

Ref.No. FIMT/IQAC/BBA (G)/2022

Date: 01st June 2022

MINOR PROJECT REPORT NOTICE BBA(G) SEM 2

Date Sheet for the Submission of MPR (114) is as follows:

Submission of Chapter 1	:	15-06-2022
Submission of Chapters 2, 3	:	23-06-2022
Submission of Chapters 4, 5	:	30-06-2022
Submission of Chapter 6	:	10-07-2022
Final Submission of the project	:	15-07-2022

NOTE: Students are requested to submit the project on or before the final submission date i.e., 15-07-2022. No projects shall be accepted after the said date and no extension of date shall be sanctioned for any reason whatsoever.

MINOR PROJECT REPORT RECORD BY TEACHER

- All faculty members who are taking MPR in BBA(G) Sem 2 have to maintain proper record of MINOR PROJECT REPORT. After finalization of Topic the faculties have to submit MPR in the following format:

Sr. No	Student Name	Enrollment No.	Title of the MPR	Submission status


Dr. S P Singh
(Academic Head)
FIMT




Mr. Deepak Kumar
BBA(G)- In-Charge
FIMT



GUIDELINES FOR MINOR PROJECT REPORT

FORMAT FOR PREPARING THE MINOR PROJECT REPORT

The whole write-up should center on the specific objectives and the conclusion of the project work. 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 45-60 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
2. Certificate by Supervisor
3. Declaration Certificate by the candidate
4. Table of Contents
5. List of Tables
6. List of Figures
7. Acknowledgement
8. Executive summary

(B) Sequence of Chapters.

- 1) Chapter 1 Introduction
 - a) Topic Introduction
 - b) Company profile
- 2) Chapter 2 Literature Review (At least 10-15 Research Papers)
- 3) Chapter 3 Research Methodology
 - a) Objective of Research
 - b) Type of Research
 - c) Sources of Data (Secondary Data only)
 - d) Method Of Data Analysis
- 4) Chapter 4 Result & Discussion
- 5) Chapter 5 Conclusion

(C) After the Chapters following to be included:

- 1) Bibliography
- 2) Annexure (if any)

(A) Explanation of the Contents:

1. Cover Page and Title Page

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

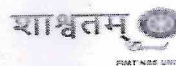
The Bonafide Certificate of Supervision of the project by the supervisor(s) shall be in double line spacing using Times New Roman font size 12, as per the format shown in Annexure II. The heading CERTIFICATE Times New Roman font size 14 bold in the center should start about 50 mm -60 mm from the top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

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 lines spacing from the title DECLARATION CERTIFICATE BY THE CANDIDATE.





4. Table of Contents

The table of contents should list all the contents following this section. The preceding section like the Title Page, Certificate 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 12 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 OF CONTENTS.

5. Table and figures

Tables & 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.

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 project 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 add to the ability to comprehend the work.

6. Acknowledgements

Acknowledgement 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 ACKNOWLEDGEMENT 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



ACKNOWLEDGEMENT should begin thereafter 5 to 6 single line spacing from the title.

7. 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 12 bold in the center should start about 50 mm -60 mm from the top of the page. The main text of executive summary should begin thereafter 5 to 6 single lines spacing from the title EXECUTIVE SUMMARY.

(B). Explanation of Chapters.

Chapters of a Project Report may be broadly divided into 5 chapters:

- (i) Introduction: It should be bifurcated into 2 parts: a) Topic of the Research to be explained briefly b) Company profile to be included.
- (ii) Literature Review: A literature review will discuss published information in a particular area, and sometimes information in a particular subject area after 2012. It can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis.
- (iii) Research Methodology: It must include the following:
 - a) Objective of the Research: Research objectives are the outcomes that you aim to achieve by conducting research. It may contain more than one research objective.
 - b) Type of Research: In this type of the research adopted for the project is to be specified. Types of research are the different methodologies used to conduct research. Based on research goals, timelines and purposes, different types of research are better suited for certain studies.
 - c) Source of Data: in this secondary data has to be used. Secondary data is research data that has previously been gathered and can be accessed by researchers. Also explain the types of secondary data (books, newsletter, blogs, and website used in

the project.

d) Method of Analysis

(iv) Result & Discussion: It should include the various theories applicable to the research project.

(v) Conclusion: The conclusion of a research paper is where you wrap up your ideas and leave the reader with a strong final impression. It has several key goals: Restate the research problem addressed in the paper. Summarize your overall arguments or findings.

(C). Bibliography:

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, and 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 10 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.

General Guidelines for MPR

1. The cover page of the MPR should be of Black Base with printing in Golden Ink.
2. The size of the report would depend on the MPR undertaken. However, it must be of 45-60 pages types, 1.5 spacing on A4 size paper.
3. All the students are required to use uniform font and format i.e.,
 - Normal text : Times New Roman in size 12 , No Underline
 - Chapter Heading Size : Times New Roman in size 14 , Bold , Uppercase , No Underline
 - Sub Heading : Times New Roman in size 12 , Bold , No Underline
 - Footnotes and reference : Times New Roman in size 10 throughout the text of the MPR
4. The submission of the work shall be done on the periodic basis as per given in the schedule.
5. The MPR should be in “justify” alignment.
6. The page margins should be “Normal”, all side 1”.
7. 50 marks- External Viva and 50 marks- Internal Viva along with file.

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Institute of Management & Technology

Affiliated to GGSIP University & an 'A' Grade College by DHE, Govt. of NCT Delhi
Approved by BCI & NCTE Recognised under 2(f) of UGC Act of 1956



MINOR PROJECT REPORT

ON

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

**IN PARTIAL FULFILLMENT OF
BACHELORS OF BUSINESS ADMINISTRATION
[2021-24]**

Guided By:

(Name of the Supervisor)

(Designation)

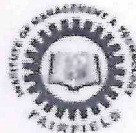
Submitted By:

(Name of the Student)

(Enrollment No.)

FAIRFIELD INSTITUTE OF MANAGEMENT AND TECHNOLOGY

KAPASHERA, NEW DELHI



AFFILIATED TO:

GURU GOBIND SINGH INDRAPASTHA UNIVERSITY

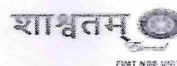
(DWARKA, NEW DELHI)



**FIMT Institutional Campus,
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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 (NAME OF THE SUPERVISOR) 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(G) 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.

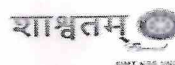
(STUDENT NAME)
(ENROLLMENT No.)
(COURSE)



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CERTIFICATE

This is to certify that this MINOR PROJECT REPORT “DIFFERENT LOYALTY PROGRAMS IN BIG BAZAAR AND ITS VALUE TO THE CUSTOMER” is submitted by “NAME OF THE STUDENT” who carried out the project work under my supervision. I approve this project for submission of the Bachelor of Business Administration (G) in the department affiliated to Guru Gobind Singh Indraprastha University, Delhi.

Date:

(Name of the Supervisor)

Designation

FIMT



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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 (NAME OF THE SUPERVISOR), 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
(Name of the student)
(Enrollment No.)



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EXECUTIVE SUMMARY

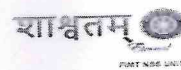
The fiercely competitive Indian retail environment has forced the retail businesses to focus extensively on customer retention of their existing customers. As a result, leading Indian retailers launched their loyalty programs offering a range of attractive tangible and intangible rewards to their customers, 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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BBA (G) 2021-2024			
MPR (114) ALLOTMENT			
S.NO.	Name	Enrolment No.	Name of Supervisor
1	PRANAY VERMA	00190101721	Mr. Deepak Kumar
2	ABHINAV DHAWAN	00290101721	
3	ARPIT YADAV	00390101721	
4	AMAN KOTHARI	00490101721	
5	DEEPANSHI CHHABRA	00590101721	
6	SACHIN	00690101721	
7	SHUBHAM SHARMA	00790101721	
8	SHIVAM VERMA	00890101721	
9	LOKMAN	00990101721	
10	AYUSH PANDEY	01090101721	
11	VANSHIKA	01190101721	Ms. Karishma
12	BHARAT TEOTIA	01290101721	
13	RISHI BHARDWAJ	01390101721	
14	MAYANK SEJWAL	01490101721	
15	PARTH TANEJA	01590101721	
16	SAMARTH WALIA	01690101721	
17	SHUBHAM TIWARI	01790101721	
18	ANSHIKA AWASTHI	01890101721	
19	MOHIT KUMAR SINGH	01990101721	
20	ARYAN ARORA	02090101721	
21	GARVIT KALRA	02190101721	
22	MOHIT CHUGH	02290101721	
23	JIVESH SOLANKI	02390101721	
24	G.PRASHANTH	02490101721	
25	UTKARSH KAJLA	02590101721	
26	JIGYASA KUMARI	02690101721	Dr. Shalini Kumar
27	PRATIBHA KUMARI	02790101721	
28	BHARTI TANWAR	02890101721	
29	NIKHIL JHA	02990101721	
30	CHETANYA MAHAJAN	03090101721	
31	SIDDHARTH GODARA	03190101721	
32	JASSIKA BHATIA	03290101721	
33	SHRISHTI JOSHI	03390101721	
34	UTKARSH SHARMA	03490101721	
35	LAKSHAY SHARMA	03590101721	
36	VIKAS MAAN	03690101721	Ms. Deepika
37	YASH SEHRAWAT	03790101721	

38	YATIN CHUTANI	03890101721	
39	NEHA	03990101721	
40	SAYAM JAIN	04090101721	
41	SAURABH SINGH BISHT	04190101721	
42	CHAHAT RANA	04290101721	
43	KARAN CHAUHAN	04390101721	
44	UJJWAL	04490101721	
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46	SHUBHAM JAIN	04690101721	
47	ADITYA GUPTA	04790101721	
48	JAYANT THAREJA	04890101721	
49	SHIVAM KUMAR	04990101721	
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55	BHAVYA ARORA	05590101721	
56	SAURAV SUMAN	05690101721	
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59	YASH	05990101721	
60	HARSHIT NAINWAL	06090101721	
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68	PAYAL	06890101721	
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79	ASHISH	07990101721	
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105	PIYUSH YADAV	00251401721	
106	SWAYAM	00351401721	
107	SANIYA SAIFI	00451401721	
108	PRIYANSHU YADAV	00551401721	
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110	AMAN SEJWAL	00751401721	
111	DEVANSH GULIANI	00851401721	
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122	SAMEER KHAN	01951401721	
123	ABDULLAH KHALID	02051401721	

124	SHLOK LAKHANPAL	02151401721		
125	TANISHQ SHARMA	02251401721		
126	AMIT SINGH BHANDARI	02351401721		
127	LAKSHAY MANCHANDA	02451401721		
128	HITESH GUPTA	02551401721		
129	YOGEEESH	02651401721		
130	DEEPANSH	02751401721		
131	NISHANT DAHIYA	02851401721		Mr. Ashu
132	LAKSHIT SHARMA	02951401721		
133	JATIN	03051401721		
134	SUMIT RAJ	03151401721		
135	RISHABH RAJ	03251401721		
136	MITALI	03351401721		
137	VRINDA KHANDELWAL	03451401721		
138	RUPESH SINGH	03551401721		
139	TARUN MEHLAWAT	03651401721		
140	NIKUNJ VERMA	03751401721		
141	KUSHAGRA MISHRA	03851401721	Mr. Jitender Yadav	
142	JAIVENDER KHATANA	03951401721		
143	JAI DAHIYA	04051401721		
144	SAIYAM SHOKEEN	04151401721		
145	VAIBHAV JANGHU	04251401721		
146	ISHANT KATARIA	04351401721		
147	ARYAN DARAL	04451401721		
148	SRIRAJ	04551401721		
149	NIKHAT FATMA	04651401721		