



#### 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 Department of Management School of Commerce & Management

#### Copy for the information:

- 1. PS to the Vice-Chancellor
- 2. PS to the Director
- 3. PS to the Registrar
- 4. Controller of Examinations
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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



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



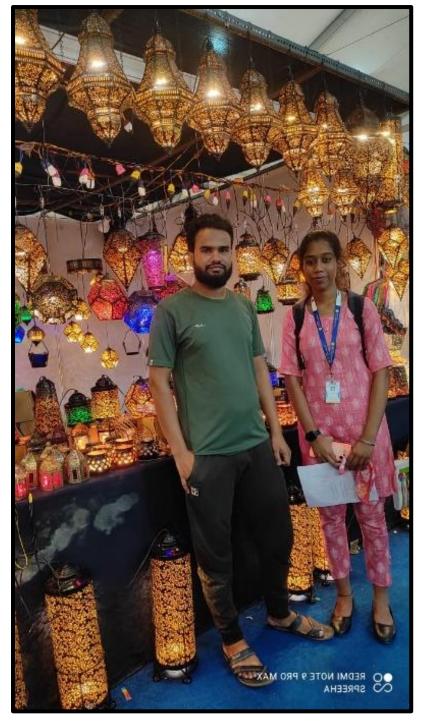


Figure 7: Students Visiting the Stall of Home Decor

# **Students Attendance**

JGI ARKA JAIN University Jharkhand

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ROGRAM- MASTER'S OF BUSINESS ADMINISTRATION AME OF THE EVENT COORDINATOR- Mr Mukul Pandey AME OF THE EVENT- Global Trade Fair- Gopal Maidan TTENDANCE SHEET.		
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Dr. Urvashi Thakur		
НоД	l Pandey ordinator	
МВА	MBA	

ARKA JAIN UNIVERSITY - IQA CELL- EVENT REPORT FORMAT

MASTER'S OF BUSINESS ADMINISTRATION NAME OF THE EVENT- Global Trade Fair SIGNATURE OF THE STUD DATE-26/09/2023 PRESENT/ABSENT NAME OF THE STUDENT Ramai leaman ENROLLMENT NO. SL NO. Roma leumaui P AJU 230576 Privanshu. P Puijanshu Singh priya Sharma AJU (231957) P priya Sharma ASU/230145 Buya P Pringa kumaru AJU 231598 AUZO P Adity Kumari AJU/231889 dreit Arpita Kiemari P AJV/231891 burce P showti Kumari AJU/231915 Ann fan Ala Ansu Kumare fing P AJU/231117 P Nayan Komar AJU/230034 Anjali Anjal' Kumer P AJU/231766 Midle D AJU/231948 Nidhi Agamma Huli P AJU 230668 Shalvi Singh AJO/231208 ANJANIKY Mishra P AJU/231785 Spreela Tiwari P preelo P AJU/230523 Sourabh Kumar Sounabh 0 AJU/230018 Sai Prasad P Subham Kuman Subhan AJU/231992 Mr Mukul Pandey Dr. Urvashi Thakur **Event Coordinator** HOD MBA MBA

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Dr. Urvashi Thakur			Event Coordinator
HoD			MBA

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