

Dr. B.B Hegde First Grade College, Kundapura

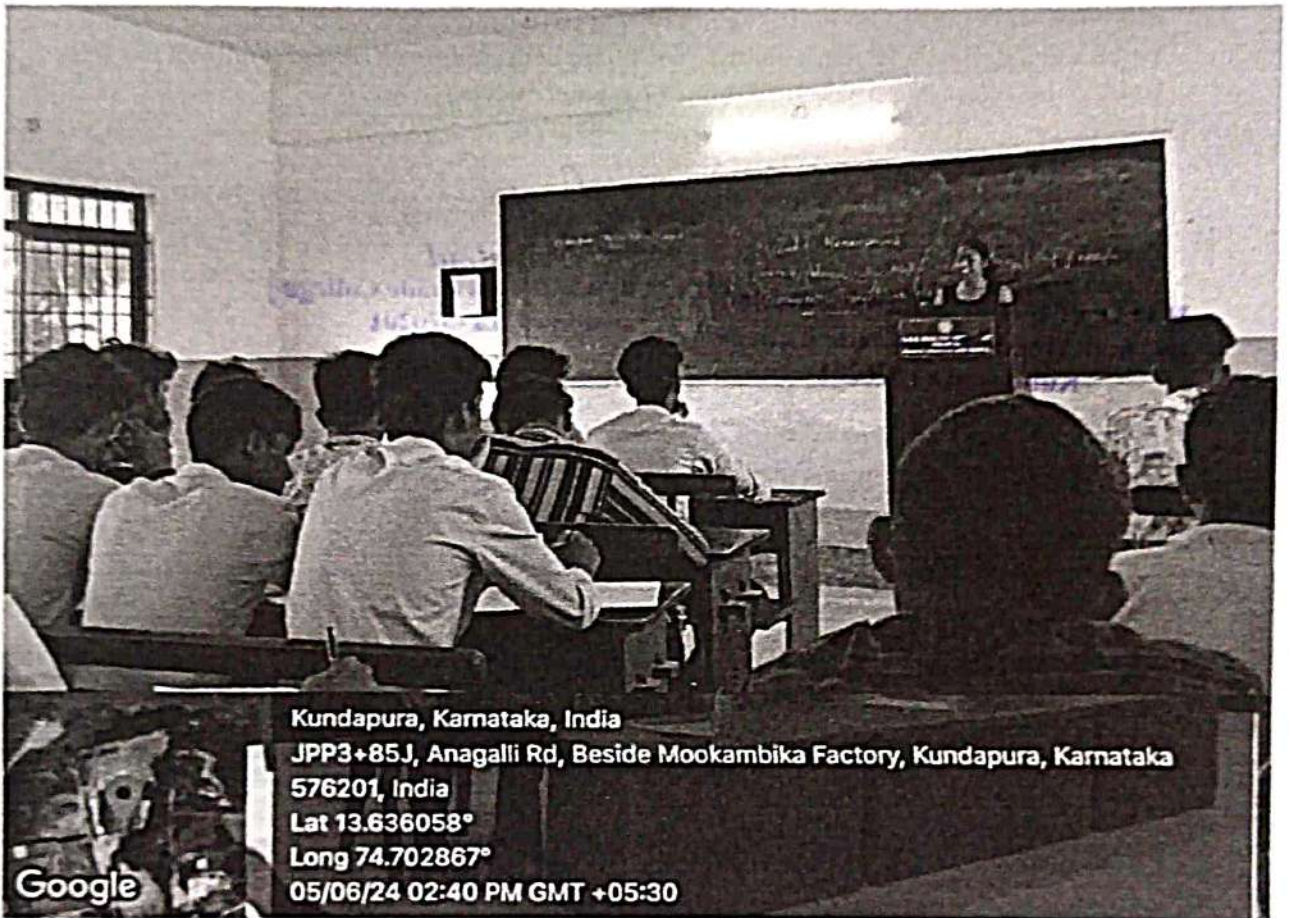
Department of Business Administration

Seminar Topic: Employee Engagement

Student Name: Akshitha *Akshitha*

Class: I BBA

Date: 05-06-2024



Employee engagement is a human resources concept that refers to the level of investment, motivation, and passion that employees have for their job and the company they work for.

Here are the features of employee engagement

- Motivation and commitment to the company's mission and goals
- Understanding of how their role contributes to the success of the organization
- Willingness to go the extra mile and do more than what is expected of them
- High level of job satisfaction and productivity
- Positive attitude towards the company and role

Here are the types of employee engagement

- Actively Engaged Employees: These employees are motivated and committed to their work and the company.
- Not Engaged Employees: These employees lack emotional connection to their work or organization.
- Actively Disengaged Employees: These employees are unhappy and actively undermine the organization's efforts.

Conclusion:

In conclusion, employee engagement is a vital aspect of human resources management that significantly impacts an organization's success.

Understanding these types of employee engagement is crucial for organizations to develop effective strategies to boost engagement, improve productivity, and enhance overall performance. By fostering a culture of engagement, organizations can unlock the full potential of their employees and achieve greater success.



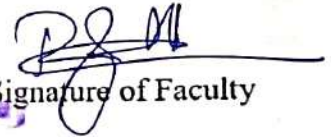
Signature of HOD

H.O.D. of Business Administration
Dr. B. B. Hegde First Grade College
Kundapura - 576201



Principal



Dr. B. B. Hegde First Grade College,
Kundapura - 576201



Signature of Faculty

Dr. B BHegde First Grade College ,Kundapura
Department of Business Administration
Seminar 2023-24

Faculty Name : Mrs. Nanda Rai
Debate Topic : **Marketing Mix**
Class : I BBA
Date : 08/05/2024

Students Name	Class	Signature
Akshitha	I BBA	
Praveen	I BBA	



Marketing Mix: The 4 Ps of Marketing and How to Use Them

What Is a Marketing Mix?

A marketing mix includes multiple areas of focus as part of a comprehensive marketing plan. The term often refers to a common classification that began as the four Ps: product, price, placement, and promotion.

Product

This represents an item or service designed to satisfy customer needs and wants. To effectively market a product or service, it's important to identify what differentiates it from competing products or services. It's also important to determine if other products or services can be marketed in conjunction with it.

Price

The sale price of the product reflects what consumers are willing to pay for it. Marketing professionals need to consider costs related to research and development, manufacturing, marketing, and distribution—otherwise known as cost-based pricing. Pricing based primarily on consumers' perceived quality or value is known as value-based pricing.

Placement

When determining areas of distribution, it's important to consider the type of product sold. Basic consumer products, such as paper goods, often are readily available in many stores. Premium consumer products, however, typically are available only in select stores.

Promotion

Joint marketing campaigns are called a promotional mix. Activities might include advertising, sales promotion, personal selling, and public relations. One key consideration is the budget

assigned to the marketing mix. Marketing professionals carefully construct a message that often incorporates details from the other three Ps when trying to reach their target audience. Determination of the best mediums to communicate the message and decisions about the frequency of the communication also are important.

What Is the Purpose of a Marketing Mix?

At its core, a marketing mix is focused on promoting a product or service to generate revenue for a company. On the whole, it integrates key marketing strategies that create brand awareness, build customer loyalty, and drive product sales.



**H.O.D. of Business Administration
Dr. B. B. Hegde First Grade College
Kundapura - 576201**



**Principal
Dr. B.B. Hegde First Grade College
Kundapura -576201**




Faculty Incharge

Dr. B BHegde First Grade College ,Kundapura
Department of Business Administration
Seminar 2023-24

Faculty Name : Mrs. Nanda Rai
Seminar Topic: **Residential Status**
Class : III BBA
Date : 29/08/2023



Students Name	Class	Signature
JnaneshPrabhu	III BBA	

How Residential Status is determined as per the Income-tax Act, 1961

Under Income Tax, the residential status of a person is one of the most important criteria in determining the tax implications. The residential status of a person can be categorised into:

Types of Residential Status for Taxation in India

There are different residential status types in India. It classifies the different taxpayers based on their income, stays in the country, and incorporation. One must recognize the residential status and incidence of tax for the financial year. It will help follow the correct rules and avail of exemptions and deductions. Following are the different categories of residential statuses in India.

- Resident
- Resident not Ordinarily Resident (RNOR)
- Non-Resident (NR)

Resident

Any taxpayer individual will only be considered an Indian Resident if they fulfill the following conditions.

- They have stayed in India for at least 182 days in the particular financial year.
- They stayed in India for at least 365 days during the preceding four financial years. Also, they should have stayed in India for at least 60 days in the relevant financial year.

Read below to understand some cases of residential status and the incidence of tax in being a resident.

Type 1- Leaves India for employment purposes: An Indian citizen who leaves the country for employment purposes or as a member of an Indian crew ship.

- Such a person can be a resident only if they stay for at least 182 days in the country during the financial year.
- They stay for at least 365 days in the four preceding financial years and 182 days or more in this financial year.

Type 2- Lives abroad but visits India frequently: An Indian citizen or an individual of Indian origin living outside India comes to visit India during this financial year.

- Such a person can be a resident only if they stay for at least 182 days in the country during the financial year.
- They stay for at least 365 days in the four preceding financial years and 182 days or more in this financial year.
- If the individual earns more than ₹15,00,000 in the year, the income should not include any from foreign sources: The same conditions are to be followed for being an Indian resident in that financial year.

Deemed Resident of India

Residential status and incidence of tax can also vary for a deemed resident of India. They can be so if they are not liable for income tax payments in any other country. In the context of Indian taxation, the concept of "Deemed Resident" was introduced by the Finance Act, 2020, amending the Income Tax Act, 1961. It defines certain conditions under which an individual who was otherwise considered a non-resident may be deemed to be a resident of India for a particular financial year.

- Deemed residency will be applicable if they earn an income of more than ₹15,00,000 in the financial year apart from any foreign account sources.
- Non-taxability in other countries can be due to the person's domicile or residency.

Not Ordinarily Resident (NOR)

In the context of Indian taxation, the category of "Not Ordinarily Resident" (NOR) applies specifically to individuals and is defined under the Income Tax Act, 1961. It pertains to individuals who qualify as residents of India but do not meet the conditions to be considered "Ordinarily Resident." The residential status and incidence of tax also cover residents not ordinarily resident. If a person fulfills the residency status, they should find out if they are an RNOR or an ordinary resident. They will be RNOR if they fulfill the following mentioned conditions.

- **Individual:** They've been a non-resident nine times out of the ten previous financial years. Or they have stayed in India for 729 days or less in the preceding seven financial years.
- **Hindu Undivided Family (HUF Karta or manager):** They've been a non-resident nine times out of the ten previous financial years. Or they have stayed in India for 729 days or less in the preceding seven financial years.
- **Indian Citizen or an individual of Indian origin:** Their total annual income is more than ₹15,00,000, excluding foreign sources. In this financial year, they have stayed in India between 129-182 days.

- o **Indian Citizens:** They have to be deemed residents of India.

Non-Resident

A taxpayer who doesn't fulfill the conditions for being a resident or resident not ordinarily resident is a Non-Resident in the country. A non-resident, in the context of income tax and residency rules, refers to an individual or entity that is not considered a resident for tax purposes in a particular country or jurisdiction. Residential status for taxation purposes is crucial as it determines how an individual's income is taxed. Non-resident is one of the types of residential status defined under Indian tax laws.

Conclusion

Residential status and incidence of tax notes are essential for understanding the basics. One cannot evaluate their tax liability if they aren't aware of residential law basics. Also, it helps improve income tax knowledge, which is the key to financial management. Residential status and incidence of tax should help one classify if they are under the resident or non-resident categories in a financial year.



H.O.D. of Business Administration
Dr. B. B. Hegde First Grade College
Kundapura - 576201



Principal
Dr. B.B. Hegde First Grade College
Kundapura -576201



Faculty Incharge