

**B.V. Patel Institute of Business Management, Computer and Information Technology,
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Visit and Observational Studies at Business Trade Fair 2017 at Surat

Imparting theoretical knowledge in alliance with practical has become a buzz word of B.V. Patel Institute of Business Management, Computer & Information Technology, so with a view to enhance practical understanding the subject, students of Second Year BBA and B.Com (Computer Applications) visited Business Trade Fair 2017 at Surat and Bardoli. Subject assignment was given to the students in Business Research and Entrepreneurship Development on 28th December 2017. It was regarding an observational survey - a technique used for collecting data for research purpose.



For the purpose the visited the Trade Fair and to conduct a natural form of observational survey regarding the following attributes:

- Types of public visiting the fair.
- Their reason behind visiting such trade fair.
- What sort of interest they were showing while visiting the fair.
- What type of information they were trying to collect and the reason behind collecting this type of information.



The students were asked to visit the Business Trade Fair 2017:

- Venue: Vanita Visharam Ground
- Date: 28th December 2017
- Duration of visit: 4:30pm to 7:30pm

Below is the description of students' observation. They observed that in this fair different kinds of goods of home and industries and also services were brought for sale and

demonstration. Around 250-350 people of age group between 20-45 years old visited the fair during that duration of time. The people who visited the fair belonged to an upper middle economic and higher economic class and more of them visited with family or individually. And they were more of business person rather than students or couple who visited for just spending of time. There were also college students but very few.

The reason behind this may be the entrance fees and parking fees that charged from the visitors. Special free entry was given to the students of college if they show their ID card and for the general public they charged Rs.50 and parking fees Rs.20. There were 9 specific domes doing marketing and advertising of different products and services. Further they were subdivided into numbers of small stalls each of different company or brand. The domes were named from alphabet A to I. The products and services which were offered in each dome are as follows:-

- Dome A and B included the home or kitchen appliances and eating packed products, electronic products too like heater, vacuum cleaner, lightings, water purifier, snacks etc.
- Dome C and D comprised of furniture products and home décor products like show piece, mattress, paintings, antiques etc.
- Dome E had services of various institutions like educational, airlines, mutual funds, coaching classes, medical institutions, agencies of tours and travels etc.
- Dome F included the eating stalls which were more visited by the students for enjoyment.
- Dome G and H included apparels and ornaments of different types of cloth materials like silk, cotton, kashmiri, jute etc. and of different jems respectively. And an embroidery machine which practically showed its functioning.
- Dome I included of bedroom furniture and sofa sets.
- Lastly various automobile companies including various cars, two wheelers, bus and trucks of companies like Suzuki, Hyundai, Mahindra, Jaguar, Land Royer, Volkswagon , Royal Enfield , Avenger , Harley Davidson etc.

All the brands were distributing some sample products and services to attract more and more customers and also their cards, brochures etc for advertisements.

Students' observation was that the public visited the fair in order to gather some general information rather than purchasing the products. Only few were there who purchased some or the other products. As there were fewer visitors the students visited all the domes for 10-15 minutes rather than concentrating on any single dome.

The type of questions that public were more concerned of asking regarding the products were:

- Price of product and the services.
- Quality of the product.
- What would be the benefit if they purchase or pursue their products and services?
- Types of materials used in the product i.e. the raw materials or components of product.
- The manufacturing process used for the same.
- How long the products would be able to perform its services etc.

So these all were the aspects on which the customers were focusing more so as to make the decision of purchasing, to take forward their own business by analysing the information collected and making some strategies out of it or to simply gather the basic information. Also a musical event was conducted at that night for the entertainment of the public. This was all about what the students were able to observe about they aspects of trade fair. Though they were not able to gather much information and were not able to conduct the survey in the required manner due to the obstacles like less number of public and their attitude towards the fair overall.

Overall the students were able to learn as well as to enjoy a lot regarding new marketing concepts, product and services etc. They learned that how one can conduct an observational survey and can collect the various sort of data's and information from a natural environment that to in a natural and practical way. It helped them to analyse and improve their potential in a broad prospective.

We are the student of SY BBA and SYB.Com thankful to our director sir and staff members for giving us a golden opportunity to attend such a knowledgeable expo of business which was held in Surat and Bardoli. These kinds of participative activities are very helpful to us in shaping our knowledge in the business world.

The expo was very interesting and innovative, there we saw various products of all company's and also noticed the competition of each business, there were also stalls by fresher's to start their business and get boost in business.

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