



ARKA JAIN
University
Jharkhand

SCHOOL OF COMMERCE & MANAGEMENT

Department of Management

NOTICE

Ref No: AJU/SCoM/DoM/2023/373

Date: 23.09.2023

This is to inform all students of MBA (2023-25) Semester-1 that a survey on participating companies in Global Expo 2023 has been organized on 26-09-2023 (Monday). It is mandatory for all Semester 1 students to participate in it. The objective of the exercise is to understand the significance of trade fairs for product promotion and branding. The objective of traders participating in it and their return on investment for their business.

Event Coordinator-

Mr. Mukul Pandey, Department of MBA

Dr. Subrato Dey, Department of MBA



HoD, MBA
School of Commerce and Management
ARKA JAIN University, Jharkhand

Event Convenor - (Dr. Urvashi Thakur)

HoD, MBA

Department of Management

School of Commerce & Management

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SURVEY AND STUDY AT GLOBAL EXPO

Date of Event	26.09.2023
Name of the Event	Survey and Study at Global Expo
Type of the Event	Participative Learning,
Conducted by	School of Commerce & Management
No. Of Participant	40

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

DETAILS:

Students of MBA Semester -1 were taken to Global Expo being held at Gopal Maidan, Bistupur. There were more than 50 companies from different place in the country along with companies from countries across the world participating the Expo 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.

Students were carrying a survey questionnaire to collect response from the participating company's representatives in Global Expo. Students have got lot of insights interviewing the company's representatives and learned a lot of new things. They have interacted with persons in many stall to collect the information. They also asked question about their subscription Fee in the Expo and ROI from the same.

This study has explored many facts about satisfaction of level of the participating companies on Global Expo.

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



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Survey on Participating Companies
in
Global Trade Expo

by - MBA students
at Gopal Maidan, Bistupur, Jamshedpur

Date-26-09-2023

Convenor -
Dr. Urvashi Thakur

Co-ordinators -
Prof. Mukul Pandey
Dr. Subrato Dey
MBA Department, SCOM
Arka Jain University

Figure 1: Poster of Survey on Participating Companies in Global Trade Expo



Figure 2: Geo Tag Photo of the Event



Figure 3: Group Photo



Figure 4: Student Visiting the Stall



Figure 5: Student Visit the Stall of Jewellery items



Figure 6: Student visiting the stall of Herbal Product



Figure 7: Students Visiting the Stall of Home Decor

Students Attendance

ARKA JAIN
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PROGRAM- MASTER'S OF BUSINESS ADMINISTRATION
 NAME OF THE EVENT COORDINATOR- Mr Mukul Pandey
 NAME OF THE EVENT- Global Trade Fair- Gopal Maidan
 ATTENDANCE SHEET-

DATE-26/09/2023

SL NO.	ENROLLMENT NO.	NAME OF THE STUDENT	PRESENT/ABSENT	SIGNATURE OF THE STUDENT
1	AJU/231294	Anyali Mishra	P	Anyali
2	AJU/231549	Punya Maurya	P	Punya
3	AJU/230997	Sapna Sharma	P	Sapna
4	AJU/231611	Shreuti Kumari	P	Shreuti
5	AJU/230672	Kunari Kajal Sinha	P	Kajal
6	AJU/231880	Puja Kumari	P	Puja
7	AJU/230051	Riya Kumari	P	Riya
8	AJU/230024	Nupur Das	P	Nupur
9	AJU/231645	Aanchal Singh	P	Aanchal
10	AJU/230142	Aparna Kumari	P	Aparna
	AJU/231912	Aditi Singh	P	
	AJU/230039	Mukesh		
	AJU/230115	Sakshi Keshri	P	Sakshi Keshri
	AJU/230083	Baby Dimpy Singh	P	Dimpy
	AJU/230478	Divya Sinha	P	Divya Sinha

Dr. Urvashi Thakur
HoD
MBA

Mr Mukul Pandey
Event Coordinator
MBA

MASTER'S OF BUSINESS ADMINISTRATION
NAME OF THE EVENT- Global Trade Fair
DATE-26/09/2023

SL NO.	ENROLLMENT NO.	NAME OF THE STUDENT	PRESENT/ABSENT	SIGNATURE OF THE STUDENT
	AJU/230576	Roma Kumari	P	Roma Kumari
	AJU/231957	Priyanshu Singh	P	Priyanshu
	AJU/230145	Priya Sharma	P	Priya Sharma
	AJU/231598	Priya Kumari	P	Priya
	AJU/231889	Aditya Kumari	P	Aditya
	AJU/231891	Aspita Kumari	P	Aspita Kumari
	AJU/231915	Shweta Kumari	P	Shweta Kumari
	AJU/231117	Ansu Kumari Singh	P	Ansu Kumari Singh
	AJU/230634	Nayan Kumar	P	Nayan
	AJU/231766	Anjali Kumari	P	Anjali
	AJU/231948	Nidhi Agarwal	P	Nidhi
	AJU/230668	Shalvi Singh	P	Shalvi
	AJU/231208	ANJANI K Mishra	P	Anjani
	AJU/231785	Speela Tiwari	P	Speela
	AJU/230523	Soutrabh Kumar	P	Soutrabh
	AJU/230018	Sai Prasad	P	Sai
	AJU/231992	Subham Kumar	P	Subham

Dr. Urvashi Thakur HoD MBA	Mr Mukul Pandey Event Coordinator MBA
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