



GOVERNMENT BBA COLLEGE

(Self-Finance & Affiliated to Gujarat University)

Shri K.K. Shastri Educational Campus, Khokhra Road, Maninagar (E), Ahmedabad-380008.

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Project Guide: Prof. Krupal Acharya

• Guideline for project work: (Semester VI)

- ❖ Group are framed according to the roll number and students are not allowed to change their group.
- ❖ The topic should be based on research and primary data collection is must.
- ❖ The project should be based on the following format: -
 - a. **Chapter:1**
Introduction to the topic, including macro analysis (Particular Industry) Porter's 5 Force Model), micro analysis (Particular company, PESTEL Analysis, SWOT Analysis).
 - b. **Chapter:2**
Research Methodology: Objectives of the study, types of research design, sources of data, sampling method, sample size, statistical tool use for analysis of data.
 - c. **Chapter:3**
Analysis and interpretation of graphs.
 - d. **Chapter:4**
Findings, Recommendations, Limitation, Scope for further study, Conclusion of the study.
 - e. **Chapter:5**
References, Bibliography.
- ❖ Every student must have to prepare Word file as well as power point presentation of the project and submit it in hard bound and also attached a Compact Disk of Word file and PPT.
- ❖ Topics for the projects are mention below. Student can take any topic from the following.
 - **For Finance Students:**
 1. A study on merger and acquisition in Indian banking sector.
 2. Financial Performance Analysis of Indian Private Banks – A Detailed Study
 3. To study the investors perception towards investors avenues.
 4. To study the awareness related to microfinance.
 5. To comparative study between public and private bank.
 6. Mutual Fund – What are they and their future?
 7. To study of trends in stock market in last 10-20 years?

➤ **For Marketing Students:**

1. To Determine and analyze consumer buying behavior for [product name].
2. To study the consumer satisfaction towards [Product name].
3. To study the Influence on Social Media advertising on consumer behaviour.
4. To study the comparative study between [companies name].
5. A study on how consumer loyalty is affected on brand image.
6. To study the effectiveness of Segmentation, Targeting and positioning of [product name]

➤ **For HR Students:**

1. To study the Relationship Between Equal Opportunities and Employee Performance in [company name]
2. To study the factors employee's satisfaction of [company name]
3. To study the impact of work-life balance on performance [individual & organization]
4. To Understanding work-life balance among employees working from home.
5. To study the factors affecting motivation [company name]
6. To study the stress level of employees in [company & Industry]
7. To study the expectation from generation z from work place. [after 1997 born]

Tentative Dates for Submission:

- ❖ Chapter:1 – 17th January 2022 (Time: 12:00 PM – 1:00 PM)
- ❖ Chapter:2 along with questionnaire – 22nd January 2022 (Time: 12:00 PM – 1:00 PM)
- ❖ Chapter:3,4,5 – 10th February 2022 (Time: 12:00 PM – 1:00 PM)
- ❖ Final approval before binding with all changes – 15th February 2022 (Time: 12:00 PM – 1:00 PM)
- ❖ Final submission of hard bound along with PPT and Compact Disk – 17th February 2022. (Time: 12:00 PM – 1:00 PM)



Prof. Prakash Parmar
Co-Ordinator
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