



GOVERNMENT BBA COLLEGE

(Self-Finance & Affiliated to Gujarat University)

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NO. GBBA/NOTICE/2023/30

Date: 30/01/2023

Academic Year: 2022-2023 – Notice Regarding Power Point Project

This is to inform the Students of **Second Year B.B.A (Semester-IV)** that for this Academic years 2022-2023, as a part of your syllabus all the students have to make a **Power Point Project** according to the following topics. Every student is instructed to prepare their projects based on the following topics.

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| 4001 to 4005 | Social Media Marketing |
| 4006 to 4010 | What is E-learning |
| 4011 to 4015 | Students Thinking and the Depth of the Mathematics Curriculum |
| 4016 to 4020 | Management lessons from Bhagavad Gita |
| 4021 to 4025 | Importance of personality development |
| 4026 to 4030 | A study of employee Moral in food industry |
| 4031 to 4035 | Customer satisfaction in Tyre industry |
| 4036 to 4040 | Online customer opinion in OLX online marketing |
| 4041 to 4045 | A study on investor satisfaction in mutual fund and fixed deposits |
| 4046 to 4050 | Five primary sales categories B2B sales B2C sales Enterprise sales SaaS sales Direct sales |
| 4051 to 4055 | A study on customer service quality of saving deposit |
| 4056 to 4060 | Type of distribution channel |
| 4061 to 4065 | Presenting a report to the board of directors |
| 4066 to 4070 | A study on public perception in organic food |
| 4071 to 4075 | A study on influence of Hindu Mythological characters on management practices |
| 4076 to 4080 | Case- study of companies |
| 4081 to 4085 | Digital marketing |
| 4086 to 4090 | Consumer behaviour and it's effect on sales volume |
| 4091 to 4095 | Presenting a report to the board of directors |
| 4096 to 4100 | Foreign direct investment (FDI) |
| 4101 to 4105 | Finance and stock Market |
| 4106 to 4110 | Role of data mining in modern day marketing |
| 4111 to 4115 | E- business |
| 4116 to 4120 | Financial structure |
| 4121 to 4125 | Challenges in distributing services through electronic channels |
| 4126 to 4130 | Customer relationship management (CRM) |
| 4131 to 4135 | Business ethics |
| 4136 to 4140 | E – waste management |
| 4146 to 4150 | Six Sigma |

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| 4151 to 4155 | Balaji Wafers Pvt.. Ltd. |
| 4156 to 4160 | Stress management |
| 4161 to 4165 | Time management |

GUIDELINE FOR PROJET WORK:

The Report should be 20 to 25 pages.

Use necessary graphics and picture.



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