



SCHOOL OF COMMERCE & MANAGEMENT

Department of Management

NOTICE

Ref No: AJU/SCoM/DoM/2023/375

Date: 23.09.2023

The Department of Management is organizing a Field Visit to International Trade Fair, Bistupur, for the final year BBA - Marketing Specialization, on 28th September, 2023 from 1:00 pm onwards. This event will be coordinated by Dr. Vijyata and Dr. Rama Singh. Interested students may register for the event at the following link.

Registration Link: <https://forms.gle/Zq4gRCsoxUgkKeS8>

Vishakha
Ms. Vishakha Joseph
Program Coordinator I/C
BBA

Program Co-ordinator
School of Commerce & Management

P. Das
Dr. Pompi Das Sengupta
Asst. Dean (UG)
School of Commerce and Management
Assistant Dean (UG)
School of Commerce and Management
Arka Jain University, Jharkhand

Copy for the information:

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge of Web services for Website Updation
6. Notice Board
7. Guard File

FIELD VISIT AND SURVEY AT INTERNATIONAL TRADE FAIR

Date of Event	26.09.2023
Name of the Event	Field Visit and Survey at International Trade Fair
Type of the Event	Experiential Learning,
Conducted by	School of Commerce & Management [BBA & B.COM(H)]
No. Of Participant	14

OBJECTIVE: To Understand and explore the Satisfaction level of participating companies on Global Expo.

DETAILS: Students of BBA and B.Com (H) (Semester – V, Marketing Specialization) were taken to International Trade Fair held at Regal Maidan, Bistupur. There were more than 50 exhibitors from different parts of the country along with companies coming from across the world like Bangladesh, Afghanistan and Malaysia etc.

There were stalls for variety of items like Jewellery Ethnic clothes, Textile, Shoes, Home Décor, Kitchen Appliances, Female Cosmetics, Furniture, Decorative items, Leather bags, Fashion items, Electronics items, Food and Snacks items, Automobile, Sculptures etc.

The students visited the entire fair with a perspective to gain insights based on the BTL Activities done by the exhibitor and Advertising props used by them. In order to check the consumer buying behaviour of the visiting customers to the trade fair, our students carried a survey with a pre designed structured questionnaire to collect response from the participating company's representatives in International Trade Expo. Students gathered the insights by interviewing the company's representatives and learned a lot of new things. They interacted with walk-in customers in many stall to collect the information. This study also explored many facts about satisfaction of level of the participating companies to this trade fair.

The students were accompanied by Dr. Vijyata, Assistant Professor (Department of BBA) and Dr. Rama Singh, Assistant Professor (Department of B.Com (H)) under the guidance of Dr. Pompe Das Sengupta, Assistant Dean, UG, School of Commerce and Management.

TAKEAWAY (OUTCOME)-

Students come to know different aspects of marketing. They also learned about level of satisfaction that the participating companies received in the Expo.

Poster of the Event

JGI
ARKA JAIN
University
Jharkhand

Field Visit to
**INTERNATIONAL
TRADE FAIR**

Organised for :
B.COM(H) & BBA SEM -V
MARKETING SPECIALIZATION

 **26 Sept 2023**

 **1:00 pm**

Event Coordinators:
Dr.Rama Singh, Dept.of B.Com(H),SCOM
Dr. Vijyata, Dept. of BBA, SCOM

Event Convenor:
Dr.Pompi Das Sengupta
Assistant Dean, BBA & B.COM (H)



Figure 1: Poster of field visit to International Trade Fair

Photo of the Event:

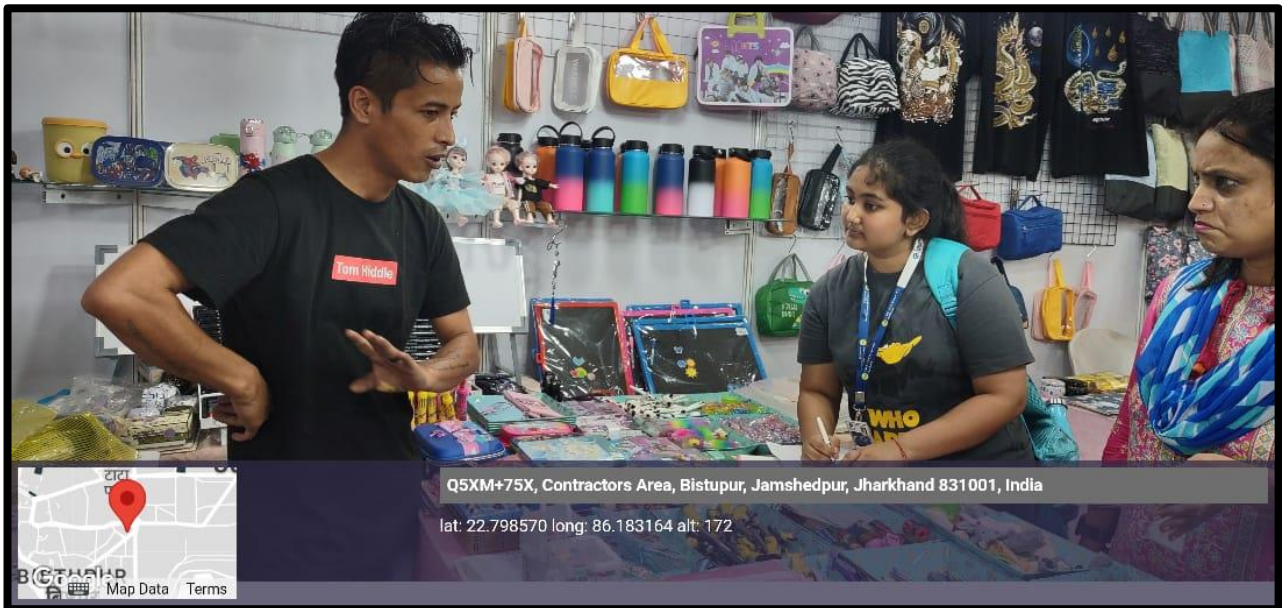


Figure 2: Geo Tag Photo



Figure 3: Students Visited to International Trade Fair


















Figure 4: All Students in one frame



Figure 5: Students buying in International Trade Fair

Students Attendance

		ARKA JAIN University Jharkhand		
Field Visit to International Trade Fair				
Event Date - 26.09.2023				
SL NO.	NAME	ENROLLMENT NO.	COURSE	Signature
1.	Saurav Adhikari	AJU/210724	BBA (Marketing)	
2.	Sayandeep Das	AJU/211004	BBA (Marketing)	
3.	Rahul Marli	AJU/210452	BBA (Marketing)	
4.	Sujit Kumar Singh	AJU/210552	BBA (Marketing)	
5.	Khushank Bhardwaj	AJU/210459	BBA (Marketing)	
6.	Sagar Singh	AJU/210155	BBA (Marketing)	
7.	Sourav Shukla	AJU/210419	BBA (Marketing)	
8.	Shikha Majhi	AJU/210813	BBA (Marketing)	
9.	Shelvi Singh	AJU/210211	BBA (Marketing)	
10.	Aniket Kumar Singh	AJU/210069	BBA (Marketing)	
11.	Ashish Kumar Jha	AJU/210102	BBA (Marketing)	
12.	Shelvi Singh	AJU/210211	BBA (Marketing)	
13.	Pratyush Upadhyay	AJU/210302	BBA (Marketing)	
14.	Rishi Shome	AJU/210511	BBA (Marketing)	
	Raju Ray	AJU/210434	BBA (Marketing)	