

## **CRITERIA II: TEACHING - LEARNING AND EVALUATION**

**2.2.1: THE INSTITUTION ASSESSES THE LEARNING LEVELS OF THE STUDENTS AND ORGANISES SPECIAL PROGRAMMES FOR ADVANCED LEARNERS AND SLOW LEARNERS**

# Jagannath International Management School

**Vasant Kunj, New Delhi-110070**

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

## **Report of Remedial Classes (May- December) 2020**

**Event Category:** Remedial Classes for BBA students

**Topic:** Remedial Classes for Slow Learners

**Date:** 14<sup>th</sup> - 16<sup>th</sup> December 2020

**Time:** 11 AM to 2 PM

**Venue:** Department of Management Studies, JIMS, Vasant Kunj

**Resource Person(s) with Designation and Organization:** Internal Subject Faculties

### **Beneficiaries with number:**

III Semester : - 31 (Morning) & 40 (Evening)

V Semester: - 30 (Morning) & 22 (Evening)

### **Report:**

Department of Management Studies, Jagannath International Management School conducted remedial classes for the students who didn't perform well in the Class Test- I which was held from 12<sup>th</sup> October to 17<sup>th</sup> October 2020. The remedial classes were scheduled between 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> December 2020 for all semesters. The classes were mandatory for the students who had scored less than passing marks (40%) in the class tests and were optional for other students. The objective of conducting these classes was to improve a learning skill or rectify a problem area. The purpose of remedial class also involved individualized teaching of students who are experiencing difficulties in specific subject areas and guide them on the difficult topics and led them to increased standards of competence.

The purpose for conducting remedial classes for the students was to provide extra support that can help them to catch up with their peers because each student has his/ her own learning pace.


The classes were conducted as per following details:

### 3<sup>rd</sup> Semester (Morning & Evening)

Remedial Classes				
Class	Subject	Faculty	Date	Time
III A & B	B. Laws	Mr Vipul	14.12.20 Monday	11:00 am - 12:00 pm
III A & B	Mkt. Mgmt.	Dr Sartaj	14.12.20 Monday	12:00 pm - 1:00 pm
III A & B	BE & CSR	Ms Swati	14.12.20 Monday	1:00 pm - 2:00 pm
III A & B	Mgmt. A/c	Ms Anshu	15.12.20 Tuesday	11:00 am - 12:00 pm
III A & B	Mkt. Mgmt.	Dr Sartaj	15.12.20 Tuesday	12:00 pm - 1:00 pm
III A & B	Indian Eco.	Mr Gaurav	15.12.20 Tuesday	1:00 pm - 2:00 pm
III A & B	B. Laws	Mr Vipul	16.12.20 Wednesday	11:00 am - 12:00 pm
III A & B	Mkt. Mgmt.	Dr Sartaj	16.12.20 Wednesday	12:00 pm - 1:00 pm
III A & B	Mgmt. A/c	Ms Anshu	16.12.20 Wednesday	1:00 pm - 2:00 pm

### 5<sup>th</sup> Semester (Morning & Evening)

Remedial Classes				
Class	Subject	Faculty	Date	Time
V A & B	Income Tax	Ms Divya	14.12.20 Monday	11:00 am - 12:00 pm
V A & B	POM	Ms Suchitra	14.12.20 Monday	12:00 pm - 1:00 pm
V A & B	Services Mkt.	Dr Anu	14.12.20 Monday	1:00 pm - 2:00 pm
V A & B	Income Tax	Ms Divya	15.12.20 Tuesday	11:00 am - 12:00 pm
V A & B	POM	Ms Suchitra	15.12.20 Tuesday	12:00 pm - 1:00 pm
V A & B	Entrep. Devel.	Ms Swati	15.12.20 Tuesday	1:00 pm - 2:00 pm
V A & B	Income Tax	Ms Divya	16.12.20 Wednesday	11:00 am - 12:00 pm
V A & B	GST	Dr Himani	16.12.20 Wednesday	12:00 pm - 1:00 pm
V A & B	Services Mkt.	Dr Anu	16.12.20 Wednesday	1:00 pm - 2:00 pm

  
Dr. Nidhi Gupta

Head-Department of Management Studies



**Result for Class Test-1 (Month - October / Year - 2020)**  
**Course- BBA Semester- III Section - AB (M) Batch- 2019-2022**

**As per the analysis of Result of Class Test-1 examination conducted in October, 2020 the following students are identified for remedial classes.**

S. No.	Roll No	Student Name	14-12-20			15-12-20			16-12-20		
			11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm
			B.Law (Mr. Vipul Singh)	Mkt. Mgmt (Dr. Sartaj Khera)	BE&CSR (Ms. Swati Mathur)	Mgmt. A/c (Ms. Anshu Punshi)	Mkt. Mgmt (Dr. Sartaj Khera)	Ind. Eco (Mr. Gaurav Bhardwaj)	B.Law (Mr. Vipul Singh)	Mkt. Mgmt (Dr. Sartaj Khera)	Mgmt. A/c (Ms. Anshu Punshi)
1	114201719	RISHABH DIMRI	Present	Present	Present	Present	Present	Present	Present	Present	
2	714201719	SARTHAK ARORA	Present	Present	Present	Present	Present	Present	Present	Present	
3	1214201719	AAAYUSH CHHABRA	Present	Present	Present	Present	Present	Present	Present	Present	
4	1414201719	ADITYA TRIPATHI	Present	Present	Present	Present	Present	Present	Present	Present	
5	1614201719	RADHIKA	Present	Present	Present	Present	Present	Present	Present	Present	
6	1714201719	SARTHAK MALIK	Present	Present	Present	Present	Present	Present	Present	Present	
7	1914201719	PARAM DHINGRA	Present	Present	Present	Present	Present	Present	Present	Present	
8	2214201719	ATUL SHARMA	Absent	Absent	Present	Present	Absent	Present	Absent	Present	
9	2314201719	NAAZREEN SHEIKH	Absent	Absent	Absent	Present	Absent	Present	Present	Absent	
10	3114201719	VIVEK THAKUR	Present	Present	Present	Present	Present	Present	Present	Present	
11	3814201719	SHAIKESH BENIWAL	Present	Present	Present	Present	Present	Present	Present	Present	
12	3814201719	RADHIKA SACHDEVA	Present	Present	Present	Present	Absent	Present	Present	Present	
13	4314201719	BRJESH NARULA	Present	Present	Absent	Present	Present	Present	Present	Present	
14	4614201719	PAAWAN BAJAJ	Present	Present	Present	Present	Present	Present	Present	Present	
15	5114201719	PRITHAMJOT SINGH	Present	Present	Present	Present	Present	Present	Present	Present	
16	5214201719	SARTHAK KAMBOJ	Present	Present	Present	Present	Absent	Present	Present	Present	
17	5314201719	SARTHAK MEHTA	Present	Present	Present	Present	Present	Present	Present	Present	
18	6514201719	VARUN CHAUHAN	Present	Present	Absent	Present	Present	Present	Present	Present	
19	6814201719	IMRAN KHAN	Present	Present	Present	Present	Present	Present	Present	Present	
20	6914201719	BAADAL GUPTA	Present	Present	Present	Present	Present	Absent	Present	Present	
21	7014201719	GAURAV	Present	Present	Present	Present	Present	Present	Present	Present	
22	7214201719	SAUMYA	Absent	Present	Absent	Absent	Present	Present	Absent	Present	
23	7914201719	RIJUL KALIA	Present	Present	Present	Present	Present	Present	Present	Present	
24	8114201719	SIDDHARTH	Present	Present	Present	Present	Present	Present	Present	Present	
25	8214201719	RAHUL DUGGAL	Present	Present	Present	Present	Present	Present	Present	Present	
26	8314201719	DISHA MAL	Present	Present	Present	Present	Present	Present	Present	Present	
27	9114201719	KASHISH JAIN	Present	Present	Present	Present	Present	Present	Present	Present	
28	9914201719	SIDDHANT TYAGI	Absent	Absent	Present	Absent	Absent	Absent	Absent	Absent	
29	35914201719	ARYAMAN	Absent	Present	Absent	Absent	Absent	Absent	Absent	Absent	
30	36014201719	DIVU MAHAJAN	Absent	Absent	Present	Absent	Absent	Absent	Absent	Absent	
31	36214201719	PARTH PRAKASH	Present	Present	Present	Present	Present	Present	Present	Present	

Head-Department of Management Studies

**Result for Class Test-1 (Month - October / Year - 2020)**  
**Course- BBA Semester- III Section - AB (E) Batch- 2019-2020**

**As per the analysis of Result of Class Test-1 examination conducted in October, 2020 the following students are identified for remedial classes.**

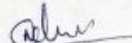
S. No.	Roll No	Student Name	14-12-20			15-12-20			16-12-20		
			11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm
			B.Law (Mr. Vipul Singh)	Mkt. Mgmt (Dr. Sartaj Khera)	BE&CSR (Ms. Swati Mathur)	Mgmt. A/c (Ms. Anshu Punshi)	Mkt. Mgmt (Dr. Sartaj Khera)	Ind. Eco (Mr. Gaurav Bhardwaj)	B.Law (Mr. Vipul Singh)	Mkt. Mgmt (Dr. Sartaj Khera)	Mgmt. A/c (Ms. Anshu Punshi)
1	123401719	SUBHOJIT DEB	Absent	Present	Present	Present	Present	Present	Present	Present	
2	521401719	SIDDHANT BASSI	Present	Present	Present	Present	Present	Present	Present	Present	
3	621401719	SUKRIT CHADHA	Present	Present	Absent	Absent	Present	Present	Present	Present	
4	921401719	EASHAAN BADIA	Present	Absent	Present	Present	Present	Present	Present	Present	
5	3021401719	ARIYAN ANAND	Present	Present	Present	Present	Present	Present	Present	Present	
6	1521401719	VISHESH SOOD	Present	Present	Present	Present	Present	Present	Present	Present	
7	3821401719	P	Present	Present	Present	Present	Present	Present	Present	Present	
8	2121401719	MUSKAN KHANDELWAL	Present	Absent	Present	Present	Absent	Present	Present	Present	
9	2321401719	PARAM HARDIK SINGH	Absent	Present	Absent	Present	Absent	Present	Absent	Present	
10	2421401719	KESHAV GUPTA	Present	Present	Present	Present	Present	Present	Absent	Absent	
11	3121401719	ARIYAN OBEROI	Present	Present	Present	Present	Absent	Present	Present	Present	
12	3421401719	ROHAN TYAGI	Present	Present	Present	Present	Absent	Present	Present	Present	
13	3421401719	PRAGATI BHUTIA	Present	Present	Absent	Present	Present	Present	Present	Present	
14	3521401719	PURNIKA NAGPAL	Present	Present	Present	Present	Present	Present	Present	Present	
15	4621401719	YUVRAJ SINGH	Present	Present	Present	Present	Present	Present	Present	Present	
16	5521401719	SATVIK SONI	Present	Present	Present	Present	Present	Present	Present	Present	
17	5721401719	LAIVISHA KUMAR	Present	Present	Present	Present	Absent	Present	Present	Present	
18	5921401719	NISHITHA MOGHA	Present	Present	Absent	Present	Present	Present	Present	Present	
19	6321401719	AMITQJ SINGH SIKAND	Present	Present	Present	Present	Present	Present	Present	Present	
20	6621401719	MANAV NANDA	Present	Present	Present	Present	Present	Present	Present	Present	
21	6921401719	DHRUV GUPTA	Present	Present	Present	Present	Present	Absent	Present	Present	
22	7221401719	NISCHAY JAIN	Absent	Present	Present	Present	Present	Present	Present	Present	
23	7621401719	ARCHIT CHAWLA	Present	Present	Absent	Absent	Present	Present	Absent	Present	
24	7721401719	DHRUV KHANNA	Present	Present	Present	Present	Present	Present	Present	Present	
25	7821401719	MANAS PRADHAN	Present	Present	Present	Present	Present	Present	Present	Present	
26	8421401719	LIZA CHAWLA	Present	Present	Present	Present	Present	Present	Present	Present	
27	8621401719	ARSHI SOLANKI	Present	Present	Present	Present	Present	Present	Present	Present	
28	8721401719	PARISHAY GOWAL	Present	Present	Present	Present	Present	Present	Present	Present	
29	8821401719	DIGANT ANEJA	Present	Present	Present	Present	Present	Present	Present	Present	
30	9021401719	SANCHIT AGARWAL	Present	Present	Present	Present	Present	Present	Present	Present	
31	9121401719	DIVYAM JAIN	Present	Present	Present	Present	Present	Present	Present	Present	
32	9321401719	P BHATIA	Present	Present	Present	Present	Present	Present	Present	Present	
33	9821401719	GAURAV SINGH	Present	Present	Present	Present	Present	Present	Present	Present	
34	9921401719	AMAN KUMAR GUPTA	Present	Present	Present	Present	Present	Present	Present	Present	
35	10021401719	TAYYAB ALI	Absent	Absent	Present	Present	Absent	Absent	Present	Present	
36	35421401719	DEVANSH KOHLI	Absent	Absent	Absent	Present	Absent	Present	Absent	Present	
37	35521401719	SAWAN KUMAR	Present	Present	Present	Present	Present	Present	Present	Present	
38	35821401719	VAIBHAV GARG	Present	Present	Present	Present	Present	Present	Present	Present	
39	36021401719	ANMOJ ARORA	Present	Present	Present	Present	Absent	Present	Present	Present	
40	36221401719	YATHARTH GUPTA	Present	Present	Absent	Present	Present	Present	Present	Present	

Head-Department of Management Studies




As per the analysis of Result of Class Test-1 examination conducted in October, 2020 the following students are identified for remedial classes.

S. No.	Roll No	Student Name	14-12-20			15-12-20			16-12-20		
			11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm
			Inc. Tax (Ms. Divya Gupta)	POM (Ms. Suchitra Srivastava)	Service Mkt (Dr. Anu Bhardwaj)	Inc. Tax (Ms. Divya Gupta)	POM (Ms. Suchitra Srivastava)	ED (Ms. Swati Mathur)	Inc. Tax (Ms. Divya Gupta)	GST (Dr. Himani Gupta)	Service Mkt (Dr. Anu Bhardwaj)
1	50214201718	ARYAN TANWAR	Absent	Present	Present	Present	Present	Present	Present	Present	
2	44014201718	SIDDHARTH POPLI	Present	Present	Present	Present	Present	Present	Present	Present	
3	43414201718	NIMIT NALIN RASTOGI	Present	Present	Absent	Present	Present	Present	Present	Present	
4	43114201718	TUSHAR CHHABRA	Present	Absent	Present	Present	Present	Present	Present	Present	
5	43014201718	RITIKA GUPTA	Present	Present	Present	Present	Present	Present	Present	Present	
6	42814201718	MANSHA BATRA	Present	Present	Present	Present	Present	Present	Present	Present	
7	42714201718	AMAN VATS	Present	Present	Present	Present	Present	Present	Present	Present	
8	41714201718	SAKSHAM ARORA	Present	Absent	Present	Present	Absent	Present	Present	Present	
9	41614201718	DUSHYANT ARORA	Absent	Present	Absent	Present	Absent	Present	Absent	Absent	
10	41414201717	KARAN KAPOOR	Absent	Present	Present	Present	Present	Present	Present	Present	
11	41314201718	HRITHIK LALWANI	Present	Present	Present	Present	Present	Present	Present	Present	
12	40914201718	NIKHIL KHANNA	Present	Present	Absent	Absent	Present	Present	Present	Present	
13	36014201718	SHRAY CHAUHAN	Present	Absent	Present	Present	Present	Present	Present	Present	
14	35914201718	SATVIK KAPOOR	Present	Present	Present	Present	Present	Present	Present	Present	
15	35614201718	NAMAN BHARGAVA	Present	Present	Present	Present	Present	Present	Present	Present	
16	35514201718	MANAN SAWHNEY	Present	Present	Present	Present	Present	Present	Present	Present	
17	35114201718	DHRUV KAPOOR	Present	Absent	Present	Present	Absent	Present	Present	Present	
18	6314201718	YASH SINGH	Absent	Present	Absent	Present	Absent	Present	Absent	Absent	
19	6214201718	VISHAL KHULLAR	Present	Present	Present	Present	Present	Present	Present	Present	
20	5514201718	VAIBHAV SHARMA	Present	Present	Present	Present	Absent	Present	Present	Present	
21	4914201718	SIDDHARTH CHAWLA	Present	Present	Present	Present	Absent	Present	Present	Present	
22	4314201718	SHIWAM ARORA	Present	Present	Present	Present	Present	Present	Present	Present	
23	4214201718	SHIVAM SUNEJA	Present	Absent	Present	Present	Absent	Absent	Present	Absent	
24	4114201718	SHANTANU DAS	Absent	Present	Absent	Present	Absent	Present	Present	Absent	
25	3514201718	ROHAN NAYYAR	Absent	Present	Present	Present	Present	Present	Present	Present	
26	3214201718	RISHI ARORA	Present	Present	Present	Present	Present	Present	Present	Present	
27	2214201718	MUSKAAN DUDEJA	Present	Present	Absent	Absent	Present	Present	Present	Present	
28	2014201717	KAVI TYAGI	Present	Absent	Present	Present	Present	Present	Present	Present	
29	1514201718	KARAN SABHARWAL	Present	Present	Present	Present	Present	Present	Present	Present	
30	714201718	ARYAN GAHLOT	Present	Present	Present	Present	Present	Present	Present	Present	

  
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As per the analysis of Result of Class Test-1 examination conducted in October, 2020 the following students are identified for remedial classes.

S. No.	Roll No	Student Name	14-12-20			15-12-20			16-12-20		
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			Inc. Tax (Ms. Divya Gupta)	POM (Ms. Suchitra Srivastava)	Service Mkt (Dr. Anu Bhardwaj)	Inc. Tax (Ms. Divya Gupta)	POM (Ms. Suchitra Srivastava)	ED (Ms. Swati Mathur)	GST (Dr. Himani Gupta)	Inc. Tax (Ms. Divya Gupta)	Service Mkt (Dr. Anu Bhardwaj)
1	921401718	BHUVAN BANSAL	Present	Present	Present	Present	Present	Present	Present	Present	
2	1121401718	DAKSH MEHTA	Present	Absent	Present	Present	Absent	Absent	Present	Present	
3	1321401718	GAYATRI CHAUHAN	Absent	Present	Absent	Present	Absent	Present	Absent	Present	
4	1921401718	KARAN KATARIA	Present	Present	Present	Present	Present	Present	Present	Present	
5	2321401718	MOHAMMED ASIF HUSSAIN	Present	Present	Present	Present	Absent	Present	Present	Present	
6	2521401718	MOHD. AZEEM	Present	Present	Present	Present	Absent	Present	Present	Present	
7	2621401718	NANDITA ARORA	Present	Present	Present	Present	Present	Present	Present	Present	
8	3221401718	RAKSHITA JAIN	Present	Absent	Present	Present	Absent	Present	Present	Present	
9	4621401718	UDIT SHARMA	Absent	Present	Absent	Present	Absent	Present	Absent	Present	
10	35721401718	LAKSHAY MEHTA	Absent	Present	Present	Present	Present	Present	Present	Present	
11	36021401718	VARUN KADYAN	Present	Present	Present	Present	Present	Present	Present	Present	
12	41521401718	SIDDANTH GUPTA	Present	Present	Absent	Absent	Present	Present	Present	Present	
13	41721401718	KUNAL SACHDEVA	Present	Present	Present	Present	Present	Present	Present	Present	
14	41821401718	ATISHAY JAIN	Present	Absent	Present	Present	Absent	Present	Absent	Present	
15	41921401718	HARSH KARGETI	Absent	Present	Absent	Present	Absent	Present	Absent	Absent	
16	42221401718	RAHUL TANEJA	Present	Present	Present	Present	Present	Present	Present	Present	
17	42821401718	RITIK KUMAR	Present	Present	Present	Present	Absent	Present	Present	Present	
18	43721401718	SPARSH KANDWAL	Present	Present	Present	Present	Absent	Present	Present	Present	
19	44421401718	SARITA SINGH	Present	Present	Present	Present	Present	Present	Present	Present	
20	44921401718	AMAN JAIN	Present	Absent	Present	Present	Absent	Present	Absent	Present	
21	45121401718	SIDDHI KHEMKA	Absent	Present	Absent	Present	Absent	Present	Present	Absent	
22	45321401718	SWATI SEHRAWAT	Absent	Present	Present	Present	Present	Present	Present	Present	

  
Head-Department of Management Studies

# Jagannath International Management School

**Vasant Kunj, New Delhi-110070**

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## Presentation Topics & Evaluation Sheet

**Course: BBA Semester: I Shift: (Morning) Sec: A**

**Class Coordinator: Dr Himani Gupta**

**Batch-2020-2023**

Batch-2020-2023				Date	Know ledge	Presen tation	PPT (5)	Confi dence	Total (20)	Grade
S. No	Enrollment No	Name	Topics							
1	05314201720	MADHUSUDAN LONGANI	Mukesh Ambani, Chairman, Reliance Industries	30/12/2020	4	4	4	4	16	A
2	05214201720	MADHAV PADMAKUMAR	Azim Premji, chairman, Wipro	30/12/2020	4	4	4	4	16	A
3	06014201720	NAKUL JAIN	Akhila Srinivasan, M.D of the Shriram Investments Ltd.	30/12/2020	4	4	5	4	17	A
4	04214201720	KANGANA GARG	Kumar Mangalam Birla, chairperson of the Aditya Birla group	30/12/2020	4	4	4	4	16	A
5	00714201720	AKANSH KHANNA	Gautam Adani, Head of the Adani Group of companies	06/01/2021	4	4	4	5	17	A
6	07314201720	RAGHAV CHADHA	Cyrus S. Poonawalla, Founder of Serum Institute of India	06/01/2021	4	5	4	4	17	A
7	00814201720	AKSHAT SHARMA	Kushal Pal Singh, CEO of the DLF Universal	06/01/2021	4	3	4	4	15	B
8	03514201720	DITEE KUMAR	Nusli Wadia, Chairman of the wadia group	06/01/2021	4	3	4	4	15	B
9	05814201720	MOHIT KHANTWAL	Rahul Bajaj, Chairperson of the Bajaj Group	06/01/2021	4	3	4	4	15	B
10	07114201720	PRATHAM YADAV	Karsanbhai Patel, Founder, Nirma detergent	13/01/2021	4	3	4	4	15	B
11	01714201720	ANSHUL GUPTA	Desh Bandhu Gupta, Founder, Lupin Ltd	13/01/2021	4	5	5	4	18	A
12	10314201720	VEDANT ARORA	Ajay Piramal, Chairman of the Piramal Group of Industries	13/01/2021	4	3	4	4	15	B
13	09714201720	UJJWAL ARORA	Anil Agarwal, Founder, Vedanta	13/01/2021	4	3	4	4	15	B
14	09514201720	TANMAY SAXENA	Micky Jagtiani, Founder and Chairman of the landmark group	13/01/2021	4	5	5	5	19	A
15	06714201720	PARTH MAMGAIN	Pawan Munjal, Founder of Hero Group MotoCorp	21/01/2021	4	4	4	4	16	B
16	03114201720	DHAIRYA ARORA	Indu Jain, Chairperson of the famous Times Group	21/01/2021	5	5	4	4	18	A
17	06514201720	OJAS SHARMA	Adi Godrej, Chairman of the Godrej group	21/01/2021	5	5	4	4	18	A
18	10614201720	YASHODHAN ANEJA	Shashi And Ravi Ruia, founder of the Essar Group	21/01/2021	4	5	4	4	17	A
19	04614201720	KHUSHBOO GUPTA	Kiran Mazumdar Shaw, founder of India's largest bio-pharmaceutical Biocon	21/01/2021	5	5	4	4	18	A
20	01614201720	ANMOL KAKKAR	Grandhi Mallikarjuna Rao, Founder and chairman of the GMR group	27/01/2021	5	5	4	4	18	A
21	07714201720	RAJAT SEEMAR	N.R. Narayana Murthy, co- founder of Infosys	27/01/2021	4	4	4	4	16	B
22	07614201720	RAHUL SINGH RAWAT	Mallika Srinivasan, chairman and CEO of the Tractors and Farm Equipment Limited	27/01/2021	4	3	4	4	15	B
23	09114201720	SRISHTI GUPTA	Kalanithi Maran, chairman and founder of the sun group	27/01/2021	4	3	4	4	15	B
24	10014201720	VANSHIKA TANEJA	Nandan Nilekani, Co-founder of tech giant Infosys	27/01/2021	4	4	4	4	16	B
25	06414201720	NUPUR	Vijay Shekhar Sharma, founder, Paytm	02/03/2021	4	4	4	4	16	B
26	07514201720	RAGHAV KUMAR	Rajan Raheja, Founder, Excide and Hathway Cable & Datacom	02/03/2021	4	4	4	4	16	B
27	01414201720	ANANT SETH	Anand Mahindra, Managing Director of the famous Mahindra and Mahindra Group	02/03/2021	4	4	4	4	16	B
28	05514201720	MANYA SONI	Raunaq Singh, Founder , Apollo Tyres, Bharat Gears, Raunaq Pharma	02/03/2021	4	5	5	4	18	A
29	02314201720	BHAAVIK GANDHI	Bhargav Sri Prakash, Founder and CEO of the Friendslearn	02/10/2021	4	5	4	4	17	A
30	10514201720	VRITI KATHURIA	Malvinder Singh Mohan, former CEO of Ranbaxy Laboratories.	02/10/2021	4	4	4	4	16	B
31	05714201720	MAYANK MOHAN CHOPRA	Binny Bansal, co-founder, Flipkart	02/10/2021	4	4	4	4	16	B
32	02914201720	DEVANSHI NIJHAWAN	Venugopal Dhoot, founder and chairman of the videocon	02/10/2021	4	5	5	4	18	A
33	08314201720	RIYA ARORA	Sachin Bansal, Co-founder, Flipkart	02/10/2021	4	4	5	4	17	A
34	00114201720	AAYUSH BHARGAVA	Analjit Singh, Founder, Analjit Singh	24/02/2021	5	5	4	4	18	A
35	09614201720	UDIT TRIVEDI	Jyoti Naik, President of the Lijjat Pappad association	24/02/2021	5	5	4	4	18	A
36	05414201720	MANSI SHAHI	Ratan Tata, chairman of the TATA group	24/02/2021	5	5	4	4	18	A
37	06614201720	PARIKA SAINI	Ramesh Agarwal, Owner, Dainik Bhaskar	24/02/2021	4	3	4	4	15	B
38	09314201720	SUHANI SANDILYA	Dainik Bhaskar, Founder of the Apollo Hospitals Group	24/02/2021	5	5	4	4	18	A
39	02714201720	DEVANSH KOHLI	Bhavish Aggarwal, CEO and co- founder of the ola cabs	03/03/2021	4	4	4	4	16	B
40	02414201720	CHIRAG YADAV	Deep Kalra, Founder and Group CEO, MakeMyTrip	03/03/2021	4	4	4	4	16	B
41	03414201720	DIKSHA SHARMA	Mahesh Gupta, Mahesh Gupta	03/03/2021	4	4	4	4	16	B
42	08014201720	RISHABH MITTAL	Jeff Bezos, Founder of Amazon.com	03/03/2021	4	5	4	4	17	A
43	02214201720	BHAARAT SETH	Bill Gates, Founder, Microsoft	03/03/2021	4	3	4	4	15	B



S. No	Enrollment No	Name	Topics								
44	02514201720	CYNTHIA MALHOTRA	Larry Ellison, Oracle founder and CEO	03/03/2021	4	4	4	4	16	B	
45	03914201720	HARSHIL ARORA	Sergey Brin, Co-founder, Google	03/10/2021	4	5	5	4	18	A	
46	03314201720	DIKSHA SAINI	Elon Musk, founder, Paypal, SpaceX and Tesla Motors	03/10/2021	4	5	5	4	18	A	
47	01014201720	AKSHAY RAHEJA	Mark Zuckerberg, Founder, Facebook	03/10/2021	4	4	4	4	16	B	
48	08914201720	SHRIDHAN ARORA	Richard Branson, Founder, Virgin Group	03/10/2021	4	5	4	4	17	A	
49	06214201720	NAMAN GUPTA	Larry Page, Co-founder, CEO, Google	03/10/2021	5	5	4	4	18	A	
50	00914201720	AKSHAT TRIVEDI	Michael Dell, founder and CEO of Dell Computers	15/03/2021	4	4	4	4	16	B	
51	01914201720	ARADHANA GERA	Adi Godrej - Chairman of the Godrej group	15/03/2021	5	5	4	4	18	A	
52	08114201720	RISHABH RAWAT	Aditya Vikram Birla - Former Chairperson of the Birla Group	15/03/2021	4	5	5	4	18	A	
53	04814201720	KRISHANSHU SINANDI	Ajay Piramal - Head honcho of he Piramal Group of Industries.	15/03/2021	4	4	4	4	16	B	
54	07414201720	RAGHAV JINDAL	Akhila Srinivasan - One of the most famous women entrepreneur. M.D of the Shriram Investments Ltd.	19/03/2021	4	4	4	4	16	B	
55	09414201720	TANISHA SATIJA	Amar Bose - Founder and Chairman of the consumer electronics giant Bose Corporation.	19/03/2021	4	3	4	4	15	B	

*Himani*

**Dr. Himani Gupta**  
Class Coordinator



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## REPORT

**Event Category:** Class Presentation

**Topic:**

1. "Profile of an Entrepreneur and his/her companies / SDG."
2. "Five Business Terms (Buzzwords in business and IT)/ Business Standard Article".
3. "My Learning from summer Internship (Process, strengths, Gaps)".

**Date:** August to December'2020

**Time:** Presentation Class (Weekly)

**Venue:** Online on Zoom Platform

**Beneficiaries with number:** 664 Students (BBA Students of I, III, V semesters).

**Faculty Coordinator:**

1. Faculty Class Coordinators
2. Dr. Shruti Bhuttani

**Learning Objective:**

1. To provide new topics to students to learn and grow outside text books Knowledge.
2. To encourage students to build confidence and improve public speaking.
3. To provide an open form for discussions and on the spot knowledge sharing.

**Report:**

Students of I, III and V semester from BBA Department are provided with a wide variety of topics to prepare and present their learning in front of their classmates by the class Coordinators. It not only encourages students to learn but also develops a habit of preparing themselves for the given topic from outside sources and coming to conclusions. It is an activity conducted very professionally in all the classrooms.

The topic given to the I semester student Pursuing BBA was “**Profile of an Entrepreneur and his/her companies / SDG.**”. This topic was given to the first semester students to have an open discussion about their understanding as well as to make them study the depths of the entrepreneurial profile. As the I semester students had just entered a different environment with their own views and ideas. This Topic is not only easily understandable but is also commonly known among students.

The Topic provided to III semester students “**Five Business Terms (Buzzwords in business and IT)/ Business Standard Article**”. The main aim to give such a topic to students was to have a proper judgment as to how far students have come and learned about the business since their First ever presentation. It also encourages the students to not only indulge in textbook knowledge but also what goes around in the business world. Having a good knowledge of your surroundings is strength. The students were participating enthusiastically and sharing what they have learnt while preparing their presentations on the given topic.

The Topic assigned to V semester students was “**My Learning from summer Internship (Process, strengths, Gaps)**”. Students have to prepare and present a PowerPoint presentation about their experience while completing the mandatory summer internship. The given topic is presented and discussed in the class on various levels such as what did they learn, their shortcoming, their new developed skills and knowledge and most importantly why they chose the very specific internship in the field. The overall excitement and enthusiasm of the students was commendable as everyone was keen on not only learning but also sharing their personal experience with the entire class.

The presentation given by the students was judged by the class coordinators out of 20 Marks divided as 5 Marks for Knowledge of the topic, 5 Marks for Overall Presentation (Originality , Organization of Content etc), 5 Marks for Savvy in PowerPoint (Clarity of artwork, charts ,graphs etc.) , and 5 Marks for Confidence to Present and Communication Skills. The feedback of the same is shared with the students at the end of the presentation to improve further. The variety of topics picked by the class coordinators not only instills the willingness to learn from one another but help others learn what they might have missed.

**Learning outcomes:**

1. Students left more encouraged to learn.
2. All the students felt new and improved self-confidence.
3. This learning experience brought students together.



**Dr. Shruti Bhuttani**  
**Faculty Coordinator**



**Dr. Nidhi Gupta**  
**HOD – Department of Management Studies**

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## **STUDY NOTES**

**Subject: Entrepreneurship Development**

**Subject Code: BBA 307**

**BBA- III Year, Semester- V**

**Topic - Entrepreneurial Behaviour Innovation and Psycho Theories**

**Entrepreneurial Behaviour Innovation and Psycho Theories Notes of Entrepreneurship: -**

### **MEANING OF ENTREPRENEURIAL BEHAVIOUR**

Behaviour is a manifestation of what a person thinks, feels and acts. An entrepreneur is a creative person. Need for self-actualisation as manifested in the need for achievement forces him to create something new, a new product, a new way of doing things, a new source of raw material, a new market etc. Behaviour is always caused and is never spontaneous. Behaviour is basically goal-oriented. Entrepreneurial Behaviour includes the goal-oriented acts or decisions of an entrepreneur. The entrepreneurial behaviour means the manners or way in which the entrepreneur deals with its total environment: internal and external. It is the way or approach to look at the physical and human resources and the society. The entrepreneurial behaviour is a view of or orientation towards risk-bearing, innovation, achievement, goal-setting, ethics, social responsibility, motivation, challenges and values of human society, and other psychological elements.

### **CHARACTERISTICS OF ENTREPRENEURIAL BEHAVIOUR**

The entrepreneurial behaviour is different from the capitalist's behaviour. The capitalists assume a traditional or conservative approach. He believes in "safe-playing" while investing his money in the enterprises. He is concerned mainly with his share of interest on his investment. On the other hand, entrepreneur loves to take risk and tends to establish a new enterprise and adopts a new technology, or a new product, or tries to find cut a new raw material. He is always looking out for a new thing or a new method. He is a high achiever. He is guided mainly by achievement motivation. Main characteristics of entrepreneurial behaviour may be summarised as follows:

**Initiative Behaviour:** It is the entrepreneur who takes or imitate the first move towards setting up of an enterprise. Entrepreneur basically is an innovator who carries out new combinations to initiate and accelerate the process of economic development.

**Challenge Accepting Behaviour:** Entrepreneurs take problem as a challenge and put in their best for finding out the most appropriate solution for the same. They will first of all understand the problem and then evolve appropriate strategy for overcoming the problem.



**Assertive Behaviour:** An assertive person knows what to say, when to say, how to say and whom to say. He believes in his abilities and ensures that others fall in line with his thinking, aimed at promoting the interests of the organisation.

**Persuasive Behaviour:** A successful entrepreneur through his sound arguments and logical reasoning is in a position to convince others to do the works the way he wants them to do. It is not physical but intellectual force he will use for convincing others.

**Effective Monitoring:** Entrepreneurs ensure that everything is carried out in their organisations as per their wishes. They ensure regular monitoring of the working so that the goals of the organisation are achieved in best possible manner.

**Looking for Opportunity:** An entrepreneur is always on the look out or searching for opportunity and is ready to exploit it in the best interests of the organisation.

**Persistence:** An entrepreneur is never disheartened by failures. He believes in the Japanese proverb 'Falls even times, stand up eight'. He follows Try-Try Again for overcoming the obstacles that come in the way of achieving goals.

**Information Seeker :** A successful entrepreneur always keep his eyes and ear open and is receptive to new ideas which can help him in realising his goals.

**Quality Consciousness:** Successful entrepreneurs do not believe in moderate or average performance. They set high quality standards for themselves and then put in their best for achieving these standards. They believe in excellence, which is reflected in everything they do.

**Recognizing the importance of Business Relationships:** Entrepreneur acts to build report or friendly relationships with customers. He sees interpersonal relationships as a fundamental business resource. He places long-term goodwill over short-term gain.

**Commitment to Work:** Successful entrepreneurs arc prepared to make all sacrifices for honouring the commitments they have made. Whatever they commit, they take it as a moral binding for honouring their commitments, irrespective of the costs involved.

**Independent Behaviour:** Entrepreneurial behaviour possesses strong need for independence and due to this desire they are motivated to start a business. They always concentrate to achieve their goals.

Describe Entrepreneurial Behaviour. Explain the psychological factors to effect the entrepreneurial behaviour.

The behaviour of an entrepreneur is dependent largely on his psychology and motives which are the main determinants of behaviour. These motives are based on needs for survival and growth. The movements of an entrepreneur are affected by the psychological background. Many theorists Akouri, McClelland, Javillionar & Winter have given views related to psychological factors as follows:

**1) Achievement Motive:** Achievement motive is most important for an entrepreneur. It is this motive which motivates people to do something different and extraordinary so that one may feel

that he has achieved or created something which others are not able to do..It motivates an entrepreneur to take an initiative for innovation. It also makes one personally responsible for his actions and performances. It helps to develop self-reliance and develops the spirit of risk-taking which is very -essential part of entrepreneurial behaviour, one will not establish a unit unless he is prepared to take risk.

**(2) Desire to Influence Others:** Strong desire of the need for power, helps a person to become a successful institution builder, Thus, it is necessary that an entrepreneur must have the ability of self-management with a strong will power. Thus, they possess a strong desire towards the need of influencing others.

**(3) Desire for Independence:** Entrepreneur possesses strong desire for independence and it is only due to this desire that they are motivated to start a new business. According to psychologists, the feeling of independence is acquired by them through the family atmosphere. Due to this they do not want to work under anyone rather they like to work independently.

**4) Innovation:** This is an important psychological factor Of entrepreneurs. Generally, an entrepreneur does those acts which are not taken up by other persons. They transform the creative ideas into useful applications. According to Schumpeter, a person is an entrepreneur only when he is an innovator, engaging himself in an innovative behaviour. Thus, innovative behaviour is an entrepreneurial behaviour,

**(5) Hope for Success:** Entrepreneurs are always hopeful for future success. They work for being successful which enlightens them with the confidence, positive attitude and high energy level. Hope for success makes their behaviour strong and stable.

**(6) Calculated Risk Taking:** Entrepreneur is a person who is always in a position to accept challenging job, He works on those projects only, which are risky but have a probability of success through their efforts. He does not rely on those ventures, which totally depends on chance. In other words, the entrepreneur believes in calculated risk-taking.

**7) Immediate Feedback:** Entrepreneur wants immediate feedback of the progress of his entrepreneurial targets so that he can improve the way of achieving the targets and his behaviour changes according to the situations.

**(8) Self-Efficacy:** An entrepreneur has a drive for self-efficacy. They want to become the problem solver, instead of problem avoiders. They do not want to copy others but they want others to copy them. Further they feel proud of their achievements and live in the present.

**(9) Self-Expression:** The desire for self-expression appears to be a common thread and may help explain why so many men and women prefer to work for themselves than for someone else.

**(10) Self Confidence:** Entrepreneurs believe in themselves. They have confidence that they can outdo anyone in their field. They tend not to accept the status quo, believing instead that they can change the facts. Often, they insist the odds are better than the facts would justify. They have winning habits. On the basis of self-confidence, they become overachievers.

**(11) Different Way:** Although all people are different, entrepreneur is different from all others. They judge the world in terms of their own beliefs, values and expectations. A good entrepreneur behaves like human being rather than rational machine. They see the opportunities in the world

differently. They differ in their psycho-personalities, needs, time periods, social surroundings and perception.

## **MEANING AND DEFINITION OF INNOVATION**

Innovation is the process of taking a creative idea and turning it into a useful product, service or work method. It implies doing new things, it includes introduction of new products, creation of new markets, application of new method of production, discovery of new and better sources of raw materials and developing a new and better form of industrial organisation. Innovation may be used on the application of knowledge produced by research. Innovation is different from invention. Invention implies discovery of new ideas, new products and new methods whereas innovation refers to the application of inventions to make new combinations and thereby produce satisfaction and profit. According to Paul E. Plsek, "Innovation is the first, practical, concrete implementation of an idea done in a way that brings broad-based, extrinsic recognition to an individual or organisation." In the words of Peter F. Drucker, "Innovation is the means by which the entrepreneur either creates new wealth-producing resources or endows existing resources with enhanced potential for creating wealth. "

## **CHARACTERISTICS OF INNOVATION**

On the basis of above discussion, it can be concluded that:

- (i) Innovation implies action, not just conceiving new ideas.
- ii) It is a process of changing, experimenting, transforming and revolutionising.
- (iii) It is a key aspect of entrepreneurial activity,
- (iv) It is a "creative destruction".
- (v) It leads to technological changes and employment growth\*
- (vi) It is a pervasive attitude, feeling, an emotional state, an ongoing commitment to newness,

## **RELATIONSHIP BETWEEN INNOVATION AND ENTREPRENEUR**

Increasingly, creativity and innovation are seen as being the key to survival in an ever-more competitive and global economy. In fact change and innovation are becoming a 'way of life' for most entrepreneurs. An entrepreneur always takes a personal responsibility for encouraging any type of innovative idea, product, or process in the enterprise. Peter Drucker has rightly observed that "Innovation is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned and practised. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and apply the Principles of successful innovation." Drucker is of the opinion that an entrepreneur is one who always searches for changes responds to it and exploits it as an opportunity. Innovation is treated as an instrument of entrepreneurship. R.M. Kanter says, "Winning in business today demands innovation" and such



is the stark reality facing today's entrepreneurs. In the dynamic, chaotic world of global competition, entrepreneurs must create new products and services and adopt new technology, if they are to compete successfully. The organisation that is not creative and innovative may not survive. Thus, entrepreneurs are looking for ways to encourage and foster in creativity and innovation on both the individual and the venture level. Thus it can be concluded that innovation and entrepreneurs are indispensable to each other. Both are useless and incomplete in absence of one another.

## **PSYCHO-THEORIES AND ENTREPRENEURIAL BEHAVIOUR**

Entrepreneurial behaviour is influenced by many psycho-concepts such as perception, motivation, optimism, conditioning, cognition, self-actualisation or other psychological thoughts. These psychological processes influence the thinking and behaviour of entrepreneur. Main psycho-theories of entrepreneurial behaviour may be discussed as follows:

**(1) Achievement Theory of McClelland :** This theory was propounded by David McClelland in his book, 'The Achieving Society'. He states that people who pursued entrepreneur like careers were high in need achievement. The n-achievement is called a desire to do well, not so much for the sake of social recognition or prestige but for the sake of an inner feeling of personal accomplishment. It is this motive of n-achievement that guide the action of entrepreneur. People with high achievement behave in an entrepreneurial way. They do things in a new and better way. They make decisions under uncertainty. Entrepreneurs with a high-need to achieve feel that their success or failure is due to their own actions. McClelland indicates that there are five major components to the need achievement trait. (i) responsibility for problem solving, (ii) setting goals, (iii) reaching goals through one's own effort, (iv) the need for and use of feedback, and (v) a preference for moderate levels of risk-taking. Thus people with high need for achievement are motivated to be an entrepreneur.

**(2) Self-Monitoring Theory:** Self-monitoring is a personality trait that measures an individual's ability to adjust his behaviour to external situational factors. This theory states that high monitor entrepreneurs can be more successful in entrepreneurial jobs and managerial positions where they are required to play multiple roles, they tend to display their true dispositions and attitudes in every situation. The high self-monitor entrepreneur is capable of putting on different faces for different audiences.

**(3) Risk-Propensity Theory:** Risk-propensity is the to which an individual is willing to take chances and make risky decisions. An entrepreneur with a high risk propensity might be willing to experiment with new ideas and gamble on new products He might also lead the venture in new and different directions Thus, risk taking-whether financial, social or psychological is an important part of the entrepreneurial behaviour. (4) Motivation Theory: People differ not only in their ability to do, but also in their will to do or motivation. Motives are the mainsprings of action. Entrepreneurial motivation may be defined as a set of motives, needs, urges or desires such as need for power, to earn money or to be one's own boss, to dominate and influence others by earning industrial power etc. These behavioural dimensions motivate the people to start a new venture.

**(5) Role Models and Support Systems Theory:** Every entrepreneur has a choice of a role model. He follows and learns for the behaviour of his role model. Many new entrepreneurs need guidance and moral support. In addition to moral encouragement, the entrepreneur needs

advice and counsel throughout his entrepreneurial behaviour. Each entrepreneur needs to establish both a moral and a professional support network. These contacts provide confidence, support, advice, and information. As one entrepreneur stated, "In your own business, you are all alone. There is a definite need to establish support groups to share problems with and gain overall support for the new venture."

### **What is the difference between Innovation and Invention?**

Innovation is not similar to invention. Main points of difference between invention and innovation may be summarised as follows:

**(1) Nature of Activity:** Invention is the creation of something new, whereas innovation is the economic exploitation of the new idea or resource; in other, words, innovation is the transformation of an idea or resource into useful commercial applications.

**(2) Results:** Invention results in new knowledge Whereas, innovation results in the products, services, or processes.

**(3) Position:** All inventors are not innovators, while all innovators are inventors.

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## **CASE STUDY**

**Subject: Entrepreneurship Development**

**Subject Code: BBA 307**

**BBA- III year, Semester- V**

### **CASE STUDY 1 - SHANTI BATTERIES**

Shanti Batteries was established by the late Mr. Santosh Kumar way back in 1961. At that time it mainly manufactured batteries for four-wheelers. It had made its name in the local market, was getting good clientele, was obtaining good return on investment and Santosh was quiet happy with his earnings. But in 1994 he met with a fateful accident on the road and after a series of operations, in order to save his life doctors had to amputate his legs. It was a real testing time for the family, for the sole earning member of the family was completely bedridden. He had a family of six – his wife, three children (Priya 20, Sudhanshu 19, Mayank 12) and an old mother all dependent on the earnings coming from Shanti Batteries. It was during this period that Sudhanshu left his studies and took over his father's business. Sudhanshu, with his sharp business acumen and father's guidance, was able to bring back the business in running condition within a year. But Sudhanshu was himself not satisfied as he was looking for more opportunities. After a market survey he found that power cuts (load shedding) were a problem growing day by day. The reasons for power cuts were rising consumption and the government's inability to supply enough power to the people. Sudhanshu found an opportunity in this problem and decided to expand his business from just manufacturing batteries to manufacturing and assembling inverters. He discussed the business plan with his father and got a go ahead from him.

#### **The Industry**

The inverter industry in Hapur was in its nascent stage. There were a very few local and national brands. But since the entry barriers were very low, the number of small operators had grown drastically within a period of one year. Hapur at present has 28 inverter manufacturers in all and three of them were in the same local area as Shanti Batteries.

## **The Product**

The key features of the product include:

- (a) MOSFET based PWM Technology.
- (b) SCR Phase Control Constant Current & Constant Voltage (CC/CV) Charging to give longer battery life.
- (c) New Technology SCR + Transformer Electronic Controlling. (long battery life & charging even at low voltage 140V)
- (d) Battery Status on front panel
- (e) Automatic overload reset with buzzer warning.
- (f) Automatic Inverter ON at input below 110 VAC and above 290 VAC
  - Automatic Pre-Information with buzzer at the time of low battery (discharged) condition.
  - Fast changeover when power goes (within less than 10 milli seconds) - Regulated Output Voltage & Frequency on inverter mode (safe for appliances)
  - Inverter mode (safe for appliance)
  - PCB's on connectors (safe side and easy to service)

## **The Services**

The key services by Shanti Inverters include:

- Annual maintenance contract
- Warranty repair
- Out of warranty repairs
- Factory parts
- Extended warranties
- Technical assistance
- UPS start-up assistance

## **The Price**

The pricing plan was that since competition was growing, the best strategy for pricing would be – maintaining prices that were neither priced too high (to skim the competition thrown up by national players) nor too low (to lose its premium quality image that the company had earned in the last 35 years)

The price that was originally set was ` 12,000 but due to rising demands and markets it was further raised to ` 15,000. The price package included the inverter, free trolley and installation.



## **The Manufacturing**

Manufacturing was done at the same place because the main component was still batteries and hence the present plant capacity was able to sustain the manufacturing of the major components, the secondary components i.e., inverters cabinet and trolley parts were purchased and assembled in the factory. The cost of setting up the new machines and assembly plant was as low as ₹ 1,25,000.

## **The Growth**

Shanti Inverters witnessed immediate returns. The company started getting corporate and residential orders and all appreciated the product. Sudhanshu shifted the factory to a new premise four times the present size in terms of area and capacity, bought few more sophisticated machines and became the leader in the inverter market in Hapur. He also went ahead and got ISO 9000 quality certification for the product and since then there has been no looking back. But Sudhanshu's quest for more has not yet ended and he wants to venture into something else.

## **Questions**

1. What are different classifications of an entrepreneur?
2. what kind of entrepreneur is Sudhanshu? Give reasons for your answer.
3. Do you think Sudhanshu should revise his earlier prices? What should be the criteria for revising the prices?

## **CASE STUDY 2 --AN EXPERIENCED WOMEN ENTREPRENEUR**

Mrs KKK, hails from a very poor family background, had no formal education, and is about 80 years of age at present. She is honest and sincere in whatever she is doing. She is a very industrious person since her childhood. She likes to go to the markets (Haat) (weekly market) in different villages which sometimes are as far as 20-30kms to do trading various products including rice, different varieties of fruits and soaps.

During this time, she learnt how to communicate with people and started building good relationships with regular customers and suppliers. She met many other great businesswomen and men at those times and made friendship with them. She worked so hard that very soon she became quite rich and able to support her family easily.

When she got married, she also got herself involved in agriculture, and produced lots of vegetables. She got considerable acres of land and hence was able to supply to various markets in plenty. She had several labourers and got them easily because of her earlier connections with many people from different villages in her earlier years. After 10 years of her work in agriculture she shifted her

business to some construction and transport works, and invested in her first automobile, an old truck which in those days they called a ‘\_Dok Truck’. It helped her in various ways and especially in carrying agricultural produce in those days.

Later she bought a Jeep; again this had helped her in going from one village to the other. Due to her industriousness, she proved once again by making the transport business a success, and bought a short bus which was available at that time and an Ambassador car. This experience made her realize that business was profitable and she bought some more vehicles including buses and ambassadors which were better than the earlier ones. Lack of competitors in those days had brought her huge profits. Mrs KKK never took a loan or any financial support from anyone or even from the bank in those days since she believes that it is only hard work and living a simple and economical lifestyle is adequate to help oneself financially. Although the transport business later went down since the Supreme Court order to ban deforestation, she was not discouraged by that and in fact, she availed many other new opportunities and now her businesses include a general store and real estates.

She mentioned a few things which are the most inevitable constraints; finance, ill-health and pregnancies. Other constraints she mentioned were employees not being loyal towards work, transportation cost are very high, competition is increasing, inflation, marketing the products and difficulties in getting customers, maintenance of business, retaining of employees. Being illiterate, she has to depend on somebody to translate whatever is written on paper. However, these problems were overcome with experience, hard work, patience and family support. Instead of being a disadvantage, matriliney has enabled Mrs KKK to exploit the greatest opportunity in being a successful entrepreneur. It has created in her the ability to be responsible, to be strong, to fight, and to foresee things.

(This Case Study is drawn from Sairabell Kurbah, Role of Women Entrepreneurs in the Economic Development of Meghalaya: A North Eastern State, India , International Journal of Engineering, Business and Enterprise Applications (IJEBA), IJEBA 13156; © 2013, IJEBA 2013 www.iasir.net )

### **Question**

1. Discuss any cases of successful women entrepreneurs and examine how their life narratives will have impact on aspiring women entrepreneurs?

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## Department of Information Technology Video Lectures

S.No.	Program me	Semester	Shift	Subject Code	Subject Name	Shortener URL
1	BCA	I	Morning & Evening	BCA 101	Mathematics – I	<a href="https://rb.gy/rzig5a">https://rb.gy/rzig5a</a>
2	BCA	I	Morning & Evening	BCA 103	Technical Communication	<a href="https://bit.ly/3BtxrRZ">https://bit.ly/3BtxrRZ</a>
3	BCA	I	Morning & Evening	BCA 105	Introduction to Programming Language using C	<a href="https://rb.gy/kv4udv">https://rb.gy/kv4udv</a>
4	BCA	I	Morning & Evening	BCA 107	Introduction to Computers & IT	<a href="https://rb.gy/w90alf">https://rb.gy/w90alf</a>
5	BCA	I	Morning & Evening	BCA 109	Physics	<a href="https://bit.ly/3AqytwW">https://bit.ly/3AqytwW</a>
6	BCA	II	Morning & Evening	BCA-102	Mathematics – II	<a href="https://bit.ly/2SPjXik">https://bit.ly/2SPjXik</a>
7	BCA	II	Morning & Evening	BCA-104	Principles of Management	<a href="https://bit.ly/3iNc1It">https://bit.ly/3iNc1It</a>
8	BCA	II	Morning & Evening	BCA-106	Digital Electronics	<a href="https://bit.ly/3c8qfAf">https://bit.ly/3c8qfAf</a>
9	BCA	II	Morning & Evening	BCA-108	Data Structure Using C	<a href="https://bit.ly/3wHJqsk">https://bit.ly/3wHJqsk</a>
10	BCA	II	Morning & Evening	BCA-110	Database Management System	<a href="https://bit.ly/3yV6mGq">https://bit.ly/3yV6mGq</a>
11	BCA	III	Morning & Evening	BCA 201	Mathematics – III	<a href="https://rb.gy/zl11ot">https://rb.gy/zl11ot</a>
12	BCA	III	Morning & Evening	BCA 203	Computer Architecture	<a href="https://rb.gy/tgzfwb">https://rb.gy/tgzfwb</a>
13	BCA	III	Morning & Evening	BCA 205	Front End Design Tool VB.Net	<a href="https://rb.gy/biqnmi">https://rb.gy/biqnmi</a>
14	BCA	III	Morning & Evening	BCA 207	Principles of Accounting	<a href="https://rb.gy/rllrlz">https://rb.gy/rllrlz</a>
15	BCA	III	Morning & Evening	BCA 209	Object Oriented Programming using C++.	<a href="https://rb.gy/6p8vz0">https://rb.gy/6p8vz0</a>
16	BCA	IV	Morning & Evening	BCA 202	Mathematics – IV	<a href="https://bit.ly/3fGIgYZ">https://bit.ly/3fGIgYZ</a>
17	BCA	IV	Morning & Evening	BCA 204	Web Technologies	<a href="https://bit.ly/31m1DIh">https://bit.ly/31m1DIh</a>
18	BCA	IV	Morning & Evening	BCA 206	Java Programming	<a href="https://bit.ly/2PiQcV8">https://bit.ly/2PiQcV8</a>
19	BCA	IV	Morning & Evening	BCA 208	Software Engineering	<a href="https://bit.ly/399P25A">https://bit.ly/399P25A</a>
20	BCA	IV	Morning & Evening	BCA 210	Computer Networks	<a href="https://cutt.ly/SxjubZq">https://cutt.ly/SxjubZq</a>
21	BCA	V	Morning & Evening	BCA 301	Operating System	<a href="https://rb.gy/sn8rea">https://rb.gy/sn8rea</a>
22	BCA	V	Morning & Evening	BCA 303	Computer Graphics	<a href="https://rb.gy/vedgrv">https://rb.gy/vedgrv</a>
23	BCA	V	Morning & Evening	BCA 305	E- Commerce	<a href="https://rb.gy/ki5cfj">https://rb.gy/ki5cfj</a>
24	BCA	V	Morning & Evening	BCA 313	Web Based Programming	<a href="https://rb.gy/ae8muo">https://rb.gy/ae8muo</a>

25	BCA	IV	Morning & Evening	BCA 302	DWDM	<a href="https://bit.ly/2PeAzOy">https://bit.ly/2PeAzOy</a>
26	BCA	IV	Morning & Evening	BCA 304	Mobile Computing	<a href="https://bit.ly/3cPpk8Z">https://bit.ly/3cPpk8Z</a>
27	BCA	IV	Morning & Evening	BCA 306	Linux	<a href="https://bit.ly/3IKFAuj">https://bit.ly/3IKFAuj</a>
28	BCA	IV	Morning & Evening	BCA 314	Network Security	<a href="https://bit.ly/2OYGh7p">https://bit.ly/2OYGh7p</a>
29	BCA	IV	Morning & Evening	BCA 312	Artificial Intelligence	<a href="https://bit.ly/3uUy4l1">https://bit.ly/3uUy4l1</a>



# Jagannath International Management School

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**Course: BBA**

**Year: 2020-21**

**Subject: Business Environment**

**Subject Code: 112**

## Question Bank (MCQs)

Ques 1: In which of the following basic categories can business environment be divided?

- A. Local and Regional
- B. Regional and National
- C. Internal and External**
- D. Financial and Nonfinancial

Ques 2: Economic environment refers to all forces which have a \_\_\_\_\_.

- A. political
- B. natural
- C. economic**
- D. social

Ques 3: \_\_\_\_\_ environment is within the control of the business.

- A. Internal**
- B. External

C. Micro

D. Macro

Ques 4: \_\_\_\_ environment is beyond the control of the business.

A. Internal

**B. External**

C. Micro

D. Macro

Ques 5: Micro environment is also called as \_\_\_\_\_.

A. general environment

**B. Operating environment**

C. economics environment

D. political environment

Ques 6: Macro environment is also called as \_\_\_\_\_.

**A. General environment**

B. Operating environment

C. Economic environment

D. Political environment

Ques 7: The environment which is close to business and affect its capacity to work is known as \_\_\_\_environment.

A. Internal

B. External

**C. Micro**

D. Macro

Ques 8: Factors that create opportunities and threats to business units is known as\_\_\_\_\_.

A. Internal environment

B. External environment

C. Micro environment

**D. Macro environment**

Ques 9: Internal factors affecting a business environment also are referred to \_\_\_\_factors.

**A. Controllable**

B. Uncontrollable factors

C. Relevant

D. Global

Ques 10: External factors affecting a business environment also be referred to \_\_\_\_factors.

A. Controllable

**B. Uncontrollable**

C. Relevant

D. Global

Ques 11: Study of human population is called as \_\_\_\_\_ environment.

A. Political

B. Social

**C. Demographic**

D. Economic

Ques 12: The economic system in which business units or factors of production are privately owned and governed is called as\_\_\_\_\_.

**A. Capitalism**

B. Socialism

C. Democratic

D. Republic

Ques 13: The economic system in which both public and private sectors co-exist is known as \_\_\_economy.

A. Capitalism

**B. Socialism**

C. Democratic

D. Republic

Ques 14: Fiscal policy refers to the policy of government regarding taxation, public expenditure and \_\_\_\_\_.

A. Public debt

**B. Budgets**

C. Policies

D. Deposits

Ques 15: Fiscal policy is called as \_\_\_\_\_ policy.

A. Monetary

**B. Budgetary**

- C. Industrial
- D. Economic

Ques 16: One concept of culture determines the \_\_\_ of people.

A. Experience

**B. Ethics**

C. Education

D. Wealth

Ques 17: Which can be a method of privation?

**A. Denationalization**

B. Purchasing shares

C. Takeover

D. Merger.

Ques 18: Industrial policy of 1948 aimed at \_\_\_\_\_.

**A. Industrialization**

B. Growth of agriculture

C. Development of infrastructure

D. Development of service sector

Ques 19: \_\_\_\_\_ state can have an elected or hereditary head.

**A. Democratic**

B. Autocratic

C. Socialized



D. Republic

Ques 20: India is good example for \_\_\_\_\_economy.

A. Socialist.

**B. Mixed**

C. Capitalist

D. Communist

Ques 21: The following statement with respect to culture is false.

A. Culture is enduring

B. Culture is changing

C. Culture is evolved among the members of a society

**D. Culture is determined by national boundaries**

Ques 22: what is the nature of business environment?

A. Aggression

B. Relative

C. Uncertain

**D. Aggression, Relative and Uncertain**

Ques 23: Economic growth can be measured by \_\_\_\_\_.

A.CPI

B.CBI

**C.GDP**

D. MPC

Ques 24: Porter's model represents the relationship between \_\_\_\_\_.

**A. Organizational and environment**

B. Society and environment

C. Organization and society

D. Society and industry.

Ques 25: Industrial policy was set up in the year \_\_\_\_\_.

A. 1955

**B. 1956**

C. 1957

D. 1958

Ques 26: MRTP act was set up in the year \_\_\_\_\_.

**A. 1950**

B. 1951

C. 1952

D. 1953

Ques 27: FERA is foreign exchange regulation act for \_\_\_\_\_.

A. Industries

B. Small Scale

C. Labour

D. Owner

Ques 28: GNP stands for \_\_\_\_\_

**A. Gross National Product**

B. Gross negative product

C. Gross negotiable product

D. None of the above

Ques 29: The income level of residents in a country is indicated by \_\_\_\_\_.

A. Gross national income

B. Gross domestic product

**C. Per capita gross national income**

D. Per capita gross domestic product

Ques 30: PEST is an acronym which stands for \_\_\_\_\_.

A. Political, Environment, Societal, Technology

B. People, Economic, Societal, Technological

**C. Political, Economic, Social, Technological**

D. People, Economy, Standards, Transport

Ques 31: The major responsibility of RBI is \_\_\_\_\_.

A. Healthy regulation

**B. Monetary regulation**

C. Work regulation

D. Industrial regulation

Ques 32: NNP means

- A. GDP – depreciation
- B. GDP + depreciation
- C. NNP – depreciation
- D. GNP – depreciation**

Ques 33: “Rest of the world” is the major element in

- A. Two sector model
- B. Three sector model
- C. Four sector model**
- D. All the above

Ques 34: The deficiency of aggregate demand during depression period leads to

- A. Seasonal unemployment
- B. Voluntary unemployment
- C: Involuntary unemployment**
- D: Frictional unemployment

Ques 35: The formula for calculating simple multiplier is

- A.  $1/1-MPC$**
- B.  $1/MPC=MPS$
- C.  $1/1-MPS$
- D.  $1/MPC+MPS$

Ques 36: In Keynes consumption theory the chief factor that determines consumption expenditure is

- A. Personal income
- B. Relative income

C. Permanent income

**D. Disposable income**

Ques 37: In equation  $C = A + bY$ , the value of  $b$  lies between

A.  $0 < b < 1$

B.  $0 > b < 1$

C.  $0 = b < 1$

D.  $0 > b < 1$

Ques 38: The relation between APC and MPC in Keynes Psychological consumption function is

**A.  $MPC < APC$**

B.  $MPC = APC$

C.  $MPC > APC$

D. None of the above

Ques 39: Which among the following is not a feature of Keynesian theory?

A. Short run

**B. Wage price flexibility**

C. Fiscal policy

D. Underemployment equilibrium

Ques 40: Which of the following equation is not true?

A.  $APC + APS = 1$

B.  $1 - APC = APS$

C.  $1 - APS = APC$



**D. APC-1=APS**

Ques 41: Assume a consumption function of the following form:  $C = 50 + .8Y$ . If income is equal to \$1,000, then consumption is

- A. \$50
- B. \$1,050
- C. \$1,000
- D. \$850**

Ques 42: Macroeconomics is a study of economics that deals with which 4 major factors:

- A. Households, firms, government, and demand-supply
- B. Households, firms, government and external sector**
- C. Profits, price level, cost and expenditure
- D. None of the above

Ques 43: In a three-sector economy, Y equals

- A. C+I
- B. C+I+G**
- C.  $C+I+G=(X-M)$
- D. None of these

Ques 44: Under equation  $C = a + by$ ,  $b=0.8$ , what is the value of expenditure multiplier

- A. 4
- B. 2
- C. 5**
- D. 1

Ques 45: Factor income of household sector is equal to

- A. Factor payments by firms**
- B. Factor income of firms
- C. Expenditure of households
- D. Income of households

Ques 46: Under Keynesian framework income is measured along

- A. 45-degree line
- B. Vertical line
- C. Horizontal line**
- D. None of the above

Ques 47: Those goods which are meant for final use of consumption are known as

- A. Consumer goods**
- B. Value added goods
- C. Intermediate goods
- D. All the above

Ques 48: The policy relates to the taxation, expenditure and borrowing of the government is known as

- A. Monetary policy
- B. Fiscal policy**
- C. Taxation policy
- D. None of the above

Ques 49: The expenditure multiplier is the ratio of

- A. The change in equilibrium output to a change in the monetary base
- B. The change in the money supply to a change in the monetary base
- C. The change in the money supply to a change in the autonomous expenditure
- D. The change in equilibrium output to a change in the autonomous expenditure**

Ques 50: In the Keynesian model of income determination, consumer expenditure includes spending by

- A. Consumers on personal computers**
- B. Businesses on personal computers
- C. Governments on personal computers
- D. All of the above since computers are consumer durables

Ques 51: Which of the following is an example of capital expenditure

- A. Spending on laptops by consumers
- B. Spending on power-looms by business firms
- C. Spending on infrastructure by Government
- D. Both B&C**

Ques 52: Under Simple Keynesian model the aggregate price level

- A. Vary for a short period
- B. Fixed in long run
- C. Fixed**
- D. None of the above

Ques 53: The value of MPC in Keynesian model is:

- A. Greater than zero and less than one**
- B. MPC=1
- C. MPC greater than one
- D. None of the above

Ques 54: According to two sector Keynesian model the aggregate demand is

- A. Summation of consumption expenditure and investment expenditure**
- B. Consumption expenditure only
- C. Investment expenditure only
- D. None of the above

Ques 55: An increase in planned investment spending causes aggregate output to;

- A. Increase by an amount equal to the change in investment spending**
- B. Increase by an amount less than the change in investment spending
- C. Increase by an amount greater than the change in investment spending
- D. Decrease by an amount less than the change in investment

Ques 56: In a closed economy, aggregate demand is the sum of

- A. Consumer expenditure, actual investment spending, and government spending
- B. Consumer expenditure, planned investment spending, and government spending**
- C. Consumer expenditure, actual investment spending, government spending, and net exports
- D. Consumer expenditure, planned investment spending, government spending, and net exports

Ques 57: Accelerator theory of investment is the ratio of:

- A. Change in income to change investment
- B. Change in investment to change in income**
- C. Change in income to change in interest
- D. None of the above

Ques 58: Effective demand is where;

- A. Aggregate demand is equal to aggregate supply**
- B. Demand for money is equal to supply of money
- C. Saving is equal to supply
- D. None of the above

Ques 59: Which of the following is NOT a flow variable?

- A. Income
- B. Wealth**
- C. Saving
- D. Investment

Ques 60. Which of the following is NOT a stock variable?

- A. Capital
- B. Wealth
- C. Interest
- D. Saving**

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## **Model Test Paper**

### **End Term Examination**

**Academic Session: 2020-21**

**BBA- Semester- II (First Year)**

**Subject: Business Environment**

**Subject Code: BBA 112**

**M.M: 75**

**Time: 3 hrs**

*Note: Attempt any five questions including Ques no. 1 which is compulsory.*

**Question 1:- Attempt any three:-**

- a) GATT
- b) Economic Development
- c) Circular Flow of income in 3 sector economy
- d) FEMA

**(5x3=15)**

**Question 2:-** How would you argue that the success of a business enterprise is significantly influenced by its environment?

**(15 marks)**

**Question 3:-** Discuss the nature, extent and cause of unemployment in India. Briefly review the policy of the government to solve this problem.

**(15 marks)**

**Question 4:-** Describe the rationale for disinvestment policy. What are the broad objectives of privatisation?

**(15 marks)**



**Question 5:-** Distinguish between the concepts of ‘Economic Growth’ and ‘Economic Development’. Discuss the factors that influence economic development of a country.

**(15 marks)**

**Question 6:-** Is national income a reliable index of economic development? Which measures would be appropriate for judging changes in standard of living?

**(15 marks)**

**Question 7:-** What do you mean by monetary policy? Discuss the objectives of monetary policy in the developing countries. What are the limitations of monetary policy in these countries?

**(15 marks)**

**Question 8:-** (i) Explain the fiscal policy and its various tools.

(ii) Explain the multiplier process in 4 sector economy. Derive it also.

**(15 marks)**

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# END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] DECEMBER 2019

**Paper Code: BA(JMC)-205      Subject: Basics of Video Camera, Lights & Sound**

**Time : 3 Hours**

**Maximum Marks :75**

**Note: Attempt any five questions including Q. No. 1 which is compulsory.**

- Q1. Write short notes on **any three** of the following:      **(5x3=15)**
- (a) Dynamic microphone
  - (b) Depth of focus
  - (c) Telephoto lens
  - (d) Aspect Ratio
  - (e) Acoustics
- Q2. Define lens and describe different types of lenses. Also discuss function of varied focal length lens and fixed focal length lens with suitable examples.      **(15)**
- Q3. Write notes on the following:      **(7.5X2=15)**
- (a) Rules of Composition
  - (b) CCD vs CMOS
- Q4. The placement of camera in relation to subject plays a pivotal role in deciding the perception of viewers. Discuss the statement with suitable examples.      **(15)**
- Q5. Write notes on the following:      **(7.5X2=15)**
- (a) Depth of field
  - (b) Properties of light
- Q6. Lighting is a key element in making a good quality video production. Justify the statement with examples. Also describe the accessories used in lighting.      **(15)**
- Q7. Write notes on the following:      **(7.5X2=15)**
- (a) Lavalier microphone
  - (b) Lighting for outdoor production
- Q8. Define sound and describe various audio elements used in video programmes. Also explain the role of mixers in multi – camera video productions.      **(15)**

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**END-TERM EXAMINATION 2018 – SIXTH SEMESTER**

**ENTREPRENEURSHIP DEVELOPMENT**

PAPER CODE (BBA – 306)

**Note: - Attempt any five questions. All questions carry equal marks.**

**Q1.** Write short notes on any three of the following: -

- a) Entrepreneurial attitude
- b) Venture Capital
- c) Business Risk
- d) Women Entrepreneurs
- e) Franchising

**Ans.1**

**a) Entrepreneurial attitude:** "Entrepreneurial attitude" often describes the behaviour, and not the characteristics, of a person or even a business and sometimes even the behaviour of the economy as a whole. Leibenstein recognised the fact that entrepreneurial characteristics and entrepreneurial behaviour are intertwined. He isolated motivation and perseverance as essential characteristics of an entrepreneur when he short-listed the activities or behaviour of an entrepreneur: The entrepreneur finds and fills opportunities between markets.

- He has to overcome obstacles and fill gaps in an imperfect market.
- He has to produce outputs for sale by handling obstacles and gaps.
- He needs to be sufficiently committed to overcome the imperfections of the market.

Schumpeter identified an entrepreneurial venture by five categories of strategic behaviour or actions initiated by an entrepreneur, namely an administrator would ask:

- What resources do I control?
- What structure determines our organisation's relationship to its market?
- How can I minimize the impact of others on my ability to perform?
- What opportunity is appropriate? An entrepreneur would ask:
- Where is the opportunity?
- How do I capitalize on it?
- What resources do I need?
- How do I gain control over them?
- What structure is best?

**b) Venture capital** is money put into an enterprise which may all be lost if the enterprise fails. A businessman starting up a new business will invest venture capital of his own, but he will probably need extra funding from a source other than his own pocket. However, the term 'venture capital' is more specifically associated with putting money, usually in return for an equity stake, into a new business, a management buy-out or a major expansion scheme.

**Aims of Venture Capital: -**

- a) It fulfils the ambition of entrepreneurs
- b) It breathes life into promising business initiative
- c) It helps in building enterprise vision

**Features of Venture Capital: -**

- a) It assumes a high degree of risk in the expectation of earning a high return
- b) It finances high-technology projects
- c) It takes active interest in guiding the assisted enterprise
- d) The gestation period is usually high. It takes generally 4-5 years to yield the desired level of profit
- e) It is basically long-term investment and the returns are in the form of capital gains
- f) Venture capitalists normally liquidate their investment in the assisted company when it reaches a certain stage of profitability

- g) It has provisions to have conditional financial assistance, which, unlike the traditional loans, does not carry interest charges.

**Merits of Venture Capital: -**

- a) It helps in accelerating the pace of industrialization
- b) It helps in developing new technologies and new methods of production
- c) It generates employment opportunities
- d) It promotes entrepreneurship in the country
- e) It helps the first-generation in both small and medium scale to translate their ideas into reality

c) The term **business risk** refers to the possibility of inadequate profits or even losses due to uncertainties e.g., changes in tastes, preferences of consumers, strikes, increased competition, change in government policy, obsolescence etc. Every business organization contains various risk elements while doing the business. **Business risks** implies uncertainty in profits or danger of loss and the events that could pose a risk due to some unforeseen events in future, which causes business to fail.

Business risks can arise due to the influence by two major risks: **internal risks** (risks arising from the events taking place within the organization) and **external risks** (risks arising from the events taking place outside the organization).

Internal risks arise from factors (endogenous variables, which can be controlled) such as human factors (talent management, strikes), technological factors (emerging technologies), physical factors (failure of machines, fire or theft), operational factors (access to credit, cost cutting, advertisement). External risks arise from factors (exogenous variables, which cannot be controlled) such as economic factors (market risks, pricing pressure), natural factors (floods, earthquakes), and political factors (compliance and regulations of government).

**Classification:**

The Business risk is classified into different 5 main types:

1. Strategic Risk: They are the risks associated with the operations of that particular industry

2. Financial Risk: These are the risks associated with the financial structure and transactions of the particular industry.
3. Operational Risk: These are the risks associated with the operational and administrative procedures of the particular industry.
4. Compliance Risk (Legal Risk): These are risks associated with the need to comply with the rules and regulations of the government.
5. Other risks: There would be different risks like natural disaster(floods) and others depend upon the nature and scale of the industry.

#### **d) Women Entrepreneurs**

Government of India has defined women entrepreneur is “an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”.

In most countries, regions and sectors, the majority of business owner/managers are male (from 65% to 75%). However, there is increasing evidence that more and more women are becoming interested in small business ownership and/or actually starting up in business. In addition, rates of self-employment among women are increasing in several EU countries. Although there are no official statistics relating businesses to the gender of their owner/manager, there is a good deal of evidence to suggest a significant increase in female entrepreneurship.

According to the Women’s Financial Network, women start businesses at two times the rate of men. While women are starting more businesses than men, they find it harder at the outset to grow their businesses and access venture capital. Women entrepreneurs constitute 10 % of the number of entrepreneurs in our country. "All over the world there is a realization that the best way to tackle poverty and enable the community to improve its quality of life is through social mobilization of poor, especially women into self-help groups. Ever since independence a number of innovative schemes have been launched for the upliftment of women in our country. Indian government has taken lot of initiatives to strengthen the institutional rural credit system and development programmes. Viewing it in the welfare programmes of Ninth Five Year Plan (1997-2002) and shifting the concept of Development to Empowerment. The Indian government

adopted the approach of Self Help Groups (SHGs) to uplift the rural poor women. The empowerment of women through Self Help Groups (SHGs) would lead to benefits not only to the individual woman and women groups but also the families and community as a whole through collective action for development. Most women business owners in Indian organization were either housewives or fresh graduates with no previous experience of running a business, These women business owners were in traditionally women - oriented business like garments, beauty care, and fashion designing, which either do not require any formalized training or are developed from a hobby or an interest into a business, The classic example will be of herbal queen Lady Shehnaz Hussain who started her herbal-based treatment from a relatively small scale. Infact, she started literally from her kitchen domain to a chain of beauty parlors spread out across the nation and world. Women have owned and operated businesses for decades, but they were not always recognized or given credit for their efforts. Often women entrepreneurs were "invisible" as they worked side by side with their husbands, and many only stepped into visible leadership positions when their husbands died. But a variety of factors have combined in recent years to contribute to the visibility and number of women who start their own businesses.

e) **Franchising** is based on a marketing concept which can be adopted by an organization as a strategy for business expansion. Where implemented, a franchiser licenses its know-how, procedures, intellectual property, use of its business model, brand, and rights to sell its branded products and services to a franchisee. In return the franchisee pays certain fees and agrees to comply with certain obligations, typically set out in a Franchise Agreement.

The word "franchise" is of Anglo-French derivation—from franc, meaning free—and is used both as a noun and as a (transitive). For the franchiser, use of a franchise system is an alternative business growth strategy, compared to expansion through corporate owned outlets or "chain stores". Adopting a franchise system business growth strategy for the sale and distribution of goods and services minimizes the franchiser's capital investment and liability risk.

As with any business venture, franchising is not immune to risk. But if undertaken in the right way, franchising can be a vehicle of success for both the franchisor and franchisee.

Thirty-three countries have laws that explicitly regulate franchising, with the majority of all other countries having laws which have a direct or indirect effect on franchising. Franchising is also used as a foreign market entry mode.

**Franchising Agreement** is a special agreement between both the parties, under which rights are given, and also the terms and conditions relating to franchising are stated clearly.

Franchising is a most common practice of **expanding the business**, through a licensing relationship, wherein the owner provides training, equipment, ingredients, and marketing support to the other entity.

### **Importance of Franchising**

- It allows franchiser to augment his distribution chain in minimum time.
- It provides feedback to the franchiser regarding the product popularity, needs and choices of customers, etc.
- It expands the network of franchiser which helps in increasing goodwill.
- As the business is already established, the franchisee need not make efforts in promoting the product.
- Franchisee get sole rights in providing the product or service

Q2: 'Development requires resources but resources alone do not produce development.' Explain the functions of entrepreneurs in the light of this statement.

Ans: **Some of the most important function performed by an entrepreneur is as follows:**

An entrepreneur possesses special ability in the modern mechanized and complex production system. He occupies a very important place in production.

#### 1. To Prepare Plan:

The first and foremost function of an entrepreneur is to prepare the plan or scheme of production i. e., the scale of production, types of goods to be produced and its quantity.

#### 2. Selection of the Site:



The entrepreneur makes the selection of the site for the factory to be installed. The place should be near the market, railway station or bus-stand. The selection of the place may be near the source of raw materials also. The selection of the place has an important bearing on the cost of production.

### 3. Provision of Capital:

Capital is required to install a factory or an industry. Capital is required at all the stages of business. It is not necessary that the entrepreneur should invest his own capital. Therefore, he has to trace out a capitalist, to make provision for capital for the investment. He tries to obtain capital at the lowest possible rate of interest.

### 4. Provision of Land:

After making provision of capital and selection of site, he has to arrange for land. Land is either purchased or hired.

### 5. Provision of Labour:

In modern times, different types of labour are required to produce one type of commodity. The entrepreneur has to make provision for labour from different places.

### 6. Purchase of Machines and Tools:

It is the function of the entrepreneur to purchase machines and tools in order to start and continue the production.

### 7. Provision of Raw Materials:

It is the entrepreneur who makes provision for raw materials. He purchases the best quality of raw materials at the minimum cost. He also knows the sources of raw materials.

### 8. Co-ordination of the Factors of production:

One of the main functions of the entrepreneur is to coordinate different factors of production in proper combinations, so that the cost of production is reduced to the minimum.

### 9. Division of Labor:

The splitting up of production into different parts and entrusting them to different workers is also the function of an entrepreneur. Thus, the entrepreneur decides the level and type of division of labor.

### 10. Quality of Product:

Keeping in view the competition in the market, the entrepreneur has to determine the quality of his product. He is to decide whether the goods produced should be of superior quality only or both of superior and ordinary qualities.

#### 11. Sale of Goods:

The responsibility of the entrepreneur is not only to produce goods but also to sell his produce. He employs a good number of salesmen to market the goods. He makes arrangement for publicity to push up the sales. He adopts both informative and persuasive methods to achieve his goal.

#### 12. Advertisement:

It is the duty of an entrepreneur to do advertisement explaining the superiority and quality of his goods through newspapers, magazines, radio, TV, etc. Advertisement is done to create and increase the demand or sale of his goods.

#### 13. Search for Markets:

The entrepreneur has to explore markets for his products. He produces goods in accordance with the consumers' tastes which can be known from market trends.

#### 14. Supervision:

One of the main jobs of an entrepreneur is to supervise all the factors engaged in the production process. He has to supervise every little detail so as to ensure maximum production and economy.

#### 15. Contact with the Government:

The entrepreneur has to make contacts with the government because the modern production system is controlled by the government in several ways. A license is taken before the start of production. The entrepreneur has to abide by certain rules and regulations of production and has to pay taxes regularly.

#### 16. Payment to Factors of Production:

The rewards of the various factors of production have to be decided by the entrepreneur. He makes payments to the landlord, labour and capitalist in the form of rent, wages and interest. Since payments to these factors of production constitute cost, so no entrepreneur wants to pay to a factor more than its productivity.

#### 17. Quantity of Production:

The entrepreneur determines the quantity of production keeping in view the demand for goods and the extent of market. How much goods are to be produced is the main decision taken by the entrepreneur.

#### 18. Risk-Taking:

Risk-taking is the most important function of an entrepreneur. He has to pay to all the other factors of production in advance. There are chances that he may be rewarded with a handsome profit or he may suffer a heavy loss. Therefore, the risk-bearing is the final responsibility of an entrepreneur.

#### 19. Innovation:

Innovation plays an important role in modern business. The entrepreneur makes arrangements for introducing innovations which help in increasing production on the one hand, and reducing costs, on the other. Innovations may take the form of the introduction of new methods in the process of production or introducing improvements in the existing methods. It also includes discovery of new markets, raw materials and new techniques of production.

### **Conclusion:**

The above description indicates the supreme position of the entrepreneur in an organisation. This is particularly true in the capitalistic or even mixed economy which is based on the price-profit system. In the socialistic economy, the state becomes the entrepreneur; the scope of private entrepreneur is extremely limited in such an economy.

It is to be noted that the importance of the entrepreneur has been declining with the growth of joint stock business and state-undertakings. This is due to the fact that **“risk is borne by the shareholders and the day-by- day control of the business is generally in the hands of salaried managers or managing directors”**.

**Q3.** Describe the phases of an Entrepreneurship Development Programme (EDPs)? How should an EDP be evaluated?

**Ans.3 Entrepreneurship Development Programmes (EDPs)** – EDP is an act of encouraging people for entrepreneurial career and making them capable of exploiting business opportunities. It is not simply a training task. It is the act of motivating as well as developing skills of potential

entrepreneur and helping them in developing their own ventures. In this way, EDP is designed to identify persons with entrepreneurial abilities and to train them to set up new enterprise. It deals with careful identification of potential entrepreneurs, need-based entrepreneurial training and pre as well as post – project implementation, follow-up and support.

### **Conducting EDPs and the activities involved in the process of EDP**

The EDPs normally pass through the following 3 important phase:

- 1) **Pre-training phase** – This is the preparatory phase for launching the programmes. It includes a no. of activities, which are as follows:-
  - a) Identification of operationally-promising area, normally a district
  - b) Selection of a project leader/course coordinator to coordinate the programme
  - c) Arrangement if infrastructural facilities for the programme
  - d) Undertaking potential industrial survey/environmental scanning for identification of good business opportunities
  - e) Planning the programme
  - f) Contacting the support agencies like DICs, SFCs, MSME, banks, NSIC, District Magistrate, etc. to receive support in implementing the programme
  - g) Organizing industrial motivational campaigns to mobilise as many number of applications as possible.

In fine, pre-training stage involves selection of potential entrepreneur and arrangement of facilities for imparting training to the participants in the best possible manner.

2) **Training phase** – training potential entrepreneurs and providing them proper guidance for setting up enterprise constitute the cornerstone of EDP. Most of the ED institutes generally conduct training programmes of 4-6 weeks' duration on full time basis. The programmes are designed in terms of objectives, training inputs and their focus.

3) **Post-training phase** – It is otherwise known as the phase of follow-up support. During this phase, post-training support services are rendered to the participants who have successfully completed EDP. This is because of the fact that, very often, the potential entrepreneur after

undergoing the training confronts a number of problems while implementing the action plan for grounding the project. During this phase, the training organization helps the entrepreneur in sorting out the problems through counselling support. A committee is formed consisting of members generally drafted from the leading bank of the district, SFC, training organization and above all, the DIC to help the entrepreneurs with the follow-up. Usually, follow-up action meetings are organized thrice a year after the completion of training and the following methods are generally used for this purpose: -

- a) Postal questionnaire
- b) Telephonic follow-up
- c) Personal contact with the trainer
- d) Group meetings

#### **Role of Govt. in conducting EDPs: -**

The role of government in organizing EDPs is of much significance in a country like ours which requires the conversion of surplus labor force into real entrepreneurs to tackle the problems of unemployment and poverty by means of the EDP mechanism. Efforts so far put in by union and the state governments in this regard are really commendable. The role includes the following activities:

#### **1. Establishment of Specialized Institutions at National Level**

Specialized EDP organizations have been set up by the Government of India to promote entrepreneurship in the country. The details are as follows:

- a) **National Institute for Entrepreneurship and Small Business Development (NIESBUD)** – An apex organization for organizing and conducting EDP under Ministry of Industry, Government of India and located at Noida (UP).
- b) **Micro, Small and Medium Enterprise Development Institute (MSMR-DI)** – Set up by Govt. of India, having its network of branches in many states of India.
- c) **National Institute for Micro, Small and Medium Enterprises (NIMSME)** – Under Ministry of Small Scale Industries, Govt. of India and located at Yousufguda, Hyderabad.

- d) **Entrepreneurship Development Institute in India (EDI)** – The apex resource agency for promotion of Entrepreneurship and small scale sector, promoted by development financing institutions like IDBI, IFCI, ICICI, SBI and located at Ahmedabad.
  - e) **National Science and Technology Entrepreneurship Development Board (NSTEDB)** – In order to focus on special target groups like science and technology personnel, the Union Government has established the NSTEDB, operating under the Department of Science and Technology, Govt. of India. It has strived to spread the message of entrepreneurship among science and technology personnel by organizing EDPs.
  - f) **IEDs and CEDs in different states of India** – Institute of Entrepreneurship Development (IED) and Centres for Entrepreneurship Development (CED) have been set up in different states of India like UP, Orissa, Bihar, Assam and Andhra Pradesh, Gujarat, Karnataka, etc. simultaneously. The objective of these specialized institutions is to equip the ordinary person with basics of entrepreneurial and managerial skills so as to enable him to be an effective entrepreneur.
2. **Establishment of District Industries Centers (DICs)** – These have been established in every district of almost all the states of India to primarily focus on entrepreneurship awareness programmes and tiny and small scale sector projects.
  3. **Introduction of Entrepreneurship Courses** – several universities, IITs, management institutes have introduced the course of entrepreneurship in their curriculum to induce the students to choose entrepreneurial career instead of job employment.
  4. **Financial Support provided by the Government, development banks and nationalized Public Sector Banks** – For organizing EDPs on a sustainable basis, financial support is being provided by Union and State governments, development financing institutions like IDBI, IFCI, ICICI, SIDBI and public sector commercial banks have been continuously assisting the EDP conducting organizations. Further, infrastructure and grants for purchase of modern training gadgets like OHP/LCDs/audio-visuals/computers, etc., are being provided to the ED institutes by the government to make the EDPs more comprehensive and meaningful.

- 5. Funding Support by the Government/development bankers to conduct Seminars/Workshops and Industrial Potential Survey** – In order to aware the entrepreneurs of the various incentives and benefits envisaged by the government in Industrial Policy Resolutions, funding support has been provided by the govt. to organize seminars and workshops. So govt. support is a necessary adjunct to the organization of EDPs in India for HRD on one hand and creation of enterprise on the other.
- 6. Institutional Support System for entrepreneurial development and Need for Institutional Support** – Small scale enterprises are important for generation of employment, utilization of available resources, creation of infrastructure facilities and acceleration of economic development. That's why a no. of important organizations have been set up in the govt. as well as in the non-government sector to cater to the needs of the entrepreneurs in various aspects like finance, technology, marketing, market research, quality control and in entrepreneurial and management training. Some of the institutions which support entrepreneurs in our country are discussed as below:-
- a) Small Industries Development Organization (SIDO)
  - b) National Small Industries Corporation Ltd. (NSIC)
  - c) State Small Scale Industries Development Corporations (SSIDCs)
  - d) Small Scale Industries Board (SSIB)
  - e) India Investment Centre (IIC)
  - f) Micro, Small and Medium Enterprises (MSMEs)
  - g) District Industries Centre (DICs)
  - h) Industrial Estates

### **Evaluation of EDPs**

Developing entrepreneurship has become a movement in India in the recent years. EDPs have been considered as an effective instrument for developing entrepreneurship in the countryside. Hundreds of EDPs are conducted by some 686 organizations to impart entrepreneurial training to participants in thousands.

The main objective of EDPs is to make the EDP trainee an enterprise creator. Hence, it seems necessary to see whether, the objectives of EDPs are fulfilled or not. In simple words, there is a

need to have a retrospective look into how many participants have actually started their own enterprises after completing the training. This calls for the evaluation of EDPs.

So far some 20 evaluation studies have been conducted by various organizations and individual researchers (SIET 1974, Sharma and Akhouri 1978, Awasthi and Sebastian 1996). No doubt, these studies vary in their objectives, coverage and contents. But, one common thread in all of them is the assessment of effectiveness or impact of EDPs, howsoever, loosely defined.

One of the earliest attempts in this direction was made by a team of researchers and experts appointed by the Gujarat Industrial and Financial Corporation to evaluate the effectiveness of the EDPs. The most recent and nationwide evaluation study on evaluation study on EDPs is one carried out by the 'Entrepreneurship Development Institute of India, Ahmedabad (Awasthi and Sebastian 1996).

It is found that the effectiveness of the EDPs is around 26 per cent. In other words, one out of every four trainees actually started his / her enterprise after undergoing entrepreneurial training. However, the expected start-up rate is slightly higher around 32 per cent.

About 10 per cent trainees are found blocked due to various reasons at various stages in the process of setting up their enterprises. It also suggests that if not helped effectively, they may join the category of those 29 per cent trainees who have already given up the idea of launching their ventures.

Out of 430 trainees who could not be contacted personally during the field survey, according to the secondary sources, viz., family, friends and neighbors, 17 per cent of them have already given up the idea of venture launching as they are engaged in some other activities.

In nutshell, the effectiveness of EDPs cannot be considered as impressive because about 07 out of every 10 trainees did not start enterprises after undergoing the EDP training. It means there are some problems or lapses here and there in conducting the EDPs'. Therefore, there lies the need for looking at the problems and constraints of EDPs.



One way of evaluating the EDPs is to assess their effectiveness in developing ‘need for achievement’ among the entrepreneurs. This is also called the ‘qualitative evaluation of EDPs.

**The behavioral scientists use the following criteria to assess the effectiveness of EDPs in motivating the entrepreneurs:**

- a. Activity level of the respondents
- b. New enterprise established
- c. Total investments made
- d. Investments in fixed assets made
- e. Number of people employed
- f. Number of jobs created
- g. Increase in profit
- h. Increase in sales
- i. Quality of product/service improved
- j. Quicker repayment of loans

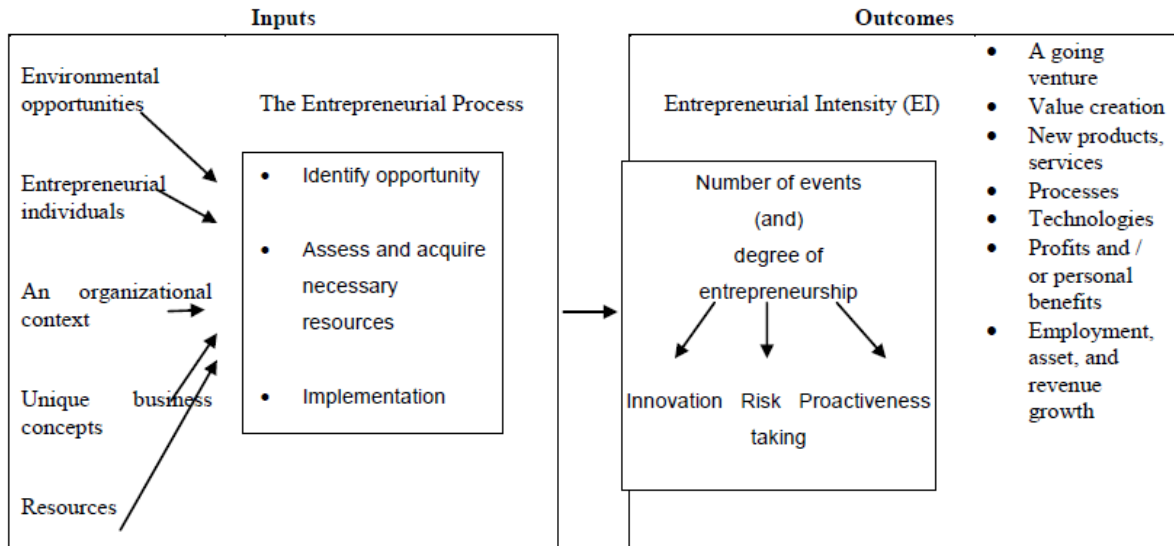
In other behavioral experiments, the impact of EDPs is measured with the help of indices relating to the entrepreneurial behavior.

**Ques4:** ‘Continuous interaction between knowledge, strategy and action is needed to develop an enterprise’. Comment using Enterprise Process Model.

**Ans: Approaches to Entrepreneurship**

PROCESS APPROACH an “Integrative” Approach

**Figure 1.1: An Integrative Model of Entrepreneurial Inputs and Outcomes**



It is important to have a conceptual understanding of the processes and activities that EM usually involves. One way to view EM projects in terms of involved activities was presented by Persson and Stirna (2012). According to them, a stereotypical EM process involves the following steps:

- (1) Define scope and objectives of the project;
- (2) Plan for project activities and resources;
- (3) Plan for modeling session;
- (4) Gather and analyze background information;
- (5) Interview modeling participants;
- (6) Prepare modeling session;
- (7) Conduct modeling session;
- (8) Write meeting minutes;
- (9) Analyze and refine models;
- (10) Present the results to stakeholders.

Lind and Seigerroth (2003) discuss the process of team-based collaborative knowledge reconstruction based on modeling and identify four basic activities:

- Interactive collection,
- Interactive modeling,
- Non-interactive modeling, and
- Interactive validation.

Another more generic view on EM is presented by Kaidalova et al. (2014). According to this model, EM processes include three basic activities that are usually performed in sequential order, but in some cases can roll back.

1. Extracting information about the enterprise
2. Transforming information into enterprise models
3. Using enterprise models (after mutual agreement on models is achieved)

After having started the EM effort the EM practitioner, often together with the domain experts, needs to analyze what information should be collected in order to reach the goal of the modeling effort. Therefore, the first activity of EM is to collect information about the enterprise in focus. During participative EM, where domain experts play an important role the main source for getting information are modeling sessions or workshops. During such sessions the EM practitioner is supposed to have a leading role and collect opinions about various aspects of the enterprise. The ability of the EM practitioner to facilitate open discussions is crucial in order to extract the necessary information and then to transform this information into enterprise models, i.e. to visualize the obtained information in a structured way in the form of enterprise models. Most often models are created during modeling sessions together with domain experts to make sure that existing viewpoints are considered and consolidated. It is a common practice to iterate between the first and the second activity several times when creating models to make sure that all the needed information has been captured and documented. However, in some cases the manifestation or actual visualization of models can be done after the modeling sessions. It is important to emphasize that documentation of models is a continuous process, which will continue until a common agreement on the created models is achieved among the involved

participants. There are various challenges that are specific for these two activities of EM - extracting enterprise related information and documenting it into models. Common agreement among the stakeholders on creating enterprise models is crucial in order to use the created enterprise models for any purpose. The objectives to achieve consensus and get a shared understanding about different enterprise aspects (focal areas) can play a central role in EM initiative, but often enterprise models serve as visualization and blueprints for the required change process. This model is quite generic and provides a high-level overview of EM process. It is possible to find a correspondence between the model of Persson and Stirna (2012) of the EM process with this one. The activity extracting information about the enterprise might include

- (1) Definition of scope and objectives of the project;
- (2) Planning for project activities and resources;
- (3) Planning for modeling session;
- (4) Gathering and analyzing background information;
- (5) Interviewing modeling participants;
- (6) Preparing modeling session;
- (7) Conducting modeling session.

The activity transforming information into enterprise models could then contain

- (8) Writing meeting minutes;
- (9) Analysis and refinement of models, whereas the activity using enterprise models could include
- (10) Presentation of the results to stakeholders and further implementation of the project result.

For an individual developing an entrepreneurial mentality, external pressures (market orientation), rather than internal (resource) orientation, stimulate the recognition of opportunity, the cost of pursuing an opportunity. However, is the necessity to change? These rapid changes are found in the fields of technology, consumer economics, social values and political action. In

order to capitalize on these changes, the individual with an entrepreneurial attitude and tendencies would quickly move beyond identifying an opportunity to pursuing it. When the need for resources is addressed, entrepreneurs who are effective, innovatively, imaginatively and sparingly make use of, commit and deploy resources. They often do more with less, and risk pursuing opportunity with inappropriate resources. An entrepreneur is sometimes required to act, for example, as a salesman for a short period in order to address the need for particular resources at a specific stage in the development of his business venture. The entrepreneur is empowered by the fact that he can risk access to small incremental resources, often allocated on the basis of progress. When organizing businesses, the entrepreneur may not act as a typical manager would. However, he is not necessarily a bad manager. The entrepreneur may simply have fashioned different tools to, for example, coordinate resources that are not controlled, and to address the need for flexibility and the employees' desire for independence. Leibenstein visualised entrepreneurship and the entrepreneurial process as "bundles of activities that can be carried out by ordinary people given some training if necessary, and reasonable access to resources" Cuevas pointed out that the entrepreneur has different entrepreneurial capacities that should be developed through education. The entrepreneur may not be comfortable with one or more of the roles or activities he has to perform within the entrepreneurial process. These skills can be learned as was pointed out by Leibenstein and Cuevas.

**Q5.a)** “Most of the business opportunity exists in the environment “. Explain.

b) Discuss the role of entrepreneurs in export promotion and import substitution.

**Ans.5a)** Entrepreneur is an opportunity seeker. For establishing a new business unit he constantly undertakes the scanning of environment. He even goes on scanning the environment until he finds the best of opportunities, out of several such opportunities for preparation of his business plan. The process by which an opportunity is identified is described as opportunity analysis. However, entrepreneurs identify their opportunities on the basis of the following analysis:-

- a) Entrepreneurs may select their products based on their own experience in the line
- b) Entrepreneurs may select products based upon the expansion or diversification plans of their own or any other ongoing business or industry.

- c) Entrepreneurs may select products which are likely to have a ready demand either in the local or regional market.
- d) Entrepreneurs may select products whose imports are banned or controlled by the government.
- e) Entrepreneurs may select products which show high profitability.
- f) Entrepreneurs may select product line guided mainly by changes in certain aspects of industrial policy, more specifically change in control and regulation of the prices of raw materials.
- g) Entrepreneurs may select products based on certain specific advantages available to that product such as reservation of product line for small scale units, concessional finances or other resources being made available by the government or other incentives.
- h) Entrepreneurs may select products during or after undergoing EDPs in ED institutes, industry associations and NGOs.

**The major ways/stages in which our entrepreneurs involve themselves in identifying business opportunity and selection of products can be discussed as follows:-**

**Stage I: Scanning of business environment:** to enter into the field of entrepreneurship, it is always wise on the part of the potential entrepreneur to try and generate as many ideas as possible which will be commercially viable. This idea generation can be possible through environment scanning. Ideas can be generated in the following ways:

- a) By discussion with friends, relatives, businessmen, industrialists and the persons associated with trade, commerce and industries.
- b) By contacting promotional agencies like DICS, MSMEs, EDP institutes, Small Industries Corporation, chamber of commerce and industries, industry associations, etc.
- c) Generating project ideas from technical consultancy cells of commercial banks, vendor development cells of large industrial houses.
- d) Generating ideas by observing products or services required by the society.
- e) Through internet browsing.

**Stage II: Shortlisting of opportunities / project ideas:** as opportunities are unlimited in the environment and the prospective entrepreneurs generate many a good ideas, it is necessary that these opportunities should be shortlisted to 3 or 4 for closer analysis and observation. This can be done on the basis of SWOT Analysis whereby the entrepreneurs can take a final decision. Before finalizing the opportunity, certain related factors should be considered. The factors may be like stability, growth, marketability, gestation period required, etc.

**Stage III: Finalization of opportunity or product:** while finalizing the product, it is essential to assess some parameters before deciding on the product out of 2 or 3 shortlisted ones. These parameters are mainly as follows:

- a) Total investment
- b) Return on Investment
- c) Return on Equity
- d) Likely volume of sales
- e) Profits and profitability

Now the final product or service which is selected by the entrepreneur will, in all probability, be accepted as the most feasible one to be taken up as a venture. Keep the above things in view; entrepreneur should select that opportunity which will be commercially viable and technically feasible. Further, the opportunity should be capable of giving adequate returns in a sustainable manner for a long period of time and can be feasible enough to be diversified in accordance with the changing needs of the time.

**Screening criteria in opportunity analysis are as follows:**

- 1) **Technical Feasibility:** -It is ascertained as to what extent it is possible to technically produce the product, conceived through the idea. Technical feasibility covers detailed study with regard to the availability of the requisite technology and other input requirements. Services of experts can also be utilized for ascertaining the feasibility of the various ideas from technical point of view.
- 2) **Commercial Feasibility:-** Detailed study is carried on to know about the profitability of different business ideas, this investigation includes projection about probable demand,

sales volume, cost of production, break-even point and expected under different business propositions. There is every possibility that a particular idea may be technically sound but may not be in the interest of the organization from commercial feasibility point of view.

The idea selection for a product may be influenced by the following considerations –

- a) Demand – supply gap
- b) Where profitability is more
- c) Where entrepreneur possess marketing or manufacturing experience
- d) Products are to be used by the parent company for the assembly of final product
- e) Products whose imports are discouraged by the government
- f) Products which have got more export potential
- g) Products enjoying various types of concessions

After detailed study, an entrepreneur would be in a position to evaluate alternate business ideas properly. After comparing the plus and minus points of various options an entrepreneur can easily pick up that business proposition which suits his interest and at the same time is sound or viable from all angles. Once he has made up his mind, he can proceed ahead for giving concrete shape to his dream project.

### **Entrepreneurial Opportunity Search:**

Markets arise for new products & services from wants & needs of consumers. Observe surroundings and consciously question how to resolve issues that come across. Develop sensitivity to changes around yourself. Carefully scan environment to gather ideas. Ideas for new products or services need not be earth-shakers but money makers.

E.g. In its simplest form, the entrepreneur might notice that one person is willing to sell something for less than someone else is willing to pay for it, so the entrepreneur can act as a middle man, profiting from buying at the lower price and selling for more.

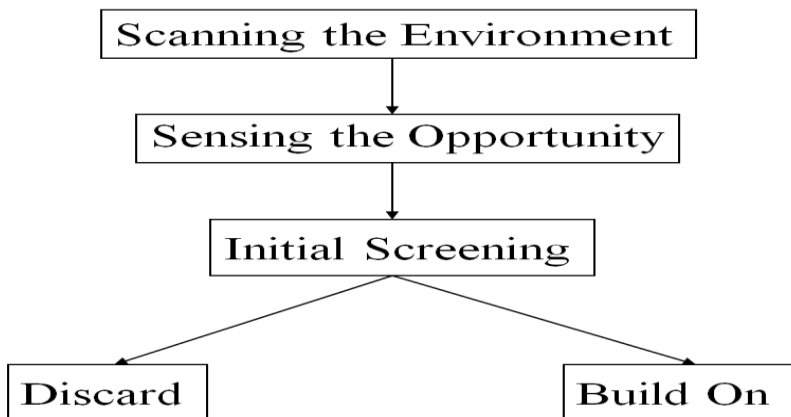


The profit, which is the return to the entrepreneur's alertness to the opportunity, was created entirely by the entrepreneur's activity, because the sale would not have taken place without someone having noticed the profit opportunity.

The entrepreneur's activity benefits the buyer, the seller, and more generally, the entire economy.

Furthermore, the entrepreneur's profit signals potential suppliers and demanders about their market opportunities, and even signals other potential middlemen of the profit opportunity for facilitating exchanges.

### **Search for Business Idea**



### **Scanning the Environment**

It is quite possible that many of the promising opportunities might not make commercial sense. It involves close examination of the environmental conditions and their impact upon the business idea. This analysis may advise to modify, adapt, rearrange, substitute, combine, reverse, etc.

### **Internal Environment**

Effective analysis of a firm's internal environment (learning what the firm can do) requires: Fostering an organizational setting in which experimentation and learning are expected and promoted. Using a global mind-set, thinking of the firm as a bundle of heterogeneous resources and capabilities that can be used to create an exclusive market position, by exploiting their core

competencies or competitive advantages, firms create value. Value is measured by a product's performance characteristics and the product's attributes for which customers are willing to pay.

Firms create value by innovatively bundling and leveraging their resources and capabilities. Core competencies, in combination with product-market positions, are the firm's most important sources of competitive advantage. Core competencies of a firm, in addition to its analysis of its general, industry, and competitor environments, should drive its selection of strategies. Strategic decisions in terms of the firm's resources, capabilities, and core competencies are non-routine. Have ethical implications significantly influence the firm's ability to earn above-average returns

### **External Environment**

The Company's environment consists of "the actors and forces outside marketing that affect marketing management's ability to develop and maintain successful transactions with its target customers" *Kotler et al, 1994*

A business does not operate in a vacuum. It has to act and react to what happens outside the factory and office walls. These factors that happen outside the business are known as **external factors or influences**. These will affect the main internal functions of the business and possibly the objectives of the business and its strategies.

### **Understanding the Environment- Issues**

Diversity, many different influences Complexity, Interconnected influences- e.g. Information Technology changes the nature of work- changes lifestyles- alters consumer behavior. Speed of change Particularly ICT –means more and faster change.

### **Analysis of the External Environments**

- **General environment**  
Focused on the future
- **Industry environment**  
Focused on factors and conditions influencing a firm's profitability within an industry
- **Competitor environment**  
Focused on predicting the dynamics of competitors' actions, responses and intentions

## External Environmental Analysis

A continuous process which includes:

- *Scanning* for early signals of potential changes and trends in the general environment
- *Monitoring* changes to see if a trend emerges from among those spotted by scanning
- *Forecasting* projections of outcomes based on monitored changes and trends
- *Assessing* the timing and significance of changes and trends on the strategic management of the firm

The role of entrepreneur is of fundamental importance as far as export promotion is concerned. It is discussed as follows:-

- 1) **Minimization of dependence on imports from abroad** – Entrepreneurs are interested in manufacturing consumer goods as well as capital goods in the country in order to minimize dependence on foreign countries. Establishment of small industries for FMCG as well as consumer durables makes the country self-sufficient.
- 2) **Exploration of new markets** – Entrepreneurs can explore the possibilities of new market abroad and can create conducive environment for sale of goods and services.
- 3) **Foreign exchange earning** – Entrepreneurs, nowadays, come forward to establish 100 percent EOUs (Export-Oriented Units) because of the availability of EPZs (Export Processing Zones) at several places in India. More of exports lead to more of foreign earnings.
- 4) **Lessening the burden of debt servicing** – Establishment of 100% EOUs for certain items by the entrepreneurs can bring about the benefit of earning foreign exchange on the one hand and lessening the burden of debt servicing on the other. Moreover, expansion of the base of exports can reap the benefit of large-scale production.
- 5) **Harnessing the available resources** – In recent years, India has an increased supply of sophisticated manpower, especially in IT sector and highly-skilled human resources. With this comparative advantage, entrepreneurs can establish

industrial units in computer hardware and software, electronics, metal products, animal-husbandry and food-processing industries, etc.

**6) Export of handicraft items** – Entrepreneurs play a significant role in producing and exporting handicraft items. They generally use the local traditional skill, traditional technology, local knowledge and experience for producing traditional art and craft and handicraft items which are having great demand, nowadays, in foreign markets, mainly jewelry, carpets, stone carvings, etc.

**7) Meeting balance of payments deficits** – expansion of exports increases the foreign exchange earnings and helps in meeting balance of payments deficits considerably.

**(b) Import Substitution** – The replacement of goods that were previously imported by domestic production is referred to as import substitution.

**Reasons for Import Substitution –**

- **Diversification**

1. Expansion of manufacturing.
2. Infant industry argument: new industries try to establish themselves, can't really compete with imports and need to be protected.

- **Trade**

1. To accelerate economic growth, developing countries have to produce manufactured goods.

**Methods of Import Substitution**

- **Tariffs**

1. (Customs duties or import duties) are taxes on imported goods.
2. Effect: raises prices of imported goods for customers and demand shifts from imports to domestically produced goods.

- **Quotas**

1. Limit on supply of a good or service.
2. Effect: reduce supply and increase price.

- **Subsidies**

1. Subsidies paid to domestic producers.

- **Exchange controls**

1. Limiting amount of foreign exchange available to those wishing to import goods and services or to invest or to travel abroad.

- **Physical controls**

1. Complete ban or embargo on import of certain goods.

- **Diverting trade**

1. Import deposits, time consuming customs procedures, quality standards.
2. Makes it difficult to import goods.

### **Advantages**

1. Increased employment
2. More choice
3. Diversification

### **Disadvantages**

1. Capital and entrepreneurial talent are drawn away from the areas of competitive advantage to areas with higher profits due to protection.
2. Technology from abroad may not be feasible locally.
3. Lowers competitiveness and efficiency.
4. Leads to more demands for protection.
5. Protection does not promote backward linkages to other industries that aren't protected.

**Ques6:** Define Business Planning and prepare a proposed business plan on behalf of a small entrepreneur.

**Ans:** A business plan is a written document that describes in detail how a business, usually a new one, is going to achieve its goals. A business plan lays out a written plan from a marketing, financial and operational viewpoint. Sometimes, a business plan is prepared for an established business that is moving in a new direction.

A business plan is a fundamental tool that any startup business needs to have in place prior to beginning its operations. Usually, banks and venture capital firms make the existence of a viable

business plan a prerequisite to the investment of funds in a business. A good business plan starts with an executive summary of the business; includes a detailed description of the business, its services and/or products; and states how the business intends to achieve its goals. It should also provide at least an overview of the industry of which the business will be a part, and how it will distinguish itself from its potential competitors.

### **Financial Projections**

A complete business plan must also include a set of financial projections for the business. These forward-looking projected financial statements are often called pro-forma financial statements or simply the "Performa's." They include the overall budget, current and projected financing, a market analysis, and its marketing strategy approach. In a business plan, a business owner projects revenues and expenses for a certain period of time, and describes operational activity and costs related to the business.

### **Practical Considerations**

The idea behind putting together a business plan is to enable owners to have a more defined picture of potential costs and drawbacks to certain business decisions and to help them modify their structures accordingly before implementing these ideas. It also allows owners to project what type of financing will be required to get the businesses up and running.

The length of the business plan will vary greatly from business-to-business, but in general, all of the required information should fit into a 15- to 20-page document. If there are crucial elements of the business plan that take up a lot of space, such as applications for patents, they should be referenced in the main plan and included as appendices.

If there are any especially interesting aspects of the business, they should be highlighted, and used to attract financing. For example, Tesla Motors Inc.'s electric car business essentially began as only a business plan.

A business plan is not meant to be a static document. As the business grows and evolves, so should its business plan. An annual review of the plan allows an entrepreneur to update it when taking evolving involving markets into consideration, and it also provides an opportunity to look back and see what has been achieved and what has not.

## **Furniture Manufacturer Business Plan**

### **Executive Summary:**

Trestle Creek Cabinets will be formed as a cabinet company specializing in custom cabinets for the high-end residential, resort, and commercial market. Its founders have extensive experience in the construction and cabinet industry. Trestle Creek Cabinets will operate under the umbrella of Trestle Creek, Inc., a construction company sharing staff, office space, and administration costs. However, for the purpose of business planning, we are treating Trestle Creek Cabinets as a separate company.

Over some years of being involved with the construction of luxury homes, the company owners have seen a need for a cabinet line with a broad selection of design choices, high-end finishes, along with top of the line organization, customer service, and quality. Trestle Creek Cabinets will meet those customer's needs. Building a strong market position in the high-end residential, resort, and commercial development segments, the company projects revenues to grow substantially between FY1 and FY3. By maintaining an average gross margin of over 25%, the company estimates handsome net profits by FY3.

The company owners have provided the capital to cover the start-up expenses. The company currently seeks a 3-year commercial loan to cover the operating expenses.

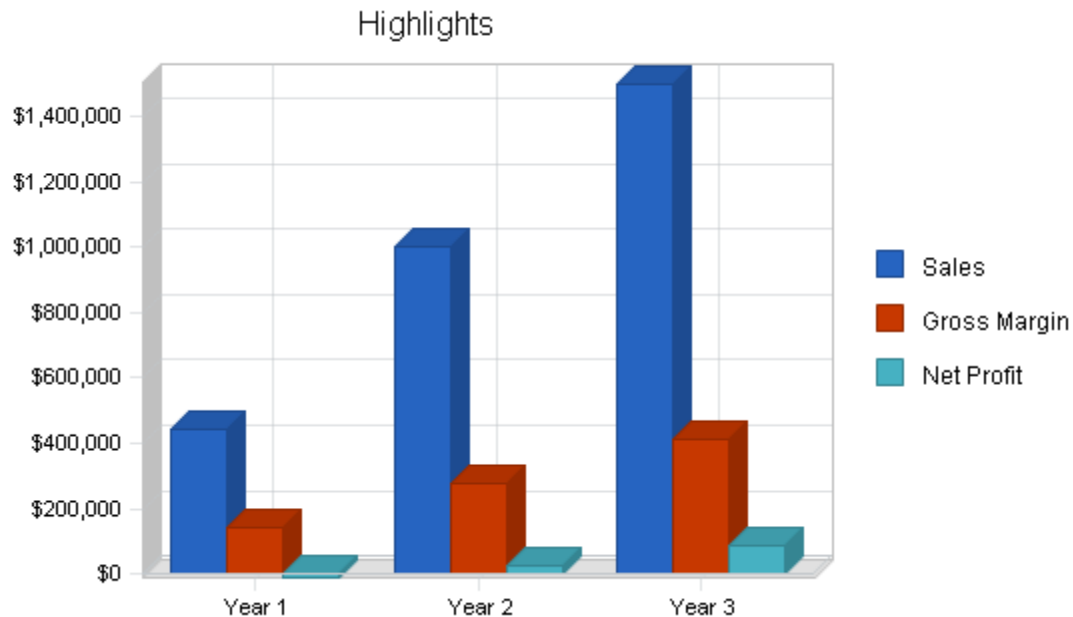
### **1.1 Objectives**

The company objectives are:

- To be a top cabinet supplier to luxury homes in the regional market.
- Revenues to more than double Year1 levels by the end of Year2.
- Aim to have 70% of sales in high-end residential customer segment.
- 20% of sales in mid-range residential customer segment.
- 10% of sales in commercial development segment.
- To have a showroom within 3 months in a prominent retail space.

## 1.2 Mission

To deliver a high-quality product, on time and within budget while also providing a fast, errors free ordering system.



**Q7.** What is the meaning of Innovation according to Schumpeter? What type of changes results from Innovation.

**Ans.7** Innovation means doing the new things or the doing of things that are already being done in a new way. **Schumpeter** described entrepreneurs as innovators who are the process of shatter the statuesque through new combinations of resources and new method of commerce. Peter Drucker also elaborates that “innovation is the specific tool of entrepreneurs the means of which they exploit change as an opportunity for a different business or a different service. It is capable of being presented as a as a discipline, capable of being learned, capable of being practiced.

**Types of Innovation** – There are 2 types of innovation made by the entrepreneurs: -

- a) **Technical Innovation** – It is concerned with innovations in the processes by which production takes place and also with innovation in the products themselves. It is also called pure innovation. It is creation of something radically different from existing technologies or products. Generally it is also treated as product oriented innovation which



involves developing goods and services that incorporate entirely new and novel breakthrough advances. Over the product life cycle, large organizational units develop to exploit these products and markets as they mature.

- b) **Non-technical Innovation** – It is concerned with innovation missions, styles of management, growth strategies, management systems and organizational structures to office decor and flexi-time. It is also treated as process innovation. It is incremental and evolutionary. Its purpose is to make existing industries more efficient. It refers to small changes in design, product formulation and manufacturing, materials and service delivery that firms make to keep their product up-to-date and their costs down. It also involves making improvements to existing products and production or other organizational process.

Entrepreneurs need to search purposefully for the source of innovations, the changes and their symptoms that indicate opportunities for successful innovation.” Thus, innovation is the development process. It translates an idea into an application. It requires entrepreneurs to work out the details of product design or service analytically, to develop marketing, obtain finance and plan operations. Innovation and entrepreneur are 2 sides of the same coin. Both are intimately interrelated and correlated to each other. Innovation is the crux of entrepreneurship. It helps in developing entrepreneurial base of the country through application of newly-created things into practical use. According to **Schumpeter**, entrepreneurship is a creative activity and entrepreneur is essentially an innovator. Innovation manifests itself in problem-solving activities wherein entrepreneur acts as a problem solver. He is the person who converts the problems into opportunities. His role is to do the things in a novel and better way. He goes beyond the traditional; ways of thinking and starts the activity in an innovative way. It is the fact that a businessman who behaves in traditional ways hardly becomes an entrepreneur. Thus, in **Schumpeter’s** opinion, the dream and the will to establish a private kingdom, will to conquer and finally the joy of creating, getting things done or simply exercising one’s energy and ingenuity are the motives that inspire the innovative entrepreneur to undertake innovation.

According to **Schumpeter**, an entrepreneur is one who perceives the opportunities to innovate, i.e. to carry out new combinations or enterprise. In his views, the concept of new combination leading to innovation covers the following five cases.

- (i) The introduction of **new goods** that is the one with which consumers are not yet familiar, of a new quality.
- (ii) The introduction of **new method of production** that is yet to be tested by experience in the branch of manufacture concerned which need, by no means, to be founded upon a scientifically new discovery and can also exist in a new way of handling a commodity commercially.
- (iii) The opening of a **new market** that is market into which the particular branch of manufacture of the country in question has not previously entered, whether or not this market has existed before.
- (iv) The conquest of a **new source of supply of a raw material** or semi-manufactured goods, again irrespective of whether this source already exists or whether it has first to be created.
- (v) The carrying out of **the new organization**, of any industry like the creation of monopoly position through fructification or breaking up of a monopoly position.

The carrying out the above – mentioned combinations, Schumpeter calls **enterprise** and the individual who carries them out he calls entrepreneur. In view of the above, Schumpeterian theory of entrepreneurship has got the following the following features:-

1. Distinction between invention and innovation
2. Emphasis on entrepreneurial functions
3. Presentation of disequilibrium situation through entrepreneurial activity
4. Entrepreneurship in relation to three corresponding pairs of opposites
5. Characteristic motives of the entrepreneurial conduct
6. Entrepreneurial dream and the will to find a private kingdom

**Ques8.a)** State the concept of Social Responsibility. Also explain the major areas of Social Responsibility of a business.

**Ans8.a)** Entrepreneurial development is the key to achieve all-round economic development through acceleration of industrial development and entrepreneurial activities. Entrepreneurship, therefore, will flourish in an atmosphere which is favorable for enterprise building – politically, economically and socially. Entrepreneurs have to follow the ethical norms of the business in the society. As such, social responsibility implies responsibility of the entrepreneur towards smooth operation of the society by efficient utilization of national resources for greater interest of the people.

To remain in business on a sustainable basis, an entrepreneur has to exercise his responsibilities to the society in the following ways:-

- 1) **Towards conservation of natural resources** – The first and foremost responsibility of an entrepreneur is to efficiently conserve and utilize national resources for the public good.
- 2) **Towards owners / shareholders** – An entrepreneur is responsible to safeguard the capital invested by the shareholders and the owners of the enterprise. He should ensure that they get adequate dividends.
- 3) **Towards consumers** – An entrepreneur has to satisfy his customers by the following two ways: -
  - a) Providing quality goods
  - b) Charging reasonable and affordable prices
- 4) **Towards employees** – Social responsibility of an entrepreneur is to provide adequate measures to make the employees contented in all respects so as to encourage them to contribute their best. The responsibility of an entrepreneur towards the employees may include the following: -
  - a) Providing at least minimum wages to the employees
  - b) Providing conducive work environment
  - c) Provision of social security measures
  - d) Granting weekly holidays
  - e) Settling employee's grievances
  - f) Workers participation in management

- 5) Towards creditors** – One of the most important social responsibilities of an entrepreneur is responsibility towards creditors who provide financial assistance. This responsibility includes the following: -
- a) Regular repayment of principal and interest
  - b) Effective utilization of funds
  - c) Restricting diversion of loan money
- 6) Towards community** – An entrepreneur should have the concern for the community where the enterprise is located. The following are the responsibilities of the entrepreneur towards the community: -
- a) Generation of employment opportunities for the local youth
  - b) Prevention of environmental pollution
  - c) Creating awareness about population pressure and family welfare measures
  - d) Reduction of illiteracy among the people, both men and women
  - e) Restricting the problem of congestion housing and crime in the community where the enterprise is located
  - f) Reducing the effects of industrial products on human health and environmental balance
- 7) Towards government -**
- a) To pay taxes, duties in times and discourage tax evasion
  - b) To comply with the govt. rules, procedures and legal requirements
  - c) To support the socio-economic development
  - d) To work in close association with the government for social welfare
- 8) To uphold general values and philosophy of the country**
- a) Respect towards ideologies of the society like democracy, freedom and tolerance
  - b) Fair play in marketing and establishing enterprises
  - c) Due respect towards secularism
  - d) Emancipation of the weaker sections of the society
  - e) Empowerment of women
  - f) Highlighting technological dynamism

b) What is meant by balanced regional development? How does entrepreneurship help in achieving the same?

**Ans b) Meaning of Balanced Regional Development:**

Balanced regional development is an important condition for the harmonious and smooth development of a country. It does not imply equal development of all regions of a country. Rather it indicates utilization of development potential of all areas as per its capacity so that the benefit of overall economic growth is shared by the inhabitants of all the different regions of a country.

Thus the regional balance implies uniform distribution pattern of the planned investment among different regions of a country. Alternatively, regional balance demands distribution of investment in such a way so that the regional rates of growth in different parts of the country be equally attained, eliminating the regional disparities prevailing in the country.

Thus to attain regional balance, it is quite important that the backward regions should try to attain higher rate of growth than that of developed areas.

Balanced regional development does not indicate attainment of self-sufficiency of level of industrialization or uniform economic pattern for each state rather it simply indicates wide spread diffusion of industry in backward areas.

The balanced regional development is broadly guided by the people in backward areas which can be attained simply through its development of agriculture, industry, infra-structure, trade and commerce. According to Mumford, **“it is a problem of increasing habitability, a problem of social and economic renewal.”**

Thus by the term regional development, we mean economic development of all regions simultaneously, raising their per capita income and living standards by exploiting their natural and human resources fully.

## **Considerations and Need for Balanced Regional Development:**

Balanced regional development as a policy is considered both on economic, social and political grounds. The policy is considered in order to redress inequalities between different regions of a country and also for raising standard of living to a higher level at a uniform rate.

The Second Five Year Plan documents of India observed in this connection, “In any comprehensive plan of development, it is axiomatic that the special needs of the less developed areas should receive due attention. The pattern of development must be so devised as to lead to balanced regional development.”

Balanced regional development has economic and non- economic considerations.

## **Role of entrepreneur in balanced regional development:**

- 1) Searching for regional capabilities** – Every region has certain unique capabilities and talents of people. The entrepreneurs should make search for these different capabilities and acuminate them. He can see innovative opportunities in these talents.
- 2) Making proper use of regional resources** – Entrepreneurs find herbs, medical plants or herbaceous resources to innovate something. In this way, they can create ventures in any region and contribute to balanced development of backward regions.
- 3) Creation of job opportunities** – An entrepreneur can start some viable industries in backward areas to create job opportunities. He can focus attention on providing wage employment in rural areas through making use of various government incentives for establishing industrial units.
- 4) Promotion of rural industries** – The entrepreneur should avoid the tendency and should promote rural and cottage industries in backward areas. He should promote dispersal of small-scale industries especially in rural areas. This will promote balanced regional development.

- 5) **Establishing Agro-based Industries** – The entrepreneurs should establish agro-based industries in backward areas. They should coordinate industries with agriculture and should imagine and innovate new jobs, new industries. They can utilize indigenous technology and rural-based skills. This will also promote balanced regional development.
- 6) **Absorption of workforce in industries** – Establishment of small scale units by the entrepreneurs leads to absorption of a large number of workforces at a relatively small capital cost and ensures social stability.
- 7) **Alleviation of poverty** – Entrepreneurs help in alleviating poverty by reducing unemployment through creation of large number of jobs by way of setting of small and tiny units.
- 8) **Checking expansion of monopolies** – Small scale enterprises help to bring about social stability by diffusing prosperity and by checking the expansion of monopolies.
- 9) **Supply of qualitative goods and services** – Entrepreneurs can bring about supplying quality goods and services to the people. They manufacture both consumers' and producer's goods to meet the ever – growing demand which emerges due to population pressure.

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## Mentor-Mentee Record

Name of Mentor: Dr. Himani Gupta

Department: Management Studies

Batch: 2017-20

Period of Report: August 2020

*Write S for slow learner and A for advanced learner. **Write I for Introvert and E for Extrovert										
S. No.	Mentee Info.		Meeting Details		Observations					Counseling /Action Taken
	Name of the Mentee	Class & Roll No.	Date of the Meeting	Place of the Meeting	*Slow Learner/ Advanced Learner	Flair for Cocurricular Activities (Yes/No)	**Introvert / Extrovert	Strengths	Weakness	Nature and Contents of Counseling Given /Action Taken
1	AASHISH DHAWAN	BBA VI A(M) 00114201717	5/8/2020	Zoom Platform	A	Yes	E	Confident, Leadership skills and Responsible	Overexcited	Career planning whether start ups are successful or should work for two years after BBA, counselled.
2	ABHISHEK SINGH	BBA VI A(M) 00314201717	27/8/2020	Zoom Platform	A	No	E	Smart Worker	Overcautious	How to balance with work and studies.
3	AKASH VERMA	BBA VI A(M) 00414201717	27/8/2020	Zoom Platform	A	Yes	E	OverConfident and Expressive, Intelligent	Sometimes goes out of the context	Confused about future what should I do? Should I join my fathers business or work with a MNC, counselled.
4	AKSHAT AGARWAL	BBA VI A(M) 00514201717	27/8/2020	Zoom Platform	S	No	I	Reliable	Conservative	suggested to participate in class activity and interact
5	ANGIRAS KAPOOR	BBA VI A(M) 00614201717	5/8/2020	Zoom Platform	S	No	I	Positive Attitude	Disappears	How to balance with work and studies.



6	ANJANI GATTI	BBA VI A(M) 00814201717	14/8/2020	Zoom Platform	A	Yes	E	Trustworthy	Overconfident	What Career should she opt in future? Whether to do job for a year or do mba. Query has been solved
7	ANMOL MATHUR	BBA VI A(M) 00914201717	12/8/2020	Zoom Platform	A	Yes	E	Smart Worker, Responsible	Overcritical	From where to do mba
8	ANUSHKA JAIN	BBA VI A(M) 01014201717	27/8/2020	Zoom Platform	A	Yes	E	Well mannered, Disciplined	Impatient	Discussed about the yoga nad meditation to develop patience.
9	ARJUN DUBEY	BBA VI A(M) 01114201717	18/8/2020	Zoom Platform	S	No	E	Positive Attitude, Salesman Spirit	Lack Prioritising	Asked him to learn from a role model in his family to learn about prioritising things.
10	ARPIT GUPTA	BBA VI A(M) 01214201717	18/8/2020	Zoom Platform	S	No	I	Hard Working But Elusive	In her own world, not expressive	Counselled to follow his passion
11	BIKRAMJIT SINGH	BBA VI A(M) 01314201717	18/8/2020	Zoom Platform	A	Yes	E	Dedication and Determination	Overcritical	Whether to do mba from India or abroad and what specialisation should be taken. Query has been resolved
12	DHRUV JUNEJA	BBA VI A(M) 01514201717	27/8/2020	Zoom Platform	S	No	E	Hard Worker, Responsible	Stage Fear	Lacked focus, asked him to use mind maps for planning and set a time schedule.
13	ARYAN MEHTA	BBA VI A(M) 01614201716	18/8/2020	Zoom Platform	A	No	E	Smart Worker, Responsible	Lack self management	Counselled to follow his passion
14	DIVYA BHARTI	BBA VI A(M) 01614201717	5/8/2020	Zoom Platform	A	Yes	E	Very dedicated, Disciplined and Responsible	Taking for granted	How to balance with work and studies.
15	HARKEERAT SINGH TANEJA	BBA VI A(M) 01714201717	5/8/2020	Zoom Platform	S	No	I	Hard working , honest	Lack Presentation skills	suggested to participate in class activity and interact
16	HIMANI MANDOTHIYA	BBA VI A(M) 01814201717	14/8/2020	Zoom Platform	S	Yes	E	Smart Worker, Individualistic	Need to learn Prioritising	Family problems, financial use discussed about some part time sources of income.

17	JACOB MATHEW	BBA VI A(M) 01914201717	12/8/2020	Zoom Platform	A	Yes	E	Passion for Art, But Elusive	Indecisive	Discussed about the various career options after doing graduation.
18	KIRAN SHRESTHA	BBA VI A(M) 02114201717	14/8/2020	Zoom Platform	A	Yes	E	Organised, Dedicated, Disciplined	Autocratic	Discussed about learning to see the other persons point of view.
19	MUSKAN BAWEJA	BBA VI A(M) 02514201717	5/8/2020	Zoom Platform	A	No	I	Hardworking	Lazy	From where to do mba
20	NANDINI ARORA	BBA VI A(M) 02614201717	5/8/2020	Zoom Platform	A	Yes	E	Go Getter, Well mannered, Responsible	Overexcited	From where to do mba
21	NEHA RAWAT	BBA VI A(M) 02714201717	18/8/2020	Zoom Platform	S	No	I	Articulate, Good Presenter	Slow Action	Organising issues, need to get up early and work consistently.
22	NISHANT HANS	BBA VI A(M) 02814201717	14/8/2020	Zoom Platform	A	Yes	E	Dedicated, Well Mannered	Need to take initiatives	From where to do mba
23	NITIN JASWAL	BBA VI A(M) 02914201717	5/8/2020	Zoom Platform	A	Yes	E	Determined, Good Speaker, Organizer	Bossy	Need to learn sports man spirit and pay respect to the other people in the team.
24	PALAK GOYAL	BBA VI A(M) 03014201717	18/8/2020	Zoom Platform	A	Yes	E	Dedicated, Well Mannered	Lack self management	Counselled to follow his passion
25	PRIYANKA TULSIAN	BBA VI A(M) 03114201717	12/8/2020	Zoom Platform	A	Yes	E	Dedicated, Well Mannered	Impatient	Personal Issues, Problem related to COVID - Solved
26	PUNDRIKAKSH DAS	BBA VI A(M) 03214201717	12/8/2020	Zoom Platform	A	Yes	E	Smart Worker, Individualistic	Nervous	From where to do mba
27	RISHA REHAN	BBA VI A(M) 03314201717	27/8/2020	Zoom Platform	S	No	I	Hard Working	Lack self management	Queries related to subject, exams. Queries have been solved

*adw*

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## REPORT

Counselling Session on “Burnout- Let’s find a way out” on May 28<sup>th</sup>, 2021 via ZOOM for BBA & BCA Shift- I & II students

**Event category:** Counseling Session

**Topic:** Burnout- Let’s find a way out

**Date:** Friday, May 28<sup>th</sup>, 2021

**Time:** 12:00 – 01:00 PM & 02:00-03:00 pm

**Venue:** Online on Zoom Platform

**Beneficiaries with Number:** 210

**Resource person:** Ms. Bhumika Chawla

Faculty Coordinator: All concerned Class Coordinators

### **Learning Objective:**

1. Learning about stress graph and stress as a spectrum
2. Understanding physical, emotional and cognitive burnout
3. Learning how to manage a physical, emotional burnout
4. Monitoring one’s stress and how to overcome it

Jagannath International Management School organized a counseling on “Burnout- Let’s find a way out” on 28<sup>th</sup> May, 2021 (Friday) via virtual mode on Zoom Platform. The speaker for the lecture was Ms. Bhumika Chawla.

The lecturer started with Ms. Bhumika Chawla asking students about their views on stress. It was observed that most of the students go through stress in their daily lives for a number of reasons, one of them being academic stress. She explained that stress could both be good and bad and that stress is a spectrum. The peak performance curve is a bell-shaped trajectory that charts the relationship between pressure and performance. Students also got to know about low stress levels and high stress levels.



Ms. Bhumika Chawla goes on to talk about burnouts and states that burnout reduces productivity and saps your energy, leaving you feeling increasingly helpless, hopeless, cynical, and resentful. She also mentions how it affects us physically, emotionally and mentally.

### Learning outcomes:

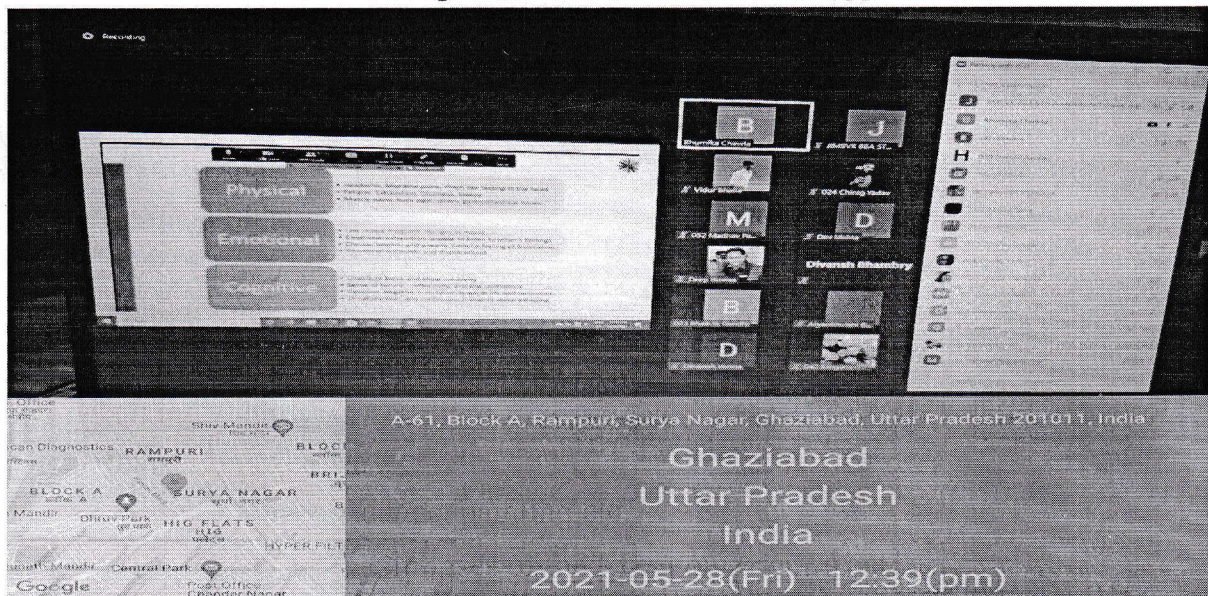
She highlights the following ways to manage physical burnout:

- Exercise
- Sleep cycle
- Physical space
- Taking a break

She also highlighted ways to manage emotional burnout:

- Identify and eliminate the stressor
- Talking about your emotions
- Relaxation exercise
- Creative catharsis: dance, painting etc.

### Glimpses of the Event on Zoom App



**Dr. Ashok Sharma**  
**HOD (Admin)**

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## **Action Taken Report on Parent Feedback – March-June 2021**

No particular suggestions are received but few points are for continuous improvement.

4. Personality Development and Co-curricular activities are continuously planned for holistic development of students in online mode.
5. Class coordinators are advised to interact more frequently with the parents and students.
6. Mentoring sessions are organized on regular basis.
7. Daily attendance message to be sent through erp.
8. More Career Counselling sessions will be organized.
9. Value added courses are introduced through coursera platform.

Dr. Nidhi Gupta

Head-Department of Management Studies



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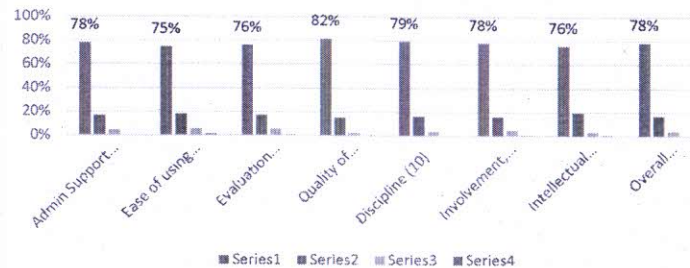
JIMS-VK/ACAD/F/06

## **BBA-IV & VI Sem-Overall (Morning & Evening) (Batch: 2019-22 & 2018-21)**

### **PTM Report of BBA-IV & VI (Morning & Evening)/March to June-2021 (Total= 304 Forms)**

S. No.	Attribute with maximum marks	Excellent 08-10	%age	Good 06-07	%age	Avg. 04-05	%age	Poor <-04	%age	Total Forms	Suggestion given by Parents	Director's Remarks
1	Admin Support Online (10)	237	78%	51	17%	14	5%	2	1%	304	No Suggestion	
2	Ease of using virtual platforms for learning (10)	227	75%	55	18%	17	6%	5	2%	304		
3	Evaluation system during Covid-19 (10)	231	76%	53	17%	17	6%	3	1%	304		
4	Quality of Teaching (10)	248	82%	46	15%	8	3%	2	1%	304		
5	Discipline (10)	241	79%	50	16%	12	4%	1	0%	304		
6	Involvement, Care and Concern for students (10)	237	78%	49	16%	15	5%	3	1%	304		
7	Intellectual development (10)	230	76%	60	20%	11	4%	3	1%	304		
8	Overall Development (10)	238	78%	51	17%	13	4%	2	1%	304		

PTM Report of BBA-IV & VI (Morning & Evening)/April-2021



*Aditi*  
*Dr. Nidhi Gupta*  
 Head-Department of Management Studies

*[Signature]*  
 Director

# BBA- Parents Feedback Form March 2021-June 2021

Student Name \*

AVS Pranuti

Enrollment No. \*

05514201719

Class \*

- BBA 4A Morning
- BBA 4B Morning
- BBA 4A Evening
- BBA 4B Evening
- BBA 6A Morning
- BBA 6B Morning
- BBA 6A Evening
- BBA 6B Evening

Parent's Name \*

AVSS Kaladhar

Parents Mobile No. \*

9968301356

Parents Feedback March 2021-June 2021

The purpose of BBA course is to bring in an attitudinal change in the students so as to improve their personality and finally make them confident to face the future with determination. To achieve the above objectives, the institute needs regular feedback from students as well as parents. Your valuable feedback will enable the institute to take corrective action to bring on the desired changes. Therefore, the following attributes you may like to evaluate in a scale of 1 to 10, with 1 being the indicator of least satisfaction and 10 maximum satisfaction.

Admin Support Online \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction           Maximum Satisfaction

Ease of using virtual platforms for learning \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction           Maximum Satisfaction



Evaluation system during Covid-19 \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction           Maximum Satisfaction

Quality of Teaching \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction           Maximum Satisfaction

Discipline \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction           Maximum Satisfaction

Involvement, Care and Concern for students \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction           Maximum Satisfaction

Intellectual development \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction           Maximum Satisfaction

Overall Development \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction

Maximum Satisfaction

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Google Forms

# BBA - Parents Feedback Form March 2021- June 2021

Student Name \*

Shubhra Sharma

Enrollment No. \*

40114201718

Class \*

- BBA 4A Morning
- BBA 4B Morning
- BBA 4A Evening
- BBA 4B Evening
- BBA 6A Morning
- BBA 6B Morning
- BBA 6A Evening
- BBA 6B Evening

Parent's Name \*

Ramesh Sharma

Parents Mobile No. \*

9414264168

### Parents Feedback March 2021-June 2021

The purpose of BBA course is to bring in an attitudinal change in the students so as to improve their personality and finally make them confident to face the future with determination. To achieve the above objectives, the institute needs regular feedback from students as well as parents. Your valuable feedback will enable the institute to take corrective action to bring on the desired changes. Therefore, the following attributes you may like to evaluate in a scale of 1 to 10, with 1 being the indicator of least satisfaction and 10 maximum satisfaction.

Admin Support Online \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction

Maximum Satisfaction

Ease of using virtual platforms for learning \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction

Maximum Satisfaction

Evaluation system during Covid-19 \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction

Maximum Satisfaction

Quality of Teaching \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction

Maximum Satisfaction

Discipline \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction

Maximum Satisfaction

Involvement, Care and Concern for students \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction

Maximum Satisfaction

Intellectual development \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction

Maximum Satisfaction

Overall Development \*

1 2 3 4 5 6 7 8 9 10

Least Satisfaction

Maximum Satisfaction

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Google Forms



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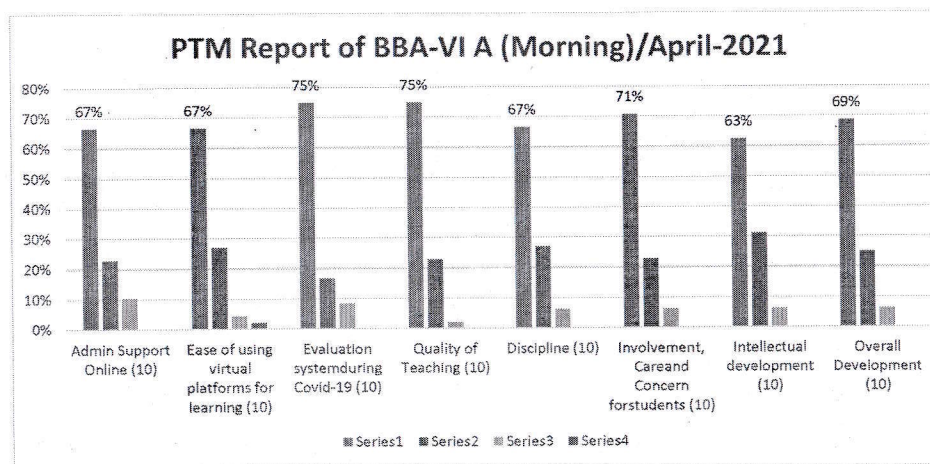
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**BBA-VI A (Morning) (Batch: 2018-2021)**

**PTM Report of BBA-VI A (Morning)/March to June-2021 (Total = 48 Forms)**

S. No.	Attribute with maximum marks	Excellent 08-10	%age	Good 06-07	%age	Avg. 04-05	%age	Poor <4	%age	Total Forms	Suggestion by Parents	Director's Remarks
1	Admin Support Online (10)	32	67%	11	23%	5	10%	0	0%	48	No Suggestion	
2	Ease of using virtual platforms for learning (10)	32	67%	13	27%	2	4%	1	2%	48		
3	Evaluation system during Covid-19 (10)	36	75%	8	17%	4	8%	0	0%	48		
4	Quality of Teaching (10)	36	75%	11	23%	1	2%	0	0%	48		
5	Discipline (10)	32	67%	13	27%	3	6%	0	0%	48		
6	Involvement, Care and Concern for students (10)	34	71%	11	23%	3	6%	0	0%	48		
7	Intellectual development (10)	30	63%	15	31%	3	6%	0	0%	48		
8	Overall Development (10)	33	69%	12	25%	3	6%	0	0%	48		



*Dehu*

Head-Department of Management Studies

Director

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## **Report of Advance Learner Classes (May- Dec) 2020**

**Event Category:** Advance Learner Classes for BBA students

**Topic:** Advance Learner Classes for High Achievers

**Date:** 14<sup>th</sup>-16<sup>th</sup> December 2020

**Time:** 11 AM to 2 PM

**Venue:** Department of Management Studies, JIMS, Vasant Kunj

**Resource Person(s) with Designation and Organization:** Internal Subject Faculties

**Beneficiaries with number:**

**III Semester:** - 18(Morning) & 21 (Evening)

**V Semester:** - 27 (Morning) & 17 (Evening)

### **Report:**

Department of Management Studies, Jagannath International Management School conducted advance Learner classes for the students who performed well in the Class Test- I which was held from 12<sup>th</sup> October to 17<sup>th</sup> October 2020. The advance Learner classes were scheduled between 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> December 2020 for all semesters. The top performers of the classes of BBA are identified based on the Class Test 1. Special advanced level instructions and tips are given to these students to enable them to enhance their skills. The additional efforts of the students and faculty help them to achieve gold medal in the University.

The objective of conducting these classes was to solve the problems of the students and the improve or build up their skills. Individualized teaching of students who are experiencing difficulty in specific subject areas enables to increase the performance level.



The classes were conducted as per following details:

### **3<sup>rd</sup> Semester (Morning & Evening)**

<b><u>Advance Learner Classes</u></b>				
<b>Class</b>	<b>Subject</b>	<b>Faculty</b>	<b>Date</b>	<b>Time</b>
III A & B	Business Laws	Dr Shruti	14.12.20 Monday	11:00 am - 12:00 pm
III A & B	Marketing Management	Dr Anu	14.12.20 Monday	12:00 pm - 1:00 pm
III A & B	Business Ethics & Corporate Social Responsibility	Ms Nisha	14.12.20 Monday	1:00 pm - 2:00 pm
III A & B	Indian Economics	Mr Gaurav	15.12.20 Tuesday	11:00 am - 12:00 pm
III A & B	Marketing Management	Dr Sartaj	15.12.20 Tuesday	12:00 pm - 1:00 pm
III A & B	Management accounting	Ms Anshu	15.12.20 Tuesday	1:00 pm - 2:00 pm
III A & B	Business Laws	Dr Shruti	16.12.20 Wednesday	11:00 am - 12:00 pm
III A & B	Indian Economics	Mr Gaurav	16.12.20 Wednesday	12:00 pm - 1:00 pm
III A & B	Management accounting	Dr Ashok	16.12.20 Wednesday	1:00 pm - 2:00 pm

### **5<sup>th</sup> Semester (Morning & Evening)**

<b><u>Advance Learner Classes</u></b>				
<b>Class</b>	<b>Subject</b>	<b>Faculty</b>	<b>Date</b>	<b>Time</b>
V A & B	Services Marketing	Dr Sartaj	14.12.20 Monday	11:00 am - 12:00 pm
V A & B	Income Tax	Ms Divya	14.12.20 Monday	12:00 pm - 1:00 pm
V A & B	POM	Ms Suchitra	14.12.20 Monday	1:00 pm - 2:00 pm
V A & B	POM	Ms Suchitra	15.12.20 Tuesday	11:00 am - 12:00 pm
V A & B	Entrepreneurship Development	Ms Swati	15.12.20 Tuesday	12:00 pm - 1:00 pm

V A & B	Income Tax	Ms Divya	15.12.20 Tuesday	1:00 pm - 2:00 pm
V A & B	Goods and Service Tax	Dr Himani	16.12.20 Wednesday	11:00 am - 12:00 pm
V A & B	Services Marketing	Dr Sartaj	16.12.20 Wednesday	12:00 pm - 1:00 pm
V A & B	Income Tax	Ms Divya	16.12.20 Wednesday	1:00 pm - 2:00 pm

**Dr. Nidhi Gupta**

**Head-Department of Management Studies**

As per the analysis of Result of Class Test-1 examination conducted in October, 2020 the following students are identified for Advance Level Classes.

**Course- BBA Semester- III Section - AB (M) Batch- 2019-2022**

S.No	Enrolment No.	Name	14-12-20			15-12-20			16-12-20		
			11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm
			B.Law (Dr. Shrutu Bhuttani)	Mkt. Mgmt (Dr. Anu Bhardwaj)	BE & CSR (Ms. Nisha Wadhawan)	Ind. Eco (Mr. Gaurav Bhardwaj)	Mkt. Mgmt (Dr. Sartaj Khera)	Mgmt. A/c (Ms. Anshu Punshi)	B.Law (Dr. Shrutu Bhuttani)	Ind. Eco (Mr. Gaurav Bhardwaj)	Mgmt. A/c (Dr. Ashok Sharma)
1	214201719	SAHIL RANA	Absent	Present	Present	Present	Present	Present	Present	Present	Present
2	2914201719	DHRUV MANCHANDA	Present	Present	Present	Present	Present	Present	Present	Present	Present
3	6614201719	NIDHI GUPTA	Present	Present	Absent	Absent	Absent	Present	Present	Present	Present
4	3414201719	SPARSH LAL	Present	Absent	Present	Present	Present	Present	Present	Present	Present
5	6314201719	UMAYAL S	Absent	Present	Present	Present	Absent	Present	Present	Present	Present
6	9414201719	RIYA CHATURVEDI	Present	Present	Present	Present	Present	Present	Absent	Present	Present
7	414201719	AYUSHI VATS	Present	Present	Present	Present	Present	Present	Present	Present	Present
8	1014201719	ADITYA KUMAR CHATURVEDI	Present	Absent	Present	Absent	Absent	Absent	Present	Absent	Present
9	1114201719	KABIR SINGH KAKKAR	Absent	Present	Absent	Present	Absent	Present	Present	Absent	Present
10	2114201719	YANIKA VERMA	Absent	Present	Present	Present	Present	Present	Absent	Present	Present
11	3814201719	RADHIKA SACHDEVA	Present	Present	Present	Present	Present	Absent	Present	Absent	Present
12	5714201719	PARTH RUSTAGI	Present	Present	Absent	Absent	Present	Present	Present	Present	Present
13	10014201719	BHUPENDEK SINGH	Present	Absent	Present	Present	Present	Present	Present	Present	Present
14	1314201719	AIKANSH GOYAL	Present	Present	Present	Present	Present	Present	Present	Absent	Present
15	5514201719	PRANUTI AVS	Present	Present	Present	Present	Present	Present	Present	Present	Present
16	5914201719	PIYUSH GATHANIA	Present	Present	Present	Absent	Present	Present	Present	Present	Present
17	8614201719	HARSHIT SIHAG	Present	Present	Present	Present	Present	Present	Present	Present	Present
18	8914201719	NIDHI	Present	Present	Present	Present	Present	Present	Present	Present	Present

Head-Department of Management Studies

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**Course- BBA Semester- III Section - AB (E) Batch- 2019-2022**

S.No	Enrolment No.	Name	14-12-20			15-12-20			16-12-20		
			11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm
			B.Law (Dr. Shrutu Bhuttani)	Mkt. Mgmt (Dr. Anu Bhardwaj)	BE & CSR (Ms. Nisha Wadhawan)	Ind. Eco (Mr. Gaurav Bhardwaj)	Mkt. Mgmt (Dr. Sartaj Khera)	Mgmt. A/c (Ms. Anshu Punshi)	B.Law (Dr. Shrutu Bhuttani)	Ind. Eco (Mr. Gaurav Bhardwaj)	Mgmt. A/c (Dr. Ashok Sharma)
1	321401719	MEGHA TOMAR	Absent	Present	Present	Present	Present	Present	Present	Present	Present
2	721401719	SHAIFALI JHA	Present	Present	Present	Present	Present	Present	Present	Present	Present
3	1621401719	KHUSHI PAWAR	Present	Present	Absent	Absent	Absent	Present	Present	Present	Present
4	5421401719	SIMRAN TYAGI	Present	Absent	Present	Present	Present	Present	Present	Present	Present
5	3221401719	KLINAL GARG	Absent	Present	Present	Present	Present	Present	Present	Present	Present
6	3621401719	DIPREET KAJUR KHURANA	Present	Present	Present	Present	Present	Present	Absent	Present	Present
7	4921401719	PRATEEK ANNASO PATIL	Present	Present	Present	Present	Present	Present	Present	Present	Present
8	6721401719	MEHUL KEJRIWAL	Present	Absent	Present	Absent	Absent	Present	Present	Absent	Present
9	36121401719	ARSHAN AHMED	Absent	Present	Absent	Present	Absent	Present	Present	Absent	Absent
10	2921401719	ROUNAK GOEL	Absent	Present	Present	Present	Present	Present	Present	Present	Present
11	4421401719	JATIN OBEROI	Present	Present	Present	Present	Present	Present	Absent	Present	Present
12	6821401719	ARYAANTH KAPUR	Present	Present	Absent	Absent	Present	Present	Present	Present	Present
13	7521401719	HRIDAY GUPTA	Present	Absent	Present	Present	Present	Present	Present	Present	Present
14	8921401719	PUNEET ROHILLA	Present	Present	Present	Present	Present	Present	Present	Absent	Present
15	421401719	ASHITA SHARMA	Present	Present	Present	Absent	Present	Present	Present	Present	Present
16	1121401719	SHRUTI BHATIA	Present	Present	Present	Present	Present	Present	Present	Present	Present
17	2621401719	PARTH	Present	Present	Present	Present	Present	Present	Present	Present	Present
18	3821401719	GITANSH AHUJA	Present	Present	Present	Present	Present	Present	Present	Present	Present
19	4121401719	YASH GUPTA	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
20	5321401719	NAMIT MALHOTRA	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
21	6521401719	ANIRUDH SINGH	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent

Head-Department of Management Studies



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### Course- BBA Semester- V Section - AB (M) Batch- 2018-2021

S.No	Enrolment No.	Name	14-12-20			15-12-20			16-12-20		
			11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm
			Service Mkt (Dr. Sartaj Khera)	Inc. Tax (Ms. Divya Gupta)	POM (Ms. Suchitra Srivastava)	POM (Ms. Suchitra Srivastava)	ED (Ms. Swati Mathur)	Inc. Tax (Ms. Divya Gupta)	GST (Dr. Himani Gupta)	Service Mkt (Dr. Sartaj Khera)	Inc. Tax (Ms. Divya Gupta)
1	2814201718	PARTH JINDAL	Absent	Present	Present	Present	Present	Present	Present	Present	Present
2	44614201718	MEHAK BAKSHI	Present	Present	Present	Present	Present	Present	Present	Present	Present
3	414201718	ANOUSHKA JAYA PRAKASH	Present	Present	Absent	Absent	Absent	Present	Present	Present	Present
4	40814201718	MANISH KUMAR	Present	Absent	Present	Present	Present	Present	Present	Present	Present
5	43214201718	MEHAK PANDE	Absent	Present	Present	Present	Absent	Present	Present	Present	Present
6	914201718	DEWANSH BEHL	Present	Present	Present	Present	Present	Present	Present	Present	Present
7	1814201718	KSHAGUN MUDGAL	Present	Present	Present	Present	Present	Present	Present	Present	Present
8	2514201718	NAVITA KOHLI	Present	Absent	Present	Absent	Absent	Present	Present	Absent	Present
9	3014201718	PRATEEK GULATI	Absent	Present	Absent	Present	Absent	Present	Present	Absent	Absent
10	3614201718	SAKSHI CHHABRA	Absent	Present	Present	Present	Present	Present	Absent	Present	Present
11	5014201718	SMARTH NARULA	Present	Present	Present	Present	Present	Absent	Present	Present	Present
12	5614201718	VAIBHAV VASHISHT	Present	Present	Absent	Absent	Present	Present	Present	Present	Present
13	40514201718	DIVYANSH AGARWAL	Present	Absent	Present	Present	Present	Present	Present	Present	Present
14	314201718	ALOK CHAKRABORTY	Present	Present	Present	Present	Present	Present	Absent	Present	Present
15	1114201718	DIYA SINGH	Present	Present	Present	Absent	Present	Present	Present	Present	Present
16	2314201718	MUSKAN SINGH	Present	Present	Present	Present	Present	Present	Present	Present	Present
17	2414201718	NANDINI SHARMA	Present	Present	Present	Present	Present	Present	Present	Present	Present
18	3114201718	PRIYANSH AGGARWAL	Present	Present	Present	Present	Present	Present	Present	Present	Present
19	3914201718	SHALINI SINGH	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
20	4614201718	SHRISHTI BISHT	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
21	35214201718	EESHA MISRA	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
22	40114201718	SHUBHRA SHARMA	Present	Present	Present	Present	Present	Present	Present	Present	Present
23	40414201718	SEJAL SINGH	Present	Present	Present	Present	Present	Present	Present	Present	Present
24	41014201718	ATISHYA JAIN	Present	Present	Present	Present	Present	Present	Present	Present	Present
25	42514201718	SIMRAN GHURA	Absent	Present	Absent	Absent	Present	Present	Present	Present	Present
26	43614201718	ADITYA SINGH	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
27	44414201718	ISHA GUPTA	Present	Present	Present	Present	Present	Present	Absent	Present	Present

Head-Department of Management Studies

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### Course- BBA Semester- V Section - AB (E) Batch- 2018-2021

S.No	Enrolment No.	Name	14-12-20			15-12-20			16-12-20		
			11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm	11:00am-12:00pm	12:00pm-1:00pm	1:00pm-2:00pm
			Service Mkt (Dr. Sartaj Khera)	Inc. Tax (Ms. Divya Gupta)	POM (Ms. Suchitra Srivastava)	POM (Ms. Suchitra Srivastava)	ED (Ms. Swati Mathur)	Inc. Tax (Ms. Divya Gupta)	GST (Dr. Himani Gupta)	Service Mkt (Dr. Sartaj Khera)	Inc. Tax (Ms. Divya Gupta)
1	40921401718	RAGHAV SINGLA	Present	Present	Present	Present	Present	Present	Present	Present	Present
2	44321401718	KARAN VEER SINGH CHAUHAN	Present	Present	Present	Absent	Present	Present	Present	Present	Present
3	721401718	BHAVIKA ARORA	Present	Present	Present	Present	Present	Present	Present	Present	Present
4	2821401718	NIVESH SHARMA	Present	Present	Present	Present	Present	Present	Present	Present	Present
5	42121401718	VAIBHAV SETHI	Present	Present	Present	Present	Present	Present	Present	Present	Present
6	45121401718	MANIK KUMAR NAGPAL	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
7	45621401718	PARAS WADHWA	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
8	45821401718	KARTIK JASWANI	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
9	221401718	AKSHAY PASRICHA	Present	Present	Present	Present	Present	Present	Present	Present	Present
10	321401718	AKSHIT MITTAL	Present	Present	Present	Present	Present	Present	Present	Present	Present
11	821401718	MBHOOMI CHARLANI	Present	Present	Present	Present	Present	Present	Present	Present	Present
12	2721401718	NAVNEET KUMAR HIMANSHU	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
13	35821401718	LIPIKA DUA	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
14	43121401718	BHAVYA PAHUJA	Present	Present	Present	Present	Present	Present	Absent	Present	Present
15	43521401718	MUSKAN MALIK	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
16	44121401718	PRIYANKA SINGH	Absent	Present	Absent	Absent	Present	Present	Present	Absent	Absent
17	50121401718	AMAN SHARMA	Present	Present	Present	Present	Present	Present	Absent	Present	Present

Head-Department of Management Studies

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## **REPORT**

### **EQUITY DERIVATIVES TRADING AND RESEARCH COURSE**

**(24<sup>th</sup> Jan 2020 – 1<sup>st</sup> July 2020)**

**Event Category:** Value Added Course

**Topic :** Certification in Equity Derivatives Trading and Research.

**Date :** 24<sup>th</sup> January 2020- 1<sup>st</sup> July 2020

**Time :** 12.00 noon to 2.00 pm

**Venue:** Offline: Room No. T4, Third Floor, Department of Management Studies, JIMS Vasant Kunj, New Delhi.

**Online:** Virtually through Zoom Meetings.

**Resource person with designation and organization:** Mr. Sudhanshu Singh, Head Trainer, IBBM

**Beneficiaries with number:**

1. BBA Students, JIMS Vasant Kunj – 60 students (59 cleared the exam)  
(Second Semester 28 students, Fourth Semester 26 students, Sixth Semester 6 students)

**Faculty Coordinator:**

1. Dr. Himani Gupta, Associate Professor, Department of Management Studies.

**Learning objectives :**

1. Understanding the concept and importance of Share Markets.
2. Learning the major concepts of Futures, Forwards and Stocks.

**Report :**

The 56 hours value added course of Equity Derivatives Trading and Research (NISM) was organized in association with Institute of Bulls and Bear Management, New Delhi. The Resource Person and trainer Mr. Anuj Gaur and Mr. Sudhanshu Singh from IBBM, explained in detail the various aspects of stock market like Margin and Margin trading, Short selling, Mark to Market, lot size, call and put options, lot size, strike price, ITM, OTM and ATM etc. to our students to get them better equipped with the major trends and advancements in stock markets. Till the last week of February the classes were held offline and subsequently from 5<sup>th</sup> May 2020 the classes shifted to online mode. The feedback was also taken from students on regular basis and their suggestions were incorporated during the classes.

**Learning outcomes :**

1. Practical hands on training of online trading.
2. Enhanced stock researching skills of the students.



# CERTIFICATE

— OF EXCELLENCE —

This is to certify that

**AARUSHI**

has successfully completed a joint certification  
with **IBBM & JIMS** on  
**EQUITY DERIVATIVES**  
**TRADING AND RESEARCH FOR A**  
duration of **56 HOURS.**



Director IBBM



Director JIMS

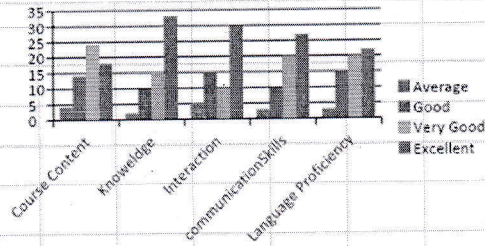
*Copy of Certificate of Course*



## Final Feedback of Students

Kindly rate the Resource Person on different aspects listed below

Aspects	Average	Good	Very Good	Excellent
Course Content	4	14	24	18
Knowledge	2	10	15	33
Interaction	5	15	10	30
communicationSkills	3	10	20	27
Language Proficiency	3	15	20	22



Any other remark for the session

S.No.	Remarks
1	Good
2	Interactive and knowledgeable session
3	Overall great course with good faculty.
4	Excellent course & faculty
5	Very interactive sessions
6	Online sessions are not good enough for trading classes
7	Online session is better than expected. No technical difficulties and the topic is clear.
8	Syllabus was explained more in details as it's a all new topic for us.

Head-Dept. of Mgmt. Studies

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Certification in Equity Derivative Certification and Research Course (Online Classes) Final Feedback

Instructor: Mr. Sudhanshu Singh

Questions	Yes	No
Are you comfortable with online classes	53	7
Are you able to understand all the topics explained in online mode	50	10

Are you comfortable with online classes



Are you able to understand all the topics explained in online mode



topics Covered (Please specify)

Are all the topics covered in the class:	
Yes	54
No	6

State whether the topics listed below are taught or not



*Himani*

**Dr. Himani Gupta**  
Faculty Coordinator

*Nidhi*

**Dr. Nidhi Gupta**  
Head- Department of Management Studies



# Jagannath International Management School

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## REPORT

Session on "Online Aptitude Test"

(17/06/21 - 18/06/21)

**Event category:** Online Test

**Topic:** Google Form Aptitude Test

**Date:** 17/06/21 and 18/06/21

**Time:** Morning Shift and Evening Shift

**Venue:** Online Test

**Beneficiaries with number:**

BBA students (IV and VI Semester), JIMS, Vasant Kunj – 237

**Faculty coordinator:**

1. Mr. Pramod Kumar Pandey

**Learning objective:**

How to solve aptitude questions in entrance examination and for placement purpose.

**Report:**

The Moodle aptitude test was conducted on 17/06/21 and on 18/06/21 that consists 30 questions from a variety of areas like time and distance, reasoning problem, work and time, etc. In this test BBA Second and Third year students had participated. The main objective of the test was to give self-evaluation practice for the entrance test and for the job purpose.

Test details are as follows:

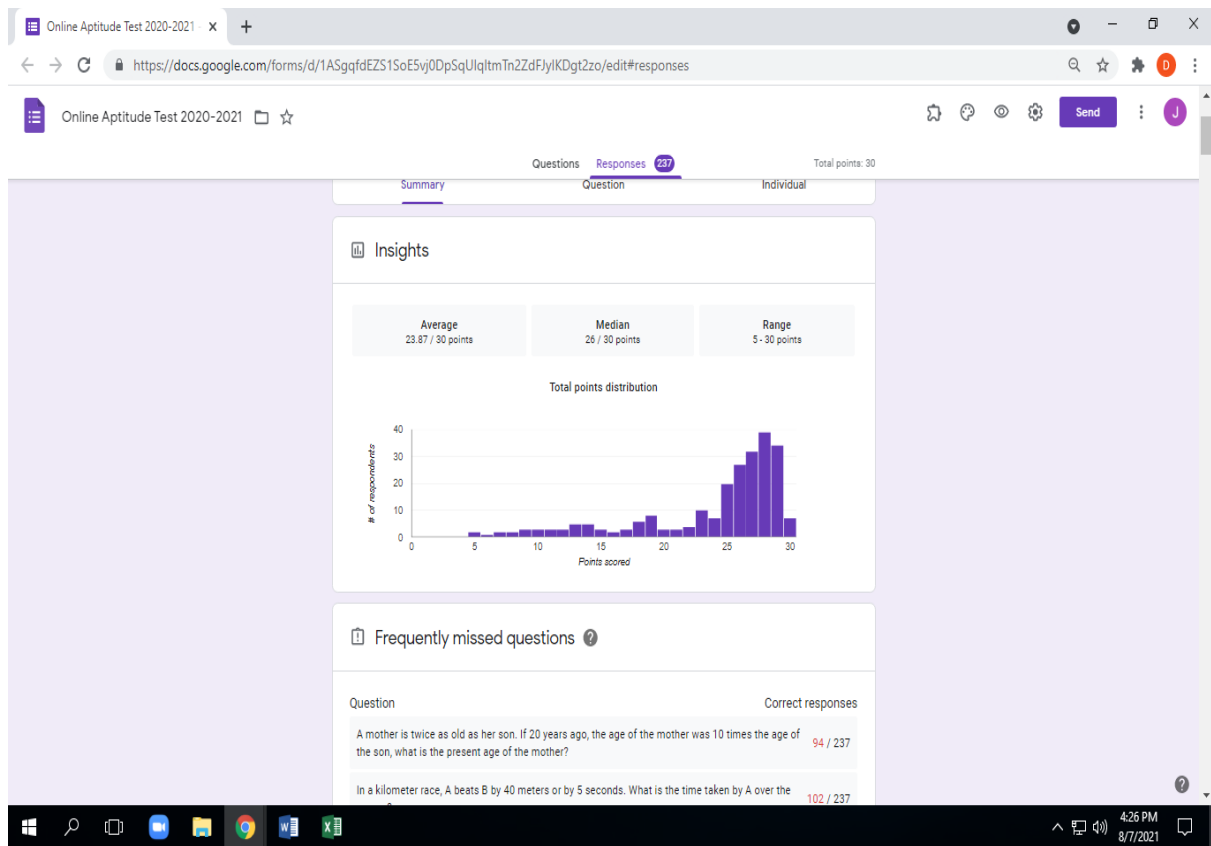
Average Marks	-	24/30
Marks Range	-	5(Minimum)-30(Maximum)
Number of Students scored above 75%	-	176/237

S. No	Class	Number of students appeared	Class- Coordinator
1	BBA IV A (M)	33	Ms. Nisha Wadhawan
2	BBA IV B (M)	41	Mr. Deep Biswas
3	BBA IV A (E)	43	Ms. Pooja Madan
4	BBA IV B (E)	39	Dr. Shruti Bhuttani
5	BBA VI A (M)	13	Ms. Swati Mathur
6	BBA VI B (M)	31	Ms. Divya Gupta
7	BBA VI A (E)	15	Mr. Vipul Singh
8	BBA VI B (E)	22	Dr. Prabhjot Kaur

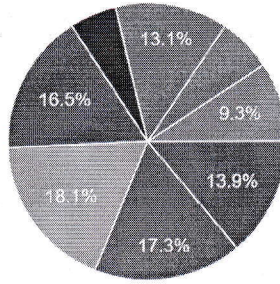
### Learning outcomes:

1. Students were able to analyze their analytical abilities and understood the importance of aptitude test.

### Result Summary



Class  
237 responses



- BBA IV A(M)
- BBA IV B(M)
- BBA IV A(E)
- BBA IV B(E)
- BBA VI A(M)
- BBA VI B(M)
- BBA VI A(E)
- BBA VI B(E)

**Mr. P. K. Pandey**  
Faculty Coordinator

**Dr. Nidhi Gupta**  
Head-Department of Management Studies

**JIMS-VK / LIB / Complnt-Feedback / File / 24**

**Complnt/feedback Register**

Sl. No.	DATE	NAME	Enrollment No.	Course	Page No.	
					Date	No.
1.	3/10/19	Manik Dhangra	01521401717	BBA		
2	10/10/19	Kavya Rana	01221401717	BBA		
3	15.10.19	Anushka Karayat	44814301717	BBA		
4	19.10.19	Nikhil Tomar	02614202017	BCA		
5	22/10/19	SHUBHAM TRIPATHI	02521401717	BBA		
6	25/10/19	Anushka Gupta	41821401717	BBA		

Complaint/feedback	Sign	Action Taken
Own books are not allowed. Should be allowed. Even laptop bags should be permitted. We	<u>Manik</u>	We don't allow personal books in library. We don't allow to carry bags inside the library premises. However laptops are allowed.
Not permitted to make or receive any emergency calls.	<u>Kavya</u>	This is in per rules. Cell phone calls are not allowed both way. 3/10/19
There should more books in the library other than course books	<u>Anushka</u>	Librarian to offer comments about ref & Fiction books
Project report not issued	<u>Nikhil</u>	It is only for reference in the library, can't be in...
The ambience of the library is really good & I can study here without any problem. The course books should be more updated	<u>Shubham</u>	Good Librarian - Minot for compliance 22
It is good to study in library but we should be allowed to bring our books to study as	<u>Anushka</u>	As per our policy we don't allow personal books



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## List of Events "Prabandhan" Session Jan 2020-Dec 2020

Sl. No.	Activity	Duration	Description of Activity
1.	Case Study Competition	23rd of January,2020	<p>In was an Intra-College event organized for the students of BBA Department.</p> <p>The students were provided with 2 case studies followed by five questions each and they had to come up with a feasible solution to the questions asked. This was conducted in the classes of both shifts of the 1st year.</p>
2.	In Manager's Shoes	28th of January,2020	<p>In was an Intra-College event organized for the students of BBA Department.</p> <p>In Manager's Shoes was an innovative activity wherein the students had to take up the role of managers and work on all the parameters marketing, HR, sales, exit strategy etc. followed by questions from the panellists.</p>
3.	Brand Quiz	7th of February,2020	<p>In was an Intra-College event organized for the students of BBA Department.</p> <p>This quiz was conducted in the classes of first year. Trivia laden with hidden quirks were to test the lateral thinking skills of the students.</p>

4.	Stress Management Session	17th of February,2020	<p>In was an Intra-College event organized for the students of BBA Department.</p> <p>A stress management session was conducted by Prabandhan in the auditorium for the first year students. It helped the students in coping up with the stressful life situations and ways by which they can become more productive and less anxious.</p>
5.	Online Brand Quiz	8th of April,2020	<p>A brand quiz was conducted for the aspiring managers to test their knowledge on famous brands, their taglines and logos.</p>
6.	PUBG	10th of April,2020	<p>A fun PUBG tournament in impending times of pandemic.</p>
7.	FRIENDS Trivia	14th of April,2020	<p>A fun quiz on FRIENDS- a famous TV series to find the biggest fanatic of the show.</p>
8.	We Design- Poster Making	14th of April,2020	<p>We Design- A poster making competition for the budding managers to put their creativity and knowledge to the real test.</p>
9.	Power Play	19th of April,2020	<p>Missing the magic of IPL fever,Prabandhan conducted Power Play- A cricket quiz for all the cricket fans.</p>
10.	JIMS VK,MUN	6th of June,2020	<p>Conducted the first ever JIMS VK MUN- with 80 delegates representing 30 nationalities and from 25 plus renowned institutions.</p>
11.	Brand Oh' Brien	20th of August,2020	<p>In was an Intra-College event organized for the students of BBA Department.</p> <p>Brand Oh' Brein was the brand quiz organised by Prabandhan on 20th August,2020.The quiz was laden with trivia and hidden quirks from the realms of the</p>

			brands to put the lateral thinking of participants to question.
12.	Maidan-E-Jung- The Pubg Tournament	23rd of August,2020	<p>In was an Intra-College event organized for the students of BBA Department.</p> <p>Maidan-E-Jung-The pubg tournament was a fun event organised under Excalibur.</p>
13.	Make It Viral	25th of August to 5th of September	It was an ad designing competition through digital posters. The posters were then judged on the basis of creativity,tagline,uniqueness and a survey conducted by us.
14.	Case-O-Mania	27th of August,2020	<p>It was a National Inter College Event where 68 teams from prestigious Indian college like IIT, IIM, ISB Hyderabad,Fore School Delhi University,Narsee Monjee,IMT ,Symbiosis ,BITS Pilani etc.</p> <p>The participants were provided with 2 case studies out of which they had to choose 1 and prepare a presentation. They were given a duration of 7 minutes to present the solution. The competition was conducted on 27th August,2020.</p> <p>The Winners are from IIT Kharagpur and Goa Institute of Technology.</p>
15.	Marvel-Ous	30th of August,2020	<p>It was a National Inter College Event where 68 teams from prestigious Indian college like IIT,IIM, ISB Hyderabad ,Delhi University, MT Ghaziabad ,Symbiosis etc.</p> <p>A quiz on Marvel series.</p> <p>The Winners were from NSUT and Symbiosis.</p>



16.	Battle of Pitches	3rd of September 2020	<p>It was a National Inter College Event where 14 teams from prestigious Indian college like IIT,IIM,Delhi University,Symbiosis etc.</p> <p>The participants were to sell unique products or services like broken shoes or gold toilet paper etc. They were to pitch the selected product to our judges.</p> <p>The Winners were from Christ PU College,Symbiosis and GL Bajaj Institute.</p>
17.	IPL Auction	5th of September and 6th of September, 2020	<p>The competition was conducted in 2 rounds. After a preliminary round, the top 10 teams proceeded for the auction. The competition was a perfect blend of fun and financial learning</p>
18.	Live Project	28th of September to 4th of October.	<p>Prabandhan organized a live project for a fun filled learning experience wherein the interns were given an opportunity to put their knowledge to practical use along with various seminars and CV building activities. The top performers were given a letter of recommendation</p>
19.	DeBeatables	21st of October,2020	<p>It was a National Inter College Event where 33 teams from prestigious Indian college like IIT,IIM,Delhi University,Symbiosis etc.</p> <p>The competition was an opportunity to experience the art of debating and take away exposure, experience and expertise. The participants were to choose from 2 different topics and speak for a duration of 2.5 minutes either for the motion or against the motion followed by questions from the</p>


			<p>panel.</p> <p>Winners were from Daulat Ram College, Indraprastha College for Women, Shivaji College, IIM Bangalore and JIMS Vasant Kunj.</p>
20.	Logovity	22nd of October, 2020	<p>It was a National Inter College Event where 36 teams from prestigious Indian college like IIT, IIM, Delhi University, Symbiosis etc.</p> <p>Winners were from Sriarobindo College and JIMS Vasant Kunj.</p> <p>The competition was aimed to check the unmatched creativity of the participants in redesigning or revamping the logos of top 50 "Fortune 500 companies"</p>
21.	Brain Vista	22nd of October, 2020	<p>It was a National Inter College Event where 54 teams from prestigious Indian college like IIT, IIM, Delhi University, Symbiosis etc.</p> <p>The quiz was laden with trivia and hidden quirks from the realms of the brands to put the lateral thinking of participants to question. The competition was conducted in 2 rounds- first round on google forms and then top 10 performers were quizzed on Zoom.</p> <p>The Winners were from Manav Rachna Institute and JIMS Vasant Kunj.</p>
22.	Mega IPL Auction	23rd and 24th of October, 2020	<p>It was a National Inter College Event where 12 teams from prestigious Indian college like IIT, IIM, Delhi University, Symbiosis etc.</p> <p>The auction was not only for</p>


			<p>cricket fanatics but it also aimed at checking the financial skills and ability to take calculated risk of the team. An exciting combination of entrepreneurship and cricket.</p> <p>The winners were from Mayoor School,Ajmer,DPS and Genesis Global School.</p>
23.	221B-Bakers Street	24th of October,2020	<p>It was a National Inter College Event where 55 teams from prestigious Indian college like IIT,IIM,Delhi University,Symbiosis etc.</p> <p>The murder mystery competiton was conducted in 2 rounds- the former round was a quiz on google form including quizzes, riddles, logical reasoning questions and then in the secon round top 10 performers were given a murder mystery to solve.</p> <p>Winners were from MIT World Peace University Mumbai,IIT Roorkee and Nirma University</p>
24.	Chanakyaneeeti	26th of October,2020	<p>It was a National Inter College Event where 45 teams from prestigious Indian college like IIT,IIM,Delhi University,Symbiosis etc.</p> <p>The participants were given 2 case studies out of which they had to choose one and were to present a feasible solution to the problem through a ppt followed by questions from the panel.</p> <p>Winners were from MIT World Peace University Mumbai and Goa Institute of Technology.</p>
25.	FRIENDS Trivia	27th of October,2020	<p>It was a National Inter College Event where 81 teams from prestigious Indian college like IIT,IIM,Delhi</p>

			<p>University,Symbiosis etc.</p> <p>Based on a popular TV show, this competition was conducted in 2 rounds. The first round was conducted over Google Forms. On the basis of a quiz conducted top 10 performers were called on Zoom for further rounds to declare the biggest fanatic.</p>
26.	Founders of Tomorrow	28th of October,2020	<p>It was a National Inter College Event where 25 teams from prestigious Indian college like IIT,IIM,Delhi University,Symbiosis etc.</p> <p>The participants were to present a futuristic business plan to the panel taking in consideration the management, financial implication, HR management, marketing and exit strategy of their business model.</p> <p>Winners were from GHRCE,Nagpur;Kongu Arts and Science College ,Erode and Symbiosis Law School.</p>
27.	Project Ace	20th November to 24th of November, 2020	<p>It was an Intra College Event where 200 students participated.</p> <p>It was a 4 day event to develop and promote growth of the participants. The motive was to develop and evolve skills of the students to face the professional world and to give them the essence of the corporate world.The participants were also offered placement opportunities and internships.</p>
28.	MUN 2.0	20-21 <sup>st</sup> Feb 2021	<p>It was an Inter College event and 100 delegates participated .</p>

			<p>5 exciting committees , 2 days and plethora of experience and intense debate. JIMS VK MUN 2.0 simulated UNHRC, AIPPM, UNGA DISEC, NSC AND WHO with thought provoking agendas and deliberation like never before.The event received a total of 100 delegates from across the globe.The event also received sponsorship from brands like US Polo, Gianis, Super Smelly and many other.</p>
29.	War of Words Debate Competition	1 <sup>st</sup> April 2021	<p>It was an Intra College Event where 18 teams participated from BBA and BAJMC.</p> <p>Topics for the debate were:</p> <p>1.DATA IS THE NEW OIL</p> <p>2.NEWS CHANNELS-BREAKING RULES TO GIVE BREAKING NEWS</p> <p>The competition was judged by Ms. Shikha Kukreja, Mr.Vipul Singhand Ms.Swati Mathur.</p> <p>The teams were given a duration of 2.5 minutes each to speak in favour or against the motion after which the panelists asked questions.The competition was indeed a success and helped the students to work on their reasoning and speaking skills.</p>
30.	Enthusia'21	6-8 <sup>th</sup> May 2021	<p>Enthusia'21, an online fest with a myriad of competitions that were a perfect blend to make learning possible in the most innovative ways.</p> <p>Three days long extravaganza full of events kept the brilliant</p>

			minds at work. With Enthusia'21, we delivered an experience like never before! The competition received a participation of 250 students from premier institutes like IITs, IIMs, Narsee Monjee, Symbiosis, Christ etc from throughout the country.
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**Ms. Swati Mathur**  
Faculty Coordinator

  
**Dr. Nidhi Gupta**  
Head-Department of Management Studies

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## List of Paper Presenters (Students)

**Academic Session: - 2019-2020**

### Program: Bachelor of Business Administration

S. No.	Name of the Student	Enrollment No.	Name, date of & organized by Int./Nat. Conference/Seminar	Title of Paper Presented	Participant / Position Held	Copy of Certificate Attached (Yes /No)
1	Vidhi Juneja	41114201717	Marketech-2020: Management & IT Inter-College Fest on Green Marketing & Green Computing: Opportunity for Innovative & Sustainable Growth organized by Chanderprabhu Jain College of Higher Studies & School of Law on 19-20 February, 2020	Revolutionizing the world with Green Digital Payment Modes	Best Paper in IT in Technical Session 2	Yes
2	Shaifali Jha	00721401719	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Indian Automobile Industry-Trials and Tribulations	Participant	Yes
3	Vidhi Juneja	41114201717	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Assessment of Financial Literacy among University Students	Participant	Yes

4	Dakshita Trikha	42414201717	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Sustainability Practices of Corporate: A Comparative Analysis of Indian it Industry	Participant	Yes
5	Vishal Khullar	06214201718	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	The Blockchain Phenomenon in Banking Industry	Participant	Yes
6	Gaurav Chauhan	00621401717	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Climate Change & Impact on Agriculture	Participant	Yes
7	Shiv Prakash Dewan	09521401719	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Climate Change & Impact on Agriculture	Participant	Yes
9	Mehak Bakshi	44614201718	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Cause-Related Marketing: A tool of Sustainable Marketing	Participant	Yes
10	Srishti Bisht	04614201718	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Cause-Related Marketing: A tool of Sustainable Marketing	Participant	Yes
11	Maithily Kashyap	02221401718	15 <sup>th</sup> National Conference on	Impact of Covid-19 on Digital Payment	Participant	Yes



			Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Adoption		
12	Shreya Yadav	04514201718	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Students' Perception on the Usage of Various Online Apps used for Taking Online Classes for their Curriculum at School and College Level During COVID-19	Participant	Yes
13	Sakshi Chhabra	03614201718	15 <sup>th</sup> National Conference on Sustainable Management Practices & Economic Slowdown in India on 13 <sup>th</sup> June, 2020	Students' Perception on the Usage of Various Online Apps used for Taking Online Classes for their Curriculum at School and College Level During COVID-19	Participant	Yes



**Head- Department of Management Studies**