**Dayanand Academy of Management Studies, Kanpur**

Department of Bachelor of Business Management

**Guidelines for the students of BBA Second year undergoing Market Survey**

1. Market survey report should be any manufacturing, service or financial firm. A student has to intimate the topic of the project name to the internal guide.
2. **The report should be based on primary data**.
3. One comprehensive chapter must be included about the summer training organization, its structure, products/services, problem faced/facing & future plans.
4. The size of report will be 60 pages in students’ hand writing in no case typed report will be accepted. Project must be made in A4 size paper written on right side of the paper only
5. **No two projects can be same.**
6. Students are advice to be in touch with their internal guide & HOD for guidance.
7. Before submitting the project report a student must consult their respective internal guide for any further correction and suggestions.
8. Last date of submission of completed report is April 15, 2015. After which on delay monetary fine may be imposed.
9. Students should visit the college website [www.damskanpur.org](http://www.damskanpur.org) for any update regarding project.

Pratistha Puri.

( HOD BBA)

**Format: Cover page of Project Report.**

**PROJECT REPORT ON**

**A comparative analysis on (Consumer satisfaction or Advertising strategy or Marketing strategy or H.R policy) of (name of two companies of one industry)**

**ON**

Submitted in partial fulfillment of the requirement

For the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION.

DEPARTMENT OF BUSINESS ADMINISTRATION

SESSION (2014-2015)

[](http://www.google.co.in/imgres?imgurl=http://www.damskanpur.org/images/dams%20logo.jpg&imgrefurl=http://www.damskanpur.org/Principal%20Message.html&usg=__XdgeCjTDbXkOu8vozR0NzuW-D2M=&h=300&w=300&sz=41&hl=en&start=10&zoom=1&tbnid=8zLoqP2AUvy15M:&tbnh=116&tbnw=116&ei=Wly-TeaBCJHxrQfcwYm3Bw&prev=/search?q=logo+of+dams&hl=en&gbv=2&tbm=isch&itbs=1)

Under the guidance of Submitted by:

(Name of Internal guide) Name of Student

Designation

Roll No.

(Arial FS-16 + bold)

**Batch: BBA 20……….**

DAYANAND ACADEMY OF MANAGEMENT STUDIES, KANPUR

AFFILIATED TO

C.S.J.M. UNIVERSITY, KANPUR

**Format: Sheet number 2**

Acknowledgement (Hand written)

I would like to express my sincere gratitude and regards to my Internal guide Mr/Mrs. ---- for his/her constant inspiration, supervision and invaluable guidance during the training.

With regards

Signature of Student

**Format: Sheet number 3**

**Preface( Hand Written)**

A professional course in (Bachelor of business administration )is incomplete unless the theoretical knowledge acquired in the class room is backed up by practical exposure ,as theories alone do not give perfection to any discipline .The gap between theory and practiced is bridged by the summer training ,which has been an integral part of the syllabus.

This present Project report is an image of what I have done and observed during my market survey in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_( Both companies name) .

I was assigned a project\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_( Title of Project )

This report is the result of the work done during the research period...

I have tried my level best to be as a systematic as possible and to avoid any sort of biases.

**Format: Sheet no.4**

**STUDENT DECLARATION( Hand Written)**

I, \_\_\_\_\_\_\_\_student of B.B.A at **Dayanand academy of management studies**, Kanpur of hereby declare that the Project work entitleda comparative analysis on the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**..** Is compiled and submitted under the guidance of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_This is my original work.

Whatever information furnished in this project report is true to the best of my knowledge.

Name:

BBA Third Year

RollNo: -

**Sheet no.5**

**COLLEGE CERTIFICATE**

. **(to be left blank)**

**INDEX / TABLE OF CONTENT**

(COMMON STRUCTURE FOR REPORT)

**INDEX PAGE NUMBER.**

• **CHAPTER 1**

INTRODUCTION –Includes brief description of the Industry & SWOT analysis

(15 pages)

**• CHAPTER 2**

COMPANY PROFILE – includes description of Organization for which training is done (5 to 7 pages)

**• CHAPTER 3**

OBJECTIVE OF THE STUDY –Includes defining the problem, Definition of

Key terms. (3 pages)

SCOPE OF THE STUDY – (1 page)

RESEARCH METHODOLOGY. (3 pages)

RESEARCH HYPOTHESIS (1 page)

RESEARCH DESIGN WITH EXPLANATION – (10 pages)

(Includes type of data, source of data, sample unit, size, contact methods, sampling procedure, population, research instrument, location for study, relationship between hypothesis & objective of study.)

DATA COLLECTION

DATA ANALYSIS AND INTERPRETATION – 15 sheets

* **CHAPTER 4**

FINDINGS: 1 to 2 pages

SUGGESTIONS & RECOMMENDATIONS. – 1 to 2 pages

ANNEXURE. - 3 pages.

(Includes Bibliography, Organization photographs, Copy of questionnaire)