

JAMSHEDPUR CO-OPERATIVE COLLEGE, JAMSHEDPUR

(A constituent unit of Kolhan University, Chaibasa)

'B' accredited college by NAAC

Department of Commerce

commercejcc@gmail.com

Ref. No. JCC/DOC/10/2021

Date: 03.08.2021

NOTICE

(For B. Com Sem VI Business Research Method and Project Work)

All the students of **B. Com (Hons/General) Semester - VI (Session 2018-2021)** are hereby directed to prepare the **Project Work** as per list attached herewith. Your Project Work must be review based or secondary data based. You are also directed to follow the Project Work structure and general guidelines given below for preparation of project:

Project Work Structure (Chapter):

- 1. Introduction-** In this chapter selection and relevance problem, historical background of the problem, definitions, characteristics and different concepts pertaining to the problem.
- 2. Literature Review-** In this chapter will provide information about title/study of the project done on the respective issues. This would assists students to undertake further study in same issue.
- 3. Research Methodology-** Need and Significance, Objectives, Hypothesis, Data collection, Tabulation of data, Techniques and tools to be used, Limitations of the study
- 4. Data presentation, analysis and interpretation-** The application of selected tools and techniques will be used to arrive at findings, table of information, presentation of graph etc. should be provided.
- 5. Finding, suggestions and conclusion-** In this unit of project work findings of work will be covered and suggestions will be mentioned to validate the objectives in hypothesis.
- 6. Bibliography/References**

General Guidelines:

Computer Typed;	Line spacing: 1.5
Font type : Times New Roman	Page margin: 1 inch all side
Font size : 12 points for content; 14 for Title	The project report should be 60 to 80 pages
Paper size : A 4	
Hindi Font: Kruti Dev 10	

Date of submission of project will be announced later on.

Any query regarding the Project Work, mail us at commercejcc@gmail.com

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B. COM (Hons/General) 6th Semester (2018-21)

**TOPICS FOR
BUSINESS RESEARCH METHOD AND PROJECT WORK.**

Topic	Supervisor
Role of Advertisement for marketing new product	Dr. Mangla Srivastava, Associate Professor Dr. Sanjive Kr. Singh, Assistant Professor
Contribution of MSME (Medium, Small and Micro Enterprise) in economic growth of India.	Dr. Bhushan Kr. Singh, Assistant Professor Dr. B. D. Sinha, Assistant Professor
Role of commercial Bank in Indian Economy	Dr. Jayant Bhagat, Associate Professor Mr. Ashok Kumar Rawani, Assistant Professor
An effective promotion tool for marketing new product	Dr. Krishna Prasad, Assistant Professor Dr. Piali Biswas, Assistant Professor
Role of digital marketing or e-marketing in present Indian Economy	Dr. Krishna Prasad, Assistant Professor Dr. Aruna Verma, Assistant Professor Dr. Piali Biswas, Assistant Professor


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