



SCHOOL OF COMMERCE & MANAGEMENT

Department of Commerce**NOTICE****Ref No: AJU/SCoM/DoC/2024/748**

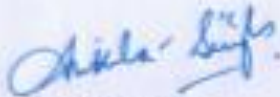
Date: 28.08.2024

Department of Commerce is organizing a Field Visit to **Trade Fair-2024 (B2B & B2C Marketplace)** Gopal Maidan, Bistupur, for the students of second year B.COM (H) & final year BBA - Marketing Specialization on 04th September 2024 from 12:30 pm onwards. Interested students may register for the event at the following link.

Registration Link: <https://forms.gle/UADtqfyuyvTm26mQA>

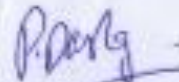
This visit is an excellent opportunity for students to gain practical exposure to business-to-business (B2B) and business-to-consumer (B2C) marketplaces, enhancing their understanding of real-world business environments.

Event Coordinators: Dr. Rama Singh & Ms. Sunita Jha



Ms. Ankita Singh
Program Coordinator
B.COM (H)

Program Co-ordinator
School of Commerce & Management



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

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EVENT REPORT: FIELD VISIT TO TRADE FAIR-2024 (B2B & B2C MARKETPLACE)

Date of Event	04/09/2024
Name of the Event	FIELD VISIT TO TRADE FAIR-2024
Type of the Event	Experiential Learning
Conducted by	School of Commerce and Management-Department of B.Com(H)
Conveners of the Event	Dr Pompei Das Sengupta & Ankita Singh
Event Coordinators	Dr. Rama Singh, Sunita Jha
No. Of Participant	67

OBJECTIVE: The primary goal of the trade fair visit is to allow students to witness various business operations, such as marketing strategies, sales techniques, and customer engagement tactics, providing a holistic view of how businesses operate in competitive environments.

DETAILS: On September 4, 2024, the Department of Commerce at ARKA JAIN University organized a field visit to the Trade Fair-2024 held at Gopal Maidan, Bistupur. This event was designed to provide practical exposure to students regarding business-to-business (B2B) and business-to-consumer (B2C) marketplaces, enhancing their understanding of real-world business environments and practices. The visit was attended by second-year B.Com (Hons) and final-year BBA students specializing in marketing. The event began at 12:30 PM, with students registering their participation through an online link prior to the event. The Trade Fair offered a dynamic learning opportunity for students, allowing them to observe and interact with businesses operating in both B2B and B2C settings. Coordinated by Dr. Rama Singh and Ms. Sunita Jha, the visit enabled students to witness firsthand the operations of various businesses, understand the differences between B2B and B2C transactions, and learn about the challenges and strategies employed by companies in competitive markets. This practical exposure significantly supplemented their academic knowledge, giving them insights into the practical application of marketing theories and concepts discussed in their coursework.

OUTCOMES

The outcome of the field visit was highly positive, as it broadened the students' perspectives on the intricacies of market dynamics and business operations. Many students expressed that the visit helped them gain valuable insights into customer relations, business transactions, and how companies cater to diverse market segments. The event successfully met its objective of providing a practical learning experience, preparing students for future roles in business and marketing.

Poster of the Event

JGI **ARKA JAIN University** **NAAC GRADE A** **ACCREDITED UNIVERSITY** **Outlook ICARE RANKING 2023** **RANKED 3rd** IN "TOP-15 EMERGING PRIVATE UNIVERSITIES IN INDIA" CATEGORY **ISO** **NISM**

School of Commerce and Management
Department of Commerce - B.COM(H)
Organizes a visit to

TRADE FAIR-2024

B2B & B2C Marketplace

Participants: III rd Semester- B.Com (H) & Vth Semester- BBA

Date: 04th September, 2024 Time: 12:30 pm onwards

Convenors: Dr. Pompei Das Sengupta & Prof. Ankita Singh
Coordinators: Ms. Sunita Jha & Dr. Rama Singh

Figure 1: Poster of the event

Photos of the Event



Figure 2: All in one frame



Figure 3: Students conducting survey during the visit



Figure 4: students collecting data from various stalls on retail management

List of Participants

ARKA JAIN University Jharkhand					
Event Name - Field Trip to Gopal Maidan, B2B, Trade Fair					
Event Date - 09-2024					
SL NO	NAME	ENROLLMENT NO.	DEPARTMENT	Semester	Signature
1	Anam Kumar Prasad	AJU/230861	B.COM (BBA)	V	Anam
2	Rohas Das	AJU/230865	B.COM (BBA)	III	Rohas
3	R. Dinakaran Ganda	AJU/230980	B.COM (Hons)	III	R. Dinakaran
4	Alex KR Singh	AJU/231262	B.COM (Hons)	III	Alex
5	Rittam Roy	AJU/230705	B.COM (Hons)	III	Rittam
7	Deepak An	220422	BBA	V	Deepak
8	Yash Srivastha	AJU/230785	B.COM (H)	III	Yash
9	Manjiv Kumar	AJU/230076	B.COM (H)	III	Manjiv
10	Rishika Kumari	AJU/231664	B.COM (H)	III	Rishika
11	Mauli	AJU/230541	B.COM (H)	III	Mauli
12	Niharika Dubey	AJU/230522	B.COM (H)	III	Niharika
13	Aryan K. Singh	AJU/230888	B.COM (H)	III	Aryan
14	Samya Khandelwal	AJU/230407	B.COM (H)	III	Samya
15	Kushi Kumari	AJU/230634	B.COM (H)	III	Kushi
16	Aradhita Laljani	AJU/231074	B.COM (H)	III	Aradhita
17	Rushika Gosh	AJU/230422	B.COM (H)	III	Rushika
18	Pratiha Lal Mishra	AJU/230870	B.COM (H)	III	Pratiha
19	Abhishek Singh	AJU/230768	B.COM (H)	III	Abhishek
20	Ashika Singh	AJU/230646	B.COM (H)	III	Ashika
22	Akhil Kumar	AJU/231582	B.COM (H)	III	Akhil
24	Arshita Mahanti	AJU/230415	B.COM (H)	III	Arshita
26	Samay Aryan	AJU/230630	B.COM (H)	III	Samay
27	Shivam Kishore	AJU/231235	B.COM (H)	III	Shivam
28	Kavya Kumar	AJU/231507	B.COM (H)	III	Kavya
29	ANMAY	AJU/230182	B.COM (H)	III	Anmay
30	Pritya Kumari	AJU/230232	B.COM (H)	III	Pritya
32	Sanku Jati	AJU/230070	B.COM (H)	III	Sanku
33	Shanti Chakravarty	AJU/230622	B.COM (H)	III	Shanti
34	Sumit Basak	AJU/230720	B.COM (H)	III	Sumit
35	Deviyani Das	AJU/231718	B.COM (H)	III	Deviyani
36	Siddhant Singh Choudhary	AJU/230529	B.COM (H)	III	Siddhant
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Smita
 Smita
 Event Coordinator

Arshita
 Program Coordinator