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1 A project report on Marketing Research
Degree B.com (computers)
Submitted by
M. Shirisha - 110119405185
Under the guidance of Asiya Jabeen

2 Indira Prayashanti govt. Degree college for women's
Nampally - Hyderabad
2019-2021

3 Topic: Marketing Research

4 Features of Marketing Research

5 Market research

A project report on Marketing Research

Degree B.com (computers)
Submitted by
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NAME:- NAUSHEEN FATIMA
CLASS:- B.COM 2ND YR
SUBJECT:- ACCOUNTING
ROLL. NO:- 209
SEC:- C
COLLEGE:- INDIRA PRIYA
DERSHINI GOVT. DEGREE
COLLEGE.

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Slides Outline

1 New educational policy 2020

2 Prepared by:
Name: G. Haripriya
Roll No: 111111002101
Group: BBAW (2A)
Topic: NEP 2020

3 Launch
The educational policy was launched on Thursday, July 29, 2020.
The policy aims to "provide knowledge, improve skills and employability."
The NEP 2020 covers the 31 years to 34 years age group.

4 Launch
The HRD ministry renamed as ministry of education (Shiksha Mantralaya).
The new academic session will begin in September. The delay is due to the pandemic.
The policy aims to include the policy before the new session starts.

5 HIGHLIGHTS OF NEP
Preparatory class (basics) for children below the age of 3 with an 50% qualified teachers.
Sanskrit and number for children aged between 3 to 7 years.
10-6 system change to 5-4-3-4.

New educational policy 2020

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K. KAVYA
B.COM 2ST YEAR
3RD SEMESTER
ROLL NO: 144
PRIYADARSHINI
GOVERNMENT
DEGREE COLLEGE

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Marketing and Advertising



Digital Marketing And Advertising Trends



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4



Name: Fatima Begum
Roll no: 110119 405079
Group: B.com computers
(Applications)
section: A
Topic: Marketing
Institution: Indira
priyadarshini degree college
for women's

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1
INDIRA PRIYADARSHINI GOVT. DEGREE COLLEGE
B.COM (COMPUTERS APPLICATION) 2nd year
ADVANCED ACCOUNTING
110119405051
TOPIC: MARKETING

2
MARKETING
internet marketing

3
INDEX
• Introduction
• History
• The 4 P's
• Marketing Strategy

4
DEFINITION
Marketing is the activity, set of
institutions and processes for creating,
communicating, delivering, and exchanging
offerings that create value for customers, clients,
partners and society at large.

5
MEANING
Marketing is the process of getting
potential customers interested in your products or
services. The acronym "4 P's" stands for
product, price, promotion, and place.
The discipline centers on the study of markets and
marketing behavior and to help the organization in
order to succeed, organize and direct resources by
analyzing their values and needs.

6

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Slides Outline

1 Name : Bhande Priya
Roll no : 110119405039
Group : B.com 2 nd year(Computer application) English medium
Section :A
Subject : Advance accounting
Topic :E commerce
Institution: Indira priyadarshini
Government degree college
For womens

2 Welcome
Created by Bhande priya

3 E-COMMERCE

4 Introduction
E-commerce means using the internet and the web for business transactions and/or commercial transactions, which typically involve the exchange of value (e.g. money) across organizational or individual boundaries in return for products and services.
E-COMMERCE

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1 NetBanking

2 Presented by :
Name : Swathi
Roll No. : 110119405037
Group : B.Com (CA)
Topic : Net Banking
Institution : Indira Priyadarshini govt degree college for women

3 Meaning :
Net banking is a service provided by banks to their customers. It allows you to conduct your financial transactions through the internet without the need of physical presence. Net banking is a secure and convenient way of doing transactions and it is available 24x7.

4 THE NET-BANKING SYSTEM

5 Advantages of Net Banking :
- Saving a lot of time and money as you don't have to visit the bank.
- You can do transactions from the comfort of your home.
- Transactions are done instantly.
- It is a secure and reliable service.
- You can do transactions from anywhere and at any time.



Presented by :

- **Name** : *B.swathi*
- **Roll-No.** : *110119405037*
- **Group.** : *B.Com (CA)*
- **Topic.** : *Net Banking*
- **Institution.** : *Indira Priyadarshini govt degree college for women*

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Topic: scope of commerce



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