

**GOVERNMENT B.B.A. COLLEGE**  
**SHRI K.K. SHASTRI EDUCATIONAL CAMPUS, MANINAGAR,**  
**AHMEDABAD-380008.**

Date: 13/03/2021

**NOTICE**

This is to inform the students of **SECOND YEAR B.B.A. (Semester-IV)** that for this Academic Year 2020 -'21, the **INDUSTRIAL VISIT** is not possible due to covid-19 pandemic but as a part of your syllabus every student has to prepare **INDUSTRIAL PROJECT** based on manufacturing industry. Here is the list of companies with their respective industries. Every student is instructed to prepare their projects based on the following companies.

Sr. No.	Roll Number	Company Name	Industry Name
1	4001 to 4010	Balaji Wafers Pvt. Ltd.	Food Industry
2	4011 to 4020	Gopal Snacks Pvt. Ltd.	Food Industry
3	4021 to 4030	Samrat Namkeens	Food Industry
4	4031 to 4040	Nestle	Food Industry
5	4041 to 4050	MDH	Spices Industry
6	4051 to 4060	Ramdev	Spices Industry
7	4061 to 4070	Amul	Dairy Industry
8	4071 to 4080	Raymand	Textile Industry
9	4081 to 4090	Motilal & Sons	Textile Industry
10	4091 to 4100	TATA	Automobile Industry
11	4101 to 4110	HYUNDAI	Automobile Industry
12	4111 to 4120	Cipla	Pharmaceutical Industry
13	4121 to 4130	Ranbaxy	Pharmaceutical Industry
14	4131 to 4144	Royal Dutch Shell	Oil Industry
15	For Repeater Students	TOYOTA	Automobile Industry



Prof. Prakash Parmar  
Co-Ordinator  
Government B.B.A. College



Dr. Yogesh Yadav  
Principal  
Government B.B.A. College

# Government BBA College

Shri K.K Shastri Education Campus, Khokhara Road, Maninagar, Ahmadabad

Date: 20/03/2021

Project Guide: Prof. Krupal Acharya

## ● Guideline for project work: (Semester IV)

The report should be 30 to 40 pages, more descriptive in nature. Use necessary graphics and picture, it should be cover the following areas: -

Section:1 (A)COMPANYPROFILE	Section:2 (A) MARKETING	Section:2 (B) HUMAN RESOURCES	Section:2 (C) PRODUCTION
<ul style="list-style-type: none"><li>Name</li><li>Registered Address</li><li>Brief History</li><li>Mission &amp; Vision</li><li>Form of Organization</li><li>Organizational Structure</li><li>Location Issues</li><li>Awards &amp; Achievements</li></ul> <p><b>(B) FINANCE:</b></p> <ul style="list-style-type: none"><li>Turnover</li><li>Investment in the organization.</li><li>Balance sheet and Profit and Loss Account of last 3 years (If available)</li><li>Capital invested and Source of funds</li></ul> <p><b>(C) Social Responsibility and Future plans of the Organization</b></p>	<ul style="list-style-type: none"><li>Product Portfolio</li><li>Marketing staff and structure</li><li>Segmentation, Targeting, Positioning</li><li>Branding efforts</li><li>Stage of PLC</li><li>Product mix</li><li>Competitor and their strategies</li><li>Pricing policies</li><li>Marketing channels and distribution networks</li><li>Promotion mix</li><li>Developing new product</li><li>Marketing research activity</li><li>Social responsibility of marketing</li></ul>	<ul style="list-style-type: none"><li>HR function at the organization, its values</li><li>Structure of HR department</li><li>HR planning – job description, job specification</li><li>Recruitment, Selection, Orientation and Placement</li><li>Training and Development practices</li><li>Performance appraisal and job evaluation</li><li>Promotion and Transfers</li><li>Industrial relations</li><li>Remuneration policy</li><li>Employee welfare, Health and Safety policy</li><li>Trade unions</li><li>Dispute and their resolution</li><li>New HR practice, if any</li></ul>	<ul style="list-style-type: none"><li>Organization's location and its issues for production</li><li>Plant layout</li><li>Organizational structure of production department</li><li>Production process</li><li>Capacity planning</li><li>Raw material procurement and purchase decision</li><li>Material handling</li><li>Store management</li><li>ETP practices</li></ul>

### Tentative Dates for Submission:

- Section I: 31<sup>st</sup> March 2021 (soft copy)
- Section II: 15<sup>th</sup> April 2021 (Soft copy)
- Final Submission: 20<sup>th</sup> April 2021 (Spiral binding)

Note: Every student need to submit their soft copy of section 1 and 2 through below mention Email address; [ffmsygbba@gmail.com](mailto:ffmsygbba@gmail.com)