rows and columns. The array of numbers below is an example of a matrix.

$$\begin{bmatrix} 1 & 2 & 8 & 1 \\ 4 & 11 & 23 & 5 \\ 6 & -1 & 3 & 0 \end{bmatrix}$$



# APPLICATION OF MATRIX ALGEBRA

- Matrix algebra is used quite a bit in advanced statistics, largely because it provides two benefits:
- Compact notation for describing sets of data and sets of equations
- Efficient methods for manipulating sets of data and solving sets of equations.

# TERMS ASSOCIATED WITH A MATRIX

- Matrix elements: Consider the 2x4 order matrix below, in which matrix elements are represented entirely by symbols.

$$\begin{bmatrix} a_{11} & a_{12} & a_{13} & a_{14} \\ a_{21} & a_{22} & a_{23} & a_{24} \end{bmatrix}$$

- Here first subscript refers to the row number and the second subscript, to the column number.
- The number of rows and columns that a matrix has is called its dimension or its order.

# TYPES OF MATRICES

- 1. Rectangular Matrix
- 2. Row Matrix
- 3. Column Matrix
- 4. Square Matrix
- 5. Diagonal Matrix
- 6. Scalar Matrix
- 7. Unit or Identity Matrix
- 8. Null/ Void/ Zero Matrix
- 10. Equal Matrices
- 11. Triangular matrix

## FEW EXAMPLES.....

- $\begin{bmatrix} 1 & 0 & 1 \\ 3 & 2 & 2 \end{bmatrix}$

- $[1 \ 2 \ 3 \ 4 \ 5]$

$$\begin{bmatrix} 1 \\ 2 \\ 3 \end{bmatrix}$$

- $\begin{bmatrix} 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 8 \end{bmatrix}$

$$\begin{bmatrix} 1 & 0 & 0 \\ 0 & 5 & 0 \\ 0 & 0 & 8 \end{bmatrix}$$

$$\begin{bmatrix} 1 & 0 & 0 \\ 3 & 5 & 0 \\ 6 & 0 & 8 \end{bmatrix}$$

- $\begin{bmatrix} 5 & 0 & 0 \\ 0 & 5 & 0 \\ 0 & 0 & 5 \end{bmatrix}$

$$\begin{bmatrix} 1 & 0 & 0 \\ 0 & 1 & 0 \\ 0 & 0 & 1 \end{bmatrix}$$

$$\begin{bmatrix} 1 & 2 & 0 \\ 0 & 0 & 0 \\ 0 & 0 & 8 \end{bmatrix}$$

# MATRIX OPERATIONS

- Addition of matrices
- Scalar Multiplication
- Multiplication of Matrices
- Transpose of Matrix

- **Determinant**

To every square matrix  $A = [a_{ij}]$  of order  $n$ , we can associate a number (real or complex) called determinant of the square matrix  $A$ .

It is also denoted by  $|A|$  or  $\det A$  or  $\Delta A$ .

- **Submatrix**

A matrix obtained by removing a row(s) or a column(s) or both from a matrix is known as a submatrix of that matrix.

$$A = \begin{bmatrix} 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 1 \end{bmatrix}$$

# FEW MORE TYPES OF MATRICES

- Non Singular Matrix
- Singular Matrix
- Symmetric Matrix
- Skew Symmetric Matrix

**THANK YOU**

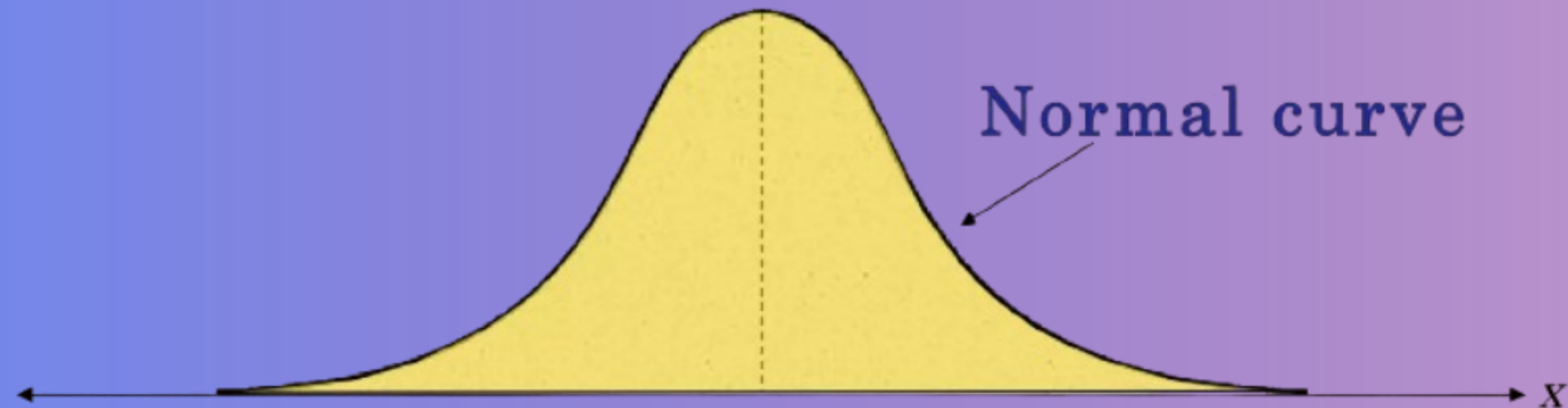


# NORMAL PROBABILITY DISTRIBUTION

SANCHITA BISHT  
BHUMI TIWARI  
ANJALI SAXENA  
HARSH GOYAL  
VAIBHAV MENDIRATTA  
SAKSHAM SHARMA

BCOM 5 E

A **Normal distribution** is a continuous probability distribution for a random variable,  $x$ . The graph of a normal distribution is called the **Normal curve**.



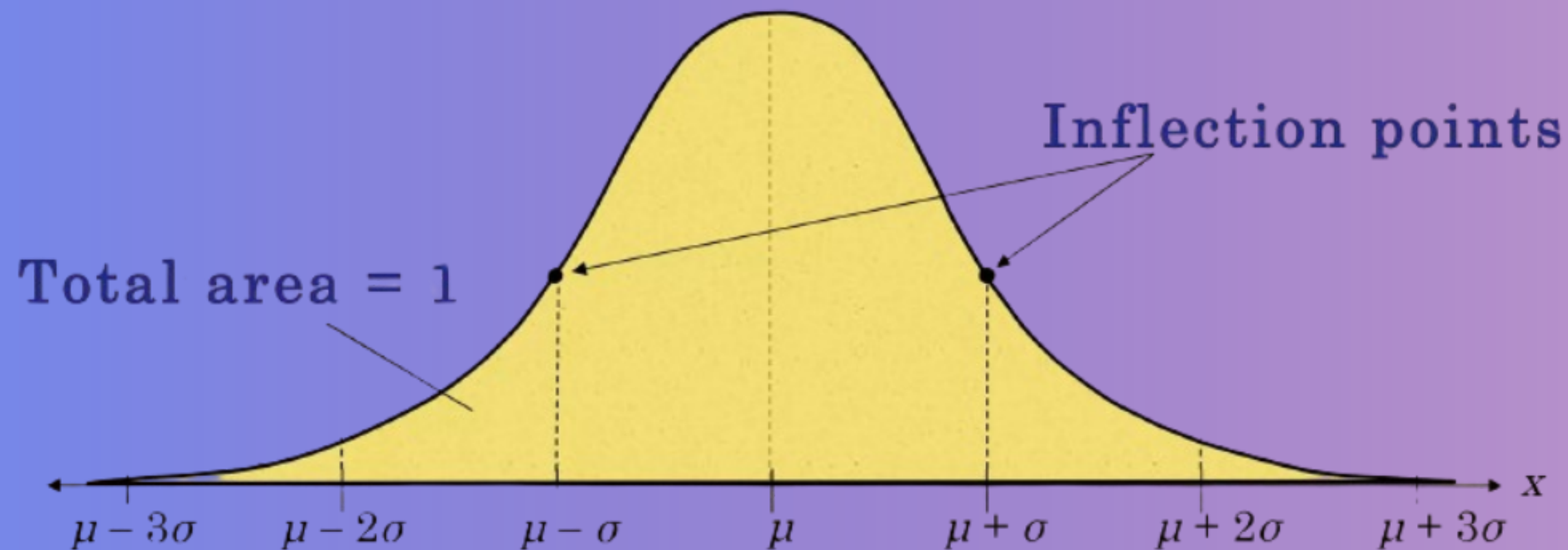
# Properties of Normal Distribution

- The mean, median, and mode are equal.
- The normal curve is bell-shaped and symmetric about the mean.
- The total area under the curve is equal to one.
- The normal curve approaches, but never touches the x axis as it extends farther and farther away from the mean.
- Between  $\mu - \sigma$  and  $\mu + \sigma$  (in the center of the curve), the graph curves downward.
- The graph curves upward to the left of  $\mu - \sigma$  and to the right of  $\mu + \sigma$ . The points at which the curve changes from curving upward to curving downward are called the *inflection points*.

If  $x$  is a continuous random variable having a normal distribution with mean  $\mu$  and standard deviation  $\sigma$ , you can graph a normal curve with the equation

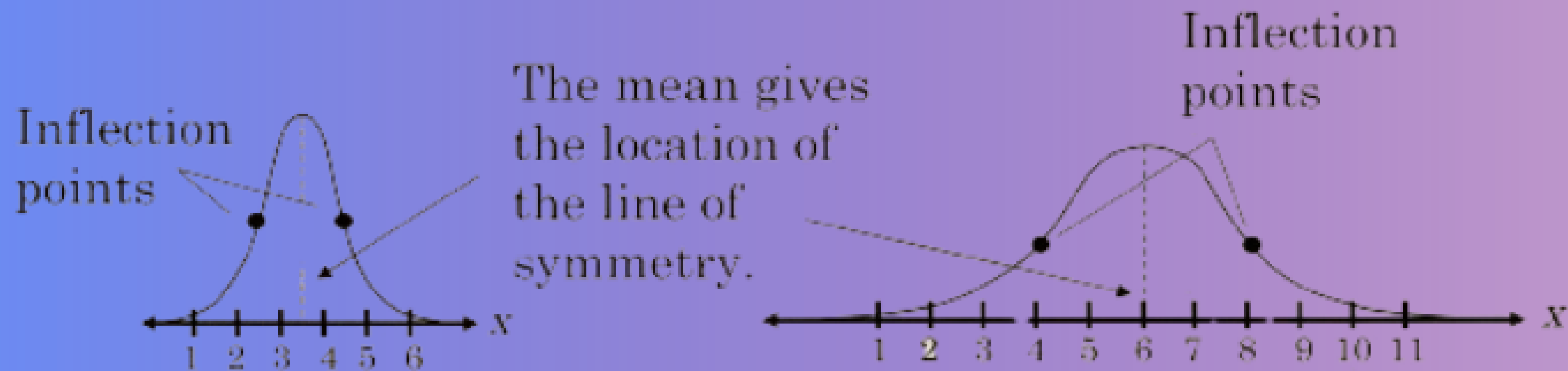
$$y = \frac{1}{\sigma\sqrt{2\pi}} e^{-(x-\mu)^2/2\sigma^2}$$

where  $2.178 \approx 3.14$



# Mean & Standard Deviation

A normal distribution can have any mean and any positive standard deviation.



Mean:  $\mu = 3.5$

Standard  
deviation:  $\sigma \approx$   
1.3

Mean:  $\mu = 6$

Standard  
deviation:  $\sigma \approx$   
1.9

The standard deviation describes the spread of the data.

# Standard Normal Distribution Curve

The standard normal distribution is a normal distribution with a mean of 0 and a standard deviation of 1. Any value can be transformed into a z-score by using the formula for “z”

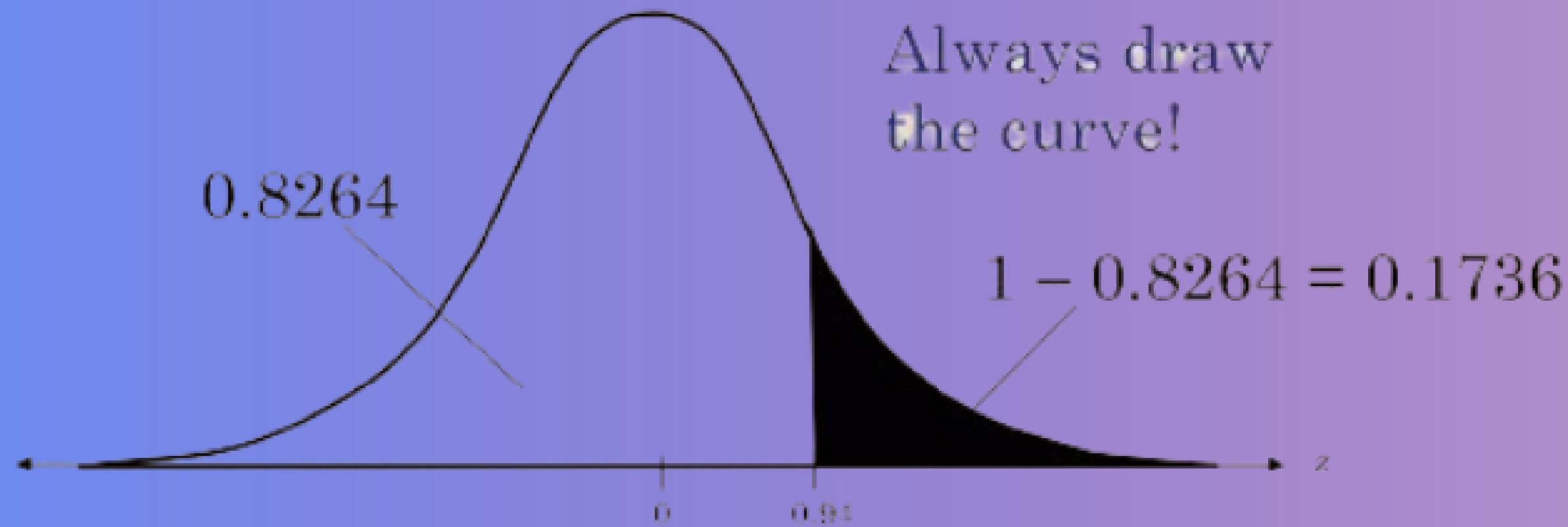
$$z = \frac{\text{Value} - \text{Mean}}{\text{Standard deviation}}$$

## Properties of the Standard Normal Distribution

- The cumulative area is close to 0 for z-scores close to  $z = -3.49$ .
- The cumulative area increases as the z-scores increase.
- The cumulative area for  $z = 0$  is 0.5000.
- The cumulative area is close to 1 for z-scores close to  $z = 3.49$ .

## Example:

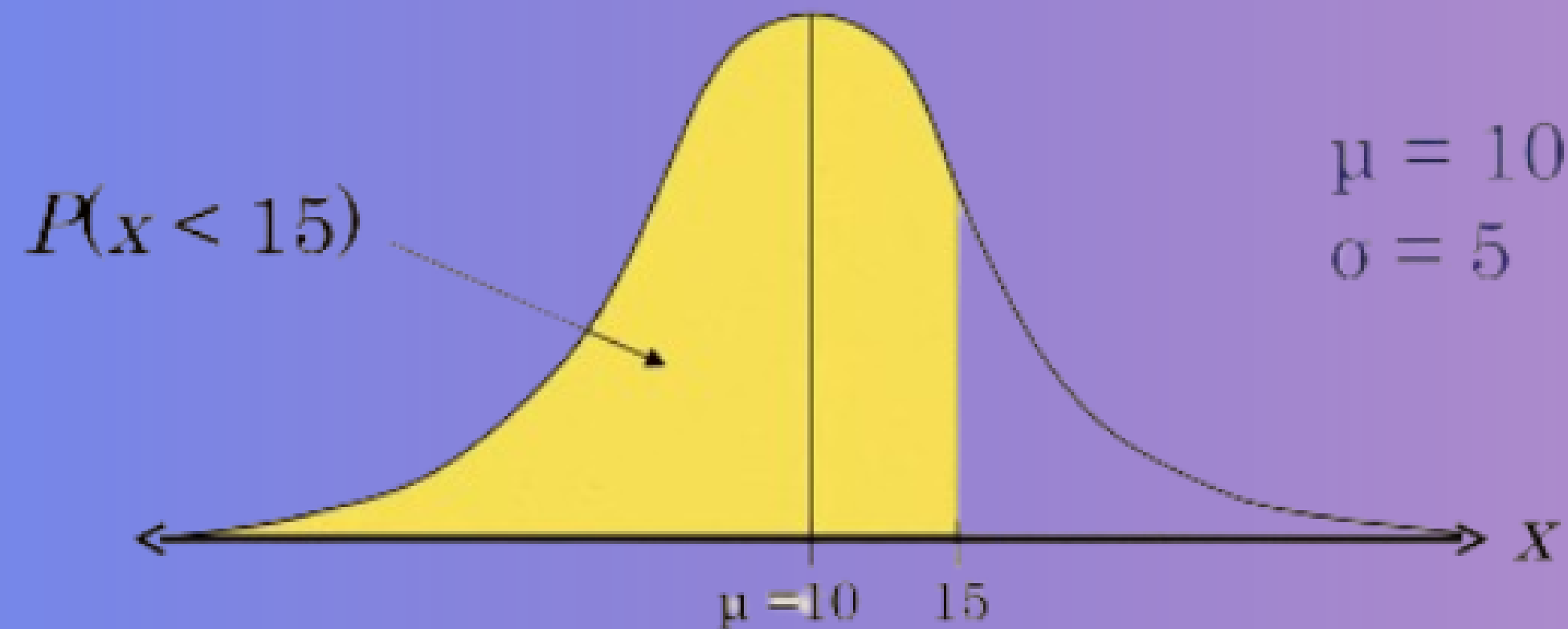
Find the area under the standard normal curve to the right of  $z = 0.94$ .



From the Standard Normal Table, the area is equal to  $0.1736$ .

# Finding Probabilities

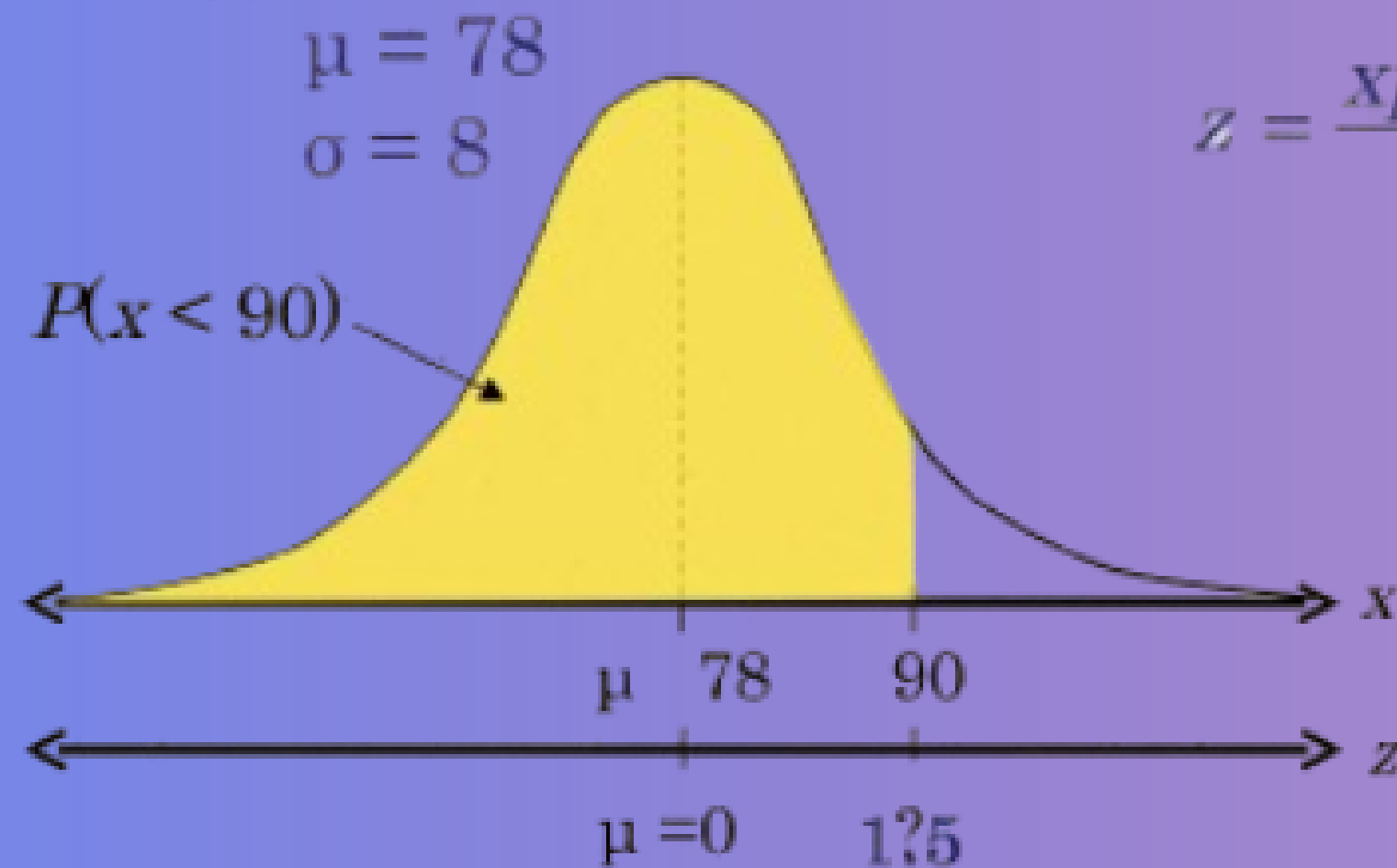
If a random variable,  $x$ , is normally distributed, you can find the probability that  $x$  will fall in a given interval by calculating the area under the normal curve for that interval.





### Example:

The average on a statistics test was 78 with a standard deviation of 8. If the test scores are normally distributed, find the probability that a student receives a test score less than 90.



$$z = \frac{x - \mu}{\sigma} = \frac{90 - 78}{8} = 1.5$$

The probability that a student receives a test score less than 90 is 0.9332.

$$P(x < 90) = P(z < 1.5) = 0.9332$$

THANK YOU



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## Even Semester





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# **Student centric methods for experiential learning, participative learning and problem solving**

**Academic Year 2023-2024**



## Number of courses that include experiential learning through project work/field work/internship during the year

Code No.	Paper	Semester
BBA 114	Minor Project 1	Second Semester
BBA 218	Minor Project 2	Fourth Semester
BBA 315	Summer Training Report (SPR)	Fifth Semester
BBA 314	Major Project	Sixth Semester
BCom 112	Minor Project 1	Second Semester
BCom 216	Minor Project 2	Fourth Semester
BCom 315	Internship Project report	Fifth Semester
BCom 314	Major Research Project	Sixth Semester



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# Notices

## BBA & BCOM





JIMS/BBA/2024/680

April 17, 2024

## **Notice**

### **BBA (2023-26) Minor Project –I Report Submission**

All the BBA (2023-26) batch students are required to submit soft copy and Hard Bounds copy of their Minor Project I Reports by Tuesday, 30<sup>th</sup> April 2024 and 13<sup>th</sup> May 2024 respectively, complete in all aspects and approved by their respective mentors, to their Class Coordinators.

Strict disciplinary action would be taken against the students failing to submit their report on time.

Students have to submit their hard bound file before collecting their admit cards of external examinations.

**Dr. Ruchi Srivastava**  
HOD

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JIMS/BBA/2024/682

April 17, 2024

## Notice

### BBA (2022-25) Minor Project –II Report Submission

All the BBA (2022-25) batch students are required to submit soft copy and Hard Bounds copy of their Minor Project II Reports by Tuesday, 30<sup>th</sup> April 2024 and 05<sup>th</sup> May 2024 respectively, complete in all aspects and approved by their respective mentors, to their Class Coordinators.

Strict disciplinary action would be taken against the students failing to submit their report on time.

Students have to submit their hard bound file before collecting their admit cards of external examinations.

**Dr. Ruchi Srivastava**  
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JIMS/BBA/2024/683

April 17, 2024

## **Notice**

### **BBA (2021-24) Major Project Report Submission**

All the BBA (2021-24) batch students are required to submit soft copy and Hard Bounds copy of their Major Research Project Report by Tuesday, 30<sup>th</sup> April 2024 and 05<sup>th</sup> May 2024 respectively, complete in all aspects and approved by their respective mentors, to their Class Coordinators.

Strict disciplinary action would be taken against the students failing to submit their report on time.

Students have to submit their hard bound file before collecting their admit cards of external examinations.

**Dr. Ruchi Srivastava**  
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**Minor Project 1 (BBA 114)**

S.No.	Enrollment No.	Student's Name	Project Titles	Faculty Mentor
1	00114101723	SRISHTI GURSEY	A study of financial services offered by HDFC Bank	Ms. Dolly Sharma
2	00214101723	PIYUSH	A study of business model of Dunzo	Dr. Shivani Sharma
3	00314101723	OM GUSAIN	Study of marketing strategies of ITC group	Ms. Dolly Sharma
4	00414101723	VIPUL BHATT	an analysis of teenagers behaviour toward social media	Dr. Shivani Sharma
5	00514101723	MOHD ABAAN	A STUDY OF MARKETING STRATEGIES ADOPTED BY AIRTEL	Dr. Shivani Sharma
6	00614101723	PARDEEP SINGH	A study on brand preferences amongst Indian Customers with respect to cars.	Dr. Shivani Sharma
7	00714101723	ADITI BHARDWAJ	A comparative study between Ola and Uber	Ms. Bhawna Thakran
8	00814101723	CHETNA SINGH	COMPARATIVE ANALYSIS BETWEEN SERVICES OF LG AND SAMSUNG ELECTRONICS	Ms. Dolly Sharma
9	00914101723	PRANAV GARG	A study on business model of Ola	Ms. Bhawna Thakran
10	01014101723	AASHIMA GILL	Comparative study of Starbucks and Tim Hortons	Dr. Shivani Sharma
11	01114101723	GEETIKA NEGI	An Analysis of Business Model of Dunzo	Ms. Dolly Sharma
12	01214101723	RUPESH	A comparison of services of Pizza Hut and Dominos	Dr. Shivani Sharma
13	01314101723	RAHUL GULATI	Study on Financial and marketing strategies of Samsung	Ms. Dolly Sharma
14	01414101723	SAHIL KHANNA	A study on business model of unacademy	Ms. Dolly Sharma
15	01514101723	SARTHAK BISHT	Analysis of business model of Adidas	Ms. Bhawna Thakran
16	01614101723	AAYUSH BATRA	A comparative study of marketing strategies of Netflix and Amazon Prime	Dr. Shivani Sharma
17	01714101723	HARSHITA BATRA	comparative analysis of mother dairy vs amul	Dr. Shivani Sharma
18	01814101723	RITIKA	DETAILED STUDY OF MARKETING STRATEGIES OF REEBOK	Ms. Dolly Sharma
19	01914101723	DISHA TUTEJA	STUDY OF ADANI-HINDENBURG ROW	Ms. Bhawna Thakran
20	02014101723	SRISHTI SHARMA	Consumer Behaviour towards Apple	Dr. Shivani Sharma
21	02114101723	SALONI ANAND	A STUDY OF MARKETING STRATEGIES ADOPTED BY SUGAR COSMETICS	Dr. Shivani Sharma
22	02214101723	LAKSHAY KOHLI	An analysis and success story of make my trip	Ms. Dolly Sharma
23	02314101723	ANMOL CHOUDHARY	A STUDY ON ETHICAL PRINCIPLES AND CORE VALUES EMBRACED BY BUSINESS	Ms. Dolly Sharma
24	02414101723	VANSHIKA TYAGI	Financial Inclusions Strategy	Ms. Dolly Sharma
25	02514101723	ISHITA GOEL	Analysis of business model of Paytm	Ms. Bhawna Thakran
26	02714101723	SHUBHAM CHOUDHARY	A Comparative study of consumer preference between Swiggy and Zomato	Ms. Dolly Sharma
27	02814101723	BHAVIKA JAIN	A STUDY OF BUSINESS MODEL OF H&M	Dr. Shivani Sharma
28	02914101723	NOMISH KUMAR	A COMPARATIVE STUDY OF H&M AND ZARA	Ms. Dolly Sharma
29	03014101723	ANSHPREET CHHABRA	Study on business model of Swiggy	Ms. Dolly Sharma
30	03214101723	JAI KAPOOR	IMPACT OF DEMONITIZATION ON BANKING SECTOR	Ms. Dolly Sharma
31	03314101723	DIVYAM SHARMA	A comparative study of byjus and unacademy	Ms. Dolly Sharma
32	03414101723	BHUPISHA JAIN	A study on the Indian packaged water industry with focus on BISLERI	Dr. Shivani Sharma
33	03514101723	SHUBHAM SHARMA	A study on Financial Performance of DMRC	Ms. Dolly Sharma
34	03614101723	MAINAK DAS	An analysis of business model of Blinkit	Dr. Shivani Sharma
35	03714101723	ARYAN SURI	A study on strategic planning of Parle about their expansion	Ms. Dolly Sharma
36	03814101723	ISHAN SHUKLA	A study on strategic planning of Ferrari about their expansion	Dr. Shivani Sharma
37	03914101723	ANISHA GULATI	A study of International marketing of Cocacola	Ms. Bhawna Thakran
38	04014101723	YOGESH SINGH CHAUHAN	A Study on Marketing Strategies of Amazon	Ms. Dolly Sharma
39	04114101723	MANMOHAN SHARMA	Analysis of business model of food panda	Ms. Bhawna Thakran
40	04314101723	KHUSHI SWARUP AGGARWAL	A study on business model of Zomato	Ms. Dolly Sharma
41	04414101723	UMANG ARORA	A study of Marketing strategies of PUMA	Dr. Shivani Sharma
42	04514101723	RHYTHM MEHTA	Internationalization of banks focusing on consumer perspective	Ms. Dolly Sharma
43	04614101723	RAGHAV PATWARI	consumer preference between coca cola vs pepsi	Ms. Bhawna Thakran
44	04814101723	PUNEET DHINGRA	A Comparison Between Ajio & Myntra in Their Consumer Relationship Management	Ms. Dolly Sharma
45	04914101723	PRANSHUL ARYA	Comparative analysis of Indian and International Market	Ms. Bhawna Thakran
46	05014101723	SARTHAK RAJ SINGH	Impact of covid 19 in education sector	Ms. Bhawna Thakran
47	05114101723	DHRUV GOYAL	A study on Marketing strategies of Patanjali Ayurveda	Dr. Shivani Sharma
48	05214101723	SIDDHARTH KUNWAR	STUDY ON BUSINESS MODEL OF NIKE	Ms. Dolly Sharma
49	05414101723	MANAV PUNDIR	Comparative study on the financial performance of tata motors and	Dr. Shivani Sharma
50	35114101723	KARTIK GUPTA	A Study on Marketing Strategies of Myntra	Ms. Dolly Sharma
51	35214101723	AKDAS ALI	An analysis of business model of Amul	Ms. Dolly Sharma
52	35314101723	SUYASH GARG	Employee Relation Practices In Air India	Ms. Dolly Sharma
53	35414101723	BHAVISHYA CHUGH	A study on management practices of family vs. non family owned business	Ms. Dolly Sharma
54	35514101723	AADITYA JAIN	Analyzing customer satisfacton of HDFC Bank	Ms. Dolly Sharma
55	35614101723	AANYA ARORA	Role of SEBI in accounting frauds in India	Ms. Dolly Sharma
56	70114101723	ROZALI NAYAK	An study on impact of COVID on mental health of students	Ms. Dolly Sharma
57	00224501723	MOHD. MIRAN AHMED	A STUDY ON ROLE OF SOCIAL MEDIA MARKETING ON CONSUMER PERCEPTION	Ms. Pooja Bisht
58	00424501723	KSHITIZ YADAV	A Study on Marketing Strategy adopted by Netflix India	Ms. Payal Sharma
59	00524501723	SIDHANT KAUL	DLF marketing strategy	Ms. Aastha Behl
60	00624501723	KRITINEYA GAUR	A comparison of financial performances of apple and samsung	Ms. Surbhi Ahuja
61	00724501723	VANSHIKA SINGH	A study on changes in Monetary policy formulated by RBI in India (last 5-10 years)	Dr. Preeti Singh
62	00824501723	SABA RAHMANI	A Report on Comprehensive Business Analysis of Adani Ports & SEZ	Dr. Preeti Singh
63	00924501723	SUYASH DHINGRA	A COMPARATIVE PROFITABILITY & MARKET SHARE ANALYSIS OF TWO DOMINANT	Ms. Pooja Bisht
64	01024501723	DAKSH SEHGAL	A study on business model of D Mart	Ms. Pooja Bisht
65	01124501723	YUVRAJ CHAUDHARY	STUDY THE MARKETING STRATEGIES OF PATANJALI	Ms. Pooja Bisht
66	01224501723	SARTHAK CHATURVEDI	A comparative analysis of E-Commerce services offered by Amazon and Flipkart	Dr. Preeti Singh
67	01324501723	VINAYAK PARASHAR	A study on Business Ethics and Values for Business Enterprises in India	Ms. Payal Sharma
68	01424501723	SUHANI JAIN	Analysing the impact of climate change in the Indian economy	Ms. Payal Sharma
69	01524501723	RACHIT JAMES	A study of Marketing Strategy of Red Bull	Ms. Pooja Bisht
70	01624501723	DEVANSH SHARMA	a study on CSR initiatives of Wipro	Ms. Surbhi Ahuja

71	01724501723	MANASVI SOOD	Market Strategies and Brand Loyalty of haldiram in India	Ms. Payal Sharma
72	01924501723	RISHI RATHI	A Comparative study on services provided by SBI and ICICI	Dr. Preeti Singh
73	02124501723	KUSH BIJLANI	Bajaj marketing strategy	Ms. Aastha Behl
74	02324501723	KANIKA RAWAT	A STUDY ON ROLE OF SOCIAL MEDIA MARKETING ON CONSUMER PERCEPTION	Ms. Pooja Bisht
75	02424501723	KSHITIJ BHARDWAJ	A study on marketing strategies of Nike	Ms. Surbhi Ahuja
76	02524501723	RAGHAV SAWHNEY	consumer behaviour towards apple	Dr. Preeti Singh
77	02624501723	BHAVAR NIJHAWAN	A study of Marketing strategies of Zepto	Dr. Preeti Singh
78	02724501723	ASHMITA GROVER	A study of Role of women entrepreneurship in growing India	Dr. Preeti Singh
79	02824501723	MUDIT MALHOTRA	A study on marketing strategies of Google	Ms. Pooja Bisht
80	02924501723	VARUN PAPNAI	A study of marketing strategies by Google	Ms. Pooja Bisht
81	03024501723	MANAS MADAN	A study of Sales Promotion of Mother Dairy vs Amul	Ms. Payal Sharma
82	03124501723	GOPI MAHESHWARI	A study of Capital budgeting techniques followed by Indian banking sector	Dr. Preeti Singh
83	03224501723	JUHI MISHRA	A study on marketing and financing strategy of Netflix	Ms. Pooja Bisht
84	03324501723	KANAN AWEJA	A study of Marketing strategy of MARUTI UDYOG LIMITED(Maruti Suzuki India	Dr. Preeti Singh
85	03424501723	PRIYANSHU POKHRIYAL	A study of Marketing strategies of Nykaa	Ms. Payal Sharma
86	03524501723	NEEV ARORA	Impact of IT in Marketing of Banking Services	Ms. Payal Sharma
87	03624501723	DEEPAK GUPTA	A study of changing trends in Online Shopping in India after the pandemic	Ms. Aastha Behl
88	03724501723	LAKSHIT TYGAI	A study on employee satisfaction in Google	Dr. Preeti Singh
89	03824501723	VEDANT RAWAT	Effect of sales promotion on Brand Loyalty for Coca- Cola	Ms. Payal Sharma
90	03924501723	KASHISH DHINGRA	Analysis Of Consumer Perception on quick delivery services	Ms. Surbhi Ahuja
91	04024501723	ISHAN JOSHI	A study of inventory management system w.r.t. BIG BAZAAR	Dr. Preeti Singh
92	04124501723	HIYA LUTHRA	THE IMPORTANCE OF BRANDING IN MARKETING OF UNILEVER PRODUCTS	Ms. Aastha Behl
93	04224501723	KRITIKA MAHAJAN	A study on consumer satisfaction of Nike	Dr. Preeti Singh
94	04324501723	SHUBHAM SHARMA	A study on financial services offered by IDBI	Dr. Preeti Singh
95	04424501723	VANSHIKA GERA	A deep study on marketing strategies of Samsung	Ms. Pooja Bisht
96	04524501723	RAEAN SINGH ROOPRAI	Comparative Analysis Of Amul Chocolate	Ms. Pooja Bisht
97	04624501723	PAWAN SINGH	A study on business model of unacademy	Ms. Pooja Bisht
98	04724501723	HINAISHA BHOJWANI	A study of marketing strategies of Maruti Suzuki	Ms. Pooja Bisht
99	04824501723	PALAK GUGNANI	A Study on HR practices followed by Amazon	Dr. Preeti Singh
100	04924501723	RONIT GUPTA	An analysis of 2-Wheeler Industry in India	Ms. Pooja Bisht
101	05024501723	MAHAM KHAN	A study on performance appraisal process of HCL	Dr. Preeti Singh
102	05124501723	VANSH KUMAR SHARMA	A study of financial performance of Amazon	Ms. Payal Sharma
103	05224501723	SHIVAY PRATAP SINGH	A Study on consumer perception for smartphones	Dr. Preeti Singh
104	35124501723	TANISHA DATTA	A comprehensive business analysis of dabur	Dr. Preeti Singh
105	35224501723	ARSH AHUJA	Business analysis of AXIS BANK	Dr. Preeti Singh
106	35524501723	DEVANSH MITTAL	A study of Internationalization of banks: The consumer perspective	Dr. Preeti Singh
107	35624501723	MANSI	Marketing strategy of Hero Motocorp	Dr. Preeti Singh
108	70124501723	SANKALP CHHABRA	Performance appraisal study in Reliance Industry	Dr. Preeti Singh



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## BBA 218 - Minor Project-2

S.No.	Student's Name	Enrollment No.	Project Titles	Faculty Mentor
1	00114101722	AKSHIM VERMA	A STUDY OF MARKETING STRATEGIES OF PATANAJLI	Dr. Prabal chakraborty
2	00214101722	ARSH HUSAIN	A Quantitative Analysis of Factors Influencing Customer Satisfaction with Nike	Dr. Prabal chakraborty
3	00314101722	PRIYANSHI AGGARWAL	A study of business model and customer satisfaction on lenskart	Dr. Prabal chakraborty
4	00414101722	HIMANSHI	HR ACCOUNTING AND MODELS IN PRACTICE	Dr. Prabal chakraborty
5	00514101722	YASH AHLAWAT	A STUDY OF SHIFT FROM TRADITIONAL BANKING TO INTERNET BANKING	Dr. Prabal chakraborty
6	00614101722	PRASIDH MALHOTRA	THE IMPORTANCE OF BRANDING IN MARKETING OF UNILEVER PRODUCTS	Dr. Prabal chakraborty
7	00714101722	MEHAK ARORA	A study of marketing strategies adopted by bigbasket	Dr. Prabal chakraborty
8	00814101722	PRISHABH GUPTA	A comparative study of Starbucks and Tim Hortons	Dr. Prabal chakraborty
9	00914101722	KANISH SHARMA	A study on growth of Realme mobile phones in India	Dr. Prabal chakraborty
10	01014101722	ALVIN S PAUL	A Comprehensive Investigation into the Marketing Strategies Employed by Luxury Brands	Dr. Prabal chakraborty
11	01114101722	TANVI BHASKER	market analysis of food-tech industry	Dr. Surbhi Gosain
12	01214101722	KASHISH	corporate social responsibility of NTPC.ltd	Dr. Surbhi Gosain
13	01414101722	KARTIK BANSAL	A study of marketing strategies of puma	Dr. Surbhi Gosain
14	01614101722	ANANYA SAXENA	A study on Marketing Strategies of Parle	Dr. Surbhi Gosain
15	01714101722	YASH VARDHAN	A study on the marketing strategies of Nykaa	Dr. Surbhi Gosain
16	01814101722	NIDHISH MEHROTRA	A study on role of service sector in GDP growth	Dr. Surbhi Gosain
17	01914101722	LAKSHYA MAHALA	A study on consumer perception towards electric vehicles in India	Dr. Surbhi Gosain
18	02114101722	TANMAY TULLY	CSR practices adopted by INFOSYS	Dr. Surbhi Gosain
19	02214101722	VANSHIKA JAIN	A STUDY ON THE CONSUMER BEHAVIOUR TOWARDS ORGANIC FOOD	Dr. Surbhi Gosain
20	02314101722	PREETI	A comparative study of byju's & unacademy	Dr. Surbhi Gosain







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21	02414101722	MUDIT KHATTER	A comparison of services of tata motors and mahindra	Dr. Surbhi Gosain
22	02514101722	BANISHA KUNDI	Analysis of Consumer Perspective with respect to Mother diary	Dr. Surbhi Gosain
23	02614101722	DHAVI SHARMA	A COMPARITIVE STUDY ON MARKETING STRATEGIES OF MOTHER DAIRY V/S AMUL	Dr. Surbhi Gosain
24	02714101722	NITIN NEGI	Study of youth behaviour towards electronic food delivery platforms	Dr. Surbhi Gosain
25	02814101722	TANISHA CHAWLA	A study of marketing strategies of sugar cosmetics	Dr. Surbhi Gosain
26	02914101722	LIPIKA CHUG	A study on financial Inclusion strategy in india	Dr. Surbhi Gosain
27	03014101722	HARSH DADHICH	A study on Brand Awareness Strategies and Customer Satisfaction by PUMA	Dr. Surbhi Gosain
28	03114101722	DEEPANSHU SHERYAR	An analysis of business model of magicpin	Dr. Surbhi Gosain
29	03214101722	KUHU SAXENA	A study of Promotion Strategies of Men's fairness cream	Dr. Surbhi Gosain
30	03314101722	TANISHQ GUPTA	Study on marketing Strategies of Zomato	Dr. Surbhi Gosain
31	03414101722	VIDHI BHATIA	A study on Marketing strategies adopted by top 5 OTT platform and it's impact on cinema	Dr. Surbhi Gosain
32	03714101722	MUDIT GULATI	A study on the business model of Zoomcar	Dr. Surbhi Gosain
33	04114101722	ADITYA SINHA	A comparative study on services provided by SBI and HDFC	Dr. Surbhi Gosain
34	04214101722	RAHUL	CUSTOMER SATISFACTION OVER E- BANKING SERVICES OF PUBLIC SECTOR BANKS	Dr. Surbhi Gosain
35	04514101722	ANANYA CHAUHAN	A study on consumer satisfaction towards Netflix in India	Dr. Surbhi Gosain
36	04614101722	DIVYANSH	A study of product analysis of Hindustan Unilever Ltd.	Dr. Pallavi Ahuja
37	04814101722	SHASWAT BHATT	A Study on Marketing Strategies of Amazon	Dr. Pallavi Ahuja
38	35114101722	GAURI SINGH BHATI	A study on success analysis of NYKAA	Dr. Pallavi Ahuja
39	35214101722	YOGITA BANSAL	A Study On Inter-Organisational networks and leaderships	Dr. Pallavi Ahuja
40	35314101722	PARTH CHHABRA	A study on business model of unacademy	Dr. Pallavi Ahuja
41	35414101722	AASHKA JAIN	A study on consumer buying behaviour on	Dr. Pallavi Ahuja





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			electronics company Boat	
42	70114101722	LAKSHAY JOSHI	Comparative study on brand preference among Indian customers w.r.t. Oneplus Phone	Dr. Pallavi Ahuja
43	80114101722	AASTHA GUPTA	A study on marketing strategy of sugar cosmetics	Dr. Pallavi Ahuja
44	80214101722	PALAK BISHT	Effects of sales promotion on brand loyalty for coca cola	Dr. Pallavi Ahuja
45	00124501722	DEV VERMA	Financial Statement analysis of Nestle India Ltd.	Dr. Pallavi Ahuja
46	00224501722	SARTHAK GARG	To Analyze Customer Behavior with Respect to OnePlus	Dr. Pallavi Ahuja
47	00324501722	HARSHITA MALHOTRA	A study on customer preference towards zudio	Dr. Pallavi Ahuja
48	00424501722	RITIKA CHAUHAN	The impact of television advertising on Consumer product purchasing in India	Dr. Pallavi Ahuja
49	00524501722	ANKUSH SINGH KARASI	A study on business and revenue model of paytm	Dr. Pallavi Ahuja
50	00624501722	YASH DUA	COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS INTERNET MARKETING	Dr. Pallavi Ahuja
51	00724501722	SALMAN	A Study on Marketing strategies of Apple	Dr. Pallavi Ahuja
52	00824501722	GAURAV SONI	CUSTOMER SATISFACTION OVER E-BANKING SERVICES OF PUBLIC SECTOR BANKS W.R.T CANARA AND UNION BANK	Dr. Pallavi Ahuja
53	00924501722	VINAY KUNDLIA	Perception of People regarding Online Transaction Services	Dr. Pallavi Ahuja
54	01024501722	DHRUV SHARMA	The Study on Effect of Non-Performing Asset On State Bank of India	Dr. Vandana Gupta
55	01124501722	RAGHAV SAPRA	A study on consumer satisfaction of Nike	Dr. Vandana Gupta
56	01224501722	SANYA JAIN	A STUDY ON TRENDS AND FACTORS AFFECTING FOREIGN EXCHANGE RATE	Dr. Vandana Gupta
57	01324501722	DEVESH	Online Marketing Strategies of Flipkart	Dr. Vandana Gupta
58	01524501722	KAVYA GOSWAMI	Marketing Strategies of Maruti Suzuki	Dr. Vandana Gupta
59	01624501722	RISHABH SATTI	A study of indian manufacturing industry - a case study on maruti suzuki ltd	Dr. Vandana Gupta





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60	01724501722	YASH JAIN	IMPACT OF COVID-19 IN INDIAN STOCK MARKET	Dr. Vandana Gupta
61	01924501722	DEV TYAGI	Study on success factor of Air Asia	Dr. Vandana Gupta
62	02024501722	TANISHA ARORA	Comparative study of Netflix and Amazon prime	Dr. Vandana Gupta
63	02124501722	SANYA KHANNA	Impact of social media on Indian culture	Dr. Vandana Gupta
64	02324501722	PREYA BHARDWAJ	A study on Mergers and acquisitions in Indian banking sector	Dr. Shweta Khandelwal
65	02424501722	DRAUN ARORA	Character ethics of Ford motors	Dr. Shweta Khandelwal
66	02524501722	HEMANG KHULLAR	A Comparative study between HUL and ITC	Dr. Shweta Khandelwal
67	02624501722	PRAPTI ARORA	The impact of television advertising on Consumer product purchasing in India	Dr. Shweta Khandelwal
68	02724501722	MAYANK JAIN	A STUDY ON FAILURES OF KINGFISHER AIRLINES	Dr. Shweta Khandelwal
69	02824501722	SANCHITA GUPTA	A Comparative study between Apple and Samsung	Dr. Shweta Khandelwal
70	02924501722	AYUSH RIHAL	CONSUMER PREFERENCES FOR POTATO CHIPS	Dr. Shweta Khandelwal
71	03124501722	CHARVEE GUPTA	Study of Mamaearth's marketing management with respect to social media	Dr. Shweta Khandelwal
72	03324501722	CHETANYA AGGARWAL	A study on business model of Blinkit	Dr. Shweta Khandelwal
73	03424501722	CHITRA	A study of consumer perception towards Maruti Suzuki	Dr. Shweta Khandelwal
74	03524501722	ADITYA SHARMA	BRAND PREFERENCE OF MOBILE PHONES WITH SPECIAL REFERENCE TO APPLE IPHONES	Dr. Shweta Khandelwal
75	03624501722	SHREYA VATS	A study on importance of digital marketing on online shopping	Dr. Shweta Khandelwal
76	03724501722	KARTIK SAXENA	An analysis on business model of Dunzo	Dr. Shweta Khandelwal
77	03824501722	AYUSH SEHGAL	To study the marketing strategies of Patanjali	Dr. Shweta Khandelwal
78	03924501722	DHRUV CHAUHAN	A Study on Consumer Perception towards McDonald	Dr. Shweta Khandelwal
79	04024501722	JITIN J NAIR	A study on marketing performance of MAMA EARTH	Dr. Shweta Khandelwal





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80	04124501722	KASHISH SINGH	SCAMS ON INDIAN FINANCIAL MARKETS	Dr. Shweta Khandelwal
81	35224501722	MANAV KUNDRA	A study on impact of content creation on the growth of food blooming in delhi	Dr. Shweta Khandelwal
82	35324501722	ADITYA SAXENA	Marketing strategies of zomato	Dr. Shweta Khandelwal
83	35424501722	HARDIK SIKKA	A study of portfolio management and investment decisions with respect to ICICI BANK	Dr. Shweta Khandelwal
84	35524501722	ANSH SALUJA	A Comparative analysis of Mcdonalds and Burger King	Dr. Shweta Khandelwal
85	35624501722	MIENUL KHURANA	A study on business model of Vistara Airlines	Dr. Shweta Khandelwal
86	70124501722	ARPIT GOEL	A STUDY ON FINANCIAL PERFORMANCE OF DMRC	Dr. Shweta Khandelwal







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BBA Major Project				
S.No.	Enrollment No.	Student's Name	Project Titles	Faculty mentor
1	00114101721	SHIZA	A study on consumer perception towards Green marketing	Ms. Surbhi Ahuja
2	00214101721	SAMEER	A study on understanding the flow of cryptocurrency	Ms. Surbhi Ahuja
3	00314101721	RIA SAIGAL	UNDERSTANDING THE HUMAN RESOURCE PRACTICES AT RADISSON BLU MARINA	Ms. Surbhi Ahuja
4	00414101721	VANSHIKA JAUHRI	Brand switching behaviour among consumers	Ms. Surbhi Ahuja
5	00614101721	HARSH BISHNOI	TO STUDY CONSUMER PREFERENCE BETWEEN NESTLE KITKAT AND CADBURY DAIRY MILK	Ms. Surbhi Ahuja
6	00714101721	SOMANSHU SEHGAL	A study on comparative analysis of HP and DELL laptops	Ms. Surbhi Ahuja
7	00814101721	MANISH KAUL	Study of Digital Marketing at Paytm Digital India	Ms. Surbhi Ahuja
8	00914101721	AYUSH MANGLA	PROJECT REPORT ON GROWTH OF E-LEARNING IN THE INDIAN EDUCATION SECTOR	Ms. Surbhi Ahuja
9	01014101721	TRIYAMBAK NATH VATS	A study on the changing trends in FMCG sector	Ms. Surbhi Ahuja
10	01114101721	SUFYAN HABEEBUR RAHMAN	Role of celebrity advertising in consumer brand loyalty	Ms. Surbhi Ahuja
11	01214101721	RUHI KAUR BHATIA	A STUDY OF THE ONLINE MARKETING STRATEGIES USED BY MYNTRA	Ms. Surbhi Ahuja
12	01314101721	ROHIT JAISWAL	The study on consumer experience about E-banking	Ms. Surbhi Ahuja
13	01414101721	NIRANJAN BAFNA	A study on perception of individuals towards GST	Ms. Surbhi Ahuja
14	01514101721	CHIRAG SINGHAL	A STUDY ON SURGE IN ONLINE SHOPPING POST COVID- 19	Ms. Surbhi Ahuja
15	01614101721	HARSH KUMAR	Study on safety and health protocols by Ostello	Ms. Surbhi Ahuja
16	01714101721	AKSHITA SARASWAT	Brand positioning and strategy of coca cola	Ms. Surbhi Ahuja
17	01814101721	ADITYA GOYAL	A STUDY ON CHALLENGES FACED BY NETFLIX INDIA POST PANDEMIC	Ms. Surbhi Ahuja
18	01914101721	GAURAV	A comparative study of marketing strategies taken up	Ms. Surbhi Ahuja





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			by McDonalds and Burger king	
19	02014101721	UTKARSH JAIN	A study of consumer satisfaction on Dominoes	Ms. Surbhi Ahuja
20	02114101721	DEV SHARMA	A study on factors influencing the real estate sector in Delhi-NCR	Ms. Surbhi Ahuja
21	02214101721	RIYA	Impact of Social Media Influencers on Consumer Choices in Skincare Brands	Ms. Surbhi Ahuja
22	02314101721	KASHISH KAINTH	A study on the effectiveness of HR policies adopted by Houseitt	Ms. Surbhi Ahuja
23	02414101721	HREDESH BISHT	Digital Advertising Landscape Analysis of Higher Education	Ms. Surbhi Ahuja
24	02514101721	RIYA AGARWAL	Study of impact of teamwork on organizational productivity	Ms. Surbhi Ahuja
25	02614101721	ANUJ RAWAT	Study on electric vehicles market in India	Ms. Surbhi Ahuja
26	02714101721	CHETAN BIST	PROJECT REPORT ON THE STUDY OF FUTURE OF ELECTRIC CARS IN INDIA WITH REFERENCE TO TESLA	Ms. Surbhi Ahuja
27	02814101721	VIPASHA RAKHEJA	A Study on Impact of Marketing Strategies of Amazon India	Ms. Surbhi Ahuja
28	02914101721	SUDHIENDRA RAO	A STUDY ON EMERGING HR TRENDS IN INDIAN IT SECTOR	Ms. Surbhi Ahuja
29	03014101721	PRACHI VERMA	Evolution and potential for growth of Electric vehicles in India	Ms. Surbhi Ahuja
30	03114101721	BHAVISHYA KAPUR	Analysis on Marketing Strategies Adopted by Nestle for Maggi	Ms. Surbhi Ahuja
31	03214101721	PRAKRITI	A STUDY OF CONSUMERS ATTITUDE TOWARDS ONLINE ADVERTISEMENT	Ms. Surbhi Ahuja
32	03314101721	VAISHNAV NAIR	Analysis of Employee Training Needs in Banking Sector	Ms. Surbhi Ahuja
33	03414101721	ABHILASH PANJA	A study of factors influencing the consumers in selection of cab services	Ms. Surbhi Ahuja
34	03514101721	HARSH KUMAR	A comparative study of online banking between paytm and PhonePe based on customer satisfaction	Ms. Surbhi Ahuja
35	03614101721	AKANKSHA BHAMBRI	A study and analysis of factors influencing online and offline buying behaviour of women apparel	Ms. Surbhi Ahuja





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36	03714101721	KHUSHI GARG	Employee welfare measures: A close look at Tata Motors Services and Spare parts Division	Ms. Surbhi Ahuja
37	03814101721	YASH KUNDWAL	Marketing strategies adopted by Netflix India	Ms. Surbhi Ahuja
38	03914101721	SHANTANU PATRA	A Study on Consumer Behaviour of Booking Movie Tickets From BookMyShow	Ms. Surbhi Ahuja
39	04014101721	ANJINI SHARMA	Study the impact of country origin on customer perception about K-Beauty products	Ms. Surbhi Ahuja
40	04114101721	KSHITIZ RAWAT	Effective pricing strategies for introducing new product in the market w.r.t cosmetic industry	Ms. Surbhi Ahuja
41	04314101721	SAKSHYA KANOJIA	Study on evolution and customer perception about organic farming	Ms. Surbhi Ahuja
42	04414101721	SHANTANU RAJ	Commercialization of Festivals: A Study on the youth mind	Ms. Surbhi Ahuja
43	04514101721	DHEENAN CHAWLA	A STUDY ON IMPACT OF PAYTM SERVICES IN PROMOTING CASHLESS ECONOMY	Ms. Surbhi Ahuja
44	04614101721	AYUSH RAWAT	Comparative study on Flipkart and Amazon E-commerce website	Ms. Surbhi Ahuja
45	04714101721	AMAN MORWANI	A study on marketing strategies of Zara: The Marketing Mix	Mr. Kartik Dayal
46	04814101721	VARUN BHARTI	Analysis of Employee Training Needs in Banking Sector	Mr. Kartik Dayal
47	04914101721	VANSH TANEJA	STUDY ON BEHAVIOR PATTERNS OF CONSUMERS IN SHOPPING THROUGH DEBIT CARDS	Mr. Kartik Dayal
48	05014101721	SARTHAK BHATNAGAR	Market Analysis of Foodtech Industry	Mr. Kartik Dayal
49	05214101721	DEEPAK	Finding out a Sustainable Approach to News Consumption in the 21st Century	Mr. Kartik Dayal
50	05314101721	AARZOO VASHISHT	Analysing the impact of a spectrum of appeals on consumer behaviour	Mr. Kartik Dayal
51	05414101721	PIYUSH SINGHAL	BRAND PROMOTION TECHNIQUES OF COCA COLA V/S PEPSI	Mr. Kartik Dayal
52	35114101721	SUGANDHI ARORA	PROJECT ANALYSIS OF INDIAN STOCK MARKET AND COMPARISON OF CORPORATE STOCKBROKERS	Mr. Kartik Dayal
53	35214101721	BHAVYE CHOUDHARY	A STUDY OF IMPACT OF SOCIAL MEDIA ON	Mr. Kartik Dayal





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			CONSUMER BEHAVIOR	
54	35314101721	ASHUTOSH AGGARWAL	A study to analyse the impact of emotional marketing on the customer	Mr. Kartik Dayal
55	35414101721	PRATHAM SINGH	Customer Awareness for Toyota Cars in New Delhi	Mr. Kartik Dayal
56	35514101721	ANSHUL TYAGI	A STUDY OF CUSTOMER SATISFACTION ON AIRTEL SERVICES	Mr. Kartik Dayal
57	35614101721	KASHISH KRISHNAN	IMPACT OF SOCIAL MEDIA AND INFLUENCER MARKETING ON CONSUMER BUYING DECISION	Mr. Kartik Dayal
58	00124501721	CHAITANYA MAHAJAN	Personnel management in hospitality sector	Dr. Usha Agarwal
59	00224501721	RIDDHI PANDEY	Entrepreneurship Development in India	Dr. Usha Agarwal
60	00324501721	SANYA AGGARWAL	To study brand comparison among Lifestyle and Westside	Dr. Usha Agarwal
61	00424501721	ARYAN SARRAF	Need of Development and training with respect to Maruti Suzuki Pvt. Ltd.	Dr. Usha Agarwal
62	00624501721	SHANTANU BHARDWAJ	A Study on techniques For credit management adopted by private sector banks	Dr. Usha Agarwal
63	00724501721	SHAIL KASHYAP	A study of Quality of worklife among employees of BPO Sector	Dr. Usha Agarwal
64	00824501721	LIPIKA PILANI	The impact of CSR on the organizational performance: A study on Infosys	Dr. Usha Agarwal
65	00924501721	KASHISH	E-banking: Innovating Financial Services	Dr. Usha Agarwal
66	01024501721	RISHABH CHAND	A study on consumer behaviour towards Reliance JIO	Dr. Usha Agarwal
67	01124501721	DISHA KASHYAP	EMPLOYEES' JOB SATISFACTION AND THEIR WORK PERFORMANCE AS ELEMENTS AT CONQUEST CONSULTANCY	Dr. Usha Agarwal
68	01224501721	OM PHULORIA	Comparative analysis of customer relationship management in public and private banks	Dr. Usha Agarwal
69	01324501721	HARSHDEEP JHA	Impact of advertisement on children	Dr. Usha Agarwal
70	01424501721	YAKSHI	Analysis of Employee Training Need In Banking	Dr. Usha Agarwal





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			Sector	
71	01524501721	MEDHANSH BHARDWAJ	Customer purchase decision for luxury products and factors affecting the same	Dr. Usha Agarwal
72	01624501721	MOHD HAMID	Innovativeness Of Customers towards cosmetics products	Dr. Usha Agarwal
73	01724501721	VANSHIKA GUPTA	A study of FDI in retail sector in India	Dr. Usha Agarwal
74	01824501721	JANVI CHACHRA	A comparative study of brand preference - Nestle vs. Cadbury	Dr. Usha Agarwal
75	01924501721	YASH MEHRA	ANALYSIS OF EMPLOYEE TRAINING NEEDS IN BANKING SECTOR	Dr. Usha Agarwal
76	02024501721	ANGAD SINGH SALUJA	A study on Dealers Satisfaction with respect to LG appliances	Dr. Usha Agarwal
77	02124501721	SHUBHAM UPADHYAY	Marketing Strategies of Airtel in the light of 3G Technology	Dr. Usha Agarwal
78	02224501721	ABHIJEET SINGH	Services provided by Private and Public Bank	Dr. Usha Agarwal
79	02324501721	KANIKA GUPTA	A Study On Promotion Strategies of NETFLIX INDIA POST PANDEMIC	Dr. Usha Agarwal
80	02424501721	JATIN	Analysis Of Training and development of employees in Ranbaxy	Dr. Usha Agarwal
81	02524501721	CHIRAG KHURANA	A comparative study with reference to lakme and revlon	Dr. Usha Agarwal
82	02624501721	SAJAL MISHRA	A study on marketing strategies of Hyundai Motors India	Dr. Usha Agarwal
83	02724501721	AASHI AGGARWAL	A study on factors influencing investment decisions	Dr. Usha Agarwal
84	02824501721	ASHUTOSH RAI	An Empirical Study of brand image of ITC Wills Life Style	Dr. Usha Agarwal
85	03024501721	PARAS JAIN	A study on consumer satisfaction with respect towards McDonalds	Dr. Usha Agarwal
86	03124501721	EKTA SHARMA	A Study Brand Comparison between Pantaloons and Shoppers Stop	Dr. Usha Agarwal





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87	03224501721	ADITYA JAIN	Problems faced by women Entrepreneur In India	Dr. Usha Agarwal
88	03324501721	ABHIJEET SINGH	Performance of mutual funds	Dr. Usha Agarwal
89	03524501721	RYAN BAKSHI	Comparative analysis of reliance JIO and Airtel	Dr. Usha Agarwal
90	03624501721	NITESH GUPTA	A Comparative Financial Analysis of TATA STEEL and SAIL	Dr. Usha Agarwal
91	03724501721	KASHISH GUPTA	International food brands	Dr. Usha Agarwal
92	03824501721	PREM KUMAR	The effects of advertising on Consumer's acceptability of new product w.r.t. Cold Drinks	Dr. Usha Agarwal
93	03924501721	KINSHUK JAIN	Comparative Analysis of the biggest Stock Exchanges in India: NSE & BSE	Dr. Usha Agarwal
94	04024501721	MAHAK BANSAL	A study of Customer Behaviour at Hyundai Motors India Limited	Dr. Usha Agarwal
95	04124501721	ADITI SHARMA	A study on consumers satisfaction ntowards Apple products	Dr. Usha Agarwal
96	04224501721	TATIKONDA LAXMI NIKHITA	The emergence of the trends of Internationalization of companies and its impact	Dr. Usha Agarwal
97	04324501721	EMATUL MAHIN	A study on how social media presence empower a brand name	Dr. Usha Agarwal
98	04424501721	MAYANK BHANDULA	The Study of Job Satisfaction of Employees in HDFC Bank	Dr. Usha Agarwal
99	04524501721	DHAIRYA AGGARWAL	A study of factors influencing the real estate sector in Delhio NCR	Dr. Usha Agarwal
100	04624501721	MRIDUL JAIN	Global Financial Crisis-2007 and its effect on Indain Economy	Dr. Usha Agarwal
101	04724501721	UPKEERAT SINGH	Marketing Strategies by ITC	Dr. Usha Agarwal
102	04824501721	MUKUL CHANDRA	Market survey of tiger biscuits, a product of Britannia Ltd	Dr. Usha Agarwal
103	04924501721	PRINCE SHARMA	Evolution of training programs provided in	Dr. Usha Agarwal







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			Sahara India	
104	05024501721	SAKSHI BHARDWAJ	A study on consumer preference towards Zara w.r.t its marketing mix	Dr. Usha Agarwal
105	05124501721	HRIDYE KASHYAP	Consumer Behaviour Analysis of FMCG Sector	Dr. Usha Agarwal
106	05224501721	MANMEET KAUR	Comparative study on the marketing strategies of H&M and ZARA	Mr. Kartik Dayal
107	35124501721	PARNIKA AGGARWAL	Consumer Awareness and usage of E-Banking Transactions Through Mobile phones	Mr. Kartik Dayal
108	35224501721	ANANYA CHOPRA	Marketing strategies of Dabur	Mr. Kartik Dayal
109	35424501721	PRIYANSHU	A COMPARATIVE STUDY OF E-BANKING AND TRADITIONAL BANKING SYSTEM	Mr. Kartik Dayal
110	35524501721	GARIMA RAWAT	Comparative Analysis of Pizza Hut and Dominos on the basis of market share	Dr. Usha Agrawal





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# BCOM







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JIMS/B.COM(H)/2024/826

April 17, 2024

## Notice

### **BCOM (H) (2023-26) Minor Project –I Report Submission**

All the BCOM (H) (2023-26) batch students are required to submit soft copy and Hard Bounds copy of their Minor Project I Reports by Tuesday, 30<sup>th</sup> April 2024 and 13<sup>th</sup> May 2024 respectively, complete in all aspects and approved by their respective mentors, to their Class Coordinators.

Strict disciplinary action would be taken against the students failing to submit their report on time.

Students have to submit their hard bound file before collecting their admit cards of external examinations.

**Dr. Prashant Kumar**  
HOD

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JIMS/B.COM(H)/2024/827

April 17, 2024

## Notice

### BCOM (H) (2022-25) Minor Project –II Report Submission

All the BCOM (H) (2022-25) batch students are required to submit soft copy and Hard Bounds copy of their Minor Project II Reports by Tuesday, 30<sup>th</sup> April 2024 and 05<sup>th</sup> May 2024 respectively, complete in all aspects and approved by their respective mentors, to their Class Coordinators.

Strict disciplinary action would be taken against the students failing to submit their report on time.

Students have to submit their hard bound file before collecting their admit cards of external examinations.

*Prashant Kumar*

Dr. Prashant Kumar  
HOD

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JIMS/B.COM(H)/2024/828

April 17, 2024

## Notice

### BCOM (H) (2021-24) Major Research Project Report Submission

All the BCOM (H) (2021-24) batch students are required to submit soft copy and Hard Bounds copy of their Major Research Project Report by Tuesday, 30<sup>th</sup> April 2024 and 05<sup>th</sup> May 2024 respectively, complete in all aspects and approved by their respective mentors, to their Class Coordinators.

Strict disciplinary action would be taken against the students failing to submit their report on time.

Students have to submit their hard bound file before collecting their admit cards of external examinations.

*Prashant Kumar*

Dr. Prashant Kumar  
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## BCOM 112 - MINOR PROJECT 1

S.No.	Enrollment No.	Student's Name	Project Titles	Faculty Mentor
1	00114188823	SANYA MANN	An analysis and success story of Makemytrip	Ms. Nikhita Dhawan
2	00214188823	NANDINI JAIN	A study of Retail services offered by banks w.r.t. HDFC Bank	Ms. Nikhita Dhawan
3	00314188823	NIKITA RANA	CSR initiatives adopted by automobile sector with respect to Maruti Suzuki, Tata Motors and Mahindra and Mahindra limited	Ms. Jasleen Rana
4	00414188823	FAREHA TARIQ	A comparative study on strategies adopted by sunfeast and britannia	Ms. Nikhita Dhawan
5	00514188823	RIYA SINGH	A study on promotion of Starbucks in India	Ms. Jasleen Rana
6	00614188823	VIDHI NAGPAL	A study of Training Needs Identification Process	Ms. Nikhita Dhawan
7	00714188823	TANISHA GUPTA	A study on Impact of Visual Merchandising on retail shopping	Ms. Arti Vaish
8	00814188823	JATIN SINGHAL	A study on effectiveness of Induction and on the Job Training Programs	Ms. Nikhita Dhawan
9	00914188823	PRANAV PHARLIA	Analysis on the strategies adopted by Apple Inc.	Ms. Arti Vaish
10	01014188823	YASHVARDHAN SINGH BISHT	A study on Operational strategies adopted by Tesla	Ms. Jasleen Rana
11	01114188823	TISHA RANA	A study of Job Satisfaction in Hotel Industry of India	Ms. Nikhita Dhawan
12	01214188823	SATYAM JHA	A study on Employee Motivation in telecommunication industry in India	Ms. Pooja Bisht
13	01314188823	VIKNESH	Comparative analysis of Hyundai and Toyota	Ms. Jasleen Rana
14	01414188823	DIMPLE SEJWAL	A study of Retail services offered by private banks in India	Ms. Jasleen Rana
15	01514188823	SHIVAAZ JAIN	A study on Financial strategies adopted by Indian railways	Ms. Nikhita Dhawan
16	01714188823	RIDHIMA THAKUR	A study of product analysis of Hindustan Unilever Limited (HUL)	Ms. Pooja Bisht
17	01814188823	PRITY JANA	A study on Role OF NBFCs in India	Ms. Jasleen Rana
18	01914188823	ARCHANA BHALLA	A study on apparel retail in India	Ms. Pooja Bisht
19	02114188823	AKANKSHA SRIVASTAVA	A Comparative study on services provided by SBI and HSBC	Ms. Jasleen Rana
20	02214188823	PUNEET MANCHANDA	A study of CSR activities conducted by the Tata Group	Ms. Pooja Bisht
21	02314188823	AKSHAY KUMAR	A study of financial performance of the american express	Ms. Jasleen Rana





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22	02414188823	HIMANI GUSAIN	A study of Capital Structure & Cost of Capital Decisions taken by MARUTI UDYOG	Ms. Jasleen Rana
23	02514188823	KANISHKA JAIN	A study on disinvestment in India w.r.t. BSNL	Ms. Jasleen Rana
24	02614188823	ASHISH PRADHAN	A Study on impact of GST on indian economy	Ms. Jasleen Rana
25	02914188823	AISHWARYA GOEL	A study on mudra financing	Ms. Pooja Bisht
26	03014188823	KARTIK SHARMA	A comparative study of a Bank and other FI's wrt operatios and services offered	Ms. Pooja Bisht
27	03114188823	HARSHIT BHATT	A study of Public relations: as perceived and practiced by commercial banks with respect to ICICI bank and SBI	Ms. Jasleen Rana
28	03214188823	INDRANI BAIDYA	A study of strategies followed for consumer satisfaction and Brand awareness by Puma	Ms. Pooja Bisht
29	03314188823	MANISHA CHAURASIA	A study on brand preferences amongst indian customers with respect to cars	Ms. Jasleen Rana
30	03414188823	ARYAN GAUR	Analysis of Automobile industry in India on the basis of consumer preference.	Ms. Arti Vaish
31	03514188823	SAMARTH SHARMA	A study of International marketing of ayurvedic products	Ms. Jasleen Rana
32	03614188823	ASMANJOT SINGH	A study on NPAs and its effect on economic growth	Ms. Nikhita Dhawan
33	03714188823	GUNAL AGARWAL	A study of Lending procedures adopted by AXIS bank	Ms. Pooja Bisht
34	03814188823	NAINA GUPTA	A study of International marketing of Cocacola	Ms. Nikhita Dhawan
35	03914188823	NEHA AGGARWAL	Comparitive study on ULIPs and Mutual Funds	Ms. Jasleen Rana
36	04014188823	AYUSHI CHAUDHARY	A study of National Stock Exchange of India	Ms. Arti Vaish
37	04114188823	JAHNAVI MONDRETI	A study of Marketing Strategy of Nykaa	Ms. Pooja Bisht
38	04214188823	LAKSH KAPOOR	Internationalization of banks focusing on the consumer's perspective	Ms. Pooja Bisht
39	04314188823	SHIVAM GUPTA	Downward trend faced by Vistara Airlines because of Financial Disturbance	Ms. Arti Vaish
40	04414188823	ANUSHI OLI	A study of Strategies used in Power Sector during Privatization Process towards Competition	Ms. Nikhita Dhawan
41	04614188823	TARINI NAGPAUL	A study on need for investment in Agriculture by emerging economies	Ms. Pooja Bisht
42	04814188823	ASHISH PANWAR	Indian Business Ventures abroad w.r.t. TATA group	Ms. Jasleen Rana





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43	04914188823	YASH GAUTAM	A study of Capital budgeting techniques followed by Indian banking sector	Ms. Jasleen Rana
44	05014188823	ARNESH MATHUR	A study on business model of Swiggy	Ms. Jasleen Rana
45	35114188823	PRAKHAR KUMAR CHOUDHARY	A study on demat and online trading in secondary market with respect to Sharekhan	Ms. Jasleen Rana
46	35214188823	JATIN SABHARWAL	A study on customer satisfaction on business model of Google pay	Ms. Jasleen Rana
47	35314188823	MANVI ARORA	Consumer Satisfaction with respect to HDFC Bank	Ms. Jasleen Rana
48	35414188823	KAVYANSHI MALHOTRA	A study of Report on New Product Launch by Hyundai and Maruti	Ms. Jasleen Rana
49	35514188823	ISHAAN KHATREJA	Comparative study of Samsung and Apple	Ms. Pooja Bisht
50	35614188823	ARON KALIA	A study on business model of Zomato	Ms. Jasleen Rana
51	70114188823	VIDIT BAKSHI	A study on Profit Maximization vs Social Responsibility of Business	Ms. Jasleen Rana
52	70214188823	VEDANTH AGARWAL	A study on Business Ethics and Values for Business Enterprises in India	Ms. Jasleen Rana
53	70314188823	SAMEER TIWARI	Role of MNCs in Indian Economy	Ms. Jasleen Rana
54	70414188823	SACHIN RAWAT	A study on role of Government Policies for Small Business in India	Ms. Jasleen Rana
55	00224588823	PURUSHARTH VERMA	A study on acquisition of Uber eats by zomato	Ms. Kanika Parashar
56	00324588823	SHOAIB SAIFI	A study on business and revenue model of Google pay	Mr. Umesh Kumar
57	00424588823	VINAYAK SHARMA	Monetary Policy & Fiscal Policy in Indian Economy	Ms. Kanika Parashar
58	00524588823	RIDDHIMA AGARWAL	A study on marketing strategies of Nyka	Ms. Kanika Parashar
59	00624588823	RITIKA BHARDWAJ	A study of INDIAN IT INDUSTRY: SWOT analysis	Ms. Kanika Parashar
60	00724588823	SANSKAR GOEL	Analysis of business model of Magicpin	Mr. Umesh Kumar
61	00824588823	SHIVAM MAVI	An analysis of business model of Dunzo	Ms. Kanika Parashar
62	00924588823	PRATEEK SHARMA	A study on growth of RealMe mobile phones in India	Ms. Kanika Parashar
63	01024588823	VANSHIKA SACHDEVA	A Study on marketing strategies adopted by Big Basket	Mr. Umesh Kumar
64	01124588823	SUSHANT CHANDEL	A study on Financial sector reforms in India: policies and performance analysis	Ms. Kanika Parashar
65	01224588823	JANVI ADLAKHA	A study of initiatives & progress by make in india	Mr. Umesh Kumar
66	01324588823	SARTHAK SACHDEVA	An analysis and success story of travel triangle	Ms. Kanika Parashar







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67	01424588823	AAYUSH SHARMA	A STUDY ON MARKET PERFORMANCE OF BOAT	Mr. Umesh Kumar
68	01524588823	ANANYA JAIN	A comparison of services of Pizza Hut and Dominos	Ms. Kanika Parashar
69	01624588823	HRIDAY KHANCHANDANI	A study on Income inequality between developing countries	Ms. Kanika Parashar
70	01724588823	PALAK CHOUDHARY	A study on business model of Food Panda	Mr. Umesh Kumar
71	01824588823	MAHAK VATS	A study of Online Education System by Educomp	Ms. Kanika Parashar
72	01924588823	TANISHA DUDEJA	A study on marketing strategies of Cadbury	Ms. Kanika Parashar
73	02024588823	DEVANGI GANDHI	A study of impact of economy due to fluctuations in gold rates	Mr. Umesh Kumar
74	02124588823	RAGHAV SINGH	A study of INVENTORY MANAGEMENT SYSTEM w.r.t. Grofer	Mr. Umesh Kumar
75	02224588823	RONAK JAIN	A study on corporate social responsibility. A new way of doing business.	Mr. Umesh Kumar
76	02424588823	KRISH TANDON	A comparison of services of LG and Samsung Electronics	Mr. Umesh Kumar
77	02524588823	DEEPAK PANDIT	A study of INVENTORY MANAGEMENT SYSTEM w.r.t. BIG BAZAAR	Mr. Umesh Kumar
78	02724588823	MEHUL BATRA	The study of retail sector w.r.t. Pantaloons	Ms. Kanika Parashar
79	02824588823	ARNAV VERMA	A study on Role of service sector in GDP Growth	Mr. Umesh Kumar
80	02924588823	KANISHKA CHAUDHARY	A STUDY ON STARTUPS AND THEIR CONTRIBUTION TOWARDS THE GROWTH OF INDIAN ECONOMY	Mr. Umesh Kumar
81	03024588823	DISHA SEHRAWAT	A study of Marketing Strategies of Patanjali	Ms. Kanika Parashar
82	03124588823	YASH BHATNAGAR	A study on product and services provided by Reliance Jio	Ms. Kanika Parashar
83	35124588823	MRIDUL GARG	A study on business model of Ola	Ms. Kanika Parashar
84	35324588823	VANSHIKA	A Study of organization behavior for organization survival w.r.t. Infosys	Ms. Kanika Parashar
85	35524588823	JYOTI	A Comparative study on strategies adopted by Amazon India and Flipkart	Ms. Kanika Parashar
86	35624588823	GARVIT KOHLI	A study of Customer satisfaction wrt Oppo mobiles	Ms. Kanika Parashar
87	70124588823	AAYUSH PANCHAL	A study of Marketing Strategies of Reebok	Ms. Kanika Parashar
88	70224588823	JAYATE SUJI	A Comparative study on services provided by Swiggy and Zomato	Ms. Kanika Parashar
89	70424588823	MISHTI TANEJA	A study on Effectiveness and problems in recruitment in hospitality sector	Ms. Kanika Parashar





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90	70524588823	GHUNCHA SHARMA	A study of Team Management Skills	Ms. Kanika Parashar
91	70624588823	PIYUSH KUMAR	A study of Impact of social media on indian culture	Ms. Kanika Parashar
92	70724588823	KRRISH GUPTA	A study of investing in physical gold: pros and cons	Ms. Kanika Parashar
93	70824588823	NIKHIL SHARMA	A study on Indian Business Ventures abroad considering TATA Group	Ms. Kanika Parashar
94	70924588823	ARYAN PURWAR	A study on co-working spaces in India	Ms. Kanika Parashar
95	71024588823	AANYA KHANDELWAL	A study of Promotional strategies of men's Fairness Cream	Ms. Kanika Parashar
96	71124588823	ROHAN PATRA	A study of implementation of an IT based marketing information system	Ms. Kanika Parashar
97	71224588823	RISHIT JAIN	An Analysis or success story of Make My Trip	Ms. Kanika Parashar
98	71424588823	JIGNESH RAJPUT	A study on marketing strategies adopted by Nestle's Maggi	Ms. Kanika Parashar
99	71524588823	SANA ARYA	A Comparitive study on services provided by SBI and HDFC	Ms. Kanika Parashar
100	71624588823	VINEET BISHWAKARMA	A study of Factors contributing in selection of IPL Teams	Ms. Kanika Parashar
101	71724588823	RAVINDER SINGH	A study of Criterias adopted by BSE for listing of securities	Ms. Kanika Parashar
102	71824588823	MANDEEP KAUR SOORMA	A study of Product analysis of HUL	Ms. Kanika Parashar
103	71924588823	KAVYA SHARMA	A study on Effectivensss and problems in training and development in IT sector	Dr. Prashant Kumar
104	72124588823	VINAY KUMAR	A study on idea and vodafone merger	Dr. Prashant Kumar
105	72324588823	SAMEER KUMAR	The impact of artificial intelligence on business operations	Dr. Prashant Kumar







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## BCOM 216 -Minor Project -2

S.No.	Enrollment No.	Student's Name	Project Title	Faculty Mentor
1	00114188822	KAMOLINI GHOSH	A STUDY ON THE MARKETING STRATEGIES OF NYKAA	Dr. Priyanka Alhuwalia
2	00214188822	C P FAIZ	A study on financial services provided by Punjab National Bank	Dr. Priyanka Alhuwalia
3	00314188822	SIYA CHANDNA	A study on consumer Behaviour towards Puma	Dr. Priyanka Alhuwalia
4	00414188822	KHUSHI GUPTA	A comparative study of Boat & JBL	Dr. Priyanka Alhuwalia
5	00514188822	TANISHA JAIN	A study on impact of Human Resource Practices on employees retention	Dr. Priyanka Alhuwalia
6	00614188822	MANIK VIRMANI	Impact of COVID -19 on education sector	Dr. Priyanka Alhuwalia
7	00814188822	KANAK SEJWAL	A study on consumer perception towards e banking	Dr. Priyanka Alhuwalia
8	00914188822	RISHITA AGARWAL	Investor sentiment and it's relation with market volatility	Dr. Priyanka Alhuwalia
9	01014188822	DEV JUNEJA	A study on impact of COVID on mental health of students	Dr. Priyanka Alhuwalia
10	01114188822	LAKSHYA SIROHI	A study on H&M's customer satisfaction in fast fashion Industry	Dr. Priyanka Alhuwalia
11	01214188822	MANSI SHARMA	A study on consumer satisfaction towards Netflix India	Ms. Aastha Behl
12	01314188822	MOHD NASIM AKHTAR	A STUDY ON DISINVESTMENT IN INDIA W.R.T LIC	Ms. Aastha Behl
13	01514188822	KARAN RAWAT	A comparative analysis between services of Samsung and LG	Ms. Aastha Behl
14	01614188822	KRIKA LUTHRA	A study on the success story and customer satisfaction report of make my trip	Ms. Aastha Behl
15	01714188822	ANUSHKA MISHRA	A study of Artificial Intelligence: Comparison between AMD and NVIDIA	Ms. Aastha Behl
16	01814188822	NIPUN KUMAR TALWAR	A study on the preferences of the customers towards buying wrist watches	Ms. Aastha Behl
17	02114188822	PRIYANSHI KAUSHIK	A Study on customer satisfaction of Amazon	Ms. Aastha Behl
18	02214188822	JOWEL JOGI	THE IMPORTANCE OF BRANDING IN MARKETING OF	Ms. Aastha Behl





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			UNILEVER PRODUCTS	
19	02514188822	YASHVARDHAN SHARMA	A study of pre and post effect of jio on telecom industry	Ms. Aastha Behl
20	02614188822	DHRUV KOHLI	THE STUDY ON CONSUMERS BEHAVIOUR WRT BYJU'S	Ms. Aastha Behl
21	02714188822	PIYUSH GARG	A STUDY ON THE CUSTOMER SATISFACTION TOWARDS THE SERVICES OF MYNTRA	Ms. Aastha Behl
22	02814188822	SHIVAM DUTTA	STUDY ON MARKETING STRATEGIES OF AMAZON AND FLIPKART	Ms. Aastha Behl
23	02914188822	SANYA GUPTA	A study on consumer attitude towards online grocery shopping in India	Ms. Aastha Behl
24	03114188822	MANIK GROVER	A COMPARATIVE STUDY ON MARKETING STRATEGIES OF MOTHER DAIRY V/S AMUL	Ms. Aastha Behl
25	03314188822	RIDHAV TULI	A Study on the perception of the customers towards international luxury brands in India	Ms. Aastha Behl
26	03414188822	MAYANK PATHAK	A Study of promotional strategies of men's fairness cream	Ms. Aastha Behl
27	03514188822	ANMOL TANEJA	Consumer perception towards Healthy Drinks	Ms. Aastha Behl
28	03614188822	SANYA RELIA	A STUDY ON THE PREFERENCES OF THE CUSTOMERS FOR BUYING GROCERIES THROUIGH BIGBASKET	Ms. Aastha Behl
29	03714188822	AATIKSH KASHYAP	An Examination of Evolving Trends in Cryptocurrency Investments in Recent Times	Ms. Aastha Behl
30	35114188822	VINAYAK KALRA	A study of online marketing strategies for increasing sale of products in myntra	Ms. Aastha Behl
31	35214188822	KHUSHI NAGPAL	Analysis on customer perception of Adidas	Ms. Aastha Behl
32	35314188822	SARTHAK KHANNA	The Role of Digital Wallets in Financial Inclusion	Ms. Aastha Behl
33	35414188822	PARMEET SINGH	A Study on services provided by Uber eats	Ms. Aastha Behl
34	35514188822	SAMBHAV BHATNAGAR	A Comparative Study on Brand Preferences Amongst Indian customers write to OnePlus Phone	Ms. Aastha Behl
35	35614188822	SHUBHANKAR GUPTA	A study on consumer satisfaction towards Boat	Ms. Aastha Behl
36	70114188822	SHIVAM PAREEK	A Comparative study on Byju's & Unacademy	Ms. Aastha Behl
37	70214188822	KRIATIKA SAINI	a comparative study between blinkit and zepto	Ms. Aastha Behl





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38	80114188822	JAI BHATEJA	A study on corporate social responsibility w.r.t NTPC	Ms. Aastha Behl
39	80214188822	SHIFA SAIFI	A study on the satisfaction of customers towards Amul products in India	Ms. Aastha Behl
40	80314188822	KOMAL TANWAR	A comparative study of consumer preference between swiggy and zomato	Ms. Aastha Behl
41	80414188822	MISHITA KANDA	From Startup to Icon: Nykaa's Journey In The Indian Beauty Industry	Ms. Aastha Behl
42	00124588822	RAMAN SHARMA	A STUDY ON CONSUMER'S BEHAVIOUR TOWARDS DOMINO'S PIZZA	Ms. Gurmeet Sodhi
43	00224588822	AVICHAL RAGHUVANSHI	A comparative study on Airtel and Reliance Jio	Ms. Gurmeet Sodhi
44	00324588822	PRISHA KOHLI	Study in Customer Satisfaction for the Services Provided by Amazon	Ms. Gurmeet Sodhi
45	00424588822	KESHAV LALA	Analysing the Impact of AI on Jobs/Employment	Ms. Gurmeet Sodhi
46	00524588822	YUGAM NAGRANI	Study in Customer Satisfaction of youth towards sports shoes by Nike	Ms. Gurmeet Sodhi
47	00624588822	KHUSHI JUNEJA	An analysis of business model of Magicpin	Ms. Gurmeet Sodhi
48	00724588822	NITIN R	A study on marketing strategies of amazon	Ms. Gurmeet Sodhi
49	00824588822	GUNANSH KOCHHAR	Impact of E Commerce on marketing	Ms. Gurmeet Sodhi
50	00924588822	PAVANI OMAR	A study on marketing strategies approached by Netflix India	Ms. Gurmeet Sodhi
51	01324588822	DIYA RAWAT	The study on consumer behaviour WRT Byjus	Ms. Gurmeet Sodhi
52	01424588822	ADITI GUPTA	A Study on consumer behaviour towards apple	Ms. Gurmeet Sodhi
53	01524588822	SHIVAM	A study of impact of E commerce on emerging market	Ms. Arti Vaish
54	01624588822	ARUSHI SETHI	Impact of Social media on Indian Culture	Ms. Arti Vaish
55	01724588822	SHANTANU RAJ	A STUDY ON EFFECT OF MERGERS & ACQUISITIONS ON VI (VODAFONE AND IDEA)	Ms. Arti Vaish
56	01824588822	VINITA JAIN	A study of business model of Google pay	Ms. Arti Vaish
57	01924588822	PRANAY BAID	Marketing strategy for pepsi	Ms. Arti Vaish
58	02024588822	GUNIKA SONI	A study on impact of marketing and promotional strategies on growth of Guddu Auto Electricals	Ms. Arti Vaish





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59	02224588822	YASH BHATIA	Study of trends of GDP Growth in india last 5 Years	Ms. Arti Vaish
60	02324588822	ADITYA PRAKASH JOSHI	Impact of social media on indian culture	Ms. Arti Vaish
61	02424588822	SOMIL LUTHRA	Study of Impact of Paytm Services in Promoting cashless economy	Ms. Arti Vaish
62	02524588822	AURNAB SAHA	Evolution of Digital marketing and it's impact on the ieconomy of India	Ms. Arti Vaish
63	02624588822	TWINKLE BATRA	Comparative study on customer satisfaction of Zomato and Swiggy	Ms. Arti Vaish
64	02824588822	SAIYAM AGGARWAL	A study on product and brand strategy of Zomato	Ms. Arti Vaish
65	02924588822	KESAR BHALLA	A study on the Marketing strategies adopted by sugar cosmetics	Ms. Arti Vaish
66	03024588822	MAHEK SHARMA	To study the customer preferences of KFC	Ms. Arti Vaish
67	03124588822	NAMAN SHARMA	A comparative study on Brand Preference amongst Indian Customers Respect to OnePlus	Ms. Arti Vaish
68	03324588822	TUSHAR PANDEY	Marketing Strategies of Patanjali	Ms. Arti Vaish
69	03624588822	DAKSH WADHERA	A comparative study on Brand Preference amongst Indian Customers Respect to OnePlus	Ms. Arti Vaish
70	35124588822	YAKSHIT JAIN	A STUDY ON MARKET EXPANSION STRATEGIES OF IKEA IN INDIA	Ms. Arti Vaish
71	35224588822	SHUBH NAGPAL	A study of marketing strategies adopted by Big Basket	Ms. Arti Vaish
72	35324588822	TANUJ SHARMA	A STUDY ON CUSTOMER SATISFACTION WITH RESPECT TO E - BANKING	Ms. Arti Vaish
73	35524588822	SARTHAK ARYA	Consumer perception towards online shopping	Ms. Arti Vaish
74	70124588822	DHRITI SHARMA	A study of product analysis of HUL	Ms. Arti Vaish
75	70224588822	GARIMA SINGH	A study on financial services provided by Punjab National Bank	Ms. Arti Vaish
76	70324588822	VANSH NARULA	A Comparative study on services provided by SBI and HDFC	Dr. Ruchi Srivastava
77	70424588822	VAIBHAV KHURANA	A STUDY ON BUSINESS AND REVENUE MODEL OF PAYTM	Ms. Arti Vaish
78	70524588822	DEVYANSHI WADHWANI	A study on marketing performances of mama earth	Dr. Ruchi Srivastava





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79	80124588822	ARIHANT CHATURVEDI	A study of Strategies followed for creating Brand awareness and customer Satisfaction by PUMA	Ms. Arti Vaish
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## BCOM 314 - Major Project

S.No.	Enrollment No.	Student's Name	Project Title	Faculty Mentor
1	00114188821	SYED KAIF ALI RIZVI	A comparative analysis of apple vs samsung smartphones	Dr. Rashmi Bhatia
2	00214188821	ABHISHEK KUMAR RAI	BRAND PREFERENCE OF MOBILE PHONES WITH SPECIAL REFERENCE TO ONEPLUS PHONES	Dr. Rashmi Bhatia
3	00314188821	AYUSH	A Study and Analysis of Customer Satisfaction with Services of Tata Motors	Dr. Rashmi Bhatia
4	00414188821	URVIL MANISH SHAH	A study on inventory management with respect to Big Bazar	Dr. Rashmi Bhatia
5	00514188821	MOHD AWAIS IBRAHIM	A study on the changing Trend in FMCG sector	Dr. Rashmi Bhatia
6	00614188821	ISHA TYAGI	A Comparative Study of Customer Satisfaction and Brand Perception between Amul and Mother Dairy	Dr. Rashmi Bhatia
7	00714188821	KIRAN MAHRA	impact of social media marketing strategies on consumer behaviour	Dr. Rashmi Bhatia
8	00814188821	SOMANSH SINGH	A STUDY ON PHARMACEUTICAL INDUSTRY IN INDIA & ITS IMPACT ON CUSTOMERS	Dr. Rashmi Bhatia
9	00914188821	DIVIJ VERMA	A COMPARITIVE FINANCIAL ANALYSIS OF SELECTED PAPER MANUFACTURING UNITS IN INDIA	Dr. Rashmi Bhatia
10	01114188821	ALEKH TIWARI	A Study on EVs Culture in India	Dr. Rashmi Bhatia
11	01214188821	MEBIN T SAJI	A study on marketing strategies of Netflix	Dr. Rashmi Bhatia
12	01314188821	TANYA BAJAJ	IMPACT OF DIGITAL BANKING ON THE GROWTH OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN INDIA	Dr. Niti Saxena
13	01414188821	ABHISHEK SINGH	A Study on the Customer Satisfaction towards Reliance Jio	Dr. Niti Saxena
14	01514188821	PREKSHA JAIN	A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR	Dr. Niti Saxena
15	01614188821	DHRUV MAHESHWARI	Role of E-commerce in Reducing operational costs	Dr. Niti Saxena
16	01714188821	PRATHAM AGRAWAL	Survey on challenges of starting a business	Dr. Niti Saxena
17	01814188821	ISHFA SALEEM	A study on consumer preference of nestle kit kat with respect to cadbury dairy milk	Dr. Niti Saxena







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18	01914188821	PRANAV PAHUJA	An analysis on impact of Digital Marketing strategies in textile Industry	Dr. Niti Saxena
19	02014188821	STEVE BINNY THOMAS	A study of factors influencing the consumers in selection of cab services	Dr. Niti Saxena
20	02114188821	MOHIT YADAV	A study on consumer perception of Nike	Dr. Niti Saxena
21	02214188821	KASHISH	A study on the customer perception and satisfaction towards Zepto	Dr. Niti Saxena
22	02314188821	PARTH BHATIA	Analysis of user perspective with respect to Mother Dairy.	Dr. Niti Saxena
23	02414188821	NAMAN YADAV	Consumer Satisfaction of Royal Enfield	Dr. Niti Saxena
24	02514188821	SYED UMAR	A study on customer satisfaction towards Thums Up	Dr. Niti Saxena
25	02614188821	MEHAK GUPTA	A study on the influence and significance of digital marketing	Dr. Niti Saxena
26	02714188821	ARIHANT JAIN	Youth behaviour towards electronic food delivery platforms	Dr. Niti Saxena
27	02814188821	ABHAY JAIN	A study on comparative analysis of marketing strategies between Vodafone and Airtel	Dr. Niti Saxena
28	02914188821	SAMEER CHAUDHARY	Study on Consumer Perception towards Mama Earth	Dr. Niti Saxena
29	03014188821	RIYA PUNYANI	A study of Portfolio Management and Investment decision w.r.t ICICI	Dr. Niti Saxena
30	03114188821	PRANJUL MALYAN	Customer retention strategies of Spotify in highly competitive markets	Dr. Niti Saxena
31	03214188821	VAIBHAV SURI	A study of customer satisfaction on services of Urban Company	Dr. Niti Saxena
32	03314188821	INSHA SAIFI	A STUDY ON CUSTOMER INSIGHT TOWARDS UPI, WITH SPECIAL REFERENCE TO NCR REGION	Dr. Niti Saxena
33	03414188821	SHUBHANGI SHARMA	Mobile Payment Application in India: Usage patterns and trends	Dr. Niti Saxena
34	03514188821	GARIMA BELLANI	A study on marketing strategies of Zara: The marketing mix	Dr. Niti Saxena
35	03614188821	ADITYA MANCHANDA	A study of consumer satisfaction of Mahindra cars	Dr. Niti Saxena
36	03714188821	LAKSHAY NAGPAL	A Comparative study of customer preference between Amazon and Flipkart	Dr. Niti Saxena





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37	03814188821	VARUN AREJA	Consumer Buying Preference on Branded Vs. Non Branded Jewellery	Dr. Niti Saxena
38	03914188821	TEJAS BHADANA	A study on customer satisfaction at HDFC bank	Dr. Niti Saxena
39	04014188821	HARSH PRABHAKAR	Consumer behavior and Satisfaction towards Online Shopping	Dr. Niti Saxena
40	04214188821	CHIRAG BANSAL	A STUDY ON FUTURE OF E-COMMERCE USING ARGUMENTED REALITY	Dr. Niti Saxena
41	04314188821	JASMAN SINGH MALHOTRA	A STUDY ON BUSINESS MODEL OF INVESTMENT IN PHYSICAL GOLD ANALYSIS	Dr. Niti Saxena
42	04414188821	VISHAKH NAUTIYAL	A STUDY ON FACTORS INFLUENCING CUSTOMER IN SELECTING OF BANKING PRODUCTS AND SERVICES	Dr. Niti Saxena
43	04514188821	OSHAL	A STUDY ON BEHAVIOR PATTERNS OF CONSUMERS IN SHOPPING THROUGH DEBIT CARDS	Dr. Niti Saxena
44	04614188821	STUTI SINGH	Investigating the Impact of AI on Consumer Behavior and Engagement in the Digital Marketing Landscape	Dr. Niti Saxena
45	04714188821	ARYAN KAPOOR	A STUDY OF CONSUMERS ATTITUDE TOWARDS ONLINE ADVERTISEMENT	Dr. Niti Saxena
46	04814188821	SPARSH GULATI	From Branding to Brand Building W.R.T Nestle	Dr. Niti Saxena
47	05014188821	PRAYAS PANDA	A comparative study between Dominos and Pizza hut	Dr. Niti Saxena
48	05114188821	ADITYA SINGH	A study of marketing strategies of bajaj	Dr. Niti Saxena
49	05214188821	SAKSHI CHAUHAN	Digital Marketing Strategies of Zomato	Dr. Niti Saxena
50	35114188821	HARSH PANDEY	A study of changing trends with respect to investment in crypto in the recent times	Dr. Niti Saxena
51	35214188821	GARVDEEP VIRK	A study of customer satisfaction on Airtel Services	Ms. Chanika Goel
52	35314188821	SANYAM BHATIA	STUDY ON ROLE OF GOVERNMENT POLICIES FOR SMALL BUSINESS IN INDIA	Ms. Chanika Goel
53	35414188821	NAMAN SACHDEVA	A STUDY OF IMPACT ON INDIAN ECONOMY AND CITIZENS DUE TO HIKE IN PETROL PRICES	Ms. Chanika Goel
54	35514188821	SARTHAK CHHAUDA	THE STUDY ON CUSTOMER SATISFACTION TOWARDS PUMA SHOES	Ms. Chanika Goel
55	35614188821	PRIYAMVADA	A study on customer satisfaction towards E-Vehicles wr.t. to two wheeler segment	Ms. Chanika Goel







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56	00124588821	AMAN AGRAHARI	SUCCESS STORY & ANALYSIS OF MAKEMYTRIP.COM	Ms. Chanika Goel
57	00224588821	NEHA DESWAL	consumers attitude toward lays	Ms. Chanika Goel
58	00424588821	AASHIMA MAHAJAN	A study on consumer perception towards electric vehicle in India	Ms. Chanika Goel
59	00524588821	AAKASH SHARMA	The Influence of Online Advertising on Brand Awareness and Perception	Ms. Chanika Goel
60	00624588821	KHUSHBOO ARORA	A STUDY ON CUSTOMERS PERCEPTION TOWARDS ONLINE SHOPPING	Ms. Chanika Goel
61	00724588821	SANCHIT KUMAR	'A Study on AWARENESS OF E-BANKING SERVICES	Ms. Chanika Goel
62	00824588821	YASH THAKUR	A STUDY ON CONSUMER PREFERENCES WITH RESPECT TO MAKING PAYMENTS DIGITALLY	Ms. Chanika Goel
63	00924588821	SHASHVAT SHARMA	An analysis of business model of Magicpin	Ms. Chanika Goel
64	01024588821	GARVIT BATRA	CONSUMER PERCEPTION TOWARDS ONLINE GROCERY STORES	Ms. Chanika Goel
65	01124588821	ANSH CHAUHAN	A study of product analysis of Hindustan unilever limited 'PURE IT'	Ms. Chanika Goel
66	01224588821	PIYUSH JINDAL	A study on marketing strategies of Zara: the marketing mix	Ms. Sangeeta Sharma
67	01324588821	SIDDHANT CHUGH	A study of marketing strategies of OPPO	Ms. Sangeeta Sharma
68	01424588821	DIVYESH BALODI	CONSUMERS PERCEIVED RISK IN ONLINE SHOPPING	Ms. Sangeeta Sharma
69	01524588821	SAMIT SATIJA	A STUDY OF CONSUMER SATISFACTION ON DOMINO'S	Ms. Sangeeta Sharma
70	01624588821	NAMIT SATIJA	A study of online learning experience of students	Ms. Sangeeta Sharma
71	01724588821	SWAYAM GUPTA	INDIVIDUAL AWARENESS TOWARDS INTERNET A MARKETING TOOL	Ms. Sangeeta Sharma
72	01824588821	KANIKA RAWAT	A study of brand impact on smartphone buying in India	Ms. Sangeeta Sharma
73	01924588821	ALI FAWWAZ MIRZA	A study on Financial literacy among Youth	Ms. Sangeeta Sharma
74	02024588821	DEBRAJ ROY	A study on Customer Satisfaction of Royal Enfield with reference to East Delhi	Ms. Sangeeta Sharma
75	02124588821	HARSHIT RAWAT	Marketing and Sales Techniques of the firm Bhoomi International	Ms. Sangeeta Sharma





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77	02324588821	SHIVAM SALUJA	Marketing Strategies (mercedes)	Ms. Sangeeta Sharma
78	02424588821	ASHISH KUMAR JHA	A study of consumer behaviour towards McDonald's in India	Ms. Sangeeta Sharma
79	02524588821	AADESH KUMAR GULATI	A study customer preference and buying behaviour of life insurance policy	Ms. Sangeeta Sharma
80	02624588821	KESHAV SHARMA	Amazon vs Flipkart : A Comparative Study on marketing strategies in India	Ms. Sangeeta Sharma
81	02724588821	AADARSH SHARMA	Investigating the satisfaction of customers using paytm	Ms. Sangeeta Sharma
82	02824588821	AMAN PANDEY	STUDY ON CHANGE IN INVESTORS PERSPECTIVE TOWARDS VARIOUS INVESTMENT OPTIONS POST COVID 19	Ms. Sangeeta Sharma
83	02924588821	P J PHILIP	A STUDY ON CUSTOMER SATISFACTION OF STARBUCKS	Ms. Sangeeta Sharma
84	03024588821	HIMANSHU	A STUDY OF IMPACT OF CELEBRITY ENDORSEMENTS ON CONSUMER BEHAVIOUR	Ms. Sangeeta Sharma
85	03124588821	ANUBHAV	A study on consumer perception towards mutual funds with special reference to ADITYA BIRLA GROUP	Ms. Sangeeta Sharma
86	03224588821	SANCHITA BISHT	Unveiling consumer preferences for Amul Chocolates	Ms. Sangeeta Sharma
87	03324588821	BHUMI TIWARI	Understanding the Smartwatch Landscape: Consumer Perspectives	Ms. Sangeeta Sharma
88	03424588821	ANJALI SAXENA	A study of Marketing strategy of Haldirams	Ms. Sangeeta Sharma
89	03524588821	HARSH GOYAL	Marketing Strategy of mamaearth	Ms. Sangeeta Sharma
90	03624588821	VAIBHAV MENDIRATTA	Consumer Behaviour towards Apple	Ms. Sangeeta Sharma
91	03724588821	SAKSHAM SHARMA	A study on Rise of Audiobooks	Ms. Sangeeta Sharma
92	03824588821	YANNIK ARYA	A study of marketing strategies adopted by Big Basket and its effects on customers	Ms. Sangeeta Sharma
93	04024588821	ARYAN TYAGI	A study on Automobile industry in india	Ms. Sangeeta Sharma
94	04124588821	SHREYA CHUGH	A study of e-commerce & customer satisfaction of Myntra	Ms. Sangeeta Sharma
95	04224588821	VRINDA SETHI	A study on impact of job rotation on employees	Ms. Sangeeta Sharma





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			satisfaction level	
96	04324588821	PAVIT SINGH BAWA	A study on customer satisfaction with respect to e-banking	Ms. Sangeeta Sharma
97	04424588821	SINJEET RAI	Customer Satisfaction from various Digital Payment Methods	Ms. Sangeeta Sharma
98	04524588821	HIMANSHU SHARMA	A STUDY ON AWARENESS OF DETAILED ANALYSIS ON MUTUAL FUND IN INDIA	Ms. Sangeeta Sharma
99	04624588821	AARUSHI BHARDWAJ	A STUDY OF FACTORS CONTRIBUTING TO ECOMMERCE GROWTH IN INDIA	Ms. Sangeeta Sharma
100	35124588821	FAZAL AHMAD	A study on customer satisfaction towards Myntra	Ms. Chanika Goel
101	35224588821	NANDINI SINGH	A study on customer satisfaction on Air Conditions of LG and samsung	Ms. Chanika Goel
102	35324588821	TANISHQ BHATIA	Role of Banking Sector in Developing indian Economy	Ms. Chanika Goel
103	35424588821	SANYA GERA	A study on employee retention Strategy	Ms. Chanika Goel
104	35524588821	SHUBH SHARMA	A study on impact of marketing strategies of Amazon india	Ms. Chanika Goel
105	35624588821	RIJUL BHATIA	Evolution of Digital Marketing Industry in this Pandemic and its Growth	Ms. Chanika Goel





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## Case Study

**Case Studies are done in classes for better understanding of students. However, they do not form part of internal assessment directly. These are included as part of class participation by individual faculty.**



## **Subject: New Venture Financing Subject**

### **Code: BCOM 308**

### **BCOM – III Year, VIth Semester**

## 1 Bob's Furniture (BF)

Bob is a carpenter who uses job production to make furniture using premium materials. Each item of furniture is priced using cost-based pricing with a 50% mark-up. He is a sole trader. Due to poor economic activity in country X, Bob has fewer customers for his designs. To keep his cash flow positive he is considering two different options. Both options have an opportunity cost.

*Option 1: Make garden benches.*

5

Bob is thinking about making garden benches from lower quality materials. Customers will be able to customise some elements of the bench, such as colour. The bench would be delivered to their home. Promotion of the benches would take place at craft fairs and markets.

*Option 2: Make small wooden ornaments.*

Bob has noticed other businesses selling lots of low-priced small wooden ornaments. Bob could produce similar ornaments, using the premium wood left over after making his job-produced furniture. 10

**Table 1.1: Financial summary of the two options**

	Option 1 Garden benches	Option 2 Ornaments
Cost of raw materials (\$ per unit)	50	5
Transportation costs (\$ per unit)	25	0
Cost of labour (\$ per unit)	25	1
Forecast sales (units per month)	5	40

15

Whichever option Bob chooses, he will continue to use cost-based pricing and make premium furniture when customers demand it. 20

- (a) (i) Define the term 'job production' (line 1). [2]
- (ii) Explain the term 'opportunity cost' (line 4). [3]
- (b) (i) Refer to Table 1.1. Calculate the forecast profit margin for option 1. [4]
- (ii) Explain **one** way in which Bob could increase the forecast profitability of option 1. [2]
- (c) Analyse **two** benefits to Bob of using cost-based pricing. [8]
- (d) Refer to Table 1.1 and any other relevant information. Recommend which of the two options Bob should choose. Justify your recommendation. [11]



Somansh Singh  
008

17 Sept

- (a)(i) Job production (line) refers to a manufacturing process where each product is individually crafted to meet the specific requirements of a customer. In Bob's case, he customizes furniture for each customer. (2)
- (ii) Opportunity cost is the value of the next best alternative forgone when a decision is made. In this context, it represents the potential benefits Bob gives up by choosing one option over the other. (2)

(b)(i) The forecast profit margin for option 1 can be calculated as follows:

$$\text{Profit margin} = (\text{selling price} - \text{cost}) / \text{selling price}$$

$$\text{Profit margin} = (1.5 \times \text{cost}) / 1.5$$

$$\text{Profit margin} = 50\%$$

- (ii) Based on the forecast profit margin, option 1 is more profitable. I recommend Bob choose option 1 as it offers a higher profit margin. (2)

To increase the forecast profitability of option 1, Bob could expensive saving measures in Raw material or labour, negotiate better transportation deals, or find more cost-effective ways to promote the garden benches.

- (c) The question appears to be incomplete and it ends with 'd'. If you have specific questions or if there's more to the question, please provide additional details. ??

Can improve

(1) for oral answer

## Case Study Analysis for B.Com VI M

S.No.	Enrollment No.	Student's Name	Marks out of 30
1	00114188821	SYED KAIF ALI RIZVI	28
2	00214188821	ABHISHEK KUMAR RAI	25
3	00314188821	AYUSH	20
4	00514188821	MOHD AWAIS IBRAHIM	22
5	00614188821	ISHA TYAGI	28
6	00714188821	KIRAN MAHRA	18
7	00814188821	SOMANSH SINGH	17
8	00914188821	DIVIJ VERMA	23
9	01114188821	ALEKH TIWARI	24
10	01214188821	MEBIN T SAJI	30
11	01314188821	TANYA BAJAJ	28
12	01414188821	ABHISHEK SINGH	18
13	01614188821	DHRUV MAHESHWARI	17
14	01714188821	PRATHAM AGRAWAL	23
15	01814188821	ISHFA SALEEM	24
16	01914188821	PRANAV PAHUJA	24
17	02014188821	STEVE BINNY THOMAS	27
18	02114188821	MOHIT YADAV	29
19	02214188821	KASHISH	22
20	02314188821	PARTH BHATIA	23



21	02414188821	NAMAN YADAV	22
22	02514188821	SYED UMAR	27
23	02614188821	MEHAK GUPTA	28
24	02714188821	ARIHANT JAIN	23
25	02814188821	ABHAY JAIN	20
26	02914188821	SAMEER CHAUDHARY	20
27	03014188821	RIYA PUNYANI	22
28	03114188821	PRANJUL MALYAN	27
29	03214188821	VAIBHAV SURI	28
30	03314188821	INSHA SAIFI	23
31	03414188821	SHUBHANGI SHARMA	20
32	03514188821	GARIMA BELLANI	20
33	03614188821	ADITYA MANCHANDA	30
34	03714188821	LAKSHAY NAGPAL	25
35	03814188821	VARUN AREJA	26
36	03914188821	TEJAS BHADANA	28
37	04014188821	HARSH PRABHAKAR	24
38	04114188821	SAHIB SINGH MODI	28
39	04214188821	CHIRAG BANSAL	29
40	04314188821	JASMAN SINGH MALHOTRA	23
41	04414188821	VISHAKH NAUTIYAL	20
42	04514188821	OSHAL	20
43	04614188821	STUTI SINGH	30

44	04714188821	ARYAN KAPOOR	25
45	04814188821	SPARSH GULATI	26
46	04914188821	NIRBHIK BISHT	28
47	05014188821	PRAYAS PANDA	24
48	05114188821	ADITYA SINGH	28
49	05214188821	SAKSHI CHAUHAN	29
50	35114188821	HARSH PANDEY	23
51	35214188821	GARVDEEP VIRK	20
52	35314188821	SANYAM BHATIA	20
53	35414188821	NAMAN SACHDEVA	30
54	35514188821	SARTHAK CHHAUDA	25
55	35614188821	PRIYAMVADA	26
56	04324588821	PAVITSINGHBAWA	28
57	35124588821	FAZAL AHMAD	24
58	35224588821	NANDINI SINGH	28
59	35324588821	TANISHQ BHATIA	29
60	35424588821	SANYA GERA	24
61	35524588821	SHUBH SHARMA	22

# **QUIZ SAMPLE AND ANALYSIS**

**Assessment year 2023-24**

# **QUIZ SAMPLE AND ANALYSIS BBA**

Evaluation of Quiz is done out of 5 marks for first year and out of 1 mark for first year

## Quiz

### Advertising and Sales Promotion

#### BBA VI E

(0.1 marks each question)

1. Which among the following is a Pull Strategy?

- A. trade promotion
- B. consumer promotion
- C. sales force promotion
- D. none of these

Answer» B. consumer promotion

discuss

2.

If a company gives false message to the customers, it is known as

- A. obscene ads
- B. subliminal ads
- C. deception
- D. none of these

Answer» C. deception

discuss

3.

The plan that show time, date and frequency of an advertisement is

- A. media plan
- B. media schedule
- C. media time
- D. media space

Answer» B. media schedule

discuss

4.

Point of Purchase Ads are also known as

- A. in-store advertising
- B. built-in advertising
- C. green advertising
- D. stock advertising

Answer» A. in-store advertising

discuss

5.

Which among the following is not a mechanical test?

- A. psychogalvanometer
- B. techistoscope

C. camera test

D. consumer dairy test

Answer» D. consumer dairy test

discuss

6.

Which of the following is more of personal medium of advertisement?

A. internet advertisement

B. broadcast media

C. direct mail advertising

D. print media

Answer» C. direct mail advertising

discuss

7.

If a company wants to build a good “corporate image,” it will probably use which of the following marketing communications mix tools?

A. advertising

B. public relations

C. direct marketing

D. sales promotion

Answer» B. public relations

discuss







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- A. brand assistants.
- B. brand executives.
- C. brand managers.
- D. brand associate.

Answer» C. brand managers.



## Quiz Analysis

### Advertising and Sales Promotion

### BBA VI E

Sr. No.	Roll No.	Year	Name of Student	Marks out of 1
1	00124501721	2024	CHAITANYA MAHAJAN	1
2	00224501721	2024	RIDDHI PANDEY	2
3	00324501721	2024	SANYA AGGARWAL	0
4	00424501721	2024	ARYAN SARRAF	1
5	00624501721	2024	SHANTANU BHARDWAJ	1
6	00724501721	2024	SHAIL KASHYAP	1
7	00824501721	2024	LIPIKA PILANI	1
8	00924501721	2024	KASHISH	1
9	01024501721	2024	RISHABH CHAND	1
10	01124501721	2024	DISHA KASHYAP	1
11	01224501721	2024	OM PHULORIA	1
12	01324501721	2024	HARSHDEEP JHA	1
13	01424501721	2024	YAKSHI	1
14	01524501721	2024	MEDHANSH BHARDWAJ	1
15	01624501721	2024	MOHD HAMID	1
16	01724501721	2024	VANSHIKA GUPTA	1
17	01824501721	2024	JANVI CHACHRA	1

18	01924501721	2024	YASH MEHRA	1
19	02024501721	2024	ANGAD SINGH SALUJA	1
20	02124501721	2024	SHUBHAM UPADHYAY	1
21	02224501721	2024	ABHIJEET SINGH	1
22	02324501721	2024	KANIKA GUPTA	1
23	02424501721	2024	JATIN	1
24	02524501721	2024	CHIRAG KHURANA	1
25	02624501721	2024	SAJAL MISHRA	1
26	02724501721	2024	AASHI AGGARWAL	1
27	02824501721	2024	ASHUTOSH RAI	1
28	03024501721	2024	PARAS JAIN	1
29	03124501721	2024	EKTA SHARMA	1
30	03224501721	2024	ADITYA JAIN	1
31	03324501721	2024	ABHIJEET SINGH	1
32	03524501721	2024	RYAN BAKSHI	1
33	03624501721	2024	NITESH GUPTA	1
34	03724501721	2024	KASHISH GUPTA	1
35	03824501721	2024	PREM KUMAR	1
36	03924501721	2024	KINSHUK JAIN	1
37	04024501721	2024	MAHAK BANSAL	1

38	04124501721	2024	ADITI SHARMA	1
39	04224501721	2024	TATIKONDA LAXMI NIKHITA	1
40	04324501721	2024	EMATUL MAHIN	1
41	04424501721	2024	MAYANK BHANDULA	1
42	04524501721	2024	DHAIRYA AGGARWAL	1
43	04624501721	2024	MRIDUL JAIN	1
44	04724501721	2024	UPKEERAT SINGH	1
45	04824501721	2024	MUKUL CHANDRA	1
46	04924501721	2024	PRINCE SHARMA	0
47	05024501721	2024	SAKSHI BHARDWAJ	1
48	05124501721	2024	HRIDYE KASHYAP	1
49	05224501721	2024	MANMEET KAUR	1
50	05324501721	2024	SWARNADEEP SAHA	0
51	35124501721	2024	PARNIKA AGGARWAL	1
52	35224501721	2024	ANANYA CHOPRA	1
53	35324501721	2024	SAKSHAM NIRANJAN	0
54	35424501721	2024	PRIYANSHU	1
55	35524501721	2024	GARIMA RAWAT	1
56	35624501721	2024	MANAV AMBWANI	0



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## QUIZ SAMPLE AND ANALYSIS B.COM (H)



## BCOM 2 M Macro Economics (0.5 Marks each)

### Question 1) Transfer Payment is

- A. Payment for goods with money
- B. Payment for goods with goods
- C. Payment with no goods exchanged
- D. None of the above

**Answer: C**

The government makes such payments to certain sections of society as financial aid and does not expect any returns. These transactions are known as transfer payments.

### Question 2) An example of Transfer payment is

- A. Old Age Funds
- B. Disability Funds
- C. Unemployment Benefits
- D. All Of the Above

**Answer: D**

Transfer payments include examples like old age, disability and unemployment funds.

### Questions 3) The reduction in the value of Plant and Machinery during the process of manufacturing is known as

- A. Net National Product
- B. Gross Domestic Product
- C. Depreciation



D. Consumption

**Answer: C**

The process of reducing the value of assets over the course of their life is called depreciation. This happens simply with the wear and tear an asset goes through with time or regular usage.

**Question 4) Gross Domestic Product is a sum of**

- A. Net National Product, Disposable Income and Gross National Product
- B. Investment, Consumption, Government Purchases and Net Exports
- C. Investment, Wages, Profits and Intermediate Production
- D. All of the Above

**Answer: B**

Gross domestic product is calculated as a sum of Investment, Consumption, Government Purchases and Net Exports.

**Question 5) The sum of the market value of \_\_\_\_ sums up to be Gross Domestic Product**

- A. Normal Goods and Services
- B. Final Goods or Services
- C. Intermediaries
- D. All of the Above

The total value of final goods and services adds up to become the gross domestic product of an economy.

**Answer: B**

## Question 6) Which of the following comes under GDP?

- A. Illegal Drug Sales
- B. Housework
- C. An off from work
- D. Consulting Services

**Answer: D**

The professional work of consulting services comes under the calculation of Gross Domestic Product.

## Question 7) Which of these can be used to measure inflation?

- A. Producer Price Index
- B. Consumer Price Index
- C. Gross Domestic Product Deflator
- D. All of the above

**Answer: D**

The producer price index, consumer price index and gross domestic product deflator can be used to calculate the inflation in an economy.

## Question 8) If inflation is at 3% and the Nominal Interest rate is at 8%. What is the real rate of interest?

- A. 1%
- B. 11%
- C. 5%
- D. None of the above

**Answer: C**

The real rate of interest is the difference between the nominal interest rate and inflation.

**Question 9) With an increase in the salary, the standard of living is likely to**

- A. Stay the same
- B. Rise
- C. Decline
- D. Not Related

**Answer) B**

As the salary of an individual rises, he is more likely to increase his spending as well, thus improving his standard of living.

**Question 10) The consumer price index is based on**

- A. Consumer Production
- B. Total Current Production
- C. Products purchased by a typical consumer
- D. None of the above

**Answer: C**

Products which are purchased by the typical consumers are what is the basis of the consumer price index.

## BCOM 2 M Macro Economics Quiz Analysis

			Name of the student	Quiz marks out of 5
Sr. No.	Roll No.	Year	Name of Student	
1	00114188823	2023	SANYA MANN	4
2	00214188823	2023	NANDINI JAIN	5
3	00314188823	2023	NIKITA RANA	5
4	00414188823	2023	FAREHA TARIQ	5
5	00514188823	2023	RIYA SINGH	4
6	00614188823	2023	VIDHI NAGPAL	4
7	00714188823	2023	TANISHA GUPTA	4
8	00814188823	2023	JATIN SINGHAL	4
9	00914188823	2023	PRANAV PHARLIA	5
10	01014188823	2023	YASHVARDHAN SINGH BISHT	4
11	01114188823	2023	TISHA RANA	4
12	01214188823	2023	SATYAM JHA	4
13	01314188823	2023	VIKNESH	4
14	01414188823	2023	DIMPLE SEJWAL	4
15	01514188823	2023	SHIVAAZ JAIN	3
16	01614188823	2023	MANAV PANDEY	5
17	01714188823	2023	RIDHIMA THAKUR	5
18	01814188823	2023	PRITY JANA	5
19	01914188823	2023	ARCHANA BHALLA	4
20	02014188823	2023	SUMEET SETHI	4

21	02114188823	2023	AKANKSHA SRIVASTAVA	4
22	02214188823	2023	PUNEET MANCHANDA	4
23	02314188823	2023	AKSHAY KUMAR	4
24	02414188823	2023	HIMANI GUSAIN	4
25	02514188823	2023	KANISHKA JAIN	5
26	02614188823	2023	ASHISH PRADHAN	3
27	02714188823	2023	KRRISH KUMAR GUPTA	5
28	02914188823	2023	AISHWARYA GOEL	4
29	03014188823	2023	KARTIK SHARMA	4
30	03114188823	2023	HARSHIT BHATT	5
31	03214188823	2023	INDRANI BAIDYA	3
32	03314188823	2023	MANISHA CHAURASIA	5
33	03414188823	2023	ARYAN GAUR	4
34	03514188823	2023	SAMARTH SHARMA	3
35	03614188823	2023	ASMANJOT SINGH	5
36	03714188823	2023	GUNAL AGARWAL	5
37	03814188823	2023	NAINA GUPTA	5
38	03914188823	2023	NEHA AGGARWAL	5
39	04014188823	2023	AYUSHI CHAUDHARY	5
40	04114188823	2023	JAHNAVI MONDRETI	5
41	04214188823	2023	LAKSH KAPOOR	4
42	04314188823	2023	SHIVAM GUPTA	4
43	04414188823	2023	ANUSHI OLI	4
44	04514188823	2023	VANYYA MEHTA	3

45	04614188823	2023	TARINI NAGPAUL	4
46	04714188823	2023	PRIYANSHU AHUJA	4
47	04814188823	2023	ASHISH PANWAR	4
48	04914188823	2023	YASH GAUTAM	4
49	05014188823	2023	ARNESH MATHUR	4
50	35114188823	2023	PRAKHAR KUMAR CHOUDHARY	5
51	35214188823	2023	JATIN SABHARWAL	5
52	35314188823	2023	MANVI ARORA	4
53	35414188823	2023	KAVYANSHI MALHOTRA	4
54	35514188823	2023	ISHAAN KHATREJA	3
55	35614188823	2023	ARON KALIA	5
56	70114188823	2023	VIDIT BAKSHI	5
57	70214188823	2023	VEDANTH AGARWAL	3
58	70314188823	2023	SAMEER TIWARI	4
59	70414188823	2023	SACHIN RAWAT	4



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## PRESENTATION ANALYSIS

**Presentations are evaluated out of 5 marks for first year and out of 2 marks for third year.**







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# PRESENTATION ANALYSIS BBA



	<p align="center"><b>Jagannath International Management School</b></p> <p align="center">(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)</p> <p align="center">Accredited by National Assessment and Accreditation Council (NAAC)</p>	
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**STUDENT PRESENTATION SUBMISSION LIST BBA II (M)**

**Decision Techniques for Business**

<u>S.No</u>	<u>Enrollment No.</u>	<u>Name of the student</u>	<u>Topic</u>	<u>Date of Submission</u>	<u>Presentation (5)</u>
1	00114101723	SRISHTI GURSEY	The diagrammatical Representation of data	13.05.2024	5
2	00214101723	PIYUSH			5
3	00314101723	OM GUSAIN			1
4	00414101723	VIPUL BHATT			3
5	00514101723	MOHD ABAAN			4
6	00614101723	PARDEEP SINGH			0
7	00714101723	ADITI BHARDWAJ	The Central Tendency of a data	13.05.2024	0
8	00814101723	CHETNA SINGH			0
9	00914101723	PRANAV GARG			0
10	01014101723	AASHIMA GILL			5
11	01114101723	GEETIKA NEGI			1
12	01214101723	RUPESH			3
13	01314101723	RAHUL GULATI	Partition Values and its application	13.05.2024	0
14	01414101723	SAHIL KHANNA			0
15	01514101723	SARTHAK BISHT			0
16	01614101723	AAYUSH BATRA			5
17	01714101723	HARSHITA BATRA			0
18	01814101723	RITIKA			1
19	01914101723	DISHA TUTEJA	Measure of Variation and different methods to measure it	13.05.2024	0
20	02014101723	SRISHTI SHARMA			2
21	02114101723	SALONI ANAND			0
22	02214101723	LAKSHAY KOHLI			1
23	02314101723	ANMOL CHOUDHARY			0
24	02414101723	VANSHIKA TYAGI			5
25	02514101723	ISHITA GOEL			2

26	02614101723	YASHIKA SANWARIA	Correlation Analysis and its application	14.05.2024	0
27	02714101723	SHUBHAM CHOUDHARY			0
28	02814101723	BHAVIKA JAIN			5
29	02914101723	NOMISH KUMAR			0
30	03014101723	ANSHPREET CHHABRA			0
31	03114101723	NAMAN SETH	Regression Analysis and its application	14.05.2024	0
32	03214101723	JAI KAPOOR			0
33	03314101723	DIVYAM SHARMA			0
34	03414101723	BHUPISHA JAIN			1
35	03514101723	SHUBHAM SHARMA			5
36	03614101723	MAINAK DAS	Linear Programming Problem and its application	15.05.2024	0
37	03714101723	ARYAN SURI			0
38	03814101723	ISHAN SHUKLA			0
39	03914101723	ANISHA GULATI			5
40	04014101723	YOGESH SINGH CHAUHAN			0
41	04114101723	MANMOHAN SHARMA	Simplex Method of Solving a LPP	15.05.2024	0
42	04214101723	DURVISH SHARMA			0
43	04314101723	KHUSHI SWARUP AGGARWAL			0
44	04414101723	UMANG ARORA			5
45	04514101723	RHYTHM MEHTA			0
46	04614101723	RAGHAV PATWARI	Duality and its economical interpretation	16.05.2024	1
48	04814101723	PUNEET DHINGRA			5
49	04914101723	PRANSHUL ARYA			1
50	05014101723	SARTHAK RAJ SINGH			0
51	05114101723	DHRUV GOYAL			1
52	05214101723	SIDDHARTH KUNWAR	Transportation Problem	17.05.2024	5
53	05314101723	SIMRAN KAUR			0
54	05414101723	MANAV PUNDHIR			0
55	35114101723	KARTIK GUPTA			5
56	35214101723	AKDAS ALI			3
57	35314101723	SUYASH GARG			0



58	35414101723	BHAVISHYA CHUGH			0
59	35514101723	AADITYA JAIN	Assignment Problem	17.05.2024	0
60	35614101723	AANYA ARORA			0
61	70114101723	ROZALI NAYAK			0

Ms. Pooja Bisht  
Subject Faculty

1

# **PRESENTATION ANALYSIS**

## **BCOM (H)**

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### STUDENT PRESENTATION SUBMISSION LIST B.COM(H) II (M)

Business Statistics					
<u>S.no</u>	Enrollment No.	Name	Topic	Date of Submission	Presentation Marks (5)
			graphical presentation of frequency distribution	01.05.2024	3
1	00114188823	SANYA MANN			5
2	00214188823	NANDINI JAIN			5
3	00314188823	NIKITA RANA			5
4	00414188823	FAREHA TARIQ			0
5	00514188823	RIYA SINGH			0
6	00614188823	VIDHI NAGPAL	Different Measure of Central Tendency	01.05.2024	1
7	00714188823	TANISHA GUPTA			0
8	00814188823	JATIN SINGHAL			2
9	00914188823	PRANAV PHARLIA			0
10	01014188823	YASHVARDHAN SINGH BISHT			2
11	01114188823	TISHA RANA			2
12	01214188823	SATYAM JHA	Normal Distribution	02.05.2024	2
13	01314188823	VIKNESH			0
14	01414188823	DIMPLE SEJWAL			0
15	01514188823	SHIVAAZ JAIN			5
16	01714188823	RIDHIMA THAKUR			5
17	01814188823	PRITY JANA			5
18	01914188823	ARCHANA BHALLA	Method of Correlation	02.05.2024	0
19	02014188823	SUMEET SETHI			2
20	02114188823	AKANKSHA SRIVASTAVA			2



21	02214188823	PUNEET MANCHANDA	Analysis	02.05.2024	0
22	02314188823	AKSHAY KUMAR			2
23	02414188823	HIMANI GUSAIN			3
24	02514188823	KANISHKA JAIN	Methods of Regression Analysis	03.05.2024	5
25	02614188823	ASHISH PRADHAN			0
26	02714188823	KRRISH KUMAR GUPTA			5
27	02914188823	AISHWARYA GOEL			2
28	03014188823	KARTIK SHARMA			2
29	03114188823	HARSHIT BHATT			0
30	03214188823	INDRANI BAIDYA	Coefficient of Skewness	03.05.2024	0
31	03314188823	MANISHA CHAURASIA			3
32	03414188823	ARYAN GAUR			0
33	03514188823	SAMARTH SHARMA			0
34	03614188823	ASMANJOT SINGH			0
35	03714188823	GUNAL AGARWAL			5
36	03814188823	NAINA GUPTA	Types of Partition Values and their evaluation	06.05.2024	0
37	03914188823	NEHA AGGARWAL			2
38	04014188823	AYUSHI CHAUDHARY			5
39	04114188823	JAHNAVI MONDRETI			0
40	04214188823	LAKSH KAPOOR			0
41	04314188823	SHIVAM GUPTA			0
42	04414188823	ANUSHI OLI	Application of Index Numbers	06.05.2024	0
43	04514188823	VANYYA MEHTA			0
44	04614188823	TARINI NAGPAUL			0
45	04714188823	PRIYANSHU AHUJA			0
46	04814188823	ASHISH PANWAR			1
47	04914188823	YASH GAUTAM			0

48	05014188823	ARNESH MATHUR			0
49	35114188823	PRAKHAR KUMAR CHOUDHARY	Different types of Measure of Variation	07.05.2024	2
50	35214188823	JATIN SABHARWAL			0
51	35314188823	MANVI ARORA			0
52	35414188823	KAVYANSHI MALHOTRA			0
53	35514188823	ISHAAN KHATREJA			0
54	35614188823	ARON KALIA			0
55	70114188823	VIDIT BAKSHI			0
56	70214188823	VEDANTH AGARWAL	Binomial Distribution	07.05.2024	0
57	70314188823	SAMEER TIWARI			0
58	70414188823	SACHIN			0

Dr. Prabal Chakraborty  
Subject Faculty

# MATRIX ALGEBRA

Srishti Gursey

Piyush

Om Gusain

Vipul Bhatt

Mohd Abaan

Pardeep Singh

BBA 1 M

## DEFINITION

- A matrix is a rectangular array of numbers arranged in rows and columns. The array of numbers below is an example of a matrix.

$$\begin{bmatrix} 1 & 2 & 8 & 1 \\ 4 & 11 & 23 & 5 \\ 6 & -1 & 3 & 0 \end{bmatrix}$$

# APPLICATION OF MATRIX ALGEBRA

- Matrix algebra is used quite a bit in advanced statistics, largely because it provides two benefits:
- Compact notation for describing sets of data and sets of equations
- Efficient methods for manipulating sets of data and solving sets of equations.

# TERMS ASSOCIATED WITH A MATRIX

- Matrix elements: Consider the 2x4 order matrix below, in which matrix elements are represented entirely by symbols.

$$\begin{bmatrix} a_{11} & a_{12} & a_{13} & a_{14} \\ a_{21} & a_{22} & a_{23} & a_{24} \end{bmatrix}$$

- Here first subscript refers to the row number and the second subscript, to the column number.
- The number of rows and columns that a matrix has is called its dimension or its order.

# TYPES OF MATRICES

- 1. Rectangular Matrix
- 2. Row Matrix
- 3. Column Matrix
- 4. Square Matrix
- 5. Diagonal Matrix
- 6. Scalar Matrix
- 7. Unit or Identity Matrix
- 8. Null/ Void/ Zero Matrix
- 10. Equal Matrices
- 11. Triangular matrix

## FEW EXAMPLES.....

- $\begin{bmatrix} 1 & 0 & 1 \\ 3 & 2 & 2 \end{bmatrix}$

- $[1 \ 2 \ 3 \ 4 \ 5]$

$$\begin{bmatrix} 1 \\ 2 \\ 3 \end{bmatrix}$$

- $\begin{bmatrix} 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 8 \end{bmatrix}$

$$\begin{bmatrix} 1 & 0 & 0 \\ 0 & 5 & 0 \\ 0 & 0 & 8 \end{bmatrix}$$

$$\begin{bmatrix} 1 & 0 & 0 \\ 3 & 5 & 0 \\ 6 & 0 & 8 \end{bmatrix}$$

- $\begin{bmatrix} 5 & 0 & 0 \\ 0 & 5 & 0 \\ 0 & 0 & 5 \end{bmatrix}$

$$\begin{bmatrix} 1 & 0 & 0 \\ 0 & 1 & 0 \\ 0 & 0 & 1 \end{bmatrix}$$

$$\begin{bmatrix} 1 & 2 & 0 \\ 0 & 0 & 0 \\ 0 & 0 & 8 \end{bmatrix}$$



# MATRIX OPERATIONS

- Addition of matrices
- Scalar Multiplication
- Multiplication of Matrices
- Transpose of Matrix

- **Determinant**

To every square matrix  $A = [a_{ij}]$  of order  $n$ , we can associate a number (real or complex) called determinant of the square matrix  $A$ .

It is also denoted by  $|A|$  or  $\det A$  or  $\Delta A$ .

- **Submatrix**

A matrix obtained by removing a row(s) or a column(s) or both from a matrix is known as a submatrix of that matrix.

$$A = \begin{bmatrix} 1 & 4 & 7 \\ 2 & 5 & 8 \\ 3 & 6 & 1 \end{bmatrix}$$

# FEW MORE TYPES OF MATRICES

- Non Singular Matrix
- Singular Matrix
- Symmetric Matrix
- Skew Symmetric Matrix

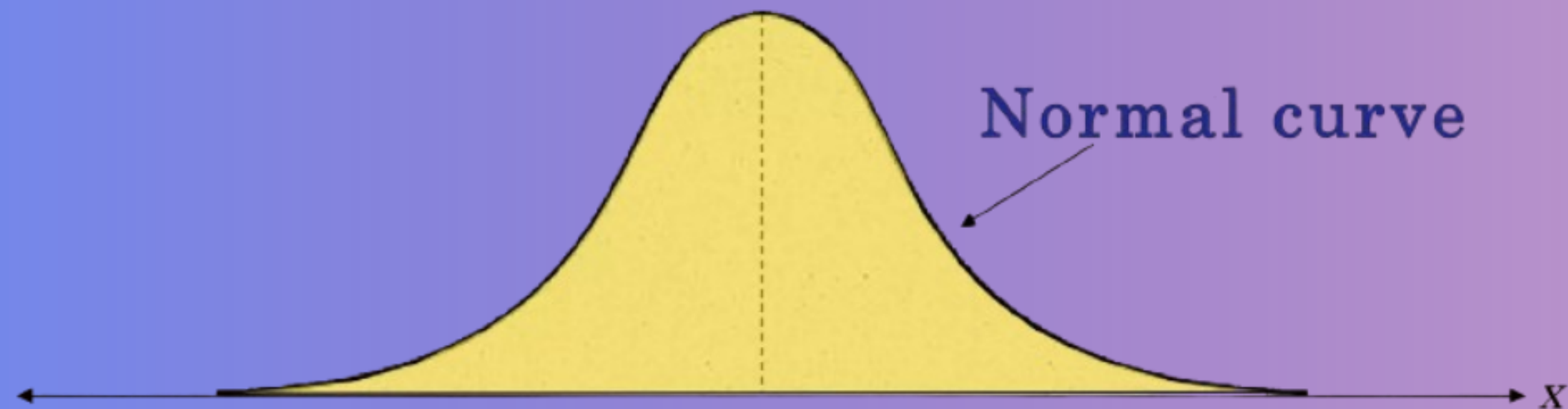
**THANK YOU**

# NORMAL PROBABILITY DISTRIBUTION

SANCHITA BISHT  
BHUMI TIWARI  
ANJALI SAXENA  
HARSH GOYAL  
VAIBHAV MENDIRATTA  
SAKSHAM SHARMA

BCOM 5 E

A **Normal distribution** is a continuous probability distribution for a random variable,  $x$ . The graph of a normal distribution is called the **Normal curve**.

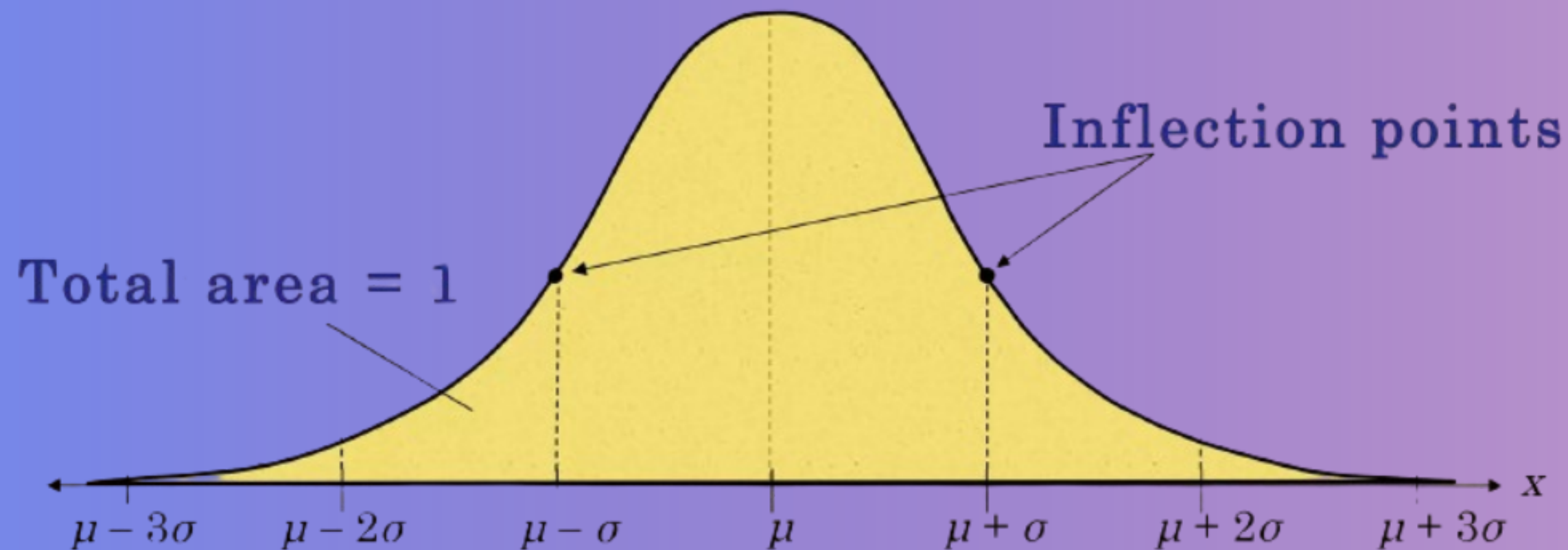


# Properties of Normal Distribution

- The mean, median, and mode are equal.
- The normal curve is bell-shaped and symmetric about the mean.
- The total area under the curve is equal to one.
- The normal curve approaches, but never touches the x axis as it extends farther and farther away from the mean.
- Between  $\mu - \sigma$  and  $\mu + \sigma$  (in the center of the curve), the graph curves downward.
- The graph curves upward to the left of  $\mu - \sigma$  and to the right of  $\mu + \sigma$ . The points at which the curve changes from curving upward to curving downward are called the *inflection points*.

If  $x$  is a continuous random variable having a normal distribution with mean  $\mu$  and standard deviation  $\sigma$ , you can graph a normal curve with the equation

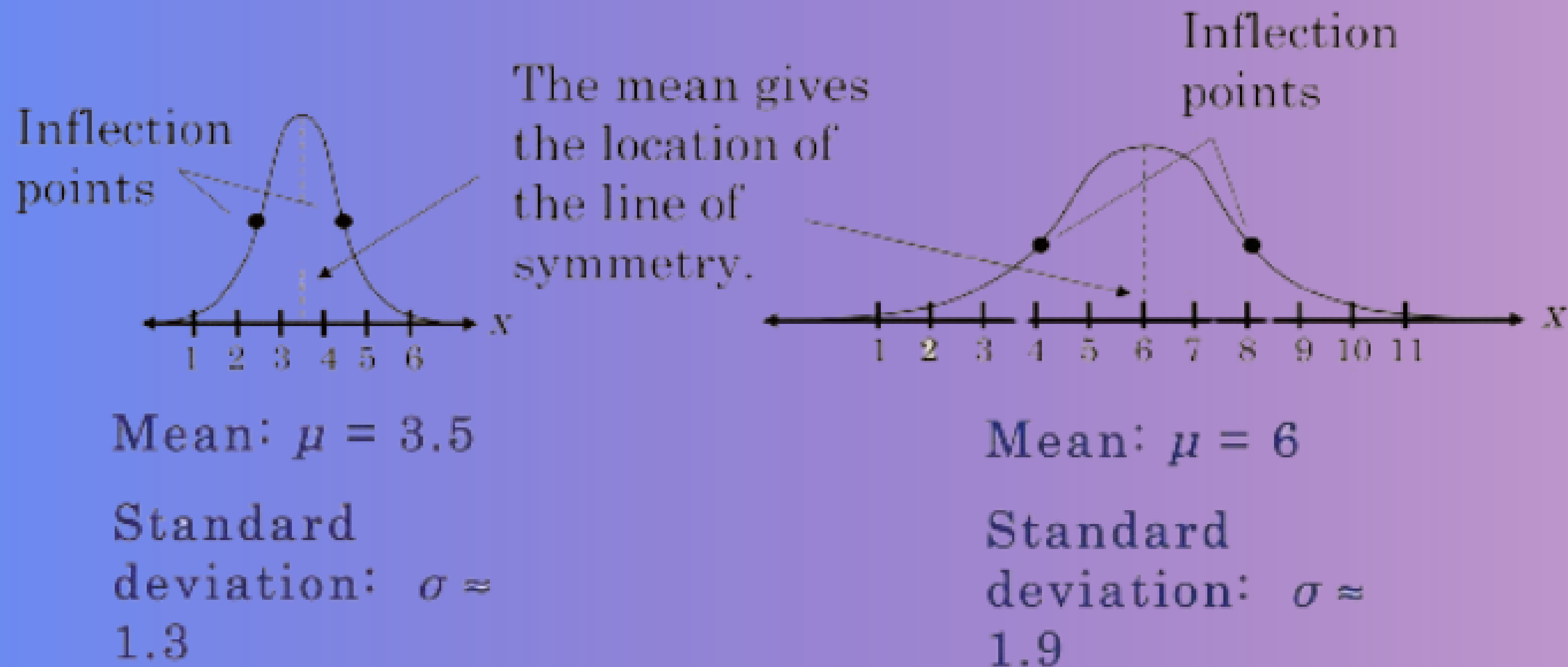
$$y = \frac{1}{\sigma\sqrt{2\pi}} e^{-(x-\mu)^2/\sigma^2}$$





# Mean & Standard Deviation

A normal distribution can have any mean and any positive standard deviation.



The standard deviation describes the spread of the data.

# Standard Normal Distribution Curve

The standard normal distribution is a normal distribution with a mean of 0 and a standard deviation of 1. Any value can be transformed into a z-score by using the formula for “z”

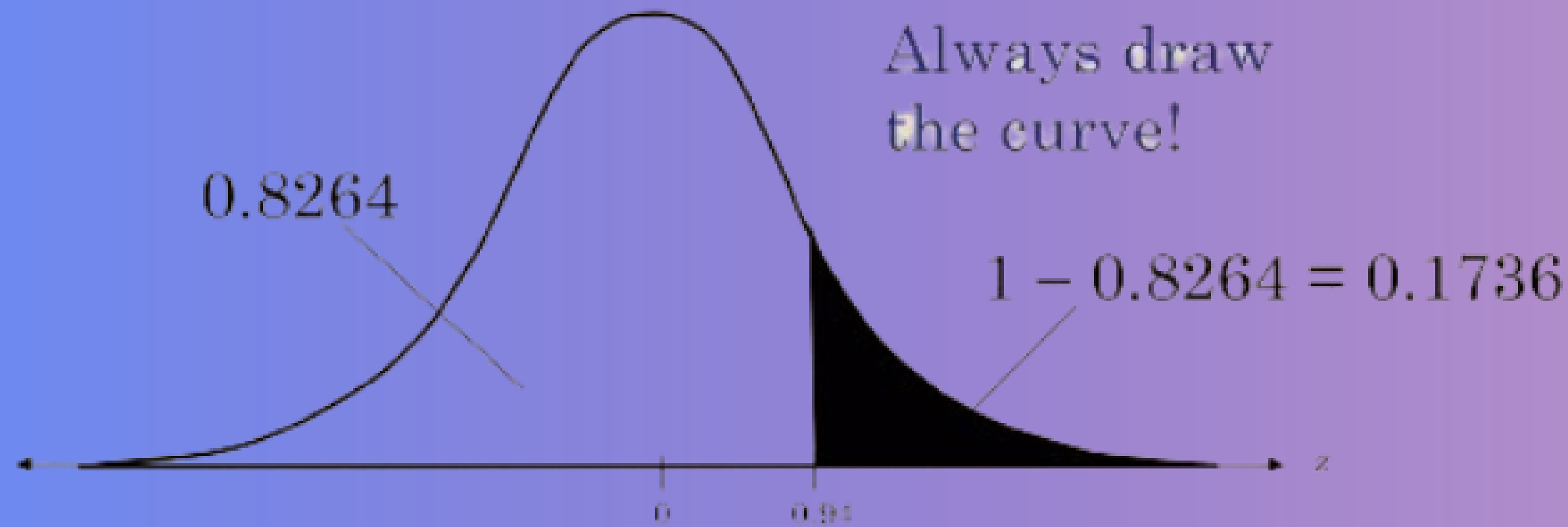
$$z = \frac{\text{Value} - \text{Mean}}{\text{Standard deviation}}$$

## Properties of the Standard Normal Distribution

- The cumulative area is close to 0 for z-scores close to  $z = -3.49$ .
- The cumulative area increases as the z-scores increase.
- The cumulative area for  $z = 0$  is 0.5000.
- The cumulative area is close to 1 for z-scores close to  $z = 3.49$ .

## Example:

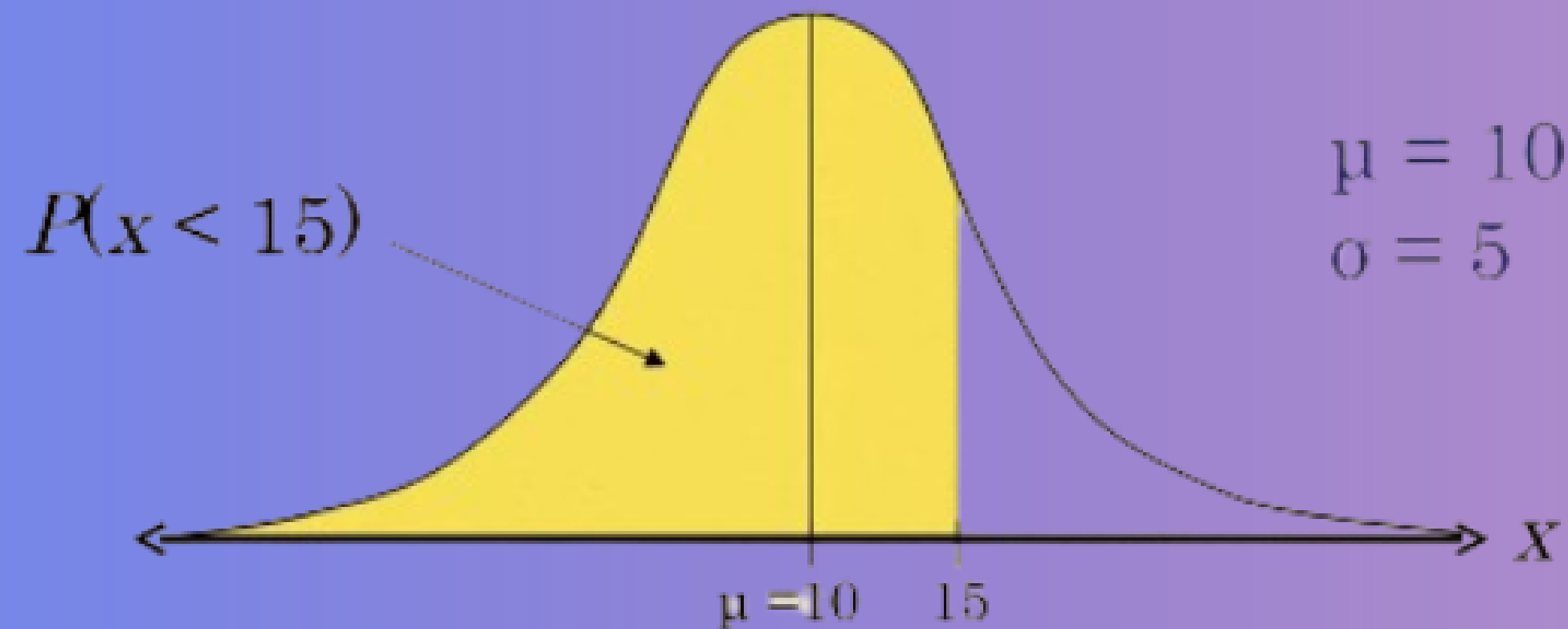
Find the area under the standard normal curve to the right of  $z = 0.94$ .



From the Standard Normal Table, the area is equal to  $0.1736$ .

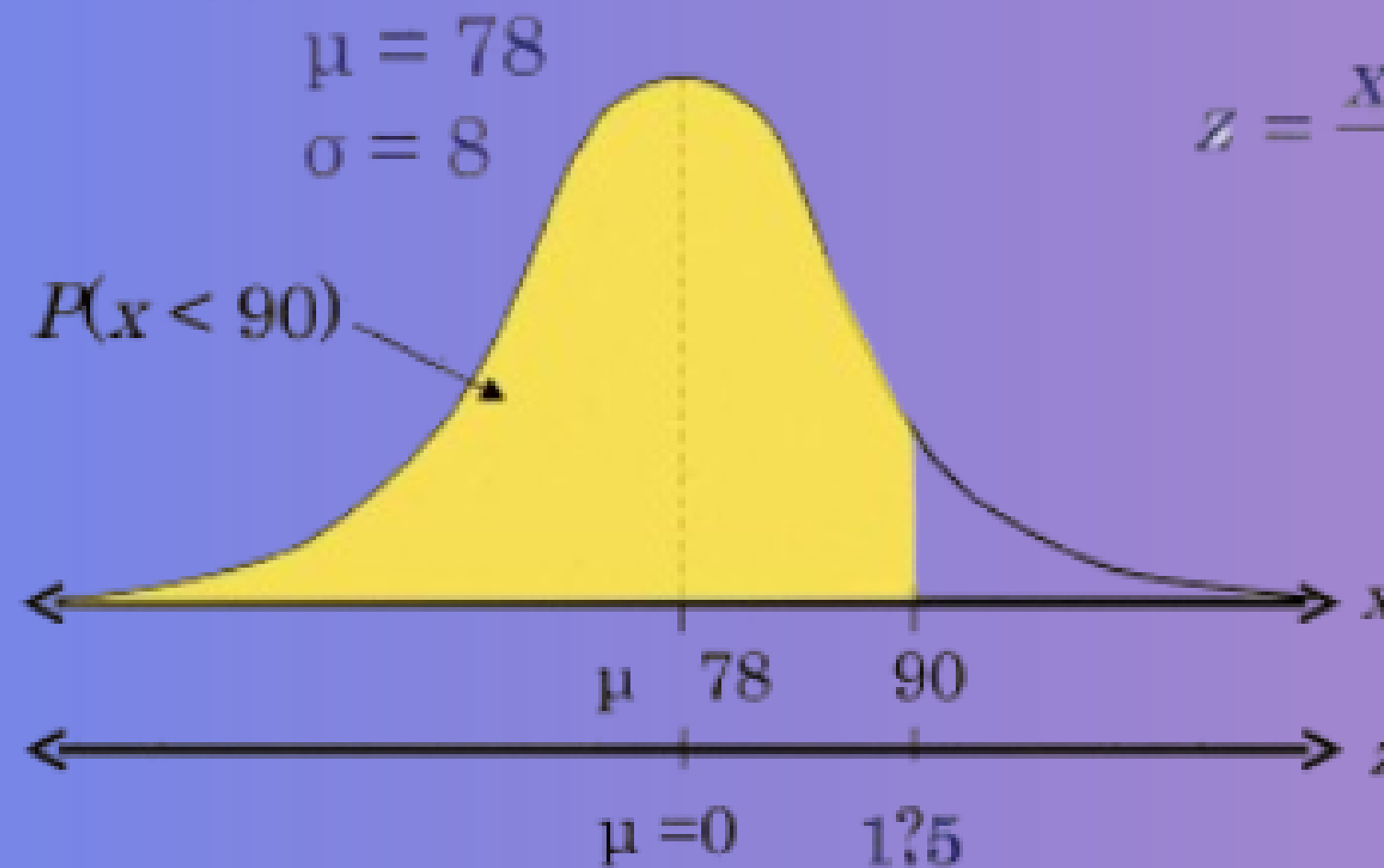
# Finding Probabilities

If a random variable,  $x$ , is normally distributed, you can find the probability that  $x$  will fall in a given interval by calculating the area under the normal curve for that interval.



### Example:

The average on a statistics test was 78 with a standard deviation of 8. If the test scores are normally distributed, find the probability that a student receives a test score less than 90.



$$z = \frac{x - \mu}{\sigma} = \frac{90 - 78}{8} = 1.5$$

The probability that a student receives a test score less than 90 is 0.9332.

$$P(x < 90) = P(z < 1.5) = 0.9332$$

THANK YOU



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## Study Notes



# BBA Sample

**Sample is attached for Financial Modelling**



# CONDITIONAL FORMAT IN EXCEL 2010

[http://www.tutorialspoint.com/excel/excel\\_conditional\\_format.htm](http://www.tutorialspoint.com/excel/excel_conditional_format.htm)

Copyright © tutorialspoint.com

## Conditional Formatting

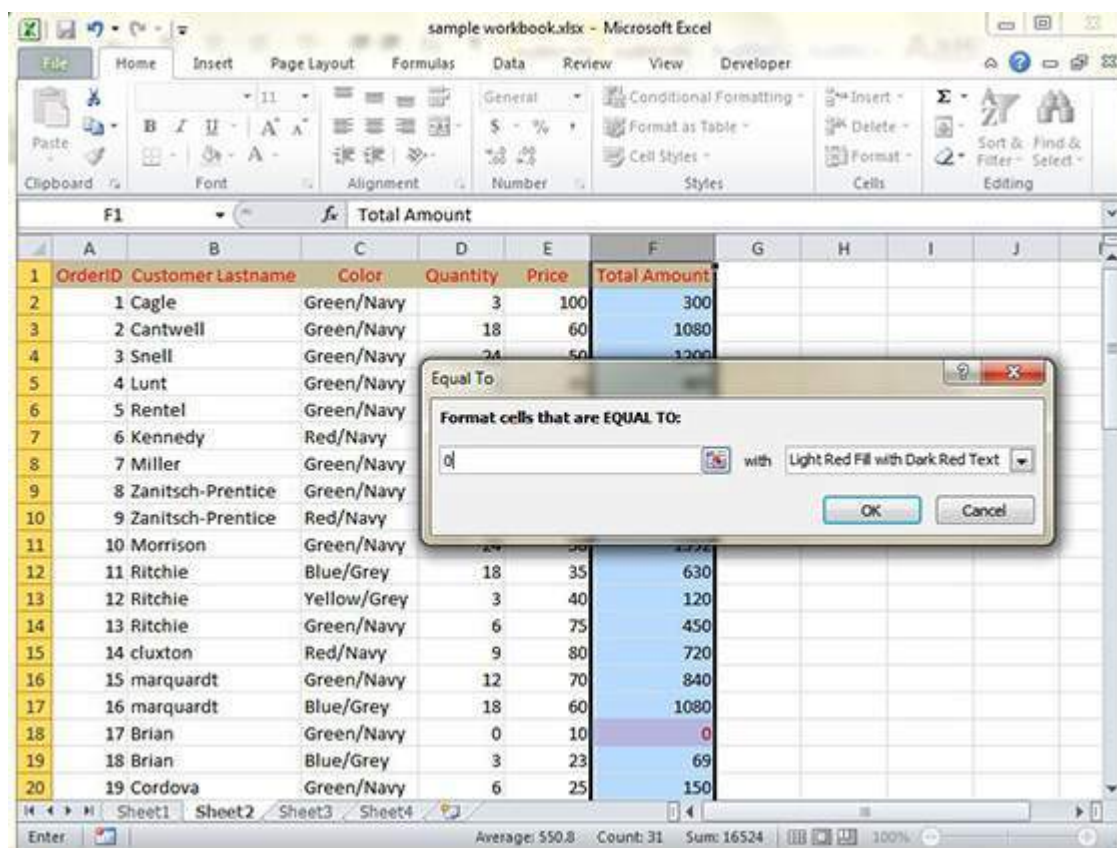
MS Excel 2010 Conditional Formatting feature enables you to format a range of values so that values outside certain limits, are automatically formatted.

Choose **Home Tab » Style group » Conditional Formatting dropdown.**

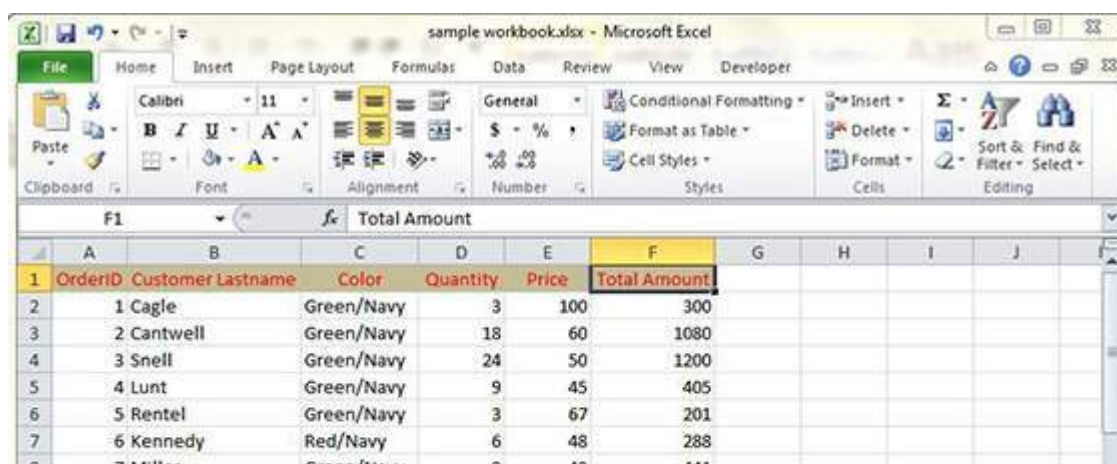
## Various conditional formatting options

- **Highlight Cells Rules :** It opens a continuation menu with various options for defining formatting rules that highlight the cells in the cell selection that contain certain values, text, or dates, or that have values greater or less than a particular value, or that fall within a certain ranges of values.

Suppose you want to find cell with Amount 0 and Mark them as red. Choose **Range of cell » Home Tab » Conditional Formatting DropDown » Highlight Cell Rules » Equal To**



After Clicking ok the cells with value zero are marked as red.



9	8	Zanitsch-Prentice	Green/Navy	6	52	312
10	9	Zanitsch-Prentice	Red/Navy	0	56	0
11	10	Morrison	Green/Navy	24	58	1392
12	11	Ritchie	Blue/Grey	18	35	630
13	12	Ritchie	Yellow/Grey	3	40	120
14	13	Ritchie	Green/Navy	6	75	450
15	14	cluxton	Red/Navy	9	80	720
16	15	marquardt	Green/Navy	12	70	840
17	16	marquardt	Blue/Grey	18	60	1080
18	17	Brian	Green/Navy	0	10	0
19	18	Brian	Blue/Grey	3	23	69
20	19	Cordova	Green/Navy	6	25	150

- **Top/Bottom Rules** : It opens a continuation menu with various options for defining formatting rules that highlight the top and bottom values, percentages, and above and below average values in the cell selection.

Suppose you want to highlight top 10% rows you can do this with these Top/Bottom rules

Top 10%

Format cells that rank in the TOP:

10 % with Green Fill with Dark Green Text

Top rows marked with Green fill with Green Dark Text

Conditional Formatting of top 10% rows

- **Data Bars** : It opens a palette with different color data bars that you can apply to the cell selection to indicate their values relative to each other by clicking the data bar thumbnail.

With this conditional Formatting data Bars will appear in each cell.

Conditional Formatting

Data Bars

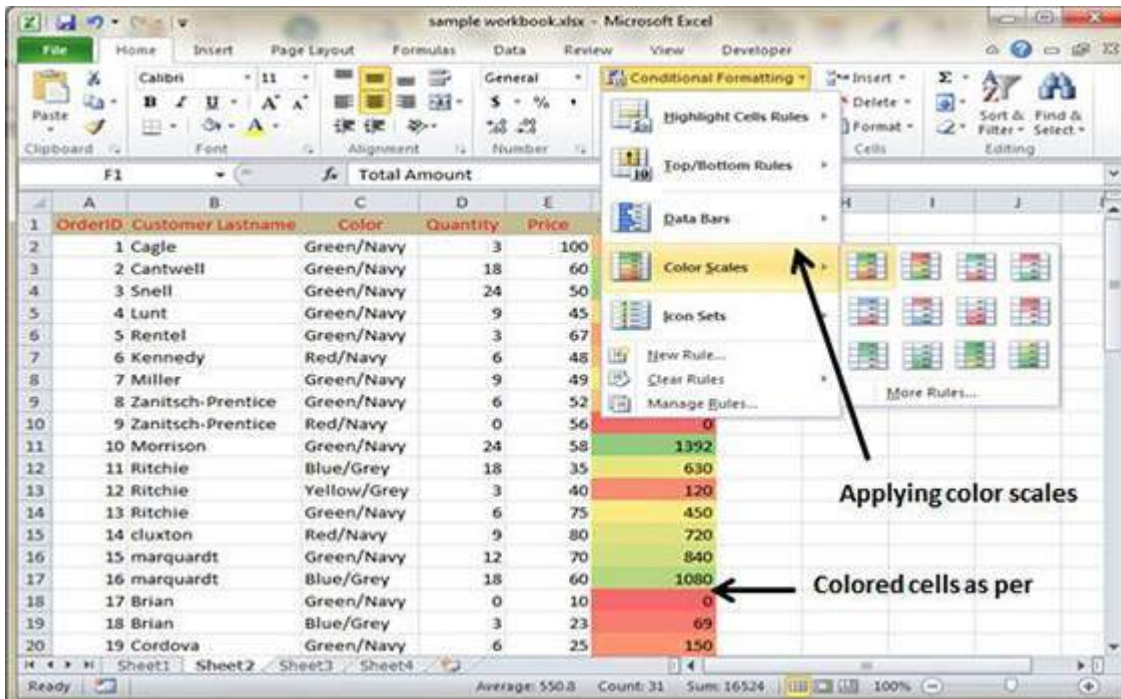
Applying data bar





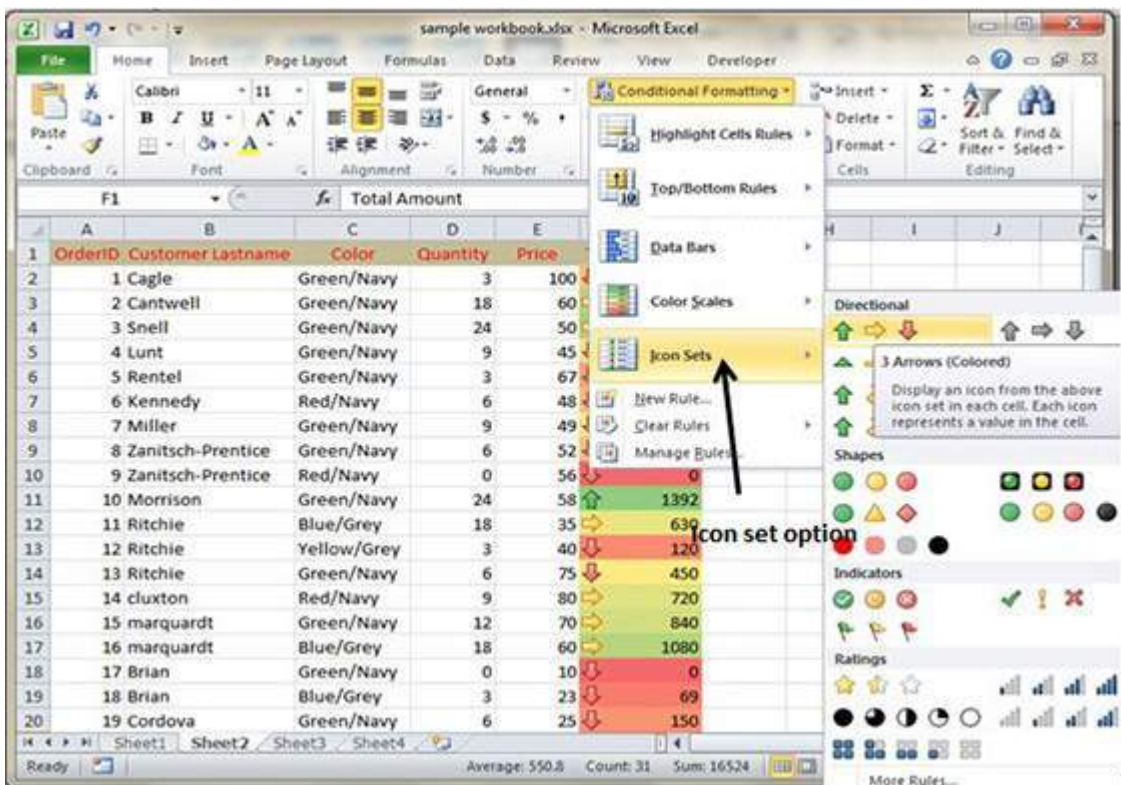
- **Color Scales** : It opens a palette with different three- and two-colored scales that you can apply to the cell selection to indicate their values relative to each other by clicking the color scale thumbnail.

See below screenshot with Color Scales conditional formatting applied.



- **Icon Sets** : It opens a palette with different sets of icons that you can apply to the cell selection to indicate their values relative to each other by clicking the icon set.

See below screenshot with Icon Sets conditional formatting applied.



- **New Rule :** It opens the New Formatting Rule dialog box, where you define a custom conditional formatting rule to apply to the cell selection.
- **Clear Rules :** It opens a continuation menu, where you can remove conditional formatting rules for the cell selection by clicking the Selected Cells option, for the entire worksheet by clicking the Entire Sheet option, or for just the current data table by clicking the This Table option.
- **Manage Rules :** It opens the Conditional Formatting Rules Manager dialog box, where you edit and delete particular rules as well as adjust their rule precedence by moving them up or down in the Rules list box.



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# BCom Sample

Sample is attached for Micro Economics



# Demand Forecasting

## Introduction

An important aspect of demand analysis from the management point of view is concerned with forecasting demand for products, either existing or new. Demand forecasting refers to an estimate of most likely future demand for product under given conditions. Such forecasts are of immense use in making decisions with regard to production, sales, investment, expansion, employment of manpower etc., both in the short run as well as in the long run.

## Meaning And Features

Demand forecasting seeks to investigate and measure the forces that determine sales for existing and new products. Generally companies plan their business – production or sales in anticipation of future demand. Hence forecasting future demand becomes important. In fact it is the very soul of good business because every business decision is based on some assumptions about the future whether right or wrong, implicit or explicit. The art of successful business lies in avoiding or minimizing the risks involved as far as possible and face the uncertainties in a most befitting manner. **Thus Demand Forecasting refers to an estimation of most likely future demand for a product under given conditions.**

Important features of demand forecasting

- It is basically a guess work – but it is an educated and well thought out guesswork.
- It is in terms of specific quantities
- It is undertaken in an uncertain atmosphere.
- A forecast is made for a specific period of time which would be sufficient to take a decision and put it into action.
- It is based on historical information and the past data.
- It tells us only the approximate demand for a product in the future.
- It is based on certain assumptions.
- It cannot be 100% precise as it deals with future expected demand

Demand forecasting is needed to know whether the demand is subject to cyclical fluctuations or not, so that the production and inventory policies, etc, can be suitably formulated

Demand forecasting is generally associated with forecasting sales and manipulating demand. A firm can make use of the sales forecasts made by the industry as a powerful tool for formulating sales policy and sales strategy. They can become action guides to select the course of action which will maximize the firm's earnings. When external economic factors like the size of market, competitors attitudes, movement in prices, consumer tastes, possibilities of new threats from substitute products etc, influence sales forecasting, internal factors like money spent on advertising, pricing policy, product improvements, sales efforts etc., help in manipulating demand. To use demand forecasting in an active rather than a passive way, management must recognize the degree to which sales are a result not only of external economic environment but also of the action of the company itself. ¼br />

## **Managerial uses of demand forecasting:**

### **In the short run:**

Demand forecasts for short periods are made on the assumption that the company has a given production capacity and the period is too short to change the existing production capacity. Generally it would be one year period.

- **Production planning:** It helps in determining the level of output at various periods and avoiding under or over production.
- **Helps to formulate right purchase policy:** It helps in better material management, of buying inputs and control its inventory level which cuts down cost of operation.
- **Helps to frame realistic pricing policy:** A rational pricing policy can be formulated to suit short run and seasonal variations in demand.
- **Sales forecasting:** It helps the company to set realistic sales targets for each individual salesman and for the company as a whole.
- **Helps in estimating short run financial requirements:** It helps the company to plan the finances required for achieving the production and sales targets. The company will be able to raise the required finance well in advance at reasonable rates of interest.
- **Reduce the dependence on chances:** The firm would be able to plan its production properly and face the challenges of competition efficiently.
- **Helps to evolve a suitable labour policy:** A proper sales and production policies help to determine the exact number of labourers to be employed in the short run.

### **In the long run:**

Long run forecasting of probable demand for a product of a company is generally for a period of 3 to 5 or 10 years.

#### **1.Business planning**

It helps to plan expansion of the existing unit or a new production unit. Capital budgeting of a firm is based on long run demand forecasting.

#### **2.Financial planning:**

It helps to plan long run financial requirements and investment programs by floating shares and debentures in the open market.

#### **3.Manpower planning :**

It helps in preparing long term planning for imparting training to the existing staff and recruit skilled and efficient labour force for its long run growth.

#### **4.Business control :**

Effective control over total costs and revenues of a company helps to determine the value and volume of business. This in its turn helps to estimate the total profits of the firm. Thus it is possible to regulate business effectively to meet the challenges of the market.

#### **5.Determination of the growth rate of the firm :**

A steady and well conceived demand forecasting determine the speed at which the company can grow.

#### **6.Establishment of stability in the working of the firm :**

Fluctuations in production cause ups and downs in business which retards smooth functioning of the firm. Demand forecasting reduces production uncertainties and help in stabilizing the activities of the firm.

#### **7.Indicates interdependence of different industries :**

Demand forecasts of particular products become the basis for demand forecasts of other related industries, e.g., demand forecast for cotton textile industry supply information to the most likely demand for textile machinery, colour, dye-stuff industry etc.,

#### **8.More useful in case of developed nations:**

It is of great use in industrially advanced countries where demand conditions fluctuate much more than supply conditions.

The above analysis clearly indicates the significance of demand forecasting in the modern business set up.

### **Levels Of Demand Forecasting**

Demand forecasting may be undertaken at three different levels, viz., micro level or firm level, industry level and macro level.

#### **Micro level or firm level**

This refers to the demand forecasting by the firm for its product. The management of a firm is really interested in such forecasting. Generally speaking, demand forecasting refers to the forecasting of demand of a firm.

#### **Industry level**

Demand forecasting for the product of an industry as a whole is generally undertaken by the trade associations and the results are made available to the members. A member firm by using such data and information may determine its market share.



## Macro-level

Estimating industry demand for the economy as a whole will be based on macro-economic variables like national income, national expenditure, consumption function, index of industrial production, aggregate demand, aggregate supply etc. Generally, it is undertaken by national institutes, govt. agencies etc. Such forecasts are helpful to the Government in determining the volume of exports and imports, control of prices etc.

The managerial economist has to take into consideration the estimates of aggregate demand and also industry demand while making the demand forecast for the product of a particular firm.

## Criteria For Good Demand Forecasting

Apart from being technically efficient and economically ideal a good method of demand forecasting should satisfy a few broad economic criteria. They are as follows:

- **Accuracy:** Accuracy is the most important criterion of a demand forecast, even though cent percent accuracy about the future demand cannot be assured. It is generally measured in terms of the past forecasts on the present sales and by the number of times it is correct.
- **Plausibility:** The techniques used and the assumptions made should be intelligible to the management. It is essential for a correct interpretation of the results.
- **Simplicity:** It should be simple, reasonable and consistent with the existing knowledge. A simple method is always more comprehensive than the complicated one
- **Durability:** Durability of demand forecast depends on the relationships of the variables considered and the stability underlying such relationships, as for instance, the relation between price and demand, between advertisement and sales, between the level of income and the volume of sales, and so on.
- **Flexibility:** There should be scope for adjustments to meet the changing conditions. This imparts durability to the technique.
- **Availability of data:** Immediate availability of required data is of vital importance to business. It should be made available on an up-to-date basis. There should be scope for making changes in the demand relationships as they occur.
- **Economy:** It should involve lesser costs as far as possible. Its costs must be compared against the benefits of forecasts
- **Quickness:** It should be capable of yielding quick and useful results. This helps the management to take quick and effective decisions.

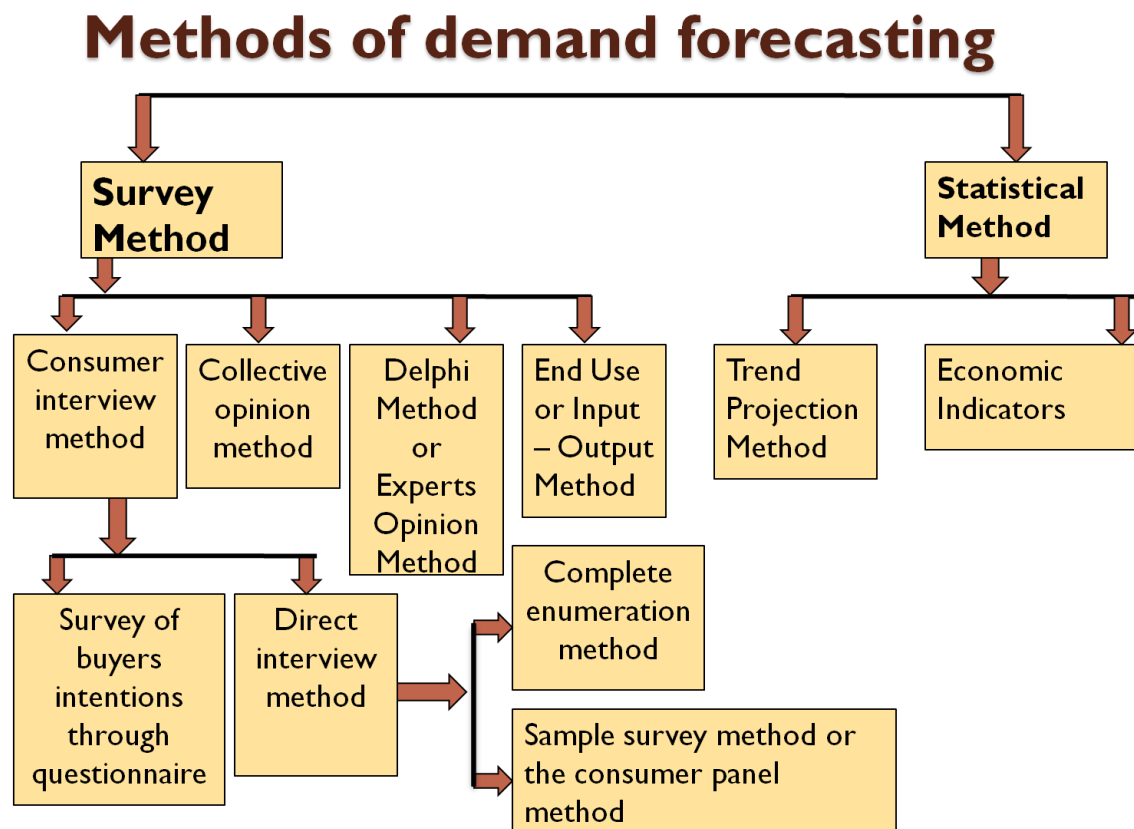
Thus, an ideal forecasting method should be accurate, plausible, durable, flexible, make the data available readily, economical and quick in yielding results.

## Analyze different methods demand forecasting for both old and new products

## Methods or Techniques of Forecasting

Demand forecasting is a highly complicated process as it deals with the estimation of future demand. It requires the assistance and opinion of experts in the field of sales management. While estimating future demand, one should not give too much of importance to either statistical information, past data or experience, intelligence and judgment of the experts. Demand forecasting, to become more realistic should consider the two aspects in a balanced manner. Application of commonsense is needed to follow a pragmatic approach in demand forecasting.

Broadly speaking, there are two methods of demand forecasting. They are: 1. Survey methods and 2 Statistical methods.



### Survey Methods

Survey methods help us in obtaining information about the future purchase plans of potential buyers through collecting the opinions of experts or by interviewing the consumers. These methods are extensively used in short run and estimating the demand for new products. There are different approaches under survey methods. They are

#### A. Consumers interview Method:

**Under this method, efforts are made to collect the relevant information directly from the consumers with regard to their future purchase plans.** In order to gather information from

consumers, a number of alternative techniques are developed from time to time. Among them, the following are some of the important ones.

**1. Survey of buyer's intentions or preferences:** It is one of the oldest methods of demand forecasting. It is also called as "Opinion surveys".

**Under this method, consumer-buyers are requested to indicate their preferences and willingness about particular products. They are asked to reveal their 'future purchase plans with respect to specific items.** They are expected to give answers to questions like what items they intend to buy, in what quantity, why, where, when, what quality they expect, how much money they are planning to spend etc. Generally, the field survey is conducted by the marketing research department of the company or hiring the services of outside research organizations consisting of learned and highly qualified professionals.

The heart of the survey is questionnaire. It is a comprehensive one covering almost all questions either directly or indirectly in a most intelligent manner. It is prepared by an expert body who are specialists in the field or marketing.

The questionnaire is distributed among the consumer buyers either through mail or in person by the company. Consumers are requested to furnish all relevant and correct information.

The next step is to collect the questionnaire from the consumers for the purpose of evaluation. The materials collected will be classified, edited analyzed. If any bias prejudices, exaggerations, artificial or excess demand creation etc., are found at the time of answering they would be eliminated.

The information so collected will now be consolidated and reviewed by the top executives with lot of experience. It will be examined thoroughly. Inferences are drawn and conclusions are arrived at. Finally a report is prepared and submitted to management for taking final decisions.

The success of the survey method depends on many factors. 1) The nature of the questions asked, 2) The ability of the surveyed 3) The representative of the samples 4) Nature of the product 5) characteristics of the market 6) consumer buyers behavior, their intentions, attitudes, thoughts, motives, honesty etc. 7) Techniques of analysis conclusions drawn etc.

The management should not entirely depend on the results of survey reports to project future demand. Consumer buyers may not express their honest and real views and as such they may give only the broad trends in the market. In order to arrive at right conclusions, field surveys should be regularly checked and supervised.

This method is simple and useful to the producers who produce goods in bulk. Here the burden of forecasting is put on customers.

However this method is not much useful in estimating the future demand of the households as they run in large numbers and also do not freely express their future demand requirements. It is

expensive and also difficult. Preparation of a questionnaire is not an easy task. At best it can be used for short term forecasting.

## **B. Direct Interview Method**

Experience has shown that many customers do not respond to questionnaire addressed to them even if it is simple due to varied reasons. Hence, an alternative method is developed. **Under this method, customers are directly contacted and interviewed. Direct and simple questions are asked to them.** They are requested to answer specifically about their budget, expenditure plans, particular items to be selected, the quality and quantity of products, relative price preferences etc. for a particular period of time. There are two different methods of direct personal interviews. They are as follows:

### **i. Complete enumeration method**

**Under this method, all potential customers are interviewed in a particular city or a region.** The answers elicited are consolidated and carefully studied to obtain the most probable demand for a product. The management can safely project the future demand for its products. This method is free from all types of prejudices. The result mainly depends on the nature of questions asked and answers received from the customers.

However, this method cannot be used successfully by all sellers in all cases. This method can be employed to only those products whose customers are concentrated in a small region or locality. In case consumers are widely dispersed, this method may not be physically adopted or prove costly both in terms of time and money. Hence, this method is highly cumbersome in nature.

### **ii. Sample survey method or the consumer panel method**

Experience of the experts' show that it is impossible to approach all customers; as such careful sampling of representative customers is essential. Hence, another variant of complete enumeration method has been developed, which is popularly known as sample survey method. **Under this method, different cross sections of customers that make up the bulk of the market are carefully chosen. Only such consumers selected from the relevant market through some sampling method are interviewed or surveyed.** In other words, a group of consumers are chosen and queried about their preferences in concrete situations. The selection of a few customers is known as sampling. The selected consumers form a panel. This method uses either random sampling or the stratified sampling technique. The method of survey may be direct interview or mailed questionnaire to the selected consumers. On the basis of the views expressed by these selected consumers, most likely demand may be estimated. The advantage of a panel lies in the fact that the same panel is continued and new expensive panel does not have to be formulated every time a new product is investigated.

As compared to the complete enumeration method, the sample survey method is less tedious, less expensive, much simpler and less time consuming. This method is generally used to estimate short run demand by government departments and business firms.

Success of this method depends upon the sincere co-operation of the selected customers. Hence, selection of suitable consumers for the specific purpose is of great importance.

Even with careful selection of customers and the truthful information about their buying intention, the results of the survey can only be of limited use. A sudden change in price, inconsistency in buying intentions of consumers, number of sensible questions asked and dropouts from the panel for various reasons put a serious limitation on the practical usefulness of the panel method.

### **C. Collective opinion method or opinion survey method**

This is a variant of the survey method. This method is also known as “Sales – force polling” or “Opinion poll method”. **Under this method, sales representatives, professional experts and the market consultants and others are asked to express their considered opinions about the volume of sales expected in the future.** The logic and reasoning behind the method is that these salesmen and other people connected with the sales department are directly involved in the marketing and selling of the products in different regions. Salesmen, being very close to the customers, will be in a position to know and feel the customer’s reactions towards the product. They can study the pulse of the people and identify the specific views of the customers. These people are quite capable of estimating the likely demand for the products with the help of their intimate and friendly contact with the customers and their personal judgments based on the past experience. Thus, they provide approximate, if not accurate estimates. Then, the views of all salesmen are aggregated to get the overall probable demand for a product.

Further, these opinions or estimates collected from the various experts are considered, consolidated and reviewed by the top executives to eliminate the bias or optimism and pessimism of different salesmen. These revised estimates are further examined in the light of factors like proposed change in selling prices, product designs and advertisement programs, expected changes in the degree of competition, income distribution, population etc. The final sales forecast would emerge after these factors have been taken into account. This method heavily depends on the collective wisdom of salesmen, departmental heads and the top executives.

It is simple, less expensive and useful for short run forecasting particularly in case of new products.

The main drawback is that it is subjective and depends on the intelligence and awareness of the salesmen. It cannot be relied upon for long term business planning.

### **D. Delphi Method or Experts Opinion Method**

This method was originally developed at Rand Corporation in the late 1940’s by Olaf Helmer, Dalkey and Gordon. This method was used to predict future technological changes. It has proved more useful and popular in forecasting non– economic rather than economical variables.

It is a variant of opinion poll and survey method of demand forecasting. **Under this method, outside experts are appointed. They are supplied with all kinds of information and**

**statistical data. The management requests the experts to express their considered opinions and views about the expected future sales of the company.** Their views are generally regarded as most objective ones. Their views generally avoid or reduce the “Halo – Effects” and “Ego – Involvement” of the views of the others. Since experts’ opinions are more valuable, a firm will give lot of importance to them and prepare their future plan on the basis of the forecasts made by the experts.

#### **E. End Use or Input – Output Method**

**Under this method, the sale of the product under consideration is projected on the basis of demand surveys of the industries using the given product as an intermediate product.** The demand for the final product is the end – use demand of the intermediate product used in the production of the final product. An intermediate product may have many end – users, For e.g., steel can be used for making various types of agricultural and industrial machinery, for construction, for transportation etc. It may have the demand both in the domestic market as well as international market. Thus, end – use demand estimation of an intermediate product may involve many final goods industries using this product, at home and abroad. Once we know the demand for final consumption goods including their exports we can estimate the demand for the product which is used as intermediate good in the production of these final goods with the help of input – output coefficients. The input – output table containing input – output coefficients for particular periods are made available in every country either by the Government or by research organizations.

This method is used to forecast the demand for intermediate products only. It is quite useful for industries which are largely producers’ goods, like aluminum, steel etc. The main limitation of the method is that as the number of end – users of a product increase, it becomes more inconvenient to use this method.

#### **Statistical Method**

It is the second most popular method of demand forecasting. It is the best available technique and most commonly used method in recent years. **Under this method, statistical, mathematical models, equations etc are extensively used in order to estimate future demand of a particular product.** They are used for estimating long term demand. They are highly complex and complicated in nature. Some of them require considerable mathematical back – ground and competence.

They use historical data in estimating future demand. The analysis of the past demand serves as the basis for present trends and both of them become the basis for calculating the future demand of a commodity in question after taking into account of likely changes in the future.

There are several statistical methods and their application should be done by some one who is reasonably well versed in the methods of statistical analysis and in the interpretation of the results of such analysis.

#### **A. Trend Projection Method**

An old firm operating in the market for a long period will have the accumulated previous data on either production or sales pertaining to different years. If we arrange them in chronological order, we get what is called as 'time series'. It is an ordered sequence of events over a period of time pertaining to certain variables. It shows a series of values of a dependent variable say, sales as it changes from one point of time to another. In short, a time series is a set of observations taken at specified time, generally at equal intervals. It depicts the historical pattern under normal conditions. This method is not based on any particular theory as to what causes the variables to change but merely assumes that whatever forces contributed to change in the recent past will continue to have the same effect. **On the basis of time series, it is possible to project the future sales of a company.**

Further, the statistics and information with regard to the sales call for further analysis. When we represent the time series in the form of a graph, we get a curve, the sales curve. It shows the trend in sales at different periods of time. Also, it indicates fluctuations and turning points in demand. If the turning points are few and their intervals are also widely spread, they yield acceptable results. Here the time series show a persistent tendency to move in the same direction. Frequency in turning points indicates uncertain demand conditions and in this case, the trend projection breaks down.

The major task of a firm while estimating the future demand lies in the prediction of turning points in the business rather than in the projection of trends. When turning points occur more frequently, the firm has to make radical changes in its basic policy with respect to future demand. It is for this reason that the experts give importance to identification of turning points while projecting the future demand for a product.

The heart of this method lies in the use of time series. Changes in time series arise on account of the following reasons:-

1. **Secular or long run movements:** Secular movements indicate the general conditions and direction in which graph of a time series move in relatively a long period of time.
2. **Seasonal movements:** Time series also undergo changes during seasonal sales of a company. During festival season, sales clearance season etc., we come across most unexpected changes.
3. **Cyclical Movements:** It implies change in time series or fluctuations in the demand for a product during different phases of a business cycle like depression, revival, boom etc.
4. **Random movement.** When changes take place at random, we call them irregular or random movements. These movements imply sporadic changes in time series occurring due to unforeseen events such as floods, strikes, elections, earth quakes, droughts and other such natural calamities. Such changes take place only in the short run. Still they have their own impact on the sales of a company.

An important question in this connection is how to ascertain the trend in time series? A statistician, in order to find out the pattern of change in time series may make use of the following methods.

1. The Least Squares method.

2. The Free hand method.
3. The moving average method.
4. The method of semi – averages.

The method of Least Squares is more scientific, popular and thus more commonly used when compared to the other methods. It uses the straight line equation  $Y = a + bx$  to fit the trend to the data.

### **Illustration.**

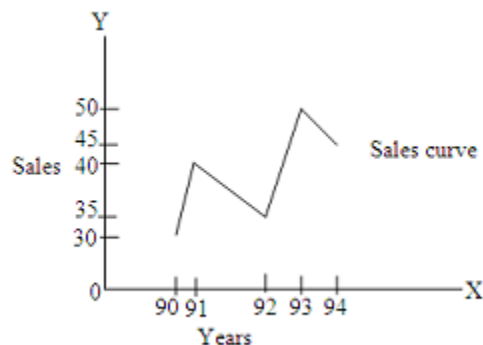
Under this method, the past data of the company are taken into account to assess the nature of present demand. On the basis of this information, future demand is projected. For e.g., A businessman will collect the data pertaining to his sales over the last 5 years. The statistics regarding the past sales of the company is given below.

The table indicates that the sales fluctuate over a period of 5 years. However, there is an up trend in the business. The same can be represented in a diagram.

### **Diagrammatic representation.**

#### **a) Deriving sales Curve.**

Year	Sales (Rs.)
1990	30
1991	40
1992	35
1993	50
1994	45



We can find out the trend values for each of the 5 years and also for the subsequent years making use of a statistical equation, the method of Least Squares. In a time series, x denotes time and y denotes variable. With the passage of time, we need to find out the value of the variable.



To calculate the trend values i.e.,  $Y_c$ , the regression equation used is –

$$Y_c = a + bx.$$

As the values of 'a' and 'b' are unknown, we can solve the following two normal equations simultaneously.

$$(i) \Sigma Y = Na + b\Sigma x$$

$$(ii) \Sigma XY = a\Sigma x + b\Sigma x^2$$

Where,

$\Sigma Y$  = Total of the original value of sales (y)

$N$  = Number of years,

$\Sigma X$  = total of the deviations of the years taken from a central period.

$\Sigma XY$  = total of the products of the deviations of years and corresponding sales (y)

$\Sigma X^2$  = total of the squared deviations of X values .

When the total values of X. i.e.,  $\Sigma X = 0$

Year = n	Sales in Rs Lakhs Y	Deviation from assumed year X	Square of Deviation $X^2$	Product sales and time Deviation XY	Computed trend values $Y_c$
1990	30	-2	+4	-60	32
1991	40	-1	+1	-40	36
1992	35	0	0	0	40
1993	50	+1	+1	+50	44
1994	45	+2	+4	+90	48
N = 5	$\Sigma Y = 200$	$\Sigma X = 0$	$\Sigma X^2 = 10$	$\Sigma XY = 40$	

Regression equation =  $Y_c = a + bx$

To find the value of  $a = \Sigma Y/N = 200/5 = 40$

To find out the value of  $b = \Sigma XY / \Sigma X^2 = 40/10 = 4$

For 1990  $Y = 40 + (4x-2)$

$$Y = 40 - 8 = 32$$

For 1991  $Y = 40 + (4x-1)$

$$Y = 40 - 4 = 36$$

For 1992  $Y = 40 + (4 \times 0)$

$$Y = 40 + 0 = 40$$

For 1993  $Y = 40 + (4 \times 1)$

$$Y = 40 + 4 = 44$$

For 1994  $Y = 40 + (4 \times 2)$

$$Y = 40 + 8 = 48$$

For the next two years, the estimated sales would be:

For 1995  $Y = 40 + (4 \times 3)$

$$Y = 40 + 12 = 52$$

For 1996  $Y = 40 + (4 \times 4)$

$$Y = 40 + 16 = 56$$

Finding trend values when Even Years are given.

Year = N	Sales in Rs lakhs = Y	Deviation From Assumed year= X	Square of Deviation = X <sup>2</sup>	Product sales and time deviation =XY	Computed trend values Y c
1990	55	-3	9	-165	44
1991	25	-1	1	-25	48
1992	65	+1	1	+65	52
1993	55	+3	9	+165	56
N = 4	$\Sigma Y=200$	$\Sigma X=0$	$\Sigma X^2=20$	$\Sigma XY=40$	

**Note : –**

1. When even years are given, the base year would be in between the two middle years. In this example, in between the two middle years is 1991.5 ( one year = 1 where as 6 months = .5)
2. For the purpose of simple calculation, we assume the value for each 6 months i.e. 0.5 = 1

To find out the value of a =  $200/4 = 50$

To find out the value of b =  $40/20 = 2$

a=50, b=2.

**Calculation for each year. Finding trend values.**

1991.5 = Base Year For 1990     $Y = 50 + 2X - 3$

$$Y = 50 - 6 = 44$$

$$90 = -3$$

90.5 = -2    For 1991     $Y = 50 + 2X - 1$

$$91 = -1 \quad Y = 50 - 2 = 48$$

$$91.5 = 0$$

$$92 = +1 \text{ For } 1992 \quad Y = 50 + 2X1$$

$$92.5 = +2 \quad Y = 50 + 2 = 52$$

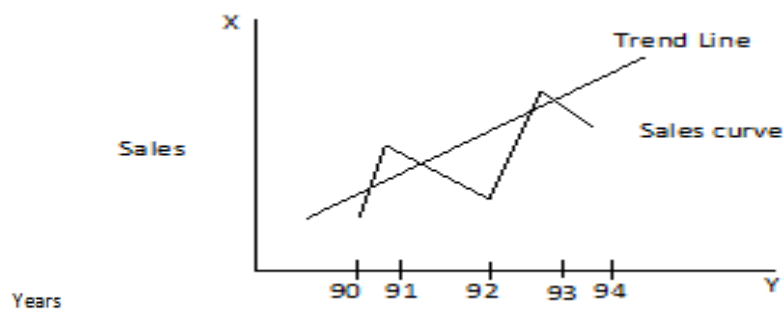
$$93 = +3$$

$$\text{For } 1993 \quad Y = 50 + 2 \times 3$$

$$Y = 50 + 6 = 56 \quad \checkmark$$

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Deriving trend line



Trend projection method requires simple working knowledge of statistics, quite inexpensive and yields fairly reliable estimates of future course of demand...

While estimating future demand we assume that the past rate of change in the dependent variable will continue to remain the same in future also. Hence, the method yields result only for that period where we assume there are no changes. It does not explain the vital upturns and downturns in sales, thus not very useful in formulating business policies.

## B. Economic Indicators

Economic indicators as a method of demand forecasting are developed recently. Under this method, a few economic indicators become the basis for forecasting the sales of a company. **An economic indicator indicates change in the magnitude of an economic variable. It gives the signal about the direction of change in an economic variable.** This helps in decision making process of a company. We can mention a few economic indicators in this context.

1. Construction contracts sanctioned for demand towards building materials like cement.

2. Personal income towards demand for consumer goods.
3. Agriculture income towards the demand for agricultural inputs, instruments, fertilizers, manure, etc,
4. Automobile registration towards demand for car spare parts, petrol etc.,
5. Personal Income, Consumer Price Index, Money supply etc., towards demand For consumption goods.

The above mentioned and other types of economic indicators are published by specialist organizations like the **Central Statistical Organization** etc. The analyst should establish relationship between the sale of the product and the economic indicators to project the correct sales and to measure as to what extent these indicators affect the sales. The job of establishing relationship is a highly difficult task. This is particularly so in case of new products where there are no past records.

**Under this method, demand forecasting involves the following steps:** ¼br />

- a. The forecaster has to ensure whether a relationship exists between the demand for a product and certain specified economic indicators.
- b. The forecaster has to establish the relationship through the method of least square and derive the regression equation. Assuming the relationship to be linear, the equation will be  $y = a + bx$ .
- c. Once the regression equation is obtained by forecasting the value of x, economic indicator can be applied to forecast the values of Y. i.e. demand.
- d. Past relationship between different factors may not be repeated. Therefore, the value judgment is required to forecast the value of future demand. In addition to it, many other new factors may also have to be taken into consideration.

When economic indicators are used to forecast the demand, a firm should know whether the forecasting is undertaken for a short period or long period. It should collect adequate and appropriate data and select the ideal method of demand forecasting. The next stage is to determine the most likely relationship between the dependent variables and finally interpret the results of the forecasting.

However it is difficult to find out an appropriate economic indicator. This method is not useful in forecasting demand for new products.

### **Demand Forecasting For A New Product**

Demand forecasting for new products is quite different from that for established products. Here the firms will not have any past experience or past data for this purpose. An intensive study of

the economic and competitive characteristics of the product should be made to make efficient forecasts.

Professor Joel Dean, however, has suggested a few guidelines to make forecasting of demand for new products.

#### **a. Evolutionary approach**

The demand for the new product may be considered as an outgrowth of an existing product. For e.g., Demand for new Tata Indica, which is a modified version of Old Indica can most effectively be projected based on the sales of the old Indica, the demand for new Pulsor can be forecasted based on the sales of the old Pulsor. Thus when a new product is evolved from the old product, the demand conditions of the old product can be taken as a basis for forecasting the demand for the new product.

#### **b. Substitute approach**

If the new product developed serves as substitute for the existing product, the demand for the new product may be worked out on the basis of a 'market share'. The growths of demand for all the products have to be worked out on the basis of intelligent forecasts for independent variables that influence the demand for the substitutes. After that, a portion of the market can be sliced out for the new product. For e.g., A moped as a substitute for a scooter, a cell phone as a substitute for a land line. In some cases price plays an important role in shaping future demand for the product.

#### **c. Opinion Poll approach**

Under this approach the potential buyers are directly contacted, or through the use of samples of the new product and their responses are found out. These are finally blown up to forecast the demand for the new product.

#### **d. Sales experience approach**

Offer the new product for sale in a sample market; say supermarkets or big bazaars in big cities, which are also big marketing centers. The product may be offered for sale through one super market and the estimate of sales obtained may be 'blown up' to arrive at estimated demand for the product.

#### **e. Growth Curve approach**

According to this, the rate of growth and the ultimate level of demand for the new product are estimated on the basis of the pattern of growth of established products. For e.g., An Automobile Co., while introducing a new version of a car will study the level of demand for the existing car.

#### **f. Vicarious approach**

A firm will survey consumers' reactions to a new product indirectly through getting in touch with some specialized and informed dealers who have good knowledge about the market, about the different varieties of the product already available in the market, the consumers' preferences etc. This helps in making a more efficient estimation of future demand.

These methods are not mutually exclusive. The management can use a combination of several of them supplement and cross check each other.



# Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

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## Quiz Sample and Analysis (Odd Semester)







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# BBA

# Odd Semester

Quiz for third year are evaluated out of 1 mark



**Quiz**  
**BBA V M**  
**Financial Modelling**  
**Marks- 0.1 each**

**1. What is the correct formula to calculate the total revenue for a company, given the unit price and quantity sold?**

- a) =SUM(UnitPrice, QuantitySold)
- b) =UnitPrice \* QuantitySold
- c) =AVG(UnitPrice, QuantitySold)
- d) =MIN(UnitPrice, QuantitySold)

**2. Which function is used to find the highest value in a range of cells?**

- a) MAX
- b) MIN
- c) AVERAGE
- d) COUNT

**3. How can you copy a formula from one cell to another in Excel?**

- a) Press Ctrl+C and Ctrl+V
- b) Right-click and select "Copy" and "Paste"
- c) Drag the fill handle across the desired cells
- d) Type "=COPY()" in

**4. Which Excel function is used to calculate the future value of an investment?**

- a) NPV

b) IRR

c) FV

d) PV

## 5. What does the CONCATENATE function do in Excel?

a) Adds up a range of cells.

b) Concatenates two or more text strings together.

c) Calculates the average of a range of cells.

d) Counts the number of cells that meet a specific condition.

## 6. Which function can be used to convert a text string to a date format in Excel?

a) TEXT

b) VALUE

c) DATEVALUE

d) CONVERT

## 7. Which Excel feature is used to highlight cells that meet specific criteria?

a) Conditional Formatting

b) Data Validation

c) Sorting

d) Filtering

## 8. How can you create a data validation rule to allow only numeric entries in a cell?

- a) Select the cell, go to Data Validation, and choose "Whole Number" as the validation criteria.
- b) Select the cell, go to Data Validation, and choose "Text Length" as the validation criteria.
- c) Select the cell, go to Data Validation, and choose "Decimal" as the validation criteria.
- d) Select the cell, go to Data Validation, and choose "Custom" as the validation criteria.

## 9. What is the purpose of a Pivot Table in Excel?

- a) To create dynamic formulas
- b) To sort data in ascending order
- c) To summarize and analyze large data sets
- d) To perform complex calculations

## 10. How can you change the summary function of a value field in a Pivot Table?

- a) Right-click on the value field, select "Value Field Settings," and choose the desired summary function.
- b) Go to the "Analyze" tab, click on "Field Settings," and select the desired summary function.
- c) Double-click on the value field and the summary function options will appear.
- d) Select the value field, go to the "Design" tab, and choose the desired summary function from the drop-down menu.

## Answers

1. b)  $\text{=UnitPrice} * \text{QuantitySold}$
2. a) MAX
3. c) Drag the fill handle across the desired cells
4. c) FV
5. b) Concatenates two or more text strings together
6. c) DATEVALUE
7. a) Conditional Formatting
8. d) Select the cell, go to Data Validation, and choose "Custom" as the validation criteria
9. c) To summarize and analyze large data sets
10. a) Right-click on the value field, select "Value Field Settings," and choose the desired summary function

## Quiz Assessment BBA V M Financial Modelling

Sr. No.	Roll No.	Year	Name of Student	Marks out of 1
1	00114101721	2023	SHIZA	1
2	00214101721	2023	SAMEER	0
3	00314101721	2023	RIA SAIGAL	1
4	00414101721	2023	VANSHIKA JAUHRI	1
5	00514101721	2023	AAYUSH	1
6	00614101721	2023	HARSH BISHNOI	1
7	00714101721	2023	SOMANSHU SEHGAL	0
8	00814101721	2023	MANISH KAUL	0
9	00914101721	2023	AYUSH MANGLA	1
10	01014101721	2023	TRIYAMBAK NATH VATS	1
11	01114101721	2023	SUFYAN HABEEBUR RAH	1
12	01214101721	2023	RUHI KAUR BHATIA	1
13	01314101721	2023	ROHIT JAISWAL	1
14	01414101721	2023	NIRANJAN BAFNA	1
15	01514101721	2023	CHIRAG SINGHAL	0
16	01614101721	2023	HARSH KUMAR	1
17	01714101721	2023	AKSHITA SARASWAT SI	1
18	01814101721	2023	ADITYA GOYAL	1

19	01914101721	2023	GAURAV	1
20	02014101721	2023	UTKARSH JAIN	1
21	02114101721	2023	DEV SHARMA	1
22	02214101721	2023	RIYA	1
23	02314101721	2023	KASHISH KAINTH	1
24	02414101721	2023	HREDESH BISHT	0
25	02514101721	2023	RIYA AGARWAL	1
26	02614101721	2023	ANUJ RAWAT	1
27	02714101721	2023	CHETAN BIST	1
28	02814101721	2023	VIPASHA RAKHEJA	1
29	02914101721	2023	SUDHIENDRA RAO	1
30	03014101721	2023	PRACHI VERMA	1
31	03114101721	2023	BHAVISHYA KAPUR	1
32	03214101721	2023	PRAKRITI	1
33	03314101721	2023	VAISHNAV NAIR	1
34	03414101721	2023	ABHILASH PANJA	1
35	03514101721	2023	HARSH KUMAR	1
36	03614101721	2023	AKANKSHA BHAMBRI SI	1
37	03714101721	2023	KHUSHI GARG	1
38	03814101721	2023	YASH KUNDWAL	1

39	03914101721	2023	SHANTANU PATRA	1
40	04014101721	2023	ANJINI SHARMA	1
41	04114101721	2023	KSHITIZ RAWAT	0
42	04314101721	2023	SAKSHYA KANOJIA	1
43	04414101721	2023	SHANTANU RAJ	1
44	04514101721	2023	DHEENAN CHAWLA	1
45	04614101721	2023	AYUSH RAWAT	1
46	04714101721	2023	AMAN MORWANI	1
47	04814101721	2023	VARUN BHARTI	1
48	04914101721	2023	VANSH TANEJA	1
49	05014101721	2023	SARTHAK BHATNAGAR	1
50	05214101721	2023	DEEPAK	1
51	05314101721	2023	AARZOO VASHISHT	1
52	05414101721	2023	PIYUSH SINGHAL	1
53	35114101721	2023	SUGANDHI ARORA	1
54	35214101721	2023	BHAVYE CHOUDHARY	1
55	35314101721	2023	ASHUTOSH AGGARWAL	1
56	35414101721	2023	PRATHAM SINGH	1
57	35514101721	2023	ANSHUL TYAGI	1
58	35614101721	2023	KASHISH KRISHNAN	1





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# BCOM ODD Semester

Quiz of first year are evaluated out of 5 marks



**Quiz**  
**Micro Economics**  
**BCom I M**  
**Marks (0.5 each)**

1. Which of the following are determinants of demand for a product/service?
- a. Price of the product/service
  - b. Income of the buyer
  - c. Desire to purchase the product/service
  - d. All of the above

**Answer: d**

2. The law of demand states that if there is an increase in a product's selling price \_\_\_\_\_.
- a. The quantity demanded of that good will decrease
  - b. The quantity supplied of that good will decrease
  - c. The quantity demanded of that good will increase
  - d. The quantity supplied of that good will increase

**Answer: a**

3. If the price of a good is above the equilibrium price, then \_\_\_\_\_.
- a. There is a surplus in the market and the price will fall
  - b. There is a shortage in the market and the price will fall
  - c. There is a surplus in the market and the price will rise
  - d. There is a shortage in the market and the price will rise

**Answer: a**

4. If the price of a good is equal to the equilibrium price, then \_\_\_\_\_.
- a. The quantity demanded of a good is the same as the quantity supplied and the price will remain unchanged
  - b. The quantity demanded of a good is more than the quantity supplied and the price will fall
  - c. The quantity demanded of a good is less than the quantity supplied and the price will rise

d. None of the above

**Answer: a**

5. An inferior good is a commodity whose \_\_\_\_\_ with an increase in income.

- a. Demand falls
- b. Demand rises
- c. Supply falls
- d. Supply rises

**Answer: a**

6. If consumers think that there are very few substitutes for a particular product, then \_\_\_\_\_.

- a. Demand for it will be price inelastic
- b. Demand for it will be price elastic
- c. Supply for it will be price inelastic
- d. Supply for it will be price elastic

**Answer: a**

7. Two goods are \_\_\_\_\_ when the quantity consumed of one increases with the decrease in price of the other.

- a. Substitute
- b. Normal
- c. Complementary
- d. None of the above

**Answer: c**

8. Under the cross elasticity of demand between two substitute products, \_\_\_\_\_.

- a. If the price of one product increases, the demand for the other product will decrease
- b. If the price of one product decreases, the demand for the other product will decrease
- c. If the price of one product decreases, the demand for the other product will increase
- d. None of the above

**Answer: b**

**9. Under the cross elasticity of demand between two complementary products**

\_\_\_\_\_.

- a. If the price of one product increases, the demand for the other product will increase
- b. If the price of one product decreases, the demand for the other product will decrease
- c. If the price of one product decreases, the demand for the other product will increase
- d. None of the above

**Answer: c**

**10. If the price elasticity of demand for a good is 0.5, then the demand for that good is \_\_\_\_\_.**

- a. Inelastic
- b. Elastic
- c. Unitary elastic
- d. None of the above

**Answer: b**



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# Assignment





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# BBA

# Odd Semester



**Sample Assignment of 3<sup>rd</sup> year is attached. The assignment was given to students for 5 marks but were scaled down to 2 marks for the purpose of internal assessment**



# FINANCIAL MODELING ASSIGNMENT

Submitted By

Shantanu Patra

03914101721

BBA V(M)



clipped

Assignment

2

2

19/10/23

Q

Precedent Transaction Analysis - Meaning, how to solve in excel with example

Ans

Precedent Transaction analysis is a valuation method in which the price paid for similar companies in the past is considered an indicator of a company's value. Precedent transaction analysis creates an estimate of what a share of stock would be worth in the case of an acquisition.

Precedent Transaction analysis relies on publicly available information to create a reasonable estimate of multiples or premiums that others have paid for a publicly-traded company. The analysis looks at the type of investors that have purchased similar companies under similar circumstances in the past and examines whether the companies making the acquisitions are likely to make another acquisition soon.

One of the most important components of precedent-transaction analysis is identifying the transactions that are most relevant. First companies should be chosen based on having



Similar financial characteristics and for being in the same industry. Second the size of the transactions should be similar in size to the transaction that is being considered for the target company. Third, the type of transaction and the characteristics of the buyer should be similar. Transactions that occurred more recently are considered more valuable in terms of usefulness for analysis.

### Example

Let's say we are analyzing a technology company, XYZ Corp and want to estimate its value based on precedent transactions in the industry.

#### Step 1: Gather Data

##### 1. Identify Comparable Transactions:

- Identify recent transactions involving technology companies similar to XYZ Corp

##### 2. Collect Transaction Detail:

- Gather data on transaction values, dates & key financial metrics. Let's consider two transactions:



Transaction	Date	Target Company	Acquirer Company	Transaction value (in millions)	Revenue (in millions)	EBITDA (in millions)
1	01/01/2022	Tech Co A	Acquirer X	500	100	30
2	02/01/2022	Techco B	Acquirer Y	700	120	40

Step 2: Organize Data in Excel

Create a new Excel worksheet and input the transaction data into columns, let assume columns A to F are used for Date, Target, Acquirer, Transaction value, Revenue & EBITDA, respectively.

Step 3: Calculate valuation Multiples.

1. Calculate valuation multiples:

In a new column, calculate valuation multiples. Let's use Enterprise value (EV) to Revenue & EV to EBITDA.

$$M_2 = D_2 / E_2 \quad // \text{ EV to Revenue for Transaction 1}$$

$$M_2 = D_2 / F_2 \quad // \text{ EV to EBITDA for Transaction 1}$$

$$M_3 = E_3 / F_3 \quad // \text{ EV to Revenue for Transaction 2}$$

$$M_3 = D_3 / F_3 \quad // \text{ EV to EBITDA for Transaction 2}$$



### Step 4: Analyze & Average

#### 1. Analyze the Data

- Examine the calculated multiples. Let's assume we decide to focus on the average multiples.

#### 2. Calculate Average Multiples:

- Calculate the EV / Revenue & EV / EBITDA multiples

$$H5 : = \text{AVERAGE}(H2 : H3) \quad // \text{Average EV to Revenue}$$

$$H5 : = \text{AVERAGE}(H2 : H3) \quad // \text{Average EV to EBITDA}$$

### Step 5: Apply Multiples to Target Company

#### 1. Apply Multiples:

- Now use the Average multiples to estimate the value of XYZ Corp.

$$J2 : = H5 * \text{XYZ Corp's Revenue Estimate} \quad // \text{Estimated valuation using EV to Revenue.}$$

$$K2 = H5 * \text{XYZ Corp's EBITDA Estimate} \quad // \text{Estimated valuation using EV to EBITDA.}$$



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## BCom Odd Semester

Assignment evaluation for first year is out of 5 marks. Sample is attached





5/5  
Good  
Sajit  
12/10/23

# Micro Economics

## assignment

Name - TARINI NAGPAUL

Class - Bcom (H) 2 M

Roll No. - 46

Ques 1. Explain classical theory of income & employment in detail.

Ans. The classical theory of income & employment is an economic theory that emerged during the 18<sup>th</sup> & 19<sup>th</sup> centuries, with notable contributions from economists like Adam Smith, David Richard and John Stuart Mill. This theory formed the foundation of classical economics and was dominant until the advent of Keynesian economics in the 20<sup>th</sup> century.

Key principles of the classical theory of Income & Employment :-

- 1). Say's Law → It is named after the French economist Jean-Baptiste Say, this law suggests that "supply creates its own demand". In other words, the act of producing goods & services automatically generates income, which is then spent on other goods & services, ensuring that the economy is in a state of equilibrium.



27. Market Mechanism → Classical economists believed in the efficiency of markets. They argued that left to operate freely without government intervention, markets would naturally adjust to equilibrium levels of output & employment.

37. Laissez-Faire Policy → Classical economists advocated for minimal government intervention in the economy. They believed that the invisible hand of the market would guide resources to their most efficient use.

47. Role of Government → The government's primary role should be limited to protecting property rights and maintaining law & order. Economists argued against active fiscal and monetary policies to manage economic fluctuations.

57. Saving-Investment → Economists said that savings and investment would always be equal in the long run. They believed that any savings not used for consumption would automatically be invested, ensuring a balance in the economy.

While the classical theory provided valuable insights, it faced criticism during the Great Depression when unemployment persisted despite the belief that markets would naturally correct themselves. This led to development of Keynesian Economics, which advocated for more active government intervention to stabilize the economy.





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## Even Semester







**PRESENTATION**

**Assessment year 2023-24**

# **PRESENTATION ANALYSIS**

## **BBA**

	<p align="center"><b>Jagannath International Management School</b></p> <p align="center">(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)</p> <p align="center">Accredited by National Assessment and Accreditation Council (NAAC)</p>	
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**STUDENT PRESENTATION SUBMISSION LIST BBA II (M)**

**Decision Techniques for Business**

<u>S.No</u>	<u>Enrollment No.</u>	<u>Name of the student</u>	<u>Topic</u>	<u>Date of Submission</u>	<u>Presentation (5)</u>
1	00114101723	SRISHTI GURSEY	The diagrammatical Representation of data	13.05.2024	5
2	00214101723	PIYUSH			5
3	00314101723	OM GUSAIN			1
4	00414101723	VIPUL BHATT			3
5	00514101723	MOHD ABAAN			4
6	00614101723	PARDEEP SINGH			0
7	00714101723	ADITI BHARDWAJ	The Central Tendency of a data	13.05.2024	0
8	00814101723	CHETNA SINGH			0
9	00914101723	PRANAV GARG			0
10	01014101723	AASHIMA GILL			5
11	01114101723	GEETIKA NEGI			1
12	01214101723	RUPESH			3
13	01314101723	RAHUL GULATI	Partition Values and its application	13.05.2024	0
14	01414101723	SAHIL KHANNA			0
15	01514101723	SARTHAK BISHT			0
16	01614101723	AAYUSH BATRA			5
17	01714101723	HARSHITA BATRA			0
18	01814101723	RITIKA			1
19	01914101723	DISHA TUTEJA	Measure of Variation and different methods to measure it	13.05.2024	0
20	02014101723	SRISHTI SHARMA			2
21	02114101723	SALONI ANAND			0
22	02214101723	LAKSHAY KOHLI			1
23	02314101723	ANMOL CHOUDHARY			0
24	02414101723	VANSHIKA TYAGI			5
25	02514101723	ISHITA GOEL			2

26	02614101723	YASHIKA SANWARIA	Correlation Analysis and its application	14.05.2024	0
27	02714101723	SHUBHAM CHOUDHARY			0
28	02814101723	BHAVIKA JAIN			5
29	02914101723	NOMISH KUMAR			0
30	03014101723	ANSHPREET CHHABRA			0
31	03114101723	NAMAN SETH	Regression Analysis and its application	14.05.2024	0
32	03214101723	JAI KAPOOR			0
33	03314101723	DIVYAM SHARMA			0
34	03414101723	BHUPISHA JAIN			1
35	03514101723	SHUBHAM SHARMA			5
36	03614101723	MAINAK DAS	Linear Programming Problem and its application	15.05.2024	0
37	03714101723	ARYAN SURI			0
38	03814101723	ISHAN SHUKLA			0
39	03914101723	ANISHA GULATI			5
40	04014101723	YOGESH SINGH CHAUHAN			0
41	04114101723	MANMOHAN SHARMA	Simplex Method of Solving a LPP	15.05.2024	0
42	04214101723	DURVISH SHARMA			0
43	04314101723	KHUSHI SWARUP AGGARWAL			0
44	04414101723	UMANG ARORA			5
45	04514101723	RHYTHM MEHTA			0
46	04614101723	RAGHAV PATWARI	Duality and its economical interpretation	16.05.2024	1
48	04814101723	PUNEET DHINGRA			5
49	04914101723	PRANSHUL ARYA			1
50	05014101723	SARTHAK RAJ SINGH			0
51	05114101723	DHRUV GOYAL			1
52	05214101723	SIDDHARTH KUNWAR	Transportation Problem	17.05.2024	5
53	05314101723	SIMRAN KAUR			0
54	05414101723	MANAV PUNDHIR			0
55	35114101723	KARTIK GUPTA			5
56	35214101723	AKDAS ALI			3
57	35314101723	SUYASH GARG			0



58	35414101723	BHAVISHYA CHUGH			0
59	35514101723	AADITYA JAIN	Assignment Problem	17.05.2024	0
60	35614101723	AANYA ARORA			0
61	70114101723	ROZALI NAYAK			0

Ms. Pooja Bisht  
Subject Faculty

1

# **PRESENTATION ANALYSIS**

## **BCOM (H)**

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### STUDENT PRESENTATION SUBMISSION LIST B.COM(H) II (M)

Business Statistics					
<u>S.no</u>	Enrollment No.	Name	Topic	Date of Submission	Presentation Marks (5)
			graphical presentation of frequency distribution	01.05.2024	3
1	00114188823	SANYA MANN			5
2	00214188823	NANDINI JAIN			5
3	00314188823	NIKITA RANA			5
4	00414188823	FAREHA TARIQ			0
5	00514188823	RIYA SINGH			0
6	00614188823	VIDHI NAGPAL	Different Measure of Central Tendency	01.05.2024	1
7	00714188823	TANISHA GUPTA			0
8	00814188823	JATIN SINGHAL			2
9	00914188823	PRANAV PHARLIA			0
10	01014188823	YASHVARDHAN SINGH BISHT			2
11	01114188823	TISHA RANA			2
12	01214188823	SATYAM JHA	Normal Distribution	02.05.2024	2
13	01314188823	VIKNESH			0
14	01414188823	DIMPLE SEJWAL			0
15	01514188823	SHIVAAZ JAIN			5
16	01714188823	RIDHIMA THAKUR			5
17	01814188823	PRITY JANA			5
18	01914188823	ARCHANA BHALLA	Method of Correlation	02.05.2024	0
19	02014188823	SUMEET SETHI			2
20	02114188823	AKANKSHA SRIVASTAVA			2



21	02214188823	PUNEET MANCHANDA	Analysis	02.05.2024	0
22	02314188823	AKSHAY KUMAR			2
23	02414188823	HIMANI GUSAIN			3
24	02514188823	KANISHKA JAIN	Methods of Regression Analysis	03.05.2024	5
25	02614188823	ASHISH PRADHAN			0
26	02714188823	KRRISH KUMAR GUPTA			5
27	02914188823	AISHWARYA GOEL			2
28	03014188823	KARTIK SHARMA			2
29	03114188823	HARSHIT BHATT			0
30	03214188823	INDRANI BAIDYA	Coefficient of Skewness	03.05.2024	0
31	03314188823	MANISHA CHAURASIA			3
32	03414188823	ARYAN GAUR			0
33	03514188823	SAMARTH SHARMA			0
34	03614188823	ASMANJOT SINGH			0
35	03714188823	GUNAL AGARWAL			5
36	03814188823	NAINA GUPTA	Types of Partition Values and their evaluation	06.05.2024	0
37	03914188823	NEHA AGGARWAL			2
38	04014188823	AYUSHI CHAUDHARY			5
39	04114188823	JAHNAVI MONDRETI			0
40	04214188823	LAKSH KAPOOR			0
41	04314188823	SHIVAM GUPTA			0
42	04414188823	ANUSHI OLI	Application of Index Numbers	06.05.2024	0
43	04514188823	VANYYA MEHTA			0
44	04614188823	TARINI NAGPAUL			0
45	04714188823	PRIYANSHU AHUJA			0
46	04814188823	ASHISH PANWAR			1
47	04914188823	YASH GAUTAM			0

48	05014188823	ARNESH MATHUR			0
49	35114188823	PRAKHAR KUMAR CHOUDHARY	Different types of Measure of Variation	07.05.2024	2
50	35214188823	JATIN SABHARWAL			0
51	35314188823	MANVI ARORA			0
52	35414188823	KAVYANSHI MALHOTRA			0
53	35514188823	ISHAAN KHATREJA			0
54	35614188823	ARON KALIA			0
55	70114188823	VIDIT BAKSHI			0
56	70214188823	VEDANTH AGARWAL	Binomial Distribution	07.05.2024	0
57	70314188823	SAMEER TIWARI			0
58	70414188823	SACHIN			0

Dr. Prabal Chakraborty  
Subject Faculty

**PRESENTATION SAMPLE**

**PRESENTATION SAMPLE**

**BBA**

The background is a light cream color with soft, abstract teal and light green shapes. Scattered around the central text are several decorative stickers: a teal flower in the top left, a green leafy branch in the top center, an orange flower in the top right, a teal leaf in the top right, a pink flower in the bottom right, a green leafy branch in the bottom right, a teal leaf in the bottom left, and a pink flower in the bottom left.

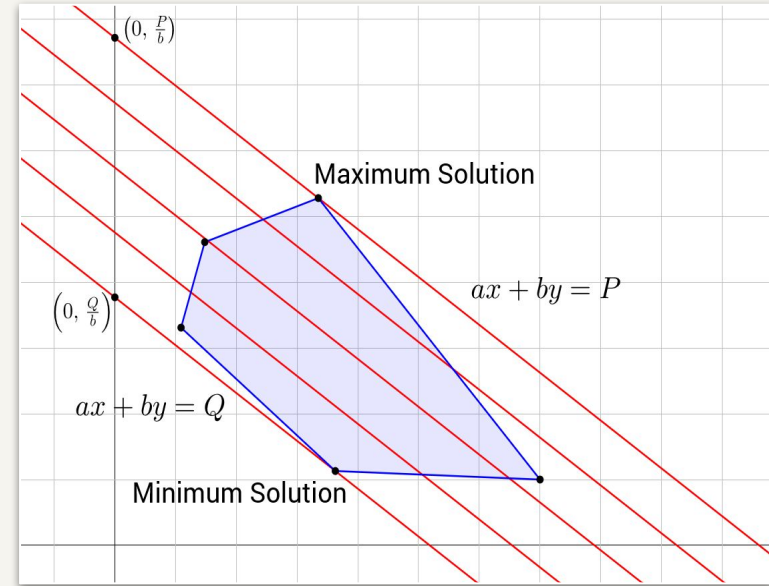
# Linear Programming in Business Decision Making

By: Srishti Gursey

Class - BBA II E  
Roll No. - 00114101723

# Understanding Linear Programming

- LP is a mathematical technique for determining the best outcome in a given scenario with linear relationships.
- LP models involve maximizing or minimizing an objective function while adhering to certain constraints.





- Objective function: Represents the goal to be optimized, such as maximizing profit or minimizing costs.
- Decision variables: Represent the choices or decisions a business can make.
- Constraints: Limitations or restrictions that must be considered in decision making.







# Applications of Linear Programming in Business

## 1) Resource

### Allocation:

LP helps businesses determine the optimal allocation of resources to various tasks or projects while considering constraints such as resource availability and budget limitations. By using LP models, businesses can ensure that resources are allocated in a way that maximizes overall productivity and profitability.

## 2) Production

### Planning:

Production planning involves determining the optimal production levels to meet customer demand while minimizing production costs. By formulating production planning problems as LP models, businesses can find the most cost-effective way to allocate resources and schedule production runs, thereby minimizing idle capacity and inventory holding costs.





## **Supply Chain Management:**

Supply chain management involves the coordination of activities such as procurement, production, inventory management, and distribution to ensure efficient flow of goods and services. Businesses can use LP models to minimize transportation costs, reduce inventory holding costs, and optimize warehouse locations, thereby improving overall supply chain efficiency and responsiveness.


## **Marketing Mix Optimization:**

Marketing mix optimization involves allocating resources across different marketing channels to maximize returns on marketing investments. By using Linear Programming models, businesses can identify the most effective marketing mix that maximizes sales, customer acquisition, or brand awareness while staying within budget constraints.






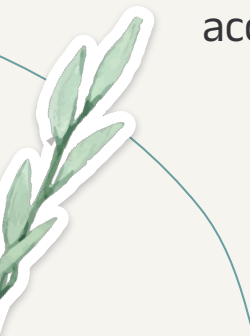
## **Financial Portfolio Optimization:**



Financial portfolio optimization involves balancing the risk and return of investment portfolios to achieve investment objectives such as maximizing returns or minimizing risk.

LP can be used to construct optimal investment portfolios by allocating assets across different investment options while considering factors such as expected returns, risk tolerance, and investment constraints.

By formulating portfolio optimization problems as LP models, investors can find the most efficient allocation of assets that balances risk and return according to their investment goals and preferences.



# Real-Life Example of Application of Linear Programming

- **American Airlines** utilizes linear programming algorithms to optimize its flight scheduling, crew assignments, and aircraft routing.
- By optimizing flight schedules and crew assignments, American Airlines maximizes aircraft utilization and minimizes crew costs while adhering to regulatory constraints.





- **Results achieved:**

1. Increased efficiency in flight operations, leading to reduced operating costs.
2. Improved on-time performance and customer satisfaction.

- **Lessons learned and best practices:**

1. Data-driven decision making: American Airlines relies on accurate and timely data to feed into its LP models, ensuring that decisions are based on real-time information.
2. Cross-functional collaboration: American Airlines fosters collaboration between its operations, planning, and IT teams to ensure seamless integration of LP-based solutions into its business processes.




# Benefits of Using Linear Programming





**Enhanced decision making:** LP provides data-driven insights for making informed decisions.

**Improved efficiency:** Optimizing resource allocation leads to increased productivity and reduced waste.



**Cost savings:** By minimizing costs and maximizing revenues, businesses can achieve significant cost savings.

**Competitive advantage:** Businesses that effectively utilize LP gain a competitive edge by maximizing efficiency and profitability.





# Challenges and Considerations





**Complexity:** LP models can become complex, especially in large-scale applications, requiring specialized expertise.

**Sensitivity to assumptions:** LP solutions are sensitive to changes in input parameters and assumptions, requiring careful analysis.

**Data availability and accuracy:** LP relies on accurate and reliable data, which may not always be readily available.

**Implementation challenges:** Integrating LP into existing business processes and systems can pose implementation challenges.





**PRESENTATION SAMPLE**  
**B.COM (H)**

# MEASURES OF DISPERSION

Name- Manvi Arora  
Enrollment No. - 35314188823  
Course - BCOM (H) II M

# DISPERSION

- Dispersion refers to the variations of the items among themselves / around an average.
- Greater the variation amongst different items of a series, the more will be the dispersion.
- As per Bowley, “*Dispersion is a measure of the variation of the items*”.



# OBJECTIVES OF MEASURING DISPERSION

- To determine the reliability of an average
- To compare the variability of two or more series
- For facilitating the use of other statistical measures
- Basis of Statistical Quality Control

# PROPERTIES OF A GOOD MEASURE OF DISPERSION

- Easy to understand
- Simple to calculate
- Uniquely defined
- Based on all observations
- Not affected by extreme observations
- Capable of further algebraic treatment



# Purpose of Measuring Dispersion

- A measure of dispersion appears to serve two purposes.
- First, it is one of the most important quantities used to characterize a frequency distribution.
- Second, it affords a basis of comparison between two or more frequency distributions.
- The study of dispersion bears its importance from the fact that various distributions may have exactly the same averages, but substantial differences in their variability.



# MEASURES OF DISPERSION

## Absolute

Expressed in the same units in which data is expressed

Ex: Rupees, Kgs, Ltr, Km etc.

## Relative

In the form of ratio or percentage, so is independent of units

It is also called **Coefficient of Dispersion**



# METHODS OF MEASURING DISPERSION

**Range**

**Interquartile Range & Quartile Deviation**

**Mean Deviation**

**Standard Deviation**

**Coefficient of Variation**

**Lorenz Curve**

# RANGE (R)

- It is the simplest measures of dispersion
- It is defined as the difference between the largest and smallest values in the series

$$R = L - S$$

R = Range, L = Largest Value, S = Smallest Value

- Coefficient of Range =  $\frac{L - S}{L + S}$



# INTERQUARTILE RANGE & QUARTILE DEVIATION

- ***Interquartile Range*** is the difference between the upper quartile ( $Q_3$ ) and the lower quartile ( $Q_1$ )
- It covers dispersion of middle 50% of the items of the series
- Symbolically, Interquartile Range =  $Q_3 - Q_1$
- ***Quartile Deviation*** is half of the interquartile range. It is also called Semi Interquartile Range
- Symbolically, Quartile Deviation =  $\frac{Q_3 - Q_1}{2}$
- ***Coefficient of Quartile Deviation***: It is the relative measure of quartile deviation.
- Coefficient of Q.D. =  $\frac{Q_3 - Q_1}{Q_3 + Q_1}$



## MEAN DEVIATION (M.D.)

- It is also called Average Deviation
- It is defined as the arithmetic average of the deviation of the various items of a series computed from measures of central tendency like mean or median.
- M.D. from Median =  $\frac{\sum |X - M|}{N}$  or  $\frac{\sum |d_M|}{N}$
- M.D. from Mean =  $\frac{\sum |X - \bar{X}|}{N}$  or  $\frac{\sum |d_{\bar{X}}|}{N}$
- Coefficient of M.D.<sub>M</sub> =  $\frac{M.D._M}{Median}$
- Coefficient of M.D. <sub>$\bar{X}$</sub>  =  $\frac{M.D._{\bar{X}}}{Mean}$



# MEAN DEVIATION

## Merits

- Simple to understand
- Easy to compute
- Less effected by extreme items
- Useful in fields like Economics, Commerce etc.
- Comparisons about formation of different series can be easily made as deviations are taken from a central value

## Demerits

- Ignoring ' $\pm$ ' signs are not appropriate
- Not accurate for Mode
- Difficult to calculate if value of Mean or Median comes in fractions
- Not capable of further algebraic treatment
- Not used in statistical conclusions.



# STANDARD DEVIATION

- Most important & widely used measure of dispersion
- First used by Karl Pearson in 1893
- Also called root mean square deviations
- It is defined as the square root of the arithmetic mean of the squares of the deviation of the values taken from the mean
- Denoted by  $\sigma$  (sigma)
- $\sigma = \sqrt{\frac{\Sigma(X - \bar{X})^2}{N}}$  or  $\sqrt{\frac{\Sigma x^2}{N}}$  where  $x = X - \bar{X}$
- Coefficient of S.D. =  $\frac{\sigma}{\bar{X}}$



# CALCULATION OF STANDARD DEVIATION

## Individual Series

- Actual Mean Method
- Assumed Mean Method
- Method based on Actual Data

## Discrete Series

- Actual Mean Method
- Assumed Mean Method
- Step Deviation Method

## Continuous Series

- Actual Mean Method
- Assumed Mean Method
- Step Deviation Method



# COEFFICIENT OF VARIATION (C.V.)

- It was developed by Karl Pearson.
- It is an important relative measure of dispersion.
- It is used in comparing the variability, homogeneity, stability, uniformity & consistency of two or more series.
- Higher the CV, lesser the consistency.
- $C.V. = \frac{\sigma}{\bar{X}} \times 100$

# Variance

---

- *Variance* is defined as the average of the square deviations:

$$\sigma^2 = \frac{\sum (X - \mu)^2}{N}$$



# What Does the Variance Formula ..... Mean?.....

- First, it says to subtract the mean from each of the scores
- This difference is called a *deviate* or a *deviation score*
- The deviate tells us how far a given score is from the typical, or average, score
- Thus, the deviate is a measure of dispersion for a given score



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## STUDY NOTES



## STUDY NOTES

**Subject: New Venture Financing**

**Subject Code: BCOM 308**

**BCOM – III Year, VIth Semester**

### **Topics- SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME FOR WOMEN (STEP)**

The STEP Programme aims to increase the self-reliance and autonomy of women by enhancing their productivity and enabling them to take up income generation activities. It provides training for skill upgradation to poor and assetless women in the traditional sector viz. agriculture, animal husbandry, dairying, fisheries, handlooms, handicrafts, khadi and village industries sericulture, social forestry and wasteland development.

#### **Objectives**

1. To mobilise women in small viable groups and make facilities available through training and access to credit.
2. To provide training for skill upgradation.
3. To enable groups of women to take up employment-cum- income generation programmes by providing backward and forward linkages.
4. To provide support services for further improving training and employment conditions of women.

#### **Implementing Agencies**

The scheme is implemented through Public Sector Organisations, District Rural Development Agencies, Federations, Co-operatives and Voluntary Organisation registered under the societies Registration Act, 1860 or under the corresponding State Acts. Recipients of financial assistance under STEP are required to be bodies, organisations or agencies working in rural areas, although their headquarters may be located in an urban areas.

#### **Target Group/ Beneficiaries**

The target group to be covered under the STEP Programme includes marginalised, assetless rural women and the urban poor. This includes wage labourers, unpaid daily workers, female headed

households, migrant labourers, tribal and other dispossessed groups, with special focus on SC/ST households and families below the poverty line.

## **Pattern of Assistance**

### **(a) 100 Per cent assistance**

1. Project staff and administrative cost.
2. Training- stipend, training of trainers, skill upgradation reinforcement, trainingcum-production centres and raw material for training.
3. Support to members for formation of co-operative societies, producers, workers co-operatives leading to formal legal organisation.
4. Support services-education, general awareness, health-care, sanitation, nutrition/creche facilities for dependent children, wherever convergence of these services are not available will be provided as part of the project cost.
5. Marketing support - marketing/sales personnel, stock provision and buyers credit godowns, marketing outlets, quality control and managerial support;

### **(b) 50 per cent assistance**

Construction of individual worksheds and production centres not related with training 50 percent of the total cost on this complement will be borne by the Government of India and 50 per cent will have to be borne by the implementing agency.

### **(c) Working capital/raw material requirements**

Financial assistance will be provided for working capital and raw material in a phased manner starting with 100 per cent during the first year, 50 per cent in the second year and 30 per cent in the third year of the project.

# **QUIZ SAMPLE AND ANALYSIS**

**Assessment year 2023-24**



**QUIZ SAMPLE AND  
ANALYSIS  
BBA**

## Quiz

### Advertising and Sales Promotion

#### BBA VI E

(0.1 marks each question)

1. Which among the following is a Pull Strategy?

- A. trade promotion
- B. consumer promotion
- C. sales force promotion
- D. none of these

Answer» B. consumer promotion

discuss

2.

If a company gives false message to the customers, it is known as

- A. obscene ads
- B. subliminal ads
- C. deception
- D. none of these

Answer» C. deception

discuss

3.

The plan that show time, date and frequency of an advertisement is

- A. media plan
- B. media schedule
- C. media time
- D. media space

Answer» B. media schedule

discuss

4.

Point of Purchase Ads are also known as

- A. in-store advertising
- B. built-in advertising
- C. green advertising
- D. stock advertising

Answer» A. in-store advertising

discuss

5.

Which among the following is not a mechanical test?

- A. psychogalvanometer
- B. techistoscope

C. camera test

D. consumer dairy test

Answer» D. consumer dairy test

discuss

6.

Which of the following is more of personal medium of advertisement?

A. internet advertisement

B. broadcast media

C. direct mail advertising

D. print media

Answer» C. direct mail advertising

discuss

7.

If a company wants to build a good “corporate image,” it will probably use which of the following marketing communications mix tools?

A. advertising

B. public relations

C. direct marketing

D. sales promotion

Answer» B. public relations

discuss

8.

A is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

- A. push strategy
- B. pull strategy
- C. blocking strategy
- D. integrated strategy

Answer» A. push strategy

discuss

9.

\_\_\_\_\_ is a departments within a company that is responsible for producing some or all of that company's marketing communication.

- A. full-service agency.
- B. in-house agency.
- C. marketing agency.
- D. pr agency.

Answer» A. full-service agency.

discuss

10.

\_\_\_\_\_ manage a company's brand and product line.



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- A. brand assistants.
- B. brand executives.
- C. brand managers.
- D. brand associate.

Answer» C. brand managers.





## Quiz Analysis

### Advertising and Sales Promotion

### BBA VI E

Sr. No.	Roll No.	Year	Name of Student	Marks out of 1
1	00124501721	2024	CHAITANYA MAHAJAN	1
2	00224501721	2024	RIDDHI PANDEY	2
3	00324501721	2024	SANYA AGGARWAL	0
4	00424501721	2024	ARYAN SARRAF	1
5	00624501721	2024	SHANTANU BHARDWAJ	1
6	00724501721	2024	SHAIL KASHYAP	1
7	00824501721	2024	LIPIKA PILANI	1
8	00924501721	2024	KASHISH	1
9	01024501721	2024	RISHABH CHAND	1
10	01124501721	2024	DISHA KASHYAP	1
11	01224501721	2024	OM PHULORIA	1
12	01324501721	2024	HARSHDEEP JHA	1
13	01424501721	2024	YAKSHI	1
14	01524501721	2024	MEDHANSH BHARDWAJ	1
15	01624501721	2024	MOHD HAMID	1
16	01724501721	2024	VANSHIKA GUPTA	1
17	01824501721	2024	JANVI CHACHRA	1

18	01924501721	2024	YASH MEHRA	1
19	02024501721	2024	ANGAD SINGH SALUJA	1
20	02124501721	2024	SHUBHAM UPADHYAY	1
21	02224501721	2024	ABHIJEET SINGH	1
22	02324501721	2024	KANIKA GUPTA	1
23	02424501721	2024	JATIN	1
24	02524501721	2024	CHIRAG KHURANA	1
25	02624501721	2024	SAJAL MISHRA	1
26	02724501721	2024	AASHI AGGARWAL	1
27	02824501721	2024	ASHUTOSH RAI	1
28	03024501721	2024	PARAS JAIN	1
29	03124501721	2024	EKTA SHARMA	1
30	03224501721	2024	ADITYA JAIN	1
31	03324501721	2024	ABHIJEET SINGH	1
32	03524501721	2024	RYAN BAKSHI	1
33	03624501721	2024	NITESH GUPTA	1
34	03724501721	2024	KASHISH GUPTA	1
35	03824501721	2024	PREM KUMAR	1
36	03924501721	2024	KINSHUK JAIN	1
37	04024501721	2024	MAHAK BANSAL	1

38	04124501721	2024	ADITI SHARMA	1
39	04224501721	2024	TATIKONDA LAXMI NIKHITA	1
40	04324501721	2024	EMATUL MAHIN	1
41	04424501721	2024	MAYANK BHANDULA	1
42	04524501721	2024	DHAIRYA AGGARWAL	1
43	04624501721	2024	MRIDUL JAIN	1
44	04724501721	2024	UPKEERAT SINGH	1
45	04824501721	2024	MUKUL CHANDRA	1
46	04924501721	2024	PRINCE SHARMA	0
47	05024501721	2024	SAKSHI BHARDWAJ	1
48	05124501721	2024	HRIDYE KASHYAP	1
49	05224501721	2024	MANMEET KAUR	1
50	05324501721	2024	SWARNADEEP SAHA	0
51	35124501721	2024	PARNIKA AGGARWAL	1
52	35224501721	2024	ANANYA CHOPRA	1
53	35324501721	2024	SAKSHAM NIRANJAN	0
54	35424501721	2024	PRIYANSHU	1
55	35524501721	2024	GARIMA RAWAT	1
56	35624501721	2024	MANAV AMBWANI	0



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## QUIZ SAMPLE AND ANALYSIS B.COM (H)



## BCOM 2 M Macro Economics (0.5 Marks each)

### Question 1) Transfer Payment is

- A. Payment for goods with money
- B. Payment for goods with goods
- C. Payment with no goods exchanged
- D. None of the above

**Answer: C**

The government makes such payments to certain sections of society as financial aid and does not expect any returns. These transactions are known as transfer payments.

### Question 2) An example of Transfer payment is

- A. Old Age Funds
- B. Disability Funds
- C. Unemployment Benefits
- D. All Of the Above

**Answer: D**

Transfer payments include examples like old age, disability and unemployment funds.

### Questions 3) The reduction in the value of Plant and Machinery during the process of manufacturing is known as

- A. Net National Product
- B. Gross Domestic Product
- C. Depreciation

D. Consumption

**Answer: C**

The process of reducing the value of assets over the course of their life is called depreciation. This happens simply with the wear and tear an asset goes through with time or regular usage.

**Question 4) Gross Domestic Product is a sum of**

- A. Net National Product, Disposable Income and Gross National Product
- B. Investment, Consumption, Government Purchases and Net Exports
- C. Investment, Wages, Profits and Intermediate Production
- D. All of the Above

**Answer: B**

Gross domestic product is calculated as a sum of Investment, Consumption, Government Purchases and Net Exports.

**Question 5) The sum of the market value of \_\_\_\_ sums up to be Gross Domestic Product**

- A. Normal Goods and Services
- B. Final Goods or Services
- C. Intermediaries
- D. All of the Above

The total value of final goods and services adds up to become the gross domestic product of an economy.

**Answer: B**



## Question 6) Which of the following comes under GDP?

- A. Illegal Drug Sales
- B. Housework
- C. An off from work
- D. Consulting Services

**Answer: D**

The professional work of consulting services comes under the calculation of Gross Domestic Product.

## Question 7) Which of these can be used to measure inflation?

- A. Producer Price Index
- B. Consumer Price Index
- C. Gross Domestic Product Deflator
- D. All of the above

**Answer: D**

The producer price index, consumer price index and gross domestic product deflator can be used to calculate the inflation in an economy.

## Question 8) If inflation is at 3% and the Nominal Interest rate is at 8%. What is the real rate of interest?

- A. 1%
- B. 11%
- C. 5%
- D. None of the above

**Answer: C**

The real rate of interest is the difference between the nominal interest rate and inflation.

**Question 9) With an increase in the salary, the standard of living is likely to**

- A. Stay the same
- B. Rise
- C. Decline
- D. Not Related

**Answer) B**

As the salary of an individual rises, he is more likely to increase his spending as well, thus improving his standard of living.

**Question 10) The consumer price index is based on**

- A. Consumer Production
- B. Total Current Production
- C. Products purchased by a typical consumer
- D. None of the above

**Answer: C**

Products which are purchased by the typical consumers are what is the basis of the consumer price index.

## BCOM 2 M Macro Economics Quiz Analysis

			Name of the student	Quiz marks out of 5
Sr. No.	Roll No.	Year	Name of Student	
1	00114188823	2023	SANYA MANN	4
2	00214188823	2023	NANDINI JAIN	5
3	00314188823	2023	NIKITA RANA	5
4	00414188823	2023	FAREHA TARIQ	5
5	00514188823	2023	RIYA SINGH	4
6	00614188823	2023	VIDHI NAGPAL	4
7	00714188823	2023	TANISHA GUPTA	4
8	00814188823	2023	JATIN SINGHAL	4
9	00914188823	2023	PRANAV PHARLIA	5
10	01014188823	2023	YASHVARDHAN SINGH BISHT	4
11	01114188823	2023	TISHA RANA	4
12	01214188823	2023	SATYAM JHA	4
13	01314188823	2023	VIKNESH	4
14	01414188823	2023	DIMPLE SEJWAL	4
15	01514188823	2023	SHIVAAZ JAIN	3
16	01614188823	2023	MANAV PANDEY	5
17	01714188823	2023	RIDHIMA THAKUR	5
18	01814188823	2023	PRITY JANA	5
19	01914188823	2023	ARCHANA BHALLA	4
20	02014188823	2023	SUMEET SETHI	4

21	02114188823	2023	AKANKSHA SRIVASTAVA	4
22	02214188823	2023	PUNEET MANCHANDA	4
23	02314188823	2023	AKSHAY KUMAR	4
24	02414188823	2023	HIMANI GUSAIN	4
25	02514188823	2023	KANISHKA JAIN	5
26	02614188823	2023	ASHISH PRADHAN	3
27	02714188823	2023	KRRISH KUMAR GUPTA	5
28	02914188823	2023	AISHWARYA GOEL	4
29	03014188823	2023	KARTIK SHARMA	4
30	03114188823	2023	HARSHIT BHATT	5
31	03214188823	2023	INDRANI BAIDYA	3
32	03314188823	2023	MANISHA CHAURASIA	5
33	03414188823	2023	ARYAN GAUR	4
34	03514188823	2023	SAMARTH SHARMA	3
35	03614188823	2023	ASMANJOT SINGH	5
36	03714188823	2023	GUNAL AGARWAL	5
37	03814188823	2023	NAINA GUPTA	5
38	03914188823	2023	NEHA AGGARWAL	5
39	04014188823	2023	AYUSHI CHAUDHARY	5
40	04114188823	2023	JAHNAVI MONDRETI	5
41	04214188823	2023	LAKSH KAPOOR	4
42	04314188823	2023	SHIVAM GUPTA	4
43	04414188823	2023	ANUSHI OLI	4
44	04514188823	2023	VANYYA MEHTA	3

45	04614188823	2023	TARINI NAGPAUL	4
46	04714188823	2023	PRIYANSHU AHUJA	4
47	04814188823	2023	ASHISH PANWAR	4
48	04914188823	2023	YASH GAUTAM	4
49	05014188823	2023	ARNESH MATHUR	4
50	35114188823	2023	PRAKHAR KUMAR CHOUDHARY	5
51	35214188823	2023	JATIN SABHARWAL	5
52	35314188823	2023	MANVI ARORA	4
53	35414188823	2023	KAVYANSHI MALHOTRA	4
54	35514188823	2023	ISHAAN KHATREJA	3
55	35614188823	2023	ARON KALIA	5
56	70114188823	2023	VIDIT BAKSHI	5
57	70214188823	2023	VEDANTH AGARWAL	3
58	70314188823	2023	SAMEER TIWARI	4
59	70414188823	2023	SACHIN RAWAT	4



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## You tube videos







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The Institution hosts its faculty educational lecture videos on the official Youtube handle and the students have the access to the subject wise videos.





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# BBA

## Even Semester



## 102 : Cost Accounting

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Dikshita Kathuria	102 : Cost Accounting	Introduction to Cost accounting	<a href="https://youtu.be/UXIXB8yONng">https://youtu.be/UXIXB8yONng</a>
2	Ms. Deeksha Suneja	102 : Cost Accounting	Cost Sheet	<a href="https://youtu.be/IOJnrgx6930">https://youtu.be/IOJnrgx6930</a>
3	Ms. Dikshita Kathuria	102 : Cost Accounting	Material control	<a href="https://youtu.be/jQHgCHx0Sws">https://youtu.be/jQHgCHx0Sws</a>
4	Ms. Dikshita Kathuria	102 : Cost Accounting	Techniques of inventory valuation and control	<a href="https://youtu.be/FEGAico96SE">https://youtu.be/FEGAico96SE</a>
5	Ms. Dikshita Kathuria	102 : Cost Accounting	Costing of material	<a href="https://youtu.be/oK5QWxKQW6Y">https://youtu.be/oK5QWxKQW6Y</a>
6	Ms. Dikshita Kathuria	102 : Cost Accounting	Process of receiving and storage of material	<a href="https://youtu.be/ACeCJv0Ases">https://youtu.be/ACeCJv0Ases</a>
7	Ms. Dikshita Kathuria	102 : Cost Accounting	Material costing methods	<a href="https://youtu.be/aBgGqN1uHKs">https://youtu.be/aBgGqN1uHKs</a>
8	Ms. Dikshita Kathuria	102 : Cost Accounting	Cost of Inventory	<a href="https://youtu.be/cxua_xYxuWY">https://youtu.be/cxua_xYxuWY</a>
9	Ms. Deeksha Suneja	102 : Cost Accounting	Objections to cost accounting	<a href="https://youtu.be/4KipuSP3uVs">https://youtu.be/4KipuSP3uVs</a>
10	Ms. Deeksha Suneja	102 : Cost Accounting	Classification of costs	<a href="https://youtu.be/1DT8lrlJnGo">https://youtu.be/1DT8lrlJnGo</a>
11	Ms. Deeksha Suneja	102 : Cost Accounting	Process costing	<a href="https://youtu.be/us2SjuHTTRq">https://youtu.be/us2SjuHTTRq</a>
12	Ms. Deeksha Suneja	102 : Cost Accounting	Cost sheet	<a href="https://youtu.be/ssOuRdPMMY8">https://youtu.be/ssOuRdPMMY8</a>
13	Ms. Deeksha Suneja	102 : Cost Accounting	Classification of cost on different basis	<a href="https://youtu.be/sIQGRf8vKGU">https://youtu.be/sIQGRf8vKGU</a>
14	Ms. Deeksha Suneja	102 : Cost Accounting	Contract costing	<a href="https://youtu.be/1uWPBQ63pa8">https://youtu.be/1uWPBQ63pa8</a>
15	Ms. Deeksha Suneja	102 : Cost Accounting	Contract costing	<a href="https://youtu.be/hzJByEqPqOA">https://youtu.be/hzJByEqPqOA</a>
16	Ms. Deeksha Suneja	102 : Cost Accounting	Practical application of contract costing	<a href="https://youtu.be/tPb05h7mq-0">https://youtu.be/tPb05h7mq-0</a>
17	Ms. Deeksha Suneja	102 : Cost Accounting	Profit/loss on incomplete contracts	<a href="https://youtu.be/3sjsvWpuajY">https://youtu.be/3sjsvWpuajY</a>
18	Ms. Pallavi Ahuja	102 : Cost Accounting	Labour costing	<a href="https://youtu.be/68iBTTNINMs">https://youtu.be/68iBTTNINMs</a>
19	Ms. Pallavi Ahuja	102 : Cost Accounting	Labour costing: control over labour costs	<a href="https://youtu.be/mbqt8xWjGhY">https://youtu.be/mbqt8xWjGhY</a>
20	Ms. Pallavi Ahuja	102 : Cost Accounting	Labour costing: time keeping	<a href="https://youtu.be/86Y595GvyQs">https://youtu.be/86Y595GvyQs</a>

21	Ms. Pallavi Ahuja	102 : Cost Accounting	Cost accounting department	<a href="https://youtu.be/2JHVxQn2R28">https://youtu.be/2JHVxQn2R28</a>
22	Ms. Pallavi Ahuja	102 : Cost Accounting	Labour turnover	<a href="https://youtu.be/BQRi-CCLV_U">https://youtu.be/BQRi-CCLV_U</a>
23	Ms. Pallavi Ahuja	102 : Cost Accounting	Methods of wage payment	<a href="https://youtu.be/2JTEML2Qydl">https://youtu.be/2JTEML2Qydl</a>
24	Ms. Pallavi Ahuja	102 : Cost Accounting	Incentive plans: Halsey	<a href="https://youtu.be/_677V849rd4">https://youtu.be/_677V849rd4</a>
25	Ms. Pallavi Ahuja	102 : Cost Accounting	Incentive plans: Rowan	<a href="https://youtu.be/Knunr476Gog">https://youtu.be/Knunr476Gog</a>
26	Ms. Pallavi Ahuja	102 : Cost Accounting	Incentive plans: Merrick, hour to hour, taylor, emerson	<a href="https://youtu.be/q6IAFhl3QJs">https://youtu.be/q6IAFhl3QJs</a>

## 112 : Business Environment

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Aditi Joshi	112 : Business Environment	Introduction to Business Environment	<a href="https://youtu.be/VMsTKr-wM78">https://youtu.be/VMsTKr-wM78</a>
2	Mr. Rajvinder Singh Johal	112 : Business Environment	Business Environment – Nature and Objectives	<a href="https://youtu.be/QVPONm5wbzY">https://youtu.be/QVPONm5wbzY</a>
3	Mr. Rajvinder Singh Johal	112 : Business Environment	Business Environment – Definition	<a href="https://youtu.be/2SYZ8rITcDI">https://youtu.be/2SYZ8rITcDI</a>
4	Mr. Rajvinder Singh Johal	112 : Business Environment	Characteristics of Indian Economy	<a href="https://youtu.be/YPc3v6p57tE">https://youtu.be/YPc3v6p57tE</a>
5	Mr. Rajvinder Singh Johal	112 : Business Environment	Circular Flow of Economy	<a href="https://youtu.be/_nuaSEQy18A">https://youtu.be/_nuaSEQy18A</a>
6	Mr. Rajvinder Singh Johal	112 : Business Environment	Concept of Economic Growth and Economic Development	<a href="https://youtu.be/7hiC24GCzj4">https://youtu.be/7hiC24GCzj4</a>
7	Mr. Rajvinder Singh Johal	112 : Business Environment	Disinvestments of Public Enterprises	<a href="https://youtu.be/1Hz5pfc8yrE">https://youtu.be/1Hz5pfc8yrE</a>
8	Mr. Rajvinder Singh Johal	112 : Business Environment	Economic Environment	<a href="https://youtu.be/ax939n7XDpU">https://youtu.be/ax939n7XDpU</a>
9	Mr. Rajvinder Singh Johal	112 : Business Environment	Economic Problems Inequality	<a href="https://youtu.be/oisD0w9Tr9Y">https://youtu.be/oisD0w9Tr9Y</a>
10	Mr. Rajvinder Singh Johal	112 : Business Environment	Economic Problems - Poverty	<a href="https://youtu.be/rwzhNWgg3KY">https://youtu.be/rwzhNWgg3KY</a>

11	Mr. Rajvinder Singh Johal	112 : Business Environment	Economic Problems - Unemployment	<a href="https://youtu.be/VLO6r6GZy_4">https://youtu.be/VLO6r6GZy_4</a>
12	Mr. Rajvinder Singh Johal	112 : Business Environment	Environmental Scanning	<a href="https://youtu.be/PgozxQ4Bkws">https://youtu.be/PgozxQ4Bkws</a>
13	Mr. Rajvinder Singh Johal	112 : Business Environment	FDI	<a href="https://youtu.be/ZNzmoYfa1dl">https://youtu.be/ZNzmoYfa1dl</a>
14	Mr. Rajvinder Singh Johal	112 : Business Environment	FEMA	<a href="https://youtu.be/N_KVOatz1ps">https://youtu.be/N_KVOatz1ps</a>
15	Mr. Rajvinder Singh Johal	112 : Business Environment	Industrial Policy - 1991	<a href="https://youtu.be/sc7J_OLmtWU">https://youtu.be/sc7J_OLmtWU</a>
16	Mr. Rajvinder Singh Johal	112 : Business Environment	Industrial Sickness	<a href="https://youtu.be/c8D6W06LDwg">https://youtu.be/c8D6W06LDwg</a>
17	Mr. Rajvinder Singh Johal	112 : Business Environment	Low capital Formation	<a href="https://youtu.be/51kB0ILdTsg">https://youtu.be/51kB0ILdTsg</a>
18	Mr. Rajvinder Singh Johal	112 : Business Environment	Macro Economics - Introduction	<a href="https://youtu.be/F9XYt9WYSh0">https://youtu.be/F9XYt9WYSh0</a>
19	Mr. Rajvinder Singh Johal	112 : Business Environment	Macro Environment	<a href="https://youtu.be/4FjVMSBwaMo">https://youtu.be/4FjVMSBwaMo</a>
20	Mr. Rajvinder Singh Johal	112 : Business Environment	Monetary and Fiscal Policies	<a href="https://youtu.be/1P50Pj3b1EM">https://youtu.be/1P50Pj3b1EM</a>
21	Mr. Rajvinder Singh Johal	112 : Business Environment	National Income	<a href="https://youtu.be/T1bfPSJyao">https://youtu.be/T1bfPSJyao</a>
22	Mr. Rajvinder Singh Johal	112 : Business Environment	Problems in measurement of National Income	<a href="https://youtu.be/vAtnoCaHgkI">https://youtu.be/vAtnoCaHgkI</a>
23	Mr. Rajvinder Singh Johal	112 : Business Environment	Type of Business Environmen	<a href="https://youtu.be/RQ1xrXF6-RI">https://youtu.be/RQ1xrXF6-RI</a>
24	Mr. Rajvinder Singh Johal	112 : Business Environment	WTO	<a href="https://youtu.be/wSKPW1yPwTA">https://youtu.be/wSKPW1yPwTA</a>

## 204 : Financial Management

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Aastha Behl	204 : Financial Management	Introduction to Financial Management	<a href="https://youtu.be/qmVcOfD5ZRc">https://youtu.be/qmVcOfD5ZRc</a>

2	Ms. Aastha Behl	204 : Financial Management	Introduction to Financial Management	<a href="https://youtu.be/hsxoaY8hBA">https://youtu.be/hsxoaY8hBA</a>
3	Ms. Aastha Behl	204 : Financial Management	Introduction to Financial Management	<a href="https://youtu.be/aKR-pZLiJrw">https://youtu.be/aKR-pZLiJrw</a>
4	Ms. Aastha Behl	204 : Financial Management	Introduction to Financial Management	<a href="https://youtu.be/vy-GssU447Q">https://youtu.be/vy-GssU447Q</a>
5	Ms. Aastha Behl	204 : Financial Management	Risk and return	<a href="https://youtu.be/ZnSEJOoXCtc">https://youtu.be/ZnSEJOoXCtc</a>
6	Ms. Bhawna Thakran	204 : Financial Management	Introduction to Cost of Capital	<a href="https://youtu.be/gABO_RcJjWA">https://youtu.be/gABO_RcJjWA</a>
7	Ms. Bhawna Thakran	204 : Financial Management	Cost of Equity Capital	<a href="https://youtu.be/5PU1osRamno">https://youtu.be/5PU1osRamno</a>
8	Ms. Bhawna Thakran	204 : Financial Management	Cost of Debentures	<a href="https://youtu.be/5PU1osRamno">https://youtu.be/5PU1osRamno</a>
9	Ms. Bhawna Thakran	204 : Financial Management	Cost of Preference Share Capital	<a href="https://youtu.be/5PU1osRamno">https://youtu.be/5PU1osRamno</a>
10	Ms. Bhawna Thakran	204 : Financial Management	Weighted Average Cost of Capital	<a href="https://youtu.be/5PU1osRamno">https://youtu.be/5PU1osRamno</a>
11	Ms. Bhawna Thakran	204 : Financial Management	Capital Structure Theories	<a href="https://youtu.be/9LvIkW3gdy4">https://youtu.be/9LvIkW3gdy4</a>
12	Ms. Bhawna Thakran	204 : Financial Management	NI Approach & NOI Approach	<a href="https://youtu.be/V9p7AUUxA1Q">https://youtu.be/V9p7AUUxA1Q</a>
13	Ms. Bhawna Thakran	204 : Financial Management	Traditional Approach	<a href="https://youtu.be/Ej7JAG42UaI">https://youtu.be/Ej7JAG42UaI</a>
14	Ms. Bhawna Thakran	204 : Financial Management	MM Hypothesis	<a href="https://youtu.be/BiljUbUQOk">https://youtu.be/BiljUbUQOk</a>
15	Ms. Bhawna Thakran	204 : Financial Management	Arbitrage Process	<a href="https://youtu.be/IL-5MpiTtKM">https://youtu.be/IL-5MpiTtKM</a>
16	Ms. Bhawna Thakran	204 : Financial Management	EBIT-EPS Analysis	<a href="https://youtu.be/tevUXJu4KNc">https://youtu.be/tevUXJu4KNc</a>
17	Ms. Bhawna Thakran	204 : Financial Management	Leverage	<a href="https://youtu.be/TLpTSmoXuVA">https://youtu.be/TLpTSmoXuVA</a>
18	Ms. Bhawna Thakran	204 : Financial Management	Dividend Decision	<a href="https://youtu.be/JAk5A2ahkKw">https://youtu.be/JAk5A2ahkKw</a>
19	Ms. Bhawna Thakran	204 : Financial Management	Walter Model	<a href="https://youtu.be/qcjP0I-OSNc">https://youtu.be/qcjP0I-OSNc</a>
20	Ms. Bhawna Thakran	204 : Financial Management	Gordon Model	<a href="https://youtu.be/HTI5AXeqp14">https://youtu.be/HTI5AXeqp14</a>
21	Ms. Bhawna Thakran	204 : Financial Management	M.M. Approach	<a href="https://youtu.be/QQKWATTQWgo">https://youtu.be/QQKWATTQWgo</a>
22	Ms. Deeksha	204 : Financial Management	Working Capital Management	<a href="https://youtu.be/pDUYOPPWC_I">https://youtu.be/pDUYOPPWC_I</a>
23	Ms. Deeksha	204 : Financial Management	Estimation of Working Capital	<a href="https://youtu.be/opz3UsnAP5E">https://youtu.be/opz3UsnAP5E</a>



24	Ms. Deeksha	204 : Financial Management	Inventory Management	<a href="https://youtu.be/cQQ9sHSQk8E">https://youtu.be/cQQ9sHSQk8E</a>
25	Ms. Deeksha	204 : Financial Management	Payables Management	<a href="https://youtu.be/JON7WhvM1cs">https://youtu.be/JON7WhvM1cs</a>

## 106 : E-Commerce

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Barkha Narang	106 : E-Commerce	E-commerce Definition	<a href="https://youtu.be/7XEKfUNr-O8">https://youtu.be/7XEKfUNr-O8</a>
2	Ms. Barkha Narang	106 : E-Commerce	Constructing and Designing a Website	<a href="https://youtu.be/pogtaqq5ERs">https://youtu.be/pogtaqq5ERs</a>

## 210 : Information Systems Management

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Sneha Chaudhary	210 : Information Systems Management	Introduction to MIS and Information in Decision Making	<a href="https://youtu.be/ZmyUfspTBrc">https://youtu.be/ZmyUfspTBrc</a>
2	Ms. Sneha Chaudhary	210 : Information Systems Management	Introduction to MIS and Information in Decision Making	<a href="https://youtu.be/chNzvrPU4">https://youtu.be/chNzvrPU4</a>
3	Ms. Sneha Chaudhary	210 : Information Systems Management	Introduction to MIS and Information in Decision Making	<a href="https://youtu.be/MImjMCWFm4c">https://youtu.be/MImjMCWFm4c</a>
4	Ms. Sneha Chaudhary	210 : Information Systems Management	Introduction to MIS and Information in Decision Making	<a href="https://youtu.be/l2_lwKEpSeM">https://youtu.be/l2_lwKEpSeM</a>
5	Ms. Palak Gupta	210 : Information Systems Management	Information Systems Management-Introduction: Business and Information Technology	<a href="https://youtu.be/ekC2bcGRHFq">https://youtu.be/ekC2bcGRHFq</a>
6	Ms. Palak Gupta	210 : Information Systems Management	Information Systems Management-Information Technologies in Modern Organizations	<a href="https://youtu.be/15leSldiURY">https://youtu.be/15leSldiURY</a>
7	Ms. Palak Gupta	210 : Information Systems Management	Information Systems Management-Information Systems Development	<a href="https://youtu.be/Arvo-Vz1XqU">https://youtu.be/Arvo-Vz1XqU</a>

8	Ms. Palak Gupta	210 : Information Systems Managment	Information Systems Management- Managing Organizational Data and Information	<a href="https://youtu.be/lyyPXDP-Upc">https://youtu.be/lyyPXDP-Upc</a>
9	Ms. Palak Gupta	210 : Information Systems Managment	Information Systems Management- Database Systems for Relational Databases	<a href="https://youtu.be/eYJoNNhF6WU">https://youtu.be/eYJoNNhF6WU</a>
10	Ms. Palak Gupta	210 : Information Systems Managment	Information Systems Management- Data Models for Relational Databases	<a href="https://youtu.be/CGRXHPLFyn4">https://youtu.be/CGRXHPLFyn4</a>
11	Ms. Palak Gupta	210 : Information Systems Managment	Information Systems Management- Data, Knowledge and Decision Support	<a href="https://youtu.be/JU2t0_6bD6E">https://youtu.be/JU2t0_6bD6E</a>
12	Ms. Palak Gupta	210 : Information Systems Managment	Information Systems Management- Artificial Intelligence & Intelligent Systems in Business	<a href="https://youtu.be/PCYZFwMbC0M">https://youtu.be/PCYZFwMbC0M</a>
13	Ms. Sneha Chaudhary	210 : Information Systems Managment	Introduction to Database Management System	<a href="https://youtu.be/Z86A5z1ZrbY">https://youtu.be/Z86A5z1ZrbY</a>
14	Ms. Sneha Chaudhary	210 : Information Systems Managment	Introduction to File System vs DBMS, People who deal with Database	<a href="https://youtu.be/uSJQn6sUx1o">https://youtu.be/uSJQn6sUx1o</a>
15	Ms. Sneha Chaudhary	210 : Information Systems Managment	Introduction to types of data models	<a href="https://youtu.be/FBANyevTpCQ">https://youtu.be/FBANyevTpCQ</a>
16	Ms. Sneha Chaudhary	210 : Information Systems Managment	Introduction to types of ER model, Architecture of DBMS	<a href="https://youtu.be/KVTkVlv4iqQ">https://youtu.be/KVTkVlv4iqQ</a>
17	Ms. Sneha Chaudhary	210 : Information Systems Managment	Introduction to Normalization, Types of Normalization, Keys	<a href="https://youtu.be/G0esut_l6_8">https://youtu.be/G0esut_l6_8</a>
18	Ms. Palak Gupta	210 : Information Systems Managment	Information Systems Management- Cloud Computing	<a href="https://youtu.be/Kg3UMLXVt0c">https://youtu.be/Kg3UMLXVt0c</a>
19	Ms. Palak Gupta	210 : Information Systems Managment	Information Systems Management- Introduction: E- Business and E-	<a href="https://youtu.be/tKkLYkwpQE">https://youtu.be/tKkLYkwpQE</a>

			Commerce	
20	Ms. Palak Gupta	210 : Information Systems Managment	Information Systems Management- E- Business Enabling Technologies & Types Of E- Commerce	<a href="https://youtu.be/eRhE7SoY9hQ">https://youtu.be/eRhE7SoY9hQ</a>
21	Ms. Palak Gupta	210 : Information Systems Managment	Information Systems Management- Introduction: Big Data	<a href="https://youtu.be/M4_brDPdNi8">https://youtu.be/M4_brDPdNi8</a>
22	Ms. Sneha Chaudhary	210 : Information Systems Managment	Introduction to Relational Model, Integrity constraints,SQL commands in Querying Relational Model	<a href="https://youtu.be/_6qS8c7C30">https://youtu.be/_6qS8c7C30</a>
23	Ms. Sneha Chaudhary	210 : Information Systems Managment	DDL AND DML COMMANDS ,AGGREGATE FUNCTIONS	<a href="https://youtu.be/1xH4gmMSk0c">https://youtu.be/1xH4gmMSk0c</a>
24	Ms. Sneha Chaudhary	210 : Information Systems Managment	DDL AND DML COMMANDS ,AGGREGATE FUNCTIONS	<a href="https://youtu.be/0J7AuDFbBbs">https://youtu.be/0J7AuDFbBbs</a>
25	Ms. Sneha Chaudhary	210 : Information Systems Managment	Relational Algebra	<a href="https://youtu.be/DuhXdOhCo34">https://youtu.be/DuhXdOhCo34</a>

## 302 : Project Management

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Dikshita Kathuria	302 : Project Management	Introduction to Project Management	<a href="https://youtu.be/66PabVaaoAs">https://youtu.be/66PabVaaoAs</a>
2	Ms. Dikshita Kathuria	302 : Project Management	Characteristics, Objectives and Importance of Project Management.	<a href="https://youtu.be/pmlfYD41W3s">https://youtu.be/pmlfYD41W3s</a>
3	Ms. Bhawna Thakran	302 : Project Management	Tools for Project Management	<a href="https://youtu.be/3LJ_wtZYX3E">https://youtu.be/3LJ_wtZYX3E</a>
4	Ms. Bhawna Thakran	302 : Project Management	Techniques for Project Management	<a href="https://youtu.be/gcuW3Awj2sY">https://youtu.be/gcuW3Awj2sY</a>

5	Ms. Bhawna Thakran	302 : Project Management	Project Team	<a href="https://youtu.be/WeCfTeIDabA">https://youtu.be/WeCfTeIDabA</a>
6	Ms. Bhawna Thakran	302 : Project Management	Roles and Responsibilities of Project Manager	<a href="https://youtu.be/hcfx5jt3vtI">https://youtu.be/hcfx5jt3vtI</a>
7	Ms. Bhawna Thakran	302 : Project Management	Determinants of Project Success	<a href="https://youtu.be/3YQjLauJ7U8">https://youtu.be/3YQjLauJ7U8</a>
8	Ms. Dikshita Kathuria	302 : Project Management	Introduction to Technical analysis Project Management	<a href="https://youtu.be/26uQJYYP6MM">https://youtu.be/26uQJYYP6MM</a>
9	Ms. Dikshita Kathuria	302 : Project Management	Factors of Technical analysis- Product mix and plant capacity	<a href="https://youtu.be/VTovl_8v9jo">https://youtu.be/VTovl_8v9jo</a>
10	Ms. Dikshita Kathuria	302 : Project Management	Introduction to network scheduling techniques	<a href="https://youtu.be/4M8ONzU--qE">https://youtu.be/4M8ONzU--qE</a>
11	Ms. Dikshita Kathuria	302 : Project Management	Introduction to network diagram	<a href="https://youtu.be/JKSeq2kuijs">https://youtu.be/JKSeq2kuijs</a>
12	Ms. Dikshita Kathuria	302 : Project Management	Drawing network diagram	<a href="https://youtu.be/0YpMXikDtrc">https://youtu.be/0YpMXikDtrc</a>
13	Ms. Dikshita Kathuria	302 : Project Management	Technical analysis in project management	<a href="https://youtu.be/aYnOU50qOFw">https://youtu.be/aYnOU50qOFw</a>
14	Ms. Dikshita Kathuria	302 : Project Management	Critical Path Method	<a href="https://youtu.be/FhOCwARo7II">https://youtu.be/FhOCwARo7II</a>
15	Ms. Dikshita Kathuria	302 : Project Management	Critical Path Method- Practical question	<a href="https://youtu.be/_xfKUfxpPjQ">https://youtu.be/_xfKUfxpPjQ</a>

## 304 : Digital Marketing

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Introduction to Digital Marketing	<a href="https://youtu.be/Y5GzJsagxmw">https://youtu.be/Y5GzJsagxmw</a>
2	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Blog Marketing	<a href="https://youtu.be/zZa6k6bgJYq">https://youtu.be/zZa6k6bgJYq</a>
3	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Campaign Management	<a href="https://youtu.be/xcmzVP7bDUq">https://youtu.be/xcmzVP7bDUq</a>
4	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Content Marketing	<a href="https://youtu.be/LX8NvAujHKM">https://youtu.be/LX8NvAujHKM</a>
5	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Email-Marketing	<a href="https://youtu.be/kek7UMyEdUw">https://youtu.be/kek7UMyEdUw</a>
6	Mr. Rajvinder Singh Johal	304 : Digital Marketing	E-marketing	<a href="https://youtu.be/hGPbezshY1q">https://youtu.be/hGPbezshY1q</a>
7	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Interactive Advertising	<a href="https://youtu.be/pSs4DGjtaIM">https://youtu.be/pSs4DGjtaIM</a>

8	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Internet vs Traditional Marketing	<a href="https://youtu.be/8FR0cHg_62M">https://youtu.be/8FR0cHg_62M</a>
9	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Mobile Marketing	<a href="https://youtu.be/smKGcAMed8Q">https://youtu.be/smKGcAMed8Q</a>
10	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Online PR	<a href="https://youtu.be/l9GkEpkGGK0">https://youtu.be/l9GkEpkGGK0</a>
11	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Opt-in Email Marketing	<a href="https://youtu.be/mBxUSzQoHE0">https://youtu.be/mBxUSzQoHE0</a>
12	Mr. Rajvinder Singh Johal	304 : Digital Marketing	SEM and SEO	<a href="https://youtu.be/fy3zpQ_YhkE">https://youtu.be/fy3zpQ_YhkE</a>
13	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Social Media Marketing	<a href="https://youtu.be/D8tZR054Zz4">https://youtu.be/D8tZR054Zz4</a>
14	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Viral Marketing	<a href="https://youtu.be/YJN98INwRI4">https://youtu.be/YJN98INwRI4</a>
15	Mr. Rajvinder Singh Johal	304 : Digital Marketing	Website Optimisation	<a href="https://youtu.be/H8hR11Gkgyw">https://youtu.be/H8hR11Gkgyw</a>

## 308 : Business Policy and Strategy

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Introduction to Business Policy & Strategy	<a href="https://youtu.be/RB2_glaZ7IU">https://youtu.be/RB2_glaZ7IU</a>
2	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Nature of Business Policy	<a href="https://youtu.be/2H8TyIBFwpQ">https://youtu.be/2H8TyIBFwpQ</a>
3	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Importance and Purpose of Business Policy	<a href="https://youtu.be/l9ZrJfhqUis">https://youtu.be/l9ZrJfhqUis</a>
4	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Evaluation of Business Policy	<a href="https://youtu.be/BFiUkv4dOpo">https://youtu.be/BFiUkv4dOpo</a>
5	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Evaluation of Business Policy – Indian Scenario	<a href="https://youtu.be/rKj7Ri2erfw">https://youtu.be/rKj7Ri2erfw</a>
6	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Long range planning & Strategic planning	<a href="https://youtu.be/g0Q5_DEsb28">https://youtu.be/g0Q5_DEsb28</a>
7	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Strategic planning	<a href="https://youtu.be/Ci3UYsbfyI8">https://youtu.be/Ci3UYsbfyI8</a>



# Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

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8	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Strategic Management Process	<a href="https://youtu.be/P1TpcCuT-vY">https://youtu.be/P1TpcCuT-vY</a>
9	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Vision	<a href="https://youtu.be/--9Vw90zwA8">https://youtu.be/--9Vw90zwA8</a>
10	Dr. Rashmi Bhatia	308 : Business Policy and Strategy	Mission	<a href="https://youtu.be/IPsw-xycdBk">https://youtu.be/IPsw-xycdBk</a>







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## BCom Even Semester



## 104 : Business Law

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Aastha Behl	104 : Business Law	Introduction to Indian Contract Act, 1872	<a href="https://youtu.be/IFOWfDd5rkk">https://youtu.be/IFOWfDd5rkk</a>

## 108 : Cost Accounting

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Dikshita Kathuria	108 : Cost Accounting	Introduction to Cost accounting	<a href="https://youtu.be/UXIXB8yONng">https://youtu.be/UXIXB8yONng</a>
2	Ms. Deeksha Suneja	108 : Cost Accounting	Cost Sheet	<a href="https://youtu.be/IOJnrgx6930">https://youtu.be/IOJnrgx6930</a>
3	Ms. Dikshita Kathuria	108 : Cost Accounting	Material control	<a href="https://youtu.be/jQHgCHx0Sws">https://youtu.be/jQHgCHx0Sws</a>
4	Ms. Dikshita Kathuria	108 : Cost Accounting	Techniques of inventory valuation and control	<a href="https://youtu.be/FeGAico96SE">https://youtu.be/FeGAico96SE</a>
5	Ms. Dikshita Kathuria	108 : Cost Accounting	Costing of material	<a href="https://youtu.be/oK5QWxKQW6Y">https://youtu.be/oK5QWxKQW6Y</a>
6	Ms. Dikshita Kathuria	108 : Cost Accounting	Process of receiving and storage of material	<a href="https://youtu.be/ACeCJv0Ases">https://youtu.be/ACeCJv0Ases</a>
7	Ms. Dikshita Kathuria	108 : Cost Accounting	Material costing methods	<a href="https://youtu.be/aBgGgN1uHKs">https://youtu.be/aBgGgN1uHKs</a>
8	Ms. Dikshita Kathuria	108 : Cost Accounting	Cost of Inventory	<a href="https://youtu.be/cxua_xYxuWY">https://youtu.be/cxua_xYxuWY</a>
9	Ms. Deeksha Suneja	108 : Cost Accounting	Objections to cost accounting	<a href="https://youtu.be/4KipuSP3uVs">https://youtu.be/4KipuSP3uVs</a>
10	Ms. Deeksha Suneja	108 : Cost Accounting	Classification of costs	<a href="https://youtu.be/1DT8lrlJnGo">https://youtu.be/1DT8lrlJnGo</a>
11	Ms. Deeksha Suneja	108 : Cost Accounting	Process costing	<a href="https://youtu.be/us2SjuHTTRg">https://youtu.be/us2SjuHTTRg</a>
12	Ms. Deeksha Suneja	108 : Cost Accounting	Cost sheet	<a href="https://youtu.be/ssOuRdPMMY8">https://youtu.be/ssOuRdPMMY8</a>
13	Ms. Deeksha Suneja	108 : Cost Accounting	Classification of cost on different basis	<a href="https://youtu.be/sIQGRf8vKGU">https://youtu.be/sIQGRf8vKGU</a>
14	Ms. Deeksha Suneja	108 : Cost Accounting	Contract costing	<a href="https://youtu.be/1uWPBQ63pa8">https://youtu.be/1uWPBQ63pa8</a>
15	Ms. Deeksha Suneja	108 : Cost Accounting	Contract costing	<a href="https://youtu.be/hzJByEqPqOA">https://youtu.be/hzJByEqPqOA</a>
16	Ms. Deeksha Suneja	108 : Cost Accounting	Practical application of contract costing	<a href="https://youtu.be/tPb05h7mg-0">https://youtu.be/tPb05h7mg-0</a>
17	Ms. Deeksha Suneja	108 : Cost Accounting	Profit/loss on incomplete contracts	<a href="https://youtu.be/3sjsvWpuajY">https://youtu.be/3sjsvWpuajY</a>
18	Ms. Pallavi Ahuja	108 : Cost Accounting	Labour costing	<a href="https://youtu.be/68iBTTNINMs">https://youtu.be/68iBTTNINMs</a>

19	Ms. Pallavi Ahuja	108 : Cost Accounting	Labour costing: control over labour costs	<a href="https://youtu.be/mbqt8xWjGhY">https://youtu.be/mbqt8xWjGhY</a>
20	Ms. Pallavi Ahuja	108 : Cost Accounting	Labour costing: time keeping	<a href="https://youtu.be/86Y595GvyQs">https://youtu.be/86Y595GvyQs</a>
21	Ms. Pallavi Ahuja	108 : Cost Accounting	Cost accounting department	<a href="https://youtu.be/2JHVxQn2R28">https://youtu.be/2JHVxQn2R28</a>
22	Ms. Pallavi Ahuja	108 : Cost Accounting	Labour turnover	<a href="https://youtu.be/BQRi-CCLV_U">https://youtu.be/BQRi-CCLV_U</a>
23	Ms. Pallavi Ahuja	108 : Cost Accounting	Methods of wage payment	<a href="https://youtu.be/2JTEML2Qydl">https://youtu.be/2JTEML2Qydl</a>
24	Ms. Pallavi Ahuja	108 : Cost Accounting	Incentive plans: Halsey	<a href="https://youtu.be/_677V849rd4">https://youtu.be/_677V849rd4</a>
25	Ms. Pallavi Ahuja	108 : Cost Accounting	Incentive plans: Rowan	<a href="https://youtu.be/Knur476Gog">https://youtu.be/Knur476Gog</a>
26	Ms. Pallavi Ahuja	108 : Cost Accounting	Incentive plans: Merrick, hour to hour, taylor, emerson	<a href="https://youtu.be/q6IAFhl3QJs">https://youtu.be/q6IAFhl3QJs</a>

## 110 : Business Studies

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Mr. Rajvinder Singh Johal	110 : Business Studies	Introduction to Business	<a href="https://youtu.be/zYYv2fJ9a9k">https://youtu.be/zYYv2fJ9a9k</a>
2	Mr. Rajvinder Singh Johal	110 : Business Studies	Introduction to Business Objectives	<a href="https://youtu.be/jYr1G_EkSL8">https://youtu.be/jYr1G_EkSL8</a>
3	Mr. Rajvinder Singh Johal	110 : Business Studies	Organic Objectives of Business	<a href="https://youtu.be/RnT3kCPg5FQ">https://youtu.be/RnT3kCPg5FQ</a>
4	Mr. Rajvinder Singh Johal	110 : Business Studies	National Objectives of Business	<a href="https://youtu.be/uhR7wAw7dik">https://youtu.be/uhR7wAw7dik</a>
5	Dr, Preeti Singh	110 : Business Studies	Concept of Business Environment	<a href="https://youtu.be/xKK9K1oDvck">https://youtu.be/xKK9K1oDvck</a>
6	Dr, Preeti Singh	110 : Business Studies	Introduction to Type of Business Ethics	<a href="https://youtu.be/YGRXG73_EDE">https://youtu.be/YGRXG73_EDE</a>
7	Dr, Preeti Singh	110 : Business Studies	Business as System	<a href="https://youtu.be/oHg_RmcPdal">https://youtu.be/oHg_RmcPdal</a>
8	Dr, Preeti Singh	110 : Business Studies	Corporate social responsibility	<a href="https://youtu.be/Yu8HyHECqds">https://youtu.be/Yu8HyHECqds</a>
9	Dr, Preeti Singh	110 : Business Studies	Business Environment	<a href="https://youtu.be/ifV98dPRVcg">https://youtu.be/ifV98dPRVcg</a>
10	Dr, Preeti Singh	110 : Business Studies	Introduction to Type of Business Environment	<a href="https://youtu.be/lmtk3xBaSIM">https://youtu.be/lmtk3xBaSIM</a>
11	Dr, Preeti Singh	110 : Business Studies	Introduction to Type of Business Environment	<a href="https://youtu.be/JJGzP7DmRP0">https://youtu.be/JJGzP7DmRP0</a>
12	Dr, Preeti Singh	110 : Business Studies	Concept of entrepreneurship	<a href="https://youtu.be/r2lXpURwpj4">https://youtu.be/r2lXpURwpj4</a>

13	Dr, Preeti Singh	110 : Business Studies	Forms of Business Organization	<a href="https://youtu.be/XHt2fRorf2Y">https://youtu.be/XHt2fRorf2Y</a>
14	Dr, Preeti Singh	110 : Business Studies	Joint Stock Company	<a href="https://youtu.be/Hb0Mc6DhJ6A">https://youtu.be/Hb0Mc6DhJ6A</a>
15	Dr, Preeti Singh	110 : Business Studies	Partnership Firm	<a href="https://youtu.be/4p4Ew5glXCw">https://youtu.be/4p4Ew5glXCw</a>
16	Dr, Preeti Singh	110 : Business Studies	Joint Hindu Family Firm	<a href="https://youtu.be/k6VKdbprul8">https://youtu.be/k6VKdbprul8</a>
17	Dr, Preeti Singh	110 : Business Studies	Cooperative Organization	<a href="https://youtu.be/WVNkK93U_wE">https://youtu.be/WVNkK93U_wE</a>
18	Dr, Preeti Singh	110 : Business Studies	Types of Companies	<a href="https://youtu.be/C100aMR7pCM">https://youtu.be/C100aMR7pCM</a>
19	Dr, Preeti Singh	110 : Business Studies	Choice of Organization	<a href="https://youtu.be/yOuqOZ5CFS4">https://youtu.be/yOuqOZ5CFS4</a>
20	Dr, Preeti Singh	110 : Business Studies	Initial Choice of Organisation	<a href="https://youtu.be/XZkTQQoCYGk">https://youtu.be/XZkTQQoCYGk</a>
21	Dr, Preeti Singh	110 : Business Studies	Concept of financial planning	<a href="https://youtu.be/PhTAldMewZI">https://youtu.be/PhTAldMewZI</a>
22	Dr, Preeti Singh	110 : Business Studies	Concept of Factors in financial planning	<a href="https://youtu.be/TZMZxILj5aY">https://youtu.be/TZMZxILj5aY</a>
23	Dr, Preeti Singh	110 : Business Studies	Determination of capital requirements	<a href="https://youtu.be/O_FVvwGcBfo">https://youtu.be/O_FVvwGcBfo</a>
24	Dr, Preeti Singh	110 : Business Studies	Working Capital	<a href="https://youtu.be/wTBK72HhLVQ">https://youtu.be/wTBK72HhLVQ</a>
25	Dr, Preeti Singh	110 : Business Studies	Capitalisation	<a href="https://youtu.be/PLR6k0JFrIE">https://youtu.be/PLR6k0JFrIE</a>

## 208 : Indian Economy

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Shilpa Lalwani	208 : Indian Economy	Development vs underdevelopment	<a href="https://youtu.be/2vDihwvjsTo">https://youtu.be/2vDihwvjsTo</a>
2	Ms. Shilpa Lalwani	208 : Indian Economy	Features of Indian Economy	<a href="https://youtu.be/uzi0nhZ4r9k">https://youtu.be/uzi0nhZ4r9k</a>
3	Ms. Shilpa Lalwani	208 : Indian Economy	Occupational structure of India	<a href="https://youtu.be/S3KoPIZiBIY">https://youtu.be/S3KoPIZiBIY</a>
4	Ms. Shilpa Lalwani	208 : Indian Economy	National Income of India and Trends in National Income	<a href="https://youtu.be/e_Aq6bxE_zl">https://youtu.be/e_Aq6bxE_zl</a>
5	Ms. Shilpa Lalwani	208 : Indian Economy	Interregional variations of National Income	<a href="https://youtu.be/Uwx600i6q9A">https://youtu.be/Uwx600i6q9A</a>
6	Ms. Shilpa Lalwani	208 : Indian Economy	NITI Aayog	<a href="https://youtu.be/FQD75gnjnOw">https://youtu.be/FQD75gnjnOw</a>
7	Ms. Shilpa Lalwani	208 : Indian Economy	Human resources and Economic Development	<a href="https://youtu.be/SHEJFkkG6K0">https://youtu.be/SHEJFkkG6K0</a>

8	Ms. Shilpa Lalwani	208 : Indian Economy	Chief demographics of India and population problem	<a href="https://youtu.be/jTZxll1jnkY">https://youtu.be/jTZxll1jnkY</a>
9	Ms. Shilpa Lalwani	208 : Indian Economy	Human development in India	<a href="https://youtu.be/gBH4xIYh9tE">https://youtu.be/gBH4xIYh9tE</a>
10	Ms. Shilpa Lalwani	208 : Indian Economy	New economic policy 1991	<a href="https://youtu.be/yvT-NZBb64A">https://youtu.be/yvT-NZBb64A</a>
11	Ms. Shilpa Lalwani	208 : Indian Economy	Unemployment in India	<a href="https://youtu.be/fk3TRxoi4oU">https://youtu.be/fk3TRxoi4oU</a>
12	Ms. Shilpa Lalwani	208 : Indian Economy	Poverty in India	<a href="https://youtu.be/KUOxW8Gz-40">https://youtu.be/KUOxW8Gz-40</a>
13	Ms. Shilpa Lalwani	208 : Indian Economy	Iron and Steel Industry	<a href="https://youtu.be/Ub078hpE04E">https://youtu.be/Ub078hpE04E</a>
14	Ms. Shilpa Lalwani	208 : Indian Economy	Cotton & Cement Industry	<a href="https://youtu.be/MF5AdY0a2V8">https://youtu.be/MF5AdY0a2V8</a>
15	Ms. Shilpa Lalwani	208 : Indian Economy	Sugar & Petroleum Industry	<a href="https://youtu.be/D-3_KICEVqM">https://youtu.be/D-3_KICEVqM</a>
16	Ms. Shilpa Lalwani	208 : Indian Economy	Industrial Policy	<a href="https://youtu.be/mOXafQ7izJ8">https://youtu.be/mOXafQ7izJ8</a>
17	Ms. Shilpa Lalwani	208 : Indian Economy	Micro, Small and Medium Enterprises	<a href="https://youtu.be/GXqVBHM60pM">https://youtu.be/GXqVBHM60pM</a>
18	Ms. Shilpa Lalwani	208 : Indian Economy	Regional Imbalance	<a href="https://youtu.be/XVKbuELUa94">https://youtu.be/XVKbuELUa94</a>
19	Ms. Shilpa Lalwani	208 : Indian Economy	Parallel Economy	<a href="https://youtu.be/wJJiuhuPOes">https://youtu.be/wJJiuhuPOes</a>
20	Ms. Shilpa Lalwani	208 : Indian Economy	Balance of payment	<a href="https://youtu.be/EwY0e13MPBE">https://youtu.be/EwY0e13MPBE</a>
21	Ms. Shilpa Lalwani	208 : Indian Economy	India's Foreign Trade	<a href="https://youtu.be/_rnlhD4px4g">https://youtu.be/_rnlhD4px4g</a>
22	Ms. Shilpa Lalwani	208 : Indian Economy	India's fiscal policy	<a href="https://youtu.be/S51LusxzTxo">https://youtu.be/S51LusxzTxo</a>
23	Ms. Shilpa Lalwani	208 : Indian Economy	Economic planning	<a href="https://youtu.be/TAxw2ZhZ6oY">https://youtu.be/TAxw2ZhZ6oY</a>
24	Ms. Shilpa Lalwani	208 : Indian Economy	India's five year plans	<a href="https://youtu.be/6JFBoAPIHeA">https://youtu.be/6JFBoAPIHeA</a>
25	Ms. Shilpa Lalwani	208 : Indian Economy	India's Five year plans	<a href="https://youtu.be/_dLWiGn1wVY">https://youtu.be/_dLWiGn1wVY</a>

## 212 : Financial Modeling Lab

S.No.	Faculty Name	Subject Name	Title	Video Link
			Basics of Excel, Conditional Formatting, Macros	
1	Ms. Deeksha	212 : FM Lab		<a href="https://youtu.be/7IRqAmSVdFY">https://youtu.be/7IRqAmSVdFY</a>
2	Ms. Deeksha	212 : FM Lab	What If Analysis	<a href="https://youtu.be/iv4yblHNUaY">https://youtu.be/iv4yblHNUaY</a>
3	Ms. Deeksha	212 : FM Lab	Pivot Table, Text Functions	<a href="https://youtu.be/vue43htTSXQ">https://youtu.be/vue43htTSXQ</a>
4	Ms. Deeksha	212 : FM Lab	Lookup, Index and	<a href="https://youtu.be/peb7myNKKUc">https://youtu.be/peb7myNKKUc</a>

			Match	
5	Ms. Deeksha	212 : FM Lab	Time Value of Money, Shortcuts in Excel	<a href="https://youtu.be/-2Dzjq-03pA">https://youtu.be/-2Dzjq-03pA</a>
6	Ms. Deeksha	212 : FM Lab	Count Function	<a href="https://youtu.be/hZR20j4RPPA">https://youtu.be/hZR20j4RPPA</a>
7	Ms. Deeksha	212 : FM Lab	Cell Reference, Templates in Excel	<a href="https://youtu.be/-zmao73Dc_k">https://youtu.be/-zmao73Dc_k</a>
8	Ms. Deeksha	212 : FM Lab	Statistical functions in Excel	<a href="https://youtu.be/YRHzaK2HE9w">https://youtu.be/YRHzaK2HE9w</a>
9	Ms. Deeksha	212 : FM Lab	Logical Functions	<a href="https://youtu.be/U14jVN3lyNM">https://youtu.be/U14jVN3lyNM</a>
10	Ms. Deeksha	212 : FM Lab	EPS, Enterprise value	<a href="https://youtu.be/sgv5RtbZ43Q">https://youtu.be/sgv5RtbZ43Q</a>

## 214 : Research Methodology

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Jasleen Rana	214:Research Methodology	Introduction to Research Methodology	<a href="https://youtu.be/lHt0oASiaM4">https://youtu.be/lHt0oASiaM4</a>
2	Ms. Jasleen Rana	214:Research Methodology	Types of research	<a href="https://youtu.be/vmRa6W4L9sc">https://youtu.be/vmRa6W4L9sc</a>
3	Ms. Jasleen Rana	214:Research Methodology	Research Ethics	<a href="https://youtu.be/1Ql-JC9mNBI">https://youtu.be/1Ql-JC9mNBI</a>
4	Ms. Jasleen Rana	214:Research Methodology	Business Research	<a href="https://youtu.be/JJqCTg5XUiA">https://youtu.be/JJqCTg5XUiA</a>
5	Ms. Jasleen Rana	214:Research Methodology	Applications of Business Research	<a href="https://youtu.be/xdSa6TZQQ2l">https://youtu.be/xdSa6TZQQ2l</a>
6	Ms. Jasleen Rana	214:Research Methodology	Unit of Analysis	<a href="https://youtu.be/BotLyl-xWwU">https://youtu.be/BotLyl-xWwU</a>
7	Ms. Jasleen Rana	214:Research Methodology	Constructs and Variables	<a href="https://youtu.be/M2SxpNiEq70">https://youtu.be/M2SxpNiEq70</a>
8	Ms. Jasleen Rana	214:Research Methodology	Types of variables	<a href="https://youtu.be/GvjYSPOxOHE">https://youtu.be/GvjYSPOxOHE</a>
9	Ms. Jasleen Rana	214:Research Methodology	Hypothesis	<a href="https://youtu.be/7wBnvpVgZpk">https://youtu.be/7wBnvpVgZpk</a>
10	Ms. Jasleen Rana	214:Research Methodology	Types of hypothesis	<a href="https://youtu.be/EOXdU8B86Qo">https://youtu.be/EOXdU8B86Qo</a>
11	Ms. Jasleen Rana	214:Research Methodology	Research Process	<a href="https://youtu.be/OnIP-dkgVSc">https://youtu.be/OnIP-dkgVSc</a>
12	Ms. Jasleen Rana	214:Research Methodology	Literature Review	<a href="https://youtu.be/xCkTVFyiK_g">https://youtu.be/xCkTVFyiK_g</a>
13	Ms. Jasleen Rana	214:Research Methodology	Research Process	<a href="https://youtu.be/6pp-OuC6O4E">https://youtu.be/6pp-OuC6O4E</a>
14	Ms. Jasleen Rana	214:Research Methodology	Data Collection	<a href="https://youtu.be/4nnPr-KMhUY">https://youtu.be/4nnPr-KMhUY</a>
15	Ms. Jasleen Rana	214:Research Methodology	Sources of Data	<a href="https://youtu.be/HMnHpg6honY">https://youtu.be/HMnHpg6honY</a>
16	Ms. Jasleen Rana	214:Research Methodology	Research designs	<a href="https://youtu.be/n4dAvMODHcg">https://youtu.be/n4dAvMODHcg</a>



<b>306 : E-Commerce</b>				
S.No.	Faculty Name	Subject Name	Title	Video Link
1	Dr. Ruchi Singhal	306 : E-Commerce	Characteristics, Objectives and Features of E-commerce	<a href="https://youtu.be/cooMXsRcsyc">https://youtu.be/cooMXsRcsyc</a>
2	Dr. Ruchi Singhal	306 : E-Commerce	Benefits of E-commerce	<a href="https://youtu.be/utKmECCr6xY">https://youtu.be/utKmECCr6xY</a>
3	Dr. Ruchi Singhal	306 : E-Commerce	Types/Models of E-commerce	<a href="https://youtu.be/vCfOvkxu_MY">https://youtu.be/vCfOvkxu_MY</a>
4	Dr. Ruchi Singhal	306 : E-Commerce	Challenges and Barriers in E-commerce	<a href="https://youtu.be/dl_wUPkLVVQ">https://youtu.be/dl_wUPkLVVQ</a>
5	Dr. Ruchi Singhal	306 : E-Commerce	E-commerce in India	<a href="https://youtu.be/2Verb-nWZoo">https://youtu.be/2Verb-nWZoo</a>
6	Dr. Ruchi Singhal	306 : E-Commerce	E-commerce Sector in India	<a href="https://youtu.be/yRKw2SO7FGc">https://youtu.be/yRKw2SO7FGc</a>
7	Dr. Ruchi Singhal	306 : E-Commerce	E-commerce in India	<a href="https://youtu.be/KkLYfiDA1QE">https://youtu.be/KkLYfiDA1QE</a>
8	Dr. Ruchi Singhal	306 : E-Commerce	E-commerce in India	<a href="https://youtu.be/ddmirXhqmF8">https://youtu.be/ddmirXhqmF8</a>
9	Dr. Ruchi Singhal	306 : E-Commerce	Basics of HTML	<a href="https://youtu.be/cU_mJ7GrCeY">https://youtu.be/cU_mJ7GrCeY</a>
10	Dr. Ruchi Singhal	306 : E-Commerce	Formatting in HTML	<a href="https://youtu.be/hY0mCXAuw8E">https://youtu.be/hY0mCXAuw8E</a>
11	Dr. Ruchi Singhal	306 : E-Commerce	Formatting of a HTML Programming	<a href="https://youtu.be/iTYU_7u9FPg">https://youtu.be/iTYU_7u9FPg</a>
12	Dr. Ruchi Singhal	306 : E-Commerce	Hyperlinks and Text Links in HTML	<a href="https://youtu.be/HlzB2Rkf6hY">https://youtu.be/HlzB2Rkf6hY</a>
13	Dr. Ruchi Singhal	306 : E-Commerce	Image Links and Frames in HTML	<a href="https://youtu.be/PO74E1z-TF0">https://youtu.be/PO74E1z-TF0</a>
14	Dr. Ruchi Singhal	306 : E-Commerce	Forms in HTML	<a href="https://youtu.be/U-GSiCaLbAE">https://youtu.be/U-GSiCaLbAE</a>
15	Dr. Ruchi Singhal	306 : E-Commerce	E-Security in E-commerce	<a href="https://youtu.be/t1nc8ywi-tM">https://youtu.be/t1nc8ywi-tM</a>
16	Dr. Ruchi Singhal	306 : E-Commerce	E-Security and security policy in E-commerce	<a href="https://youtu.be/NJ5-uFeNOoU">https://youtu.be/NJ5-uFeNOoU</a>
17	Dr. Ruchi Singhal	306 : E-Commerce	Cryptography	<a href="https://youtu.be/os_6OjnsaDA">https://youtu.be/os_6OjnsaDA</a>
18	Dr. Ruchi Singhal	306 : E-Commerce	RSA Public Keys and Digital Signature in Ecommerce	<a href="https://youtu.be/9aQALwStYBw">https://youtu.be/9aQALwStYBw</a>
19	Dr. Ruchi Singhal	306 : E-Commerce	Emerging Trends in E-commerce	<a href="https://youtu.be/QmbJUZWURUE">https://youtu.be/QmbJUZWURUE</a>
20	Dr. Ruchi Singhal	306 : E-Commerce	M-Commerce	<a href="https://youtu.be/_O4l_2-xn3Q">https://youtu.be/_O4l_2-xn3Q</a>

21	Dr. Ruchi Singhal	306 : E-Commerce	WAP	<a href="https://youtu.be/KDMtXWrcn_U">https://youtu.be/KDMtXWrcn_U</a>
22	Dr. Ruchi Singhal	306 : E-Commerce	Data Mining in Ecommerce	<a href="https://youtu.be/X7D3kPS7Wuk">https://youtu.be/X7D3kPS7Wuk</a>
23	Dr. Ruchi Singhal	306 : E-Commerce	Basic categories of Business Models	<a href="https://youtu.be/5Ee-UT5Koo8">https://youtu.be/5Ee-UT5Koo8</a>
24	Dr. Ruchi Singhal	306 : E-Commerce	Basic categories of Business Models	<a href="https://youtu.be/ZS9SeN5X370">https://youtu.be/ZS9SeN5X370</a>
25	Dr. Ruchi Singhal	306 : E-Commerce	Intelligent Agents	<a href="https://youtu.be/xYq5ERqj1Sl">https://youtu.be/xYq5ERqj1Sl</a>
26	Dr. Ruchi Singhal	306 : E-Commerce	Wi-fi	<a href="https://youtu.be/oOGf_1PkOBI">https://youtu.be/oOGf_1PkOBI</a>
27	Dr. Ruchi Singhal	306 : E-Commerce	Working of computer	<a href="https://youtu.be/ZLOYoaVAfuk">https://youtu.be/ZLOYoaVAfuk</a>

## 308 : E-Commerce Lab

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Palak Gupta	308 : E-Commerce Lab	E-Commerce Lab-Introduction: E-Commerce and Website Concepts	<a href="https://youtu.be/oRoMbZWcYik">https://youtu.be/oRoMbZWcYik</a>
2	Ms. Palak Gupta	308 : E-Commerce Lab	E-Commerce Lab-HTML and basic tags for webpage designing	<a href="https://youtu.be/VWTSvFmOTSo">https://youtu.be/VWTSvFmOTSo</a>
3	Ms. Palak Gupta	308 : E-Commerce Lab	E-Commerce Lab-HTML tags for Advanced Webpage Designing	<a href="https://youtu.be/hO4mDs5qm2Y">https://youtu.be/hO4mDs5qm2Y</a>
4	Ms. Palak Gupta	308 : E-Commerce Lab	E-Commerce Lab-HTML tags for Frames	<a href="https://youtu.be/LOyx84GJxgg">https://youtu.be/LOyx84GJxgg</a>
5	Ms. Palak Gupta	308 : E-Commerce Lab	E-Commerce Lab-HTML tags for Forms	<a href="https://youtu.be/W0F3XaQExol">https://youtu.be/W0F3XaQExol</a>

## 202 : Fundamental of Financial Management

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Aastha Behl	202 : Fundamental of Financial Management	Introduction to Financial Management	<a href="https://youtu.be/qmVcOfD5ZRc">https://youtu.be/qmVcOfD5ZRc</a>
2	Ms. Aastha Behl	202 : Fundamental of Financial Management	Introduction to Financial Management	<a href="https://youtu.be/hsxoaY8hBA">https://youtu.be/hsxoaY8hBA</a>
3	Ms. Aastha Behl	202 : Fundamental of Financial Management	Introduction to Financial Management	<a href="https://youtu.be/aKR-pZLiJrw">https://youtu.be/aKR-pZLiJrw</a>

4	Ms. Aastha Behl	202 : Fundamental of Financial Management	Introduction to Financial Management	<a href="https://youtu.be/vy-GssU447Q">https://youtu.be/vy-GssU447Q</a>
5	Ms. Aastha Behl	202 : Fundamental of Financial Management	Risk and return	<a href="https://youtu.be/ZnSEJOoXCtc">https://youtu.be/ZnSEJOoXCtc</a>
6	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Introduction to Cost of Capital	<a href="https://youtu.be/gABO_RcJjWA">https://youtu.be/gABO_RcJjWA</a>
7	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Cost of Equity Capital	<a href="https://youtu.be/5PU1osRamno">https://youtu.be/5PU1osRamno</a>
8	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Cost of Debentures	<a href="https://youtu.be/5PU1osRamno">https://youtu.be/5PU1osRamno</a>
9	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Cost of Preference Share Capital	<a href="https://youtu.be/5PU1osRamno">https://youtu.be/5PU1osRamno</a>
10	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Weighted Average Cost of Capital	<a href="https://youtu.be/5PU1osRamno">https://youtu.be/5PU1osRamno</a>
11	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Capital Structure Theories	<a href="https://youtu.be/9LvIkW3gdy4">https://youtu.be/9LvIkW3gdy4</a>
12	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	NI Approach & NOI Approach	<a href="https://youtu.be/V9p7AUUxA1Q">https://youtu.be/V9p7AUUxA1Q</a>
13	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Traditional Approach	<a href="https://youtu.be/Ej7JAG42Ual">https://youtu.be/Ej7JAG42Ual</a>
14	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	MM Hypothesis	<a href="https://youtu.be/BiljxUbUQOk">https://youtu.be/BiljxUbUQOk</a>
15	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Arbitrage Process	<a href="https://youtu.be/IL-5MpiTtKM">https://youtu.be/IL-5MpiTtKM</a>
16	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	EBIT-EPS Analysis	<a href="https://youtu.be/tevUXJu4KNc">https://youtu.be/tevUXJu4KNc</a>
17	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Leverage	<a href="https://youtu.be/TLpTSmoxuVA">https://youtu.be/TLpTSmoxuVA</a>
18	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Dividend Decision	<a href="https://youtu.be/JAk5A2ahkKw">https://youtu.be/JAk5A2ahkKw</a>
19	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Walter Model	<a href="https://youtu.be/qcJP0I-OSNc">https://youtu.be/qcJP0I-OSNc</a>
20	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	Gordon Model	<a href="https://youtu.be/HTI5AXeqp14">https://youtu.be/HTI5AXeqp14</a>
21	Ms. Bhawna Thakran	202 : Fundamental of Financial Management	M.M. Approach	<a href="https://youtu.be/QQKWATTQWgo">https://youtu.be/QQKWATTQWgo</a>
22	Ms. Deeksha	202 : Fundamental of Financial Management	Working Capital Management	<a href="https://youtu.be/pDUYOPPWC_I">https://youtu.be/pDUYOPPWC_I</a>
23	Ms. Deeksha	202 : Fundamental of Financial Management	Estimation of Working Capital	<a href="https://youtu.be/opz3UsnAP5E">https://youtu.be/opz3UsnAP5E</a>
24	Ms. Deeksha	202 : Fundamental of Financial Management	Inventory Management	<a href="https://youtu.be/cQQ9sHSQk8E">https://youtu.be/cQQ9sHSQk8E</a>
25	Ms. Deeksha	202 : Fundamental of Financial Management	Payables Management	<a href="https://youtu.be/JON7WhvM1cs">https://youtu.be/JON7WhvM1cs</a>

## 206 : Corporate Accounting

S.No.	Faculty Name	Subject Name	Title	Video Link
1	Ms. Deeksha Suneja	206 : Corporate Accounting	Initial Public Offer (IPO)	<a href="https://youtu.be/FOxigpeZ9LM">https://youtu.be/FOxigpeZ9LM</a>
2	Ms. Deekshita Kathuria	206 : Corporate Accounting	Holding and subsidiary company	<a href="https://youtu.be/joqTKrBXXko">https://youtu.be/joqTKrBXXko</a>
3	Ms. Deekshita Kathuria	206 : Corporate Accounting	Holding and subsidiary company	<a href="https://youtu.be/TB0F0XzjfzM">https://youtu.be/TB0F0XzjfzM</a>
4	Ms. Deekshita Kathuria	206 : Corporate Accounting	Holding and subsidiary company	<a href="https://youtu.be/P7RtEKbPq6g">https://youtu.be/P7RtEKbPq6g</a>
5	Ms. Deekshita Kathuria	206 : Corporate Accounting	Holding and subsidiary company	<a href="https://youtu.be/s_FuVmOM-po">https://youtu.be/s_FuVmOM-po</a>
6	Ms. Deekshita Kathuria	206 : Corporate Accounting	Valuation of Goodwill	<a href="https://youtu.be/pRyXr8OWTAM">https://youtu.be/pRyXr8OWTAM</a>
7	Ms. Deekshita Kathuria	206 : Corporate Accounting	Valuation of Goodwill	<a href="https://youtu.be/l9M8YLBb4rg">https://youtu.be/l9M8YLBb4rg</a>
8	Ms. Deekshita Kathuria	206 : Corporate Accounting	Valuation of Goodwill	<a href="https://youtu.be/AYZqb9ani3k">https://youtu.be/AYZqb9ani3k</a>
9	Ms. Deekshita Kathuria	206 : Corporate Accounting	Holding and subsidiary company	<a href="https://youtu.be/gKtKVAREyTA">https://youtu.be/gKtKVAREyTA</a>
10	Ms. Deekshita Kathuria	206 : Corporate Accounting	Amalgamation-Purchase method	<a href="https://youtu.be/4qiYjQwbga4">https://youtu.be/4qiYjQwbga4</a>
11	Ms. Deekshita Kathuria	206 : Corporate Accounting	Amalgamation-Pooling of interest method	<a href="https://youtu.be/tJVQpkVA7nY">https://youtu.be/tJVQpkVA7nY</a>
12	Ms. Deekshita Kathuria	206 : Corporate Accounting	Amalgamation, absorption and external reconstruction	<a href="https://youtu.be/BFouDgCg7iw">https://youtu.be/BFouDgCg7iw</a>
13	Ms. Deekshita Kathuria	206 : Corporate Accounting	Amalgamation, absorption and external reconstruction	<a href="https://youtu.be/O13YCM8CCB4">https://youtu.be/O13YCM8CCB4</a>
14	Ms. Deekshita Kathuria	206 : Corporate Accounting	Amalgamation, absorption and external reconstruction	<a href="https://youtu.be/BTFsgd2nJK4">https://youtu.be/BTFsgd2nJK4</a>
15	Ms. Deekshita Kathuria	206 : Corporate Accounting	Book building	<a href="https://youtu.be/MyVnIKTN2dw">https://youtu.be/MyVnIKTN2dw</a>
16	Ms. Deekshita Kathuria	206 : Corporate Accounting	Valuation of Goodwill	<a href="https://youtu.be/Ejz0xyreWjk">https://youtu.be/Ejz0xyreWjk</a>

## 318 : Services Marketing

S.No.	Faculty Name	Subject Name	Title	Video Link
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1	Dr. Tanvi Gupta	318 : Services Marketing	Introduction to Service Marketing	<a href="https://youtu.be/Zg2ISxS20wY">https://youtu.be/Zg2ISxS20wY</a>
2	Dr. Tanvi Gupta	318 : Services Marketing	Introduction to Service Marketing	<a href="https://youtu.be/9zPCChF9UFdI">https://youtu.be/9zPCChF9UFdI</a>
3	Dr. Tanvi Gupta	318 : Services Marketing	Service sector in India	<a href="https://youtu.be/8QZqAL8T-_Y">https://youtu.be/8QZqAL8T-_Y</a>
4	Dr. Tanvi Gupta	318 : Services Marketing	Classification of Services	<a href="https://youtu.be/tjL1w9R9eTU">https://youtu.be/tjL1w9R9eTU</a>
5	Dr. Tanvi Gupta	318 : Services Marketing	Consumer behavior in service	<a href="https://youtu.be/xG99Bve03gE">https://youtu.be/xG99Bve03gE</a>
6	Dr. Tanvi Gupta	318 : Services Marketing	Consumer behavior in service	<a href="https://youtu.be/HkYD7dCdvQk">https://youtu.be/HkYD7dCdvQk</a>
7	Dr. Tanvi Gupta	318 : Services Marketing	SERVICE QUALITY	<a href="https://youtu.be/TSB06_kSb-s">https://youtu.be/TSB06_kSb-s</a>
8	Dr. Tanvi Gupta	318 : Services Marketing	Customer satisfaction and service quality	<a href="https://youtu.be/dSsdkmBRQU8">https://youtu.be/dSsdkmBRQU8</a>
9	Dr. Tanvi Gupta	318 : Services Marketing	Customer satisfaction and service quality	<a href="https://youtu.be/pvGo2bxzoEo">https://youtu.be/pvGo2bxzoEo</a>
10	Dr. Tanvi Gupta	318 : Services Marketing	SERVQUAL	<a href="https://youtu.be/kJpOYL_6Zz8">https://youtu.be/kJpOYL_6Zz8</a>
11	Dr. Tanvi Gupta	318 : Services Marketing	SERVICE FAILURE	<a href="https://youtu.be/RWsWU8hXD1M">https://youtu.be/RWsWU8hXD1M</a>
12	Dr. Tanvi Gupta	318 : Services Marketing	SERVICE PACKAGE	<a href="https://youtu.be/E2DJu74ZIPQ">https://youtu.be/E2DJu74ZIPQ</a>
13	Dr. Tanvi Gupta	318 : Services Marketing	SERVICE BLUEPRINT	<a href="https://youtu.be/fO9QQHljbj4">https://youtu.be/fO9QQHljbj4</a>
14	Dr. Tanvi Gupta	318 : Services Marketing	Service blueprint	<a href="https://youtu.be/Irr5aiUkVcl">https://youtu.be/Irr5aiUkVcl</a>
15	Dr. Tanvi Gupta	318 : Services Marketing	PRICING OF SERVICES	<a href="https://youtu.be/TMi5iZEGdXM">https://youtu.be/TMi5iZEGdXM</a>
16	Dr. Tanvi Gupta	318 : Services Marketing	TYPES OF PRICING	<a href="https://youtu.be/2Rc8OIPBfWE">https://youtu.be/2Rc8OIPBfWE</a>
17	Dr. Tanvi Gupta	318 : Services Marketing	CUSTOMER ROLE IN SERVICE DELIVERY	<a href="https://youtu.be/cdXa2AIIIGA">https://youtu.be/cdXa2AIIIGA</a>
18	Dr. Tanvi Gupta	318 : Services Marketing	SERVICE DISTRIBUTION	<a href="https://youtu.be/PrO9QzrAGig">https://youtu.be/PrO9QzrAGig</a>
19	Dr. Tanvi Gupta	318 : Services Marketing	INTEGRATED SERVICES COMMUNICATION	<a href="https://youtu.be/giDcA6WHnCg">https://youtu.be/giDcA6WHnCg</a>
20	Dr. Tanvi Gupta	318 : Services Marketing	SERVICES COMMUNICATION CHALLENGES	<a href="https://youtu.be/fta7G4VYfO8">https://youtu.be/fta7G4VYfO8</a>
21	Dr. Tanvi Gupta	318 : Services Marketing	SERVICE RECOVERY	<a href="https://youtu.be/pfVS6StjtBc">https://youtu.be/pfVS6StjtBc</a>
22	Dr. Tanvi Gupta	318 : Services Marketing	SERVICE MARKETING TRIANGLE	<a href="https://youtu.be/NqDwaQUqIHA">https://youtu.be/NqDwaQUqIHA</a>



# Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)



23	Dr. Tanvi Gupta	318 : Services Marketing	Physical evidence and servicescape	<a href="https://youtu.be/LGNPM9g9dTM">https://youtu.be/LGNPM9g9dTM</a>
24	Dr. Tanvi Gupta	318 : Services Marketing	INTERNAL MARKETIN	<a href="https://youtu.be/mswM6Rgd3D0">https://youtu.be/mswM6Rgd3D0</a>
25	Dr. Tanvi Gupta	318 : Services Marketing	Physical environment	<a href="https://youtu.be/2bfk8rC2T3Y">https://youtu.be/2bfk8rC2T3Y</a>





# **ASSIGNMENT**

**Assessment Year 2023-24**

# **ASSIGNMENT**

## **BBA**

TOPIC .....

DATE.....

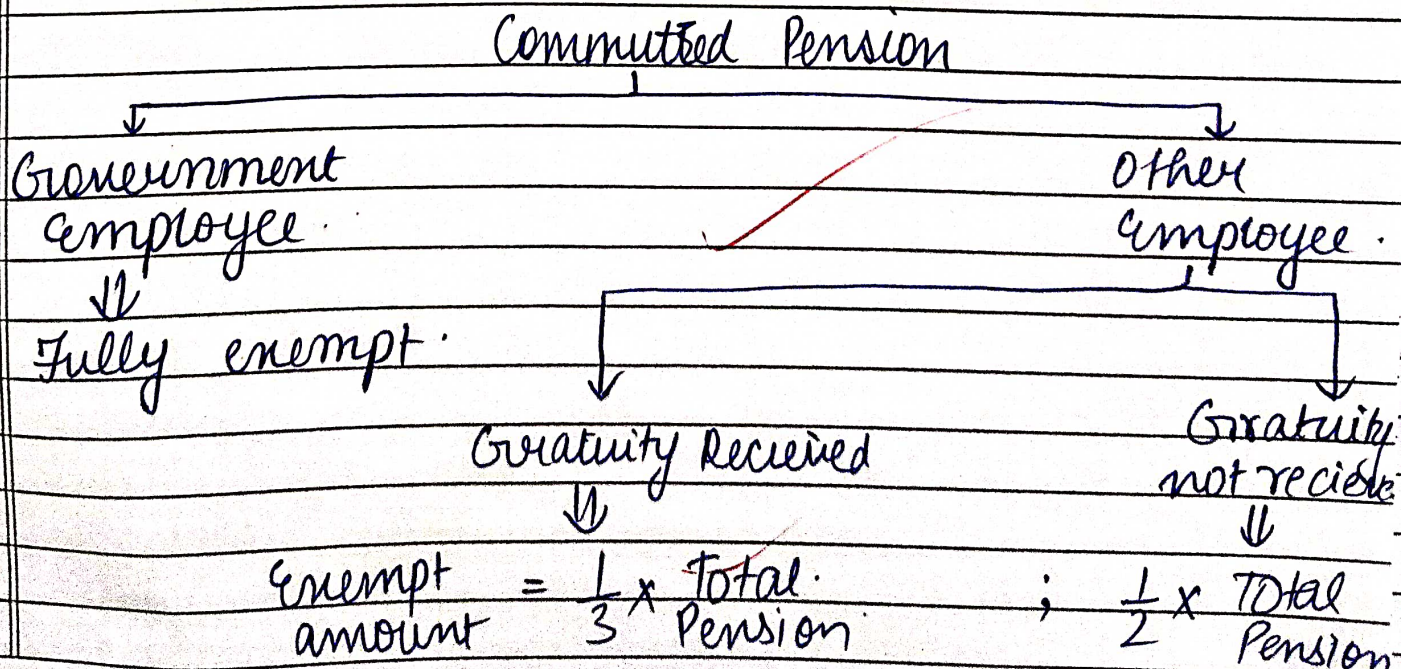
Income Tax LawsASSIGNMENT-1

Ques 1: What are the provisions of income tax act regarding commutation of pension?

The Provisions regarding commutation of pension under the Income Tax Act allow for a portion of the Pension to be commuted into a lump sum amount.

The tax treatment varies depending on whether it's a government or non-government employee.

For govt. employees, the commuted portion is fully exempt from tax. For non-government employees, it depends on certain factors like whether the employer is covered by the Pension Act 1995 or not.





Ques 2.

What are fully taxable and fully exempted allowances?

Ans

• Fully taxable allowances

All those that are fully subject to income tax when received by an employee.

Some fully taxable allowances are Dearness allowances (DA), medical allowances, lunch/tiffin allowances, overtime allowance, family allowance, servant allowance and more.

• Fully exempted allowances

These are not subject to income tax.

Some fully exempted allowances are house rent allowance, conveyance, children's education, travel, medical expenses.

Ques 3.

What are exceptions to second condition to know become a resident?

Ans

Second condition to become a resident states that an individual is considered a resident if he has been in India for atleast 365 days during the last 4 years preceding the previous year and is in India for atleast 60 days during the previous year.



Q4.

S. No.	Particulars	Amount.
1.	Profit from Business in Uganda received in India.	100,000.
2.	Income from Business in America controlled from Kanpur.	240,000
3.	Rent from house property in Agra received from London.	120,000
4.	Income from Business in Hyderabad controlled from Switzerland	220,000
5.	Rent from house property in Europe received there but later on remitted to India.	150,000
6.	Interest from deposits with an Indian company received in England.	500,000



Exception to this second conditions are :-

- a. Citizen of India who leaves India in any previous year for the purpose of employment but stays in India in the relevant previous year for 182 days or more.
- b. He is member of crew of Indian ship but stays for atleast 182 days in previous relevant years.
- c. If any citizen of India or a previous foreign nation of Indian origin, who is living outside India, comes on a visit to India in previous year, with total income more than 15 lakh and stays for atleast 120 days or has total income of less than 15 lakh and stays for atleast 182 days.

Q4: From the following income of Mr. Lakshman compute the total taxable income for the assessment year 2022-23 if he is a

- (i) A resident year
- (ii) Non-ordinary resident
- (iii) Non resident of India.

Question on blank page.



	Particulars	ROR	NOR	NR
I	Income received in India:-			
1.	Profits from business in Uganda received in India.	100,000	100,000	100,000
4.	Income from business in Hyderabad, controlled in Switz.	220,000	220,000	220,000
II	Income arises in India:-			
3.	Rent from house property in Agra received in London	120,000	120,000	120,000
III	Income arises outside India:-			
5.	Rent from house property in Europe received there but later on remitted to India.	100,000	-	-
IV	Income arises outside India from business setup in India:-			
2.	Income from Business in America controlled from Kampur	240,000	240,000	-
6.	Int. from deposits with an Indian co. received in England	500,000	500,000	-

(5)

27/04/24

# **ASSIGNMENT**

## **BCOM. (H)**



:- Anjan Gaur  
:- BCOM 2M(H)  
:- 03414188823

Date: 17/05/2024

Page: \_\_\_\_\_

Topic: Macroeconomics Assignment

- Q1 What is Multiplier? How does it work in an Economy?  
Q2 Explain why an increase in government spending has a greater Multiplier effect on Equilibrium output compared to an Equal reduction in taxes?

Ans 1:- A Multiplier is a concept in economics that measures the effect of a change in one economic variable (like government spending or investment) on another variable (like national income or GDP). It reflects the impact of an initial change in spending on the overall economy. The Multiplier effect works based on the idea of induced spending. When there's an injection of funds into the economy (e.g. through government spending or investment), this initial spending creates income for someone else. This person, in turn, spends a portion of that income, which becomes income for yet another person, and so on. The Multiplier effect captures this chain reaction of spending throughout the economy.

Ans 2:- Now let's consider why an increase in government spending has a greater Multiplier effect on Equilibrium output compared to an Equal reduction in taxes:-  
1) Nature of spending:- when the government increases spending it directly injects funds into the economy



Date : \_\_\_\_\_ Page : \_\_\_\_\_

Topic : \_\_\_\_\_

which creates immediate demand for goods and services. This spending typically ripples through various sectors, boosting incomes and generating further spending.

2. Income Effect :- Government spending directly increases the overall demand in the economy. As this spending flows through various sectors, business see an increase in sales, leading to more hiring and production. The additional income generated from this increased economic activities further stimulate spending.

3. Marginal Propensity to Consume (MPC) :- The multiplier effect is influenced by the MPC, which is the proportion of additional income that household spend. When the government spends more, this directly adds to aggregate demand. In contrast, a tax cut may not result in as large a boost in spending because individuals may choose to save some of extra income rather than spend it all.

4. Leakages & Savings :- When taxes are cut, individual may not spend the entire tax reduction some might save or use it to pay off debts. This reduces the immediate impact on consumption and consequently, on overall economic activity.



Date : \_\_\_\_\_ Page : \_\_\_\_\_

Topic : \_\_\_\_\_

Multiplier Size :- The size of Multiplier depends on how much of each additional dollar of income is spent rather than saved. Government spending tends to have a higher multiplier effect because a significant portion of the funds is typically spent rather than saved.