



Run by Durga Education Society's

**VIVEKANAND MAHAVIDYALAYA
K.K. ROAD MOUDHAPARA, RAIPUR (C.G.)**

Website: vivekanandcollege.in
E-mail- vmvraipur@gmail.com


1.3.2

Curriculum Enrichment

Fieldwork Project Details of Syllabus

**Proposed Marking Scheme for BBA Course
Academic Session 2016-17
Course Content of BBA**

SEMESTER ONE	Internal Marks	Sem. Exam Marks	Total Marks
101. English	10	90	100
102. Computer Application	10	90	100
103. Business Mathematics	10	90	100
104. Principles of Management	10	90	100
105. Financial Accounting	10	90	100
SEMESTER TWO			
106. Hindi	10	90	100
107. Business Economics	10	90	100
108. Business Statistics	10	90	100
109. Cost Accounting	10	90	100
110. Environmental Studies	10	90	100
SEMESTER THREE			
111. Managerial Economics	10	90	100
112. Business Communication	10	90	100
113. Business Laws	10	90	100
114. Business and Environment	10	90	100
115. Management Information System (MIS)	10	90	100
SEMESTER FOUR			
116. Organisational Behaviour	10	90	100
117. Marketing Management	10	90	100
118. HRM	10	90	100
119. Financial Management	10	90	100
120. Production Management	10	90	100
121. Comprehensive Viva	10	90	100
SEMESTER FIVE			
122. Marketing Research	10	90	100
123. Quantitative Techniques	10	90	100
124. Sales and Advertisement Management	10	90	100
125. Investment Management	10	90	100
126. Material Management	10	90	100
SEMESTER SIX			
127. Business Policy and Strategy	10	90	100
128. Entrepreneurship and Small Business Management	10	90	100
129. Business Taxation	10	90	100
130. Business Ethics and Social Responsibility	10	90	100
131. Project Report and Viva –Voce	10	90	100


 Principal
 Vivekanand Mahavidyalaya
 Raipur (C.G.)

A
RESEARCH REPORT
ON

"A Study On Consumer Satisfaction Towards The Product of The
ROSEBYS in Raipur city"

SUBMITTED FOR PARTIAL FULLFILLMENT OF THE
REQUIREMENT

FOR THE AWARD OF THE DEGREE OF
BACHLOR OF BUSINESS ADMINISTRA

SUBMITTED TO

VIVEKANAND COLLEGE , RAIPUR(C.G.)
(PT. RAVISHANKAR SHUKLA UNIVERSITY)



SESSION 2019-20

Guided by:
Prof. SHILPA LUNDA
(Assistant professor)

Submitted by:
PREETI PRADHAN
BBA 6TH SEMESTER
0001654470



DURGA EDUCATION SOCIETY'S

VIVEKANAND MAHAVIDYALAYA

A Premier Institution For Quality Education of Commerce & Information Technology

K. K. Road, Moudhapara, Raipur - 492 001 (C.G.) Ph No. 0771-2887918


Ret

Date _____

BONAFIDE CERTIFICATE

This is to certify that Mr./Ms. *Preeti Pradhan*.....
Son/Daughter of *Pandav Pradhan*..... is a
bona fide student of our college studying B.B.A.-VI
semester for the academic year 2018-19.

Date: / /2019


Principal
(Dr. Manoj Mishra)
Vivekanand Mahavidyalaya


Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)

rosebys

CERTIFICATE OF INTERNSHIP

WE PRESENT THIS CERTIFICATE TO
Preeti Pradhan APPRECIATION
FOR YOUR SUCCESSFUL WORK AS INTER
AT ROSEBYS LONDON RAIPUR (C.G.)
THE INTERSHIP WAS CONDUCTED BETWEEN
1.3.2019 TO 15.4.2019.

DATE: 15.4.2019


Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)

MANAGING
DIRECTOR

A
PROJECT REPORT
ON
"A STUDY ON PERFORMANCE APPRAISAL OF
EMPLOYEE OF SKY AUTOMOBILES, RAIPUR (C.G.)"

Submitted in partial fulfillment for the award of the degree of

Bachelor's of Business Administration

from

Pt. Ravishankar Shukla University

Raipur (C.G)

2018-2019



Guided by:

Ms. Shilpa Lunawat

Asst. Professor

Submitted by:

Sajjad Ali

BBA VI SEM

Department of Management

VIVEKANAND MAHAVIDYALAYA

2, K. ROAD MAUDHAPARA, RAIPUR (C.G.)

Affiliated to PT. RAVISHANKAR SHUKLA

UNIVERSITY RAIPUR (C.G.)

SKY

MAHINDRA SUZUKI

SKY  **AUTOMOBILES**
Sales • Service • Spares SINCE 1987

This to certify that **Mr. SAHAD ALI, S/O. MIL. INAYAT ALI** A Student of **Vivekanand Mahavidyalaya of Raipur** has done an internship of 30 days at Our Company from 01-03-2019 to 30-03-2019

During this tenure He was taken up the issues relating to Human Resources like performance Appraise, Employee feedback on work conditions, Pay Scale, Work timing, Work Environment etc. and help us Understand the employee demands and needs.

During his internship he has kept good conduct and was Hardworking and Punctual

We wish him good luck for his future...



Modhapara

K.K. Road, RAIPUR, 0771 - 4019000, E-mail - sky@sky-servicespr@gmail.com




CHHATTISGARH

Dealerships: Modhapara, Raipur, Bilaspur, BILASPUR, BILASPUR, RAIPUR, RAIPUR, RAIPUR
Outlets: Raipur, Bilaspur, BILASPUR
R-Outlets: Raipur, Bilaspur, BILASPUR, RAIPUR, RAIPUR, RAIPUR
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CHHATTISGARH

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Dealerships: Modhapara, Raipur, Bilaspur, BILASPUR, BILASPUR, RAIPUR, RAIPUR, RAIPUR
Outlets: Raipur, Bilaspur, BILASPUR
R-Outlets: Raipur, Bilaspur, BILASPUR, RAIPUR, RAIPUR, RAIPUR
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Bilaspur, Raipur, RAIPUR, RAIPUR, RAIPUR
Bilaspur, Raipur, RAIPUR, RAIPUR, RAIPUR


Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)

A
PROJECT REPORT
ON

**“BRAND PERCEPTION OF PATANJALI WITH
REFERENCE TO RAIPUR CITY”**

Submitted in partial fulfillment for the award of the degree
of Bachelor's of Business Administration

from

Pt. Ravishankar Shukla

University Raipur (C.G)

2018-2019



Guided by:
RAKESH GONDWANI
Asst. Professor

Submitted by
YASH SAHU
BBA VI SEM

Dept. of Management

VIVEKANAND MAHAVIDYALAYA, V.K.K ROAD MAUDHAPARA,
RAIPUR (C.G)

Affiliated to PT. RAVISHANKAR SHUKLA UNIVERSITY RAIPUR (C.G.)

पतंजलि[®]

उत्तमं चित्तं समुत्तमिहा

PATANJALI DISTRIBUTOR

Add: City Center Mall Devendra Nagar,
Raipur (C.G.) Pin - 492001

Date - 01 May 2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Yash Sahu a Student of "Vivekanand Mahavidyalaya College, Raipur (C.G.) of BBA 6th Semester has successfully completed his project on "BRAND PERCEPTION OF PATANJALI WITH REFERENCE TO RAIPUR CITY" has undergone his Internship from 16th April 2019 to 31st April 2019 in our organization.

During his training he was found to be sincere and hardworking.

We wish him every success in life.

For, Patanjali Distributor


(Auth. Signature)


Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)

पतंजलि®

एकता का आशीर्वाद

PATANJALI DISTRIBUTOR

Add: City Center Mall Devendra Nagar,
Raipur (C.G.) Pin - 492001

Date - 01 May 2019

TO WHOM SO EVER IT MAY CONCERN


This is to certify that **Mr. Yash Sahu** a Student of "Vivekanand Mahavidyalaya College, Raipur (C.G.) of BBA 6th Semester has successfully completed his project on "**BRAND PERCEPTION OF PATANJALI WITH REFERENCE TO RAIPUR CITY**" has undergone his Internship from 16th April 2019 to 31th April 2019 in our organization.

During his training he was found to be sincere and hardworking.

We wish him every success in life.

For, Patanjali Distributor


(Auth. Signature)


Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)

A
PROJECT REPORT ON
"STUDY ON MARKETING STRATEGIES OF HYUNDAI I20"
WITH SPECIAL REFERENCE TO RAIPUR CITY (C.G)



Submitted in the partial fulfillment for the award of
Bachelor of Business Administration (B.B.A.) 2017-18
Vivekananda Mahavidyalaya, Raipur

Project Guide:


Prof. Ashok Kumar Jha

HOD, Vivekananda Mahavidyalaya

Submitted by:

LALIT ASRANI

Raipur


Principal
Vivekananda Mahavidyalaya
Raipur (C.G.)

CRYSTAL AUTO

Lodhu Para Chowck]
Pandri, Raipur (C.G.) 492004
Tel: +91 771 4234029
crystalauto@gmail.com

Ref

Date

CERTIFICATE OF ORGANIZATION


This to certify that **Mr. Lalit Asrani** Student of Bachelor of Business administration 6th Semester Batch 2016-17 Vivekanand Mahavidyala, Raipur (C.G.). Affiliated to Pt. Ravishankar Shukla University, Raipur C.G. successfully completed his research project on **"STUDY ON MARKETING STRATAGIES OF HYUNDAI I20"** Under my Guidance & Supervision.

Thanking you.

Your's Trully

For Crytal Auto

For, CRYSTAL AUTO


Proprietor
Authorized Signatory


Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)

A
Project Report On
"A Study on Marketing Strategies of Tata Motors With Reference
to Bhasin Motors In Raipur City"



Submitted in
Partial Fulfillment for the Award of the Degree of Bachelor's of
Business Administration

By

Amnit Kaur Singhotra

BBA – VI Sem.

Approved By

Prof. Ashok Kumar Jha

HOD

Vivekanand Mahavidyalay,

Raipur

Guided By

Prof. Shoaib Pasha

Vivekanand Mahavidyalay

Department of Management
Vivekananda Mahavidyalay, Raipur (C.G.)

Session: 2017- 2018

Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)

Bhasin Motors

Address Near Chokkra Nala, NH-06 Krishak Nagar, Raipur - Chhattisgarh
Landmark: Krishak Nagar, Raipur, E-mail - bhasinmotorsrpr@gmail.com

Ref No

Date

TO WHOM IT MAY CONCERN


This is to certify that **Miss Amnit Kaur Singhotra** D/O - **Late Pritpal Singh Singhotra** a student of BBA (Bachelor of Business Administration - Final semester), Vivekanand Mahavidyalaya, Raipur has successfully completed 01 (One) months (From 01st April 2017 to 01st May, 2017) long internship programme at this Branch/Company. During the period of his internship programme with us he was found punctual, hardworking and inquisitive. She has excellent written and verbal communication skills, is well organized can work independently and is able to effectively multitask to ensure that the assignments are looked after and completed in a professional and timely manner.

We wish him every success in life.

For, Bhasin Motors

For Bhasin Motors Raipur

Director
Authorized Signature


Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)

A
PROJECT REPORT
ON
"A Study on Feasibility and Needs of Customers of E-Rickshaw with
Special Reference to Raipur City"

SUBMITTED TO
Pt. Ravishankar Shukla University, Raipur (C.G)
In the partial fulfillment for the degree course of
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

From
Pt. Ravishankar Shukla University Raipur
Session 2017--18



Guided by
Dr. Ashok K. Jha
H.O.D.
Department of Management

Submitted by
Tarique Anwar
BBA VI Sem
Roll No. 1536428

VIVEKANAND MAHAVIDLAYA, RAIPUR
AFFILIATED TO PT. RAVISHANKAR SHUKLA UNIVERSITY
K K ROAD MOUDHAPUR, RAIPUR (C.G)


Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)



VIDHYUT
E-AUTO

AGRAWAL VIDHYUT & MOTORS

E-AUTO Dealer of Battery Operated Vehicle

THIS IS TO CERTIFY TARIQUE ANWAR HAS COMPLETED HIS PROJECT ON "A STUDY ON FEASIBILITY AND NEEDS OF CUSTOMERS OF E-RICKSHA WITH REFERENCE TO RAIPUR CITY" FROM 1ST APRIL 2018 TO 17TH APRIL 2018

DURING HIS TENURE WE FOUND HIM TO BE VERY HARD WORKING AND BRILLIANT AT SERVICES
WE WISH ALL THE BEST FOR HIS BRIGHT FUTURE



Principal
Vivekanand Mahavidyalaya
Raipur (C.G.)

Proprietor

Shop No. -1, Main Road, Opp. Institute of Technology, Raipur 492001 (C.G.)
Mobile: 70673 22522, 70674 22522 • E-mail: avm_eauto@gmail.com