

## SUMMER INTERNSHIP REPORT DATE SHEET

Submission of Chapter 1	: 24-10-2020
Submission of Chapters 2, 3	: 31-10-2020
Submission of Chapters 4, 5	: 07-11-2020
Submission of Chapter 6	: 11-11-2020
Final Submission of the project	: 16-11-2020

**NOTE:** Students are requested to submit the project on or before the final submission date i.e., 16-11-2020. No projects shall be accepted after the said date and no extension of date shall be sanctioned for any reason whatsoever.

## SUMMER INTERNSHIP REPORT RECORD BY TEACHER

1. All faculty members who are taking STR have to maintain proper record of summer training reports. After final viva faculty have to submit STR report in the following format:

Sr. No	Student Name	Enrollment No.	Organization	Title of the STR	Certificate Submission status

2. All faculty members who are taking STR have to ask students to mail their STR Certificate to their Official mail Id with their enrollment No. & Name.



# FAIRFIELD Institute of Management & Technology

Affiliated to GGS IP University, an 'A' Grade College by DHE, Govt. of NCT DELHI,  
Approved by the Bar Council of India, NCTE and Recognised under 2(f) of UGC Act of 1956

## GUIDELINES FOR SUMMER TRAINING REPORT

### FORMAT FOR PREPARING THE SUMMER TRAINING REPORT

The whole write-up should center on the specific objectives and the major findings of the project works. Instead of giving a general, topic-like title, be specific to-the-point and emphasize the explicit nature of the course. The total number of pages of the work report should be 30-50 pages.

#### ARRANGING THE CONTENTS:

**(A). the sequence in which the project report material should be arranged and bound should be as follows:**

1. Cover Page and Title Page (Annexure I)
2. Certificate (Annexure II)
3. Declaration Certificate by the candidate (Annexure III)
4. Acknowledgements(Annexure IV)
5. Executive summary
6. Table of Contents (Annexure V)

**(B). Chapters 1, 2 , ending with conclusion & discussion of major findings and future scope.**

- |              |                                     |
|--------------|-------------------------------------|
| 1. Chapter 1 | Introduction                        |
| 2. Chapter 2 | Literature Review                   |
| 3. Chapter 3 | Research Design                     |
| 4. Chapter 4 | Data Analysis                       |
| 5. Chapter 5 | Findings & Discussion               |
| 6. Chapter 6 | Conclusion, Limitation & Suggestion |

**(C). References**

## **1. Cover Page and Title Page (Annexure I)**

Project reports should normally be bound using temporary binding to facilitate the incorporation of amendments which might be required by the examiners. After internal examination project report should be hard bound to resist damage or knocking. Hard Bound must be black in color and with golden color engraved on it. Hard Bound reports should have the following printed/embossed on the cover:

Cover page as shown in Annexure I and on the spine:

“Title of the Project” Year

## **2. Certificate (Annexure II)**

The Bonafide Certificate of Supervision of the project by the supervisor(s) shall be in double line spacing using Times New Roman font size 12, as per the format shown in Annexure II. The heading CERTIFICATE Times New Roman font size 14 bold in the center should start about 50 mm -60 mm from the top of the page. The main content of the Certificate must start 5 to 6 single line spacing from the title CERTIFICATE.

The certificate shall carry the supervisor’s signature in original and shall be followed by the supervisor’s name, academic designation (not any other responsibilities of administrative nature).

## **3. Declaration Certificate by the candidate (Annexure III)**

In declaration certificate student declared that the work which is presented and done in project with entitled shall be in double line spacing using TIMES NEW ROMAN font size 12, as per the format shown in Annexure III. The heading DECLARATION CERTIFICATE BY THE CANDIDATE Times New Roman font size 14 bold in the center should start about 50 mm -60 mm from the top of the page. The main content of the Certificate must start 5 to 6 single line spacing from the title DECLARATION CERTIFICATE BY THE CANDIDATE.

## **4. Acknowledgements**

Acknowledgements shall be brief and should not exceed one page when typed in 1.5 line spacing

Times New Roman with font size 12 within the specified margin of the page. It should begin with title ACKNOWLEDGEMENTS Times New Roman with font size 14 bold as heading placed in centre should start about 50 mm -60 mm from the top of the page. The main text of ACKNOWLEDGEMENTS should begin thereafter 5 to 6 single line spacing from the title.

## **5. Executive summary**

Executive summary should be an essay type of narration not exceeding one page outlining the research problem, the methodology used, a summary of the findings, possible applications of the research, and suggestions/directions for future research. The summary should not contain cross citations and should be typed 1.5 line spacing, in Times New Roman with font size 12 within the specified margin of the page. The heading EXECUTIVE SUMMARY should be Times New Roman font size 14 bold in the center should start about 50 mm -60 mm from the top of the page. The main text of abstract should begin thereafter 5 to 6 single line spacing from the title EXECUTIVE SUMMARY.

## **6. Table of Contents (Annexure V)**

The table of contents should list all the contents following this section. The preceding section like the Title Page, Certificate and Acknowledgements will not find a place amongst the items listed in the Table of Contents, but the page numbers in lower case Roman letters shall be accounted for them.

The title TABLE OF CONTENTS in Times New Roman with size 14 bold as heading be placed in centre should start about 50 mm -60 mm from the top of the page.. One and a half spacing should be adopted for typing the contents in a manner shown in specimen copy of the Table Contents as given in Annexure IV. The main text of TABLE OF CONTENTS should begin thereafter 5 to 6 single line spacing from the title TABLE OFCONTENTS.

## **(B). Chapters 1, 2 , ending with conclusion & discussion of major findings and future scope.**

Chapters of a Project Report may be broadly divided into 3 parts

- (i) introduction,
- (ii) literature survey and identification of problem and issues (ii) statement, formulation and

presentation of the problem, solution approach (iii) findings, results, discussion, implementation and conclusions, and directions for future research. Each part may be suitably divided into several chapters, and a chapter may be further divided into several sections and sub-sections, sub-sub-sections. Every Chapter and its sections or sub section etc should have appropriate numbering. Each chapter should be given an appropriate title.

Tables and figures in a chapter should be typed in title mode in single space in Time New Roman with font size 12. The titles of tables should be placed directly above the table whereas the titles of figures should be placed directly underneath the figure in the very same page which refers to the contents they annotate. Footnotes should be used sparingly. They should be typed single space and placed directly underneath in the very same page which refers to the material they annotate in case of the material requiring more space the same may be allotted on the same page by increasing the footnote margin and it should not spill over to the next page.

Tables and figures:

By the word Table is meant the representation of tabulated numerical as well as non numerical data in the body of the project and also in the appendices. All other non-textual material used in the body of the thesis and appendices such as charts, graphs, maps, photographs and diagrams may be designated as figures. A proper representation of a table or a figure and its placement immensely adds to the ability to comprehend the work.

#### (C). References Citation of References in the Report

Any work of other person or researchers if used either directly or indirectly in the research must be appropriately acknowledged and indicated at appropriate places in the thesis. It could be a journal paper, a paper in conference proceedings, a monograph, a personal communication, or a book; in physical or electronic form. The REFERENCES must be divided in three parts sequentially as given below

1. The reference paper used in project
2. The Name of books

3. The URL name from which the content is taken Listing of References in the REFERENCE section

The listing of references should be typed in alphabetical order of the first author's name in single spacing starting 4 spaces below the heading REFERENCES in Times New Roman with font size 14 bold. The name/s of the authors/authors should be immediately followed by the year and other details. The references should be serially numbered, separated by single space. The papers (in journal or proceedings) should be in sentence mode followed by the name of journal (in italics), vol. issue, page (from-to) while the book titles should be in title mode in italics followed by the place and publishers. E-resources should have their proper URL.

A typical illustrative list given relates to the citation examples quoted above. For typing the references, Times New Roman with font size 11 is recommended.

Example Jha, J.K. and Shanker, K., 2009. A single-vendor single-buyer production-inventory model with controllable lead time and service level constraint for decaying items. *International Journal of Production Research*, Vol. 47, Issue 24, pp. 6875–6898.

**SUMMER TRAINING REPORT**

**ON**

**“DIFFERENT LOYALTY PROGRAMS IN BIG BAZAAR AND ITS VALUE TO THE CUSTOMER”**

**IN PARTIAL FULFILLMENT OF  
BACHELORS OF BUSINESS ADMINISTRATION [BBA]  
[2018-21]**

**Guided By:**  
Dr SHALINI KUMAR

**Submitted By:**  
LIJO AUGUSTINE  
52490101717

**FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
KAPASHERA, NEW DELHI**



**AFFILIATED TO:  
(GURU GOBIND SINGH INDRAPASTHA UNIVERSITY  
(DWARKA, NEW DELHI)**

## CERTIFICATE

This is to certify that this Summer Training Report **“DIFFERENT LOYALTY PROGRAMS IN BIG BAZAAR AND ITS VALUE TO THE CUSTOMER”** is submitted by **“LIJO AUGUSTINE”** who carried out the project work under my supervision. I approve this project for submission of the Bachelor of Business Studies (Gen.) in the department affiliated to Guru Gobind Singh Indraprastha University, Delhi.

**Date:**

Dr. Shalini Kumar



## DECLARATION BY THE CANDIDATE

I hereby declare that the work, which is being presented in this project entitled “**DIFFERENT LOYALTY PROGRAMS IN BIG BAZAAR AND ITS VALUE TO THE CUSTOMER**”, is an authentic record of my own work carried out by me under the supervision and guidance of Dr SHALINI KUMAR project guide, FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

This project was undertaken as a part of the major project report as per the curriculum of GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI for the partial fulfillment of BBA from FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY.

I have not submitted the matter embodied here in this project for the award of any other Degree/Diploma.

**STUDENT NAME:**

LIJO AUGUSTINE

52490101717

## ACKNOWLEDGEMENT

The project entitled “**DIFFERENT LOYALTY PROGRAMS IN BIG BAZAAR AND ITS VALUE TO THE CUSTOMER**” for one required an improved environment, extensive Endeavour, and all necessary support. I take this an opportunity to express my gratitude to Dr. SHALINI KUMAR, my project guide for her able guidance, cooperation and out of the box thinking without which this project would not have been exciting at all.

The successful progression of my project also gives me the opportunity to acknowledge and appreciate the staff of the college that provide me much needed stimulating suggestions and encouragement in order to stem this project towards completion.

Thanking You  
LIJO AUGUSTINE  
52490101717

## EXECUTIVE SUMMARY

The fiercely competitive Indian retail environment has forced the retail businesses to focus extensively on customer retention of their existing customers. As a result, leading Indian retailers launched their loyalty programs offering a range of attractive tangible and intangible rewards to their customers, with an aim to retain them and enhance the retail performance. These programs not only engaged increasing number of members over the years, but also generated huge proportion of sales and profits from these members. When consumers join a loyalty program, to accumulate rewards more quickly, they are likely to concentrate their purchases on one firm, such as buying all the things from one store only. Furthermore, because loyalty program members tend to overlook negative experiences with the firm and are less likely to compare the firm with competitors, they are more likely to buy exclusively from the firm. I have expressed my experiences in my own simple way. I hope who goes through it will find it interesting and worth reading. All constructive feedback is cordially invited.

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