

Name: Kalpana Dwivedi

Qualification: BBA

Achievements:

- National Level certificate in Volley Ball.
- Regional Level Certificate in Social Science Exhibition.
- Recommended for poster making competition in youth festival.

Projects:

➤ **Group Project on Research Methodology on “Smoking Habits in Ahmedabad” in First Year M.B.A.**

The project was done to know the smoking habits of the people in Ahmedabad and the various factors having influence on them.

➤ **Group Project on “Feasibility Study on Baby Sitting/Creche Courses” in Third Year B.B.A.**

The project was done to study the feasibility of Baby Sitting/Creche Courses. The report contained a Comprehensive analysis of setting up a new unit that includes the setup cost, financial projections, market survey, sales & distribution management etc.

➤ **Group Project on “Market Research on Soft Drink Concentrate” in Second Year B.B.A.**

The research was made to understand the perceptions of soft drink concentrate among the consumers and their buying behavior and 4P's of it. The research also included the Survey of retailers.

➤ **Group Project on “production process of Bakery” in First Year B.B.A.**

The study was conducted to understand the production process of bakery in detail. The report contains descriptive process of manufacturing and processing of bakery.

Personal Information:

Age: 21

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Experience: Nil

Grade in BBA: B+

Field: Marketing