### A project report on

### "A COMPARISION OF THE ECONOMY OF INDIA AND CHINA"

# SUBMITTED TO SCHOOL OF COMMERCE PRESIDENCY UNIVERSITY

### IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR 6TH SEMESTER FINAL EXAMINATION



Under The Guidance Dr. Amit Saha Assistant Professor School of Commerce Submitted By Ibrahim Sunder 20201BCP0057

REGISTRAR REGISTRAR

Page | 1

### CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "A COMPARISON OF THE ECONOMY OF INDIA AND CHINA" by 'IBRAHIM SUNDER' towards partial fulfilment of the requirements for B.com 6th semester final examination was done under my guidance and supervision. The work or any part of it has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05/06/23
Place: Benjalwin

Signative of Dean Dr. Vinay Joshi Associate Dean Presidency University Page | 2 REGISTRAR

[ "Ibrahim Sunder" the student of B.Com 6th Semester, School of Commerce, Presidency University hereby declare that any part of the text or data included in this data included in this project report entitled "A COMPARISON OF THE ECONOMY OF INDIA AND CHINA" has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05/06/2023 Place Bongalore

Signature of the Student

Page | 3



REGISTRAR



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A STUDY ON ENHANCING EMPLOYEE PERFORMANCE THROUGH MONETARY INCENTIVES

A PROJECT

Submitted by

Suhas Naidu

20201BCP0048

Under the guidance of

Dr. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

### **BACHELOR OF COMMERCE**



### SCHOOL OF COMMERCE

**MAY 2023** 

1 | Page



### CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "Enhancing employee performance through monetary incentives" submitted by 'Suhas Naidu' having ID 20201BCP0048 towards partial fulfillment of the requirements for B.com 6th semester final examination was done under guidance and supervision. The work or any part of it has not been submitted to any other University/Department for the award of any degree or Diploma.

Signature of Dean
Dr. Vinay Joshi
Associate Dean
School of Commence
Presidency University

Date: 05/06/23

2 | Page

REGISTRAR

I "Suhas Naidu" having ID 20201BCP0048 the student of B.Com 6th Semester, Department of Commerce, Presidency University hereby declare that any part of the text or data included in this data included in this project report entitled "Enhancing employee performance through monetary incentives" has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05 (06) 23

Signature of the Student

# A STUDY ON HOW TESLA HAS CHANGED THE AUTOMOTIVE INDUSTRY

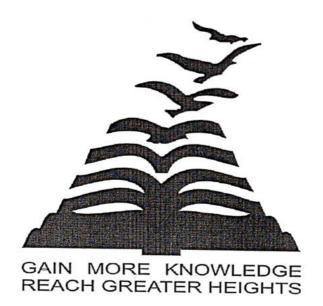
Dissertation submitted in partial fulfillment

Of the requirements for the award of the Degree of

### BACHELOR OF COMMERCE

Of

PRESIDENCY UNIVERSITY



By
Surya Puthra 20201BCP0049

Under the guidance of

AMIT SAHA ASSISTANT PROFESSOR

PRESIDENCY UNIVERSITY 2022–2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Beneaturu, 500064

1

### DECLARATION BY THE STUDENT

I hereby declare that "A Study on How Tesla has changed the automotive Industry." is the result of the project work carried out by me under the guidance of PROFESSOR AMIT SAHA in partial fulfillment for the award of Bachelor's Degree in Commerce by Presidency University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

Date: 29/05/2023

Name: Surya Puthra

Register No.: 20201BCP0049

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengaluru, 560064



### CERTIFICATE BY THE GUIDE

Date: 29/05/2023

This is to certify that the dissertation titled "A Study on How Tesla has changed the automotive Industry." is an original work of Mr. Surya Puthra bearing University Register Number 20201BCP0049 and is being submitted in partial fulfillment for the award of the Baghelor of Commerce of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfillment of the requirement of a course of study Mr. Surya Puthra is guided by PROFESSOR AMIT SAHA who is the Faculty Guide as per the regulations of Presidency University.

Signature of Director /Principal/ HOD

Date: 29/05/2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengalium, 360064



# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

### A STUDY ON ROLE OF IT IN BANKING

A RESEARCH PROJECT.

Submitted by

SYED KAMRAN

ABBAS

(20201BCP0051)

Under the Guidance of Prof. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

**BACHELOR OF COMMERCE (PROFESSIONAL)** 



SCHOOL OF COMMERCE



I Syed Kamran Abbas (Reg. No: 20201BCP0051) hereby declare that the project, titled A STUDY ON ROLE OF IT IN BANKING is

record of original research work undertaken by me for the award of the degree of Bachelor Commerce – Executive. I have completed this study under the supervision of Prof. Amit aha, Assistant Professor, School of Commerce.

also declare that this dissertation has not been submitted for the award of any degree, diploma, sociateship, fellowship or other title to any other Institution/University.

ace: Bengaluru

ate: 05/06/23

Sned Kawan Abbas Syed Kamran Abbas

Reg No: 20201BCP0051

**School of Commerce** 

**Presidency University** 

Bengaluru



### **CERTIFICATE**

This is to certify that the project submitted by Syed Kamran Abbas (Reg. No: 20201BCP0051) titled A STUDY ON ROLE OF IT IN BANKING is a record of research work done by him/her during the academic year2022-2023 under my supervision in partial fulfillment for the award of Bachelor of commerce (professional).

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-23

Dr. Vinay Joshi Associate Dean School of Commerce Presidency University

Bengalwin

Prof. Amit Saha

Assistant Professor

**School of Commerce** 

**Presidency University** 

Bengaluru





# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

### A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE BETWEEN MUTHOOT GOLD FINANCE AND INDIA INFOLINE FINANCE LIMITED

### A DISSERTATION PROJECT

Submitted by

Yashwanth Gowda SA

(20201BCP0052)

Under the guidance of

Dr. Amit Saha

Assistant professor

School of Commerce

In Partial Fulfilment of the Requirements for the Award of the Degree of

### **BACHELOR OF COMMERCE**



#### SCHOOL OF COMMERCE

Presidency University
Bangalore
June 2023



I Yashwanth Gowda SA (20201BCP0052) hereby declare that the project, titled "A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE BETWEEN MUTHOOT GOLD FINANCE AND INDIA INFOLINE FINANCE LIMITED is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Dr. Amit Saha, Assistant Professor, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:

Yashwanth Gowda SA
Reg No: 20201BCP0052
School of Commerce
Presidency University
Bengaluru

### CERTIFICATE

This is to certify that the project submitted by Yashwanth Gowda SA (20201BCP0052) titled "A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE BETWEEN MUTHOOT GOLD FINANCE AND INDIA INFOLINE FINANCE LIMITED is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Commerce.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05/06/23

Dr. Vinay Joshi Associate Dean School of Commerce Presidency. University Dr. Amit Saha Assistant Professor School of Commerce Presidency University



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# "PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR"

A PROJECT

Submitted by Yogeetha NV (20201BCP0053)

Under the Guidance of **Dr. Amit Saha**Assistant Professor

In Partial Fulfilment of the Requirements for the Award of the Degree of

BACHELOR OF COMMERCE



REACH GREATER HEIGHT

SCHOOL OF COMMERCE PRESIDENCY UNIVERSITY

2023



I Yogeetha NV (20201BCP0053) the student of 6<sup>th</sup> Semester, School Of Commerce, Presidency University hereby declare that any part of the text or data included in this project report entitled "Portfolio evaluation and investment decision in banking sector" has not been submitted to any other university/institution/ department for the award of any degree and diploma.

Place: Bengaluru

Date: 25th March 2023

Yogeetha NV
Reg no. 20201BCP0053
School of Commerce
Presidency University
Bengaluru

REGISTRAR REGISTRAR

### CERTIFICATE

This is to certify that the project entitled "PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR" submitted by 'Yogeetha NV' towards partial fulfilment of the requirements for 6th Semester final Examination was done under Dr. Amit Saha'guidance and supervision. The work or any part of it has not been Submitted to any other university/Institution/Department for the award of any Degree or Diploma.

Place: Bengaluru

Date: 25th March 2023

Assistant Professor School of Commerce Presidency University Bengaluru

Dr WNAY JOSHI

AsDean

School of Commerce Presidency University

Bengaluru



# A PROJECT REPORT ON IMPACT OF TAXATION ON SMALL AND MEDIUM ENTERPRISES

Submitted by

DISHA C MOULI

20201BCP0056

Under the guidance of

Dr. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

### **BACHELOROF COMMERCE**



### PRESIDENCY UNIVERSITY

SCHOOL OF COMMERCE

MAY 2023



# CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "Impact of taxation on Small and medium size University/Department for the award of any degree or Diploma. guidance and supervision. The work or any part of it has not been submitted to any other fulfillment of the requirements for B.com 6th semester final examination was done under enterprise " submitted by 'Disha C Mouli' having ID 20201BCP0056 towards partial

Anut Sala Signature of the Guide

signativized Dean

REGISTRAR

Associate Dean

bean

School of commence Presidency university

University/Department for the award of any Degree or Diploma. data included in this data included in this project report entitled "Enhancing employee Department of Commerce, Presidency University hereby declare that any part of the text or I "Disha C Mouli" having ID 20201BCP0048 the student of B.Com 6th Semester, through monetary incentives" has not been submitted to any other

Date: 05 |06| 2023

Signature of the Student

REGISTRAR REGISTRA



# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

### A STUDY ON ROLE OF IT IN BANKING

A RESEARCH PROJECT.

Submitted by

SYED KAMRAN

ABBAS

(20201BCP0051)

Under the Guidance of Prof. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

**BACHELOR OF COMMERCE (PROFESSIONAL)** 



SCHOOL OF COMMERCE



I Syed Kamran Abbas (Reg. No: 20201BCP0051) hereby declare that the project, titled A STUDY ON ROLE OF IT IN BANKING is

record of original research work undertaken by me for the award of the degree of Bachelor Commerce – Executive. I have completed this study under the supervision of Prof. Amit aha, Assistant Professor, School of Commerce.

also declare that this dissertation has not been submitted for the award of any degree, diploma, sociateship, fellowship or other title to any other Institution/University.

ace: Bengaluru

ate: 05/06/23

Syed Kamran Abbas

Reg No: 20201BCP0051

Sned Kawan Abbas

**School of Commerce** 

**Presidency University** 

Bengaluru



### **CERTIFICATE**

This is to certify that the project submitted by Syed Kamran Abbas (Reg. No: 20201BCP0051) titled A STUDY ON ROLE OF IT IN BANKING is a record of research work done by him/her during the academic year2022-2023 under my supervision in partial fulfillment for the award of Bachelor of commerce (professional).

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-23

Dr. Vinay Joshi Associate Dean School of Commerce Presidency University

Bengalwin

Prof. Amit Saha

Assistant Professor

**School of Commerce** 

**Presidency University** 

Bengaluru





# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

### A project report on

### "A STUDY ON MAHINDRA'S AUTOMOTIVE INDUSTRY IN INDIA"

# SUBMITTED TO SCHOOL OF COMMERCE PRESIDENCY UNIVERSITY

# IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR 6TH SEMESTER FINAL EXAMINATION



**Under The Guidance** 

Dr. Amit Saha

**Assistant Professor** 

**School of Commerce** 

Submitted By

SUHAIB A H



### CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "A STUDY ON MAHINDRA'S AUTOMOTIVE INDUSTRY IN INDIA" submitted by SUHAIB A H towards partial fulfilment of the requirements for \_6TH\_semester final examination was done under my guidance and supervision. The work or any part of it has not been submitted to any other University/Institution/Department for the award of any Degree or Diploma.

> Signation of Dean Dr. Vinay Joshi Associate Dean
> School of Communce
> Presidency University

Date: 05/06/23
Place: Bengaliun

Signature of the Guide br. Amit Saha



I "SUHAIB A H" the student of B.COM 6th Semester, School of Commerce, Presidency University hereby declare that any part of the text or data included in this project report entitled "A STUDY ON MAHINDRA'S AUTOMOTIVE INDUSTRY IN INDIA " has not been submitted to any other University/Institution/Department for the award of any Degree and Diploma.

Date: 05/06/23

Place: Bougalone

Signature of the student





# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A STUDY ON ENHANCING EMPLOYEE PERFORMANCE THROUGH MONETARY INCENTIVES

A PROJECT

Submitted by

Suhas Naidu

20201BCP0048

Under the guidance of

Dr. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

### **BACHELOR OF COMMERCE**



### SCHOOL OF COMMERCE

**MAY 2023** 

1 | Page



### CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "Enhancing employee performance through monetary incentives" submitted by 'Suhas Naidu' having ID 20201BCP0048 towards partial fulfillment of the requirements for B.com 6th semester final examination was done under guidance and supervision. The work or any part of it has not been submitted to any other University/Department for the award of any degree or Diploma.

Signature of Dean
Dr. Vinay Joshi
Associate Dean
School of Commence
Presidency University

Date: 05/06/23

2 | Page

Signature of the Guide

REGISTRAR Registrar

I "Suhas Naidu" having ID 20201BCP0048 the student of B.Com 6th Semester, Department of Commerce, Presidency University hereby declare that any part of the text or data included in this data included in this project report entitled "Enhancing employee performance through monetary incentives" has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05 (06) 23

Signature of the Student

# A STUDY ON HOW TESLA HAS CHANGED THE AUTOMOTIVE INDUSTRY

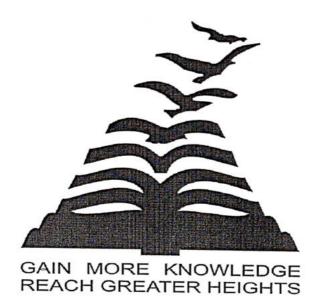
Dissertation submitted in partial fulfillment

Of the requirements for the award of the Degree of

### BACHELOR OF COMMERCE

Of

PRESIDENCY UNIVERSITY



By
Surya Puthra 20201BCP0049

Under the guidance of

AMIT SAHA ASSISTANT PROFESSOR

PRESIDENCY UNIVERSITY

2022-2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Beneaturu, 500064

1

### DECLARATION BY THE STUDENT

I hereby declare that "A Study on How Tesla has changed the automotive Industry." is the result of the project work carried out by me under the guidance of PROFESSOR AMIT SAHA in partial fulfillment for the award of Bachelor's Degree in Commerce by Presidency University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

Date: 29/05/2023

Name: Surya Puthra

Register No.: 20201BCP0049

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengaluru, 560064



### CERTIFICATE BY THE GUIDE

Date: 29/05/2023

This is to certify that the dissertation titled "A Study on How Tesla has changed the automotive Industry." is an original work of Mr. Surya Puthra bearing University Register Number 20201BCP0049 and is being submitted in partial fulfillment for the award of the Baghelor of Commerce of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfillment of the requirement of a course of study Mr. Surya Puthra is guided by PROFESSOR AMIT SAHA who is the Faculty Guide as per the regulations of Presidency University.

Signature of Director /Principal/ HOD

Date: 29/05/2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengalium, 360064

# A STUDY ON HOW TESLA HAS CHANGED THE AUTOMOTIVE INDUSTRY

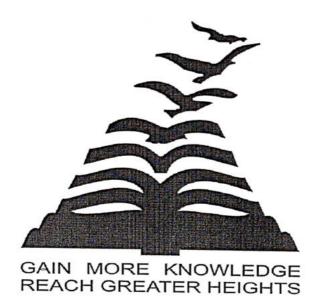
Dissertation submitted in partial fulfillment

Of the requirements for the award of the Degree of

### BACHELOR OF COMMERCE

Of

PRESIDENCY UNIVERSITY



By
Surya Puthra 20201BCP0049

Under the guidance of

AMIT SAHA ASSISTANT PROFESSOR

PRESIDENCY UNIVERSITY

2022-2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Beneaturu, 500064

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Date: 29/05/2023

Name: Surya Puthra

Register No.: 20201BCP0049

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengaluru, 560064



### CERTIFICATE BY THE GUIDE

Date: 29/05/2023

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Signature of Director /Principal/ HOD

Date: 29/05/2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengalium, 360064



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# Corporate Social Responsibility Issues in Indian Banking System

### A DISSERTATION PROJECT

Submitted by Harsh Pal (20201BCP0017)

Under the guidance of Ms. Monica S

.

Assistant professor

School of Commerce

In Partial Fulfilment of the Requirements for the Award of the Degree of

### BACHELOR OF COMMERCE



### SCHOOL OF COMMERCE

Presidency University

Bangalore

June 2023



I Harsh Pal (20201BCP0017) hereby declare that the project, titled Corporate Social Responsibility Issues in Indian Banking System, is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Prof. Monica S, Assistant Professor, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship, or another title to any other Intertution/University.

Place: Bengaluru

Date: 5-6-23

Harsh Pal

2020BCP0017

School of Commerce

Presidency University

Bengaluru



This is to certify that the project submitted by Harsh Pal (20201BCP0017) titled Corporate Social Responsibility Issues in Indian Banking System is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or another title to any other Institution/University.

Place: Bengaluru Date: 5-6-23

Dr. Vinay Joshi Associate Dean School of Commerce Presidency University Prof. Monica S Assistant Professor School of Commerce Presidency University



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A STUDY ON EMPLOYMENT JOB SATISFACTION AT MARINE BOTTLING COMPANY

A PROJECT

Submitted by

### HUMAID NAFIH ABDULLA N

20201BCP0018

Under the guidance of

Ms. MONICA S

Assistant Professor

In Partial Fulfillment of the Requirements for the Award of the Degree of

BACHELOR OF COMMERCE



HUMAID NAFIH ABDULLA N 20201BCP0018

REGISTRAR Registrar

# A STUDY ON EMPLOYMENT JOB SATISFACTION AT MARINE BOTTLING COMPANY

# SCHOOL OF COMMERCE

### DECLARATION

I HUMAID NAFIH ABDULLA N (20201BCP00018) hereby declare that the project, titled A STUDY ON EMPLOYEE JOB SATISFACTION AT MARINE BOTTLING COMPANY is a record of original research work undertaken by me for the award of Bachelor of Commerce. I have completed this study under the supervision of Ms. Monica S, Assistant Professor, School of commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any Institution/University.

Place: Bengaluru

Date: 05-06 - 2023

Humaid Nafih Abdulla N

20201BCP0018

School of Commerce

Presidency University

Bengaluru

HUMAID NAFIH ABDULLA N 20201BCP

## A STUDY ON EMPLOYMENT JOB SATISFACTION AT MARINE BOTTLING COMPANY

#### CERTIFICATE

This is to certify that the project submitted by HUMAID NAFIH ABDULLAN (20201BCP0018) titled STUDY ON EMPLOYEE JOB SATISFACTION AT MARINE BOTTLING COMPANY is a record of research work done by him during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05 - 06 - 2023

Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

Ms. Monica S

lomica S

Assistant Professor

School of Commerce

Presidency University

Bengaluru

HUMAID NAFIH ABDULLA N 20201BCN 2018

3



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A STUDY ON ENHANCING EMPLOYEE PERFORMANCE THROUGH MONETARY INCENTIVES

A PROJECT

Submitted by

Suhas Naidu

20201BCP0048

Under the guidance of

Dr. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

### **BACHELOR OF COMMERCE**



# SCHOOL OF COMMERCE

**MAY 2023** 

1 | Page



### CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "Enhancing employee performance through monetary incentives" submitted by 'Suhas Naidu' having ID 20201BCP0048 towards partial fulfillment of the requirements for B.com 6th semester final examination was done under guidance and supervision. The work or any part of it has not been submitted to any other University/Department for the award of any degree or Diploma.

Signature of Dean
Dr. Vinay Joshi
Associate Dean
School of Commence
Presidency University

Date: 05/06/23

2 | Page

REGISTRAR

I "Suhas Naidu" having ID 20201BCP0048 the student of B.Com 6th Semester, Department of Commerce, Presidency University hereby declare that any part of the text or data included in this data included in this project report entitled "Enhancing employee performance through monetary incentives" has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05 (06) 23

Signature of the Student





A Study on The Impact of Organizational Structure on Employee Job Satisfaction and Performance

A PROJECT

Submitted by

Joel Mathews John

(Reg. No. 20201BCP0019)

Under the Guidance of

Prof. Monica Satish

Assistant Professor

In Partial Fulfilment of the Requirements for the Award of the Degree of

Bachelor of Commerce



SCHOOL OF COMMERCE

MAY 2023

REGISTRAR REGISTRAR

I Joel Mathews John (Reg. No: 20201BCP0019) hereby declare that the project, titled A Study on The Impact of Organizational Structure on Employee Job Satisfaction and Performance is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Prof. Monica Satish, Assistant Professor, School of Commerce.

Place: Bengaluru

Date: 5/6/2023

Joel Mathews John

Reg No: 20201BCP0019

School of Commerce

Presidency University

Bengaluru



This is to certify that the project submitted by Joel Mathews John (Reg. No: 20201BCP0019) titled A Study on The Impact of Organizational Structure on Employee Job Satisfaction and Performance is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of commerce.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date: 5-6-23

Dr Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

Prof. Monica Satish

Horica.S

Assistant Professor

School of Commerce

Presidency University

Bengaluru





# "A STUDYONCYBERSECURITY ISSUESAFFECTINGONLINEBANKINGANDONLINETRANS ACTIONS"

### A RESEARCH PROJECT

Submitted by KASHI ADITYA REDDY IDAMAKANTI (20201BCP0021)

> Under the Guidance of Prof. MONICA S ASSISTANT PROFESSOR

In Partial Fulfilment of the Requirements for the Award of the Degree of

# BACHELOR OF COMMERCE



SCHOOL OF COMMERCE May 2023

KASHI ADITYA REDDY IDAMAKANTI 20201BCP0021

MPag

I KASHI ADITYA REDDY (20201BCP0021) hereby declare that the project, titled "A Study on Cybersecurity Issues Affecting Online Banking and Online Transactions" is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Miss. MONICA SATISH, Assistant Professor, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Banglor Date: 05 | 06 | 2023

Kashi Aditya Reddy Idamakanti

20201BCP0021

School of commerce

Presidency university

Bangalore

REGISTRAR

KASHI ADITYA REDDY IDAMAKANTI 20201BCP0021

2|Page

This is to certify that the project submitted by Kashi Aditya Reddy Idamakanti (20201BCP0021) titled "A study on Cybersecurity Issues Affecting Online Banking and Online Transactions" is a record of research work done by him during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Commerce.

This project has not been submitted for the award of any degree, diploma, association ship, fellowship or other title to any other Institution/University.

Place: Bangalon Date: 05/06/2023

Ms. Monica Satish

Honica'S

Assistant professor

School of commerce

Presidency university

Bangalore

Dr. Vinay Joshi Associate Deam School of Commerce Pusidency University Bangalore.

KASHI ADITYA REDDY IDAMAKANTI 20201BCP0021

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A study on the impact of online grocery on small grocery shops in Bangalore City

A PROJECT

Submitted by

KOUSHIK DS

(20201BCP0022)

Under the Guidance of Professor: Ms. Monica S ASSISTANT PROFESSOR

In Partial Fulfilment of the Requirements for the Award of the Degree of

### BACHELOR OF COMMERCE



SCHOOL OF COMMERCE May 2023



I Koushik ds (20201bcp0022) hereby declare that the project, titled "A Study on the impact of online grocery on small grocery shops in Bangalore city" is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Ms. Monica S, Assistant Professor, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:3rd march 2023

Koushik DS

Reg No: 20201bcp0022

School of Commerce

Presidency University

Bengaluru



This is to certify that the project submitted by Koushik ds (20201BCP0022) titled "a study on the impact of online grocery on small grocery shops in Bangalore city" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 3rd march 2023

Ms. Monica S

Assistant Professor

School of Commerce

Presidency University

Bengaluru

Dr Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

REGISTRAR REGISTRAR



# PRESIDENCY UNIVERSITY

# Analysis of Fintech Startups in India

Influence Processes for Fintech Services Breakout: An Elaboration Likelihood Model

A Project Report Submitted in Partial Fulfilment of the Requirement for the Award of Degree of

BACHELOR OF COMMERCE- FULL TIME

Under the Guidance of

DR.MONICA **Assistant Professor** 

Submitted By:

Lakshminarayana

20201BCP0023 B.com(prof) 2020-23



SCHOOL OF COMMERCE

Lakshminarayana M , 20201BCP0023, B.com(prof), Presidency University

REGISTRAR

I'm Lakshminarayana M (Reg. No:20201BCP0023) hereby declare that the project, titled ANALYSIS OF FINTECH STARTUPS IN INDIA is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Executive. I have completed this study under the supervision of Dr. Monica, Assistant Professor, School of Commerce.

Lalso declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship, or other title to any other Institution/University.

Place Bengaluru Date: 5-6-23

> Reg No: 20201BCP0023 School of Commerce Presidency University Bengaluru

> > 2

This is to certify that the project titled "Analysis of Fintech Startups in India-Influence Processes for Fintech Services Breakout: An Elaboration Likelihood Model" submitted in the partial fulfilment of the requirements for the degree of Bachelor of commerce is a record of original research work carried out by myself. Any material borrowed or referred to is duly acknowledged.

Lakshminarayana M

20201BCP0023

B.com(prof) 2020-23

School of Commerce

Presidency University

This is to certify that the aforementioned project titled "Analysis of Fintech Startups in India-Influence Processes for Fintech Services Breakout: An Elaboration Likelihood Model" submitted by Lakshminarayana M, B.com (prof), Batch of 2023, Roll No. 20201BCP0023 has been carried out under my supervision.

Dr.Monica

Project Guide

School of Commerce

Presidency University

Dr. Vinay Joshi Associate Dean School of Commerce Pusidency University



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# "A STUDY ON EMPLOYEES' AWARENESS AND EFFECTIVE UTILISATION TOWARDS ESI ACT AND BENEFITS WITH REFERENCE TO JIT, BENGALURU"

# A DISSERTATION PROJECT

Submitted by Lipitha C (20201BCP0024)

Under the guidance of

Ms. Monica S

Assistant professor

School of Commerce

In Partial Fulfilment of the Requirements for the Award of the Degree of

### BACHELOR OF COMMERCE



### SCHOOL OF COMMERCE

Presidency University

Bangalore

June 2023

REGISTRAR Registrar

Awareness And Effective Utilisation Towards ESI Act And Benefits With Reference To Jit, Bengaluru, is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Ms. Monica S, Assistant Professor, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship, or an other title to any other Institution/University.

Place: Bengaluru

Date: 5/6/2028

Lipitha C

20201BCP0024

School of Commerce

Presidency University

REGISTRAR REGISTRAT

This is to certify that the project submitted by Lipitha C (20201BCP0024) titled A Study On Employees' Awareness And Effective Utilisation Towards ESI Act And Benefits With Reference To Jit, Bengaluru is are cord of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or another title to any other Institution/University.

Place: Bengaluru

Date: 5/6/2003

Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Ms. Monica S

Honica.S

Assistant Professor

School of Commerce

Presidency University



A Study On The Impact Of E-Commerce On Small Businesses

#### A PROJECT

Submitted by
MAZHAR MUHAMMED KEETHADATH
(Reg. No. 20201BCP0026)

Under the Guidance of Prof. Monica Satish Assistant Professor

In Partial Fulfilment of the Requirements for the Award of the Degree of

Bachelor of Commerce



SCHOOL OF COMMERCE

MAY 2023

MAZHAR MUHAMMED / 20201BCP0026

REGISTRAR REGISTRAR REGISTRAR P a g e

### A Study On The Impact Of E-Commerce On Small Businesses

### DECLARATION

I Mazhar Muhammed Keethadath (Reg. No: 20201BCP0026) hereby declare that the project, titled A Study on The Impact Of E-Commerce On Small Businesses is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Prof. Monica Satish, Assistant Professor, School of Commerce.

Place: Bengaluru

Date: 05/06/2023

Mazhar Muhammed Keethadath

Reg No: 20201BCP0026

School of Commerce

Presidency University

Bengaluru

MAZHAR MUHAMMED / 20201BCP0026

REGISTRAR REGISTRAR

This is to certify that the project submitted by Mazhar Muhammed Keethadath (Reg. No: 20201BCP0026) titled A Study On The Impact Of E-Commerce On Small Businesses is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of commerce. This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date:

Prof. Monica Satish Assistant Professor

Honica.S

School of Commerce

Presidency University

Bengaluru

Dr. Vinay Joshi
Associate Dean
School of Commerce
Persidency University
Bangolore.

MAZHAR MUHAMMED / 20201BCP0026

REGISTRAR

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"A Study on The Impact of Technology on Accounting Practices"

# A RESEARCH PROJECT

Submitted by
MUSAFAR MUTHALIB TP
(Reg. No. 20201BCP0029)

Under the Guidance of Prof. Monica Satish Assistant Professor

In Partial Fulfilment of the Requirements for the Award of the Degree of

# **Bachelor of Commerce**



SCHOOL OF COMMERCE

JUNE 2023

I Musafar Muthalib TP (Reg. No: 20201BCP0029) hereby declare that the project, titled A Study on The Impact of Technology on Accounting Practices is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Prof. Monica Satish, Assistant Professor, School of Commerce.

Place: Bengaluru

Date: 5/06/2023

Musafar Muthalib TP

Reg No: 20201BCP0029

School of Commerce

Presidency University

Bengaluru



This is to certify that the project submitted by Musafar Muthalib TP (Reg.No:20201BCP0029) titled A Study on The Impact of Technology on Accounting Practices is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of commerce. This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date:

Prof. Monica Satish

Horica.S

Assistant Professor

School of Commerce

Presidency University

Bengaluru

Dr. Vinay Joshi

Associate Dean

School of commerce

Presidency University

Bengaluru

REGISTRAR REGISTRAR



"IMPACT OF FOREIGN DIRECT INVESTMENT ON THE ECONOMIC GROWTH OF INDIA"

# A RESEARCH PROJECT

Submitted by

NAVEEN RAJAGOPAL

(20201BCP0030)

Under the guidance of

Ms. Monica Satish

Assistant Professor

In partial fulfilment of the requirements for the award of the degree of

BACHELOR OF COMMERCE



SCHOOL OF COMMERCE

~ 1 ~

REGISTRAR Registrar

INAVEEN RAJAGOPAL (20201BCP0030) hereby declare that the project, titled "IMPACT OF FOREIGN DIRECT INVESTMENT ON THE ECONOMIC GROWTH OF INDIA" is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Ms. Monica Satish, Assistant Professor, and School of Commerce. I also declare that this dissertation has not been submitted for the award of any degree, diploma, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05/06/2023

NAVEEN RAJAGOPAL

20201BCP0030

SCHOOL OF COMMERCE

PRESIDENCY UNIVERSITY

REGISTRAR REGISTRAR

This is to certify that the project submitted by Naveen Rajagopal titled "IMPACT OF FOREIGN DIRECT INVESTMENT ON THE ECONOMIC GROWTH OF INDIA" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Commerce. This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05/06/2023

Ms. Monica Satish

Assistant Professor

School of Commerce

Presidency University

Bengaluru

Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

REGISTRAR REGISTRAR



# PRESIDENCY UNIVERSITY

Private University Estd. in Kamataka State by Act No. 41 of 2013

"A Study on Comparative Analysis between Pre & Post Merger with Special Reference to Vodafone and Idea"

#### A DISSERTATION PROJECT

Submitted by

PALLAVI B

(20201BCP0031)

Under the guidance of

Prof. Monica S

Assistant professor

School of Commerce

In Partial Fulfilment of the Requirements for the Award of the Degree of

### BACHELOR OF COMMERCE



### SCHOOL OF COMMERCE

Presidency University

Bangalore

June 2023



Pallavi B (20201BCP0031) hereby declare that the project, titled A Study on Comparative Analysis netween Pre & Post Merger with Special Reference to Vodafone and Idea, is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this tudy under the supervision of Prof. Monica S, Assistant Professor. School of Commerce.

l also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship, or another title to any other

Place: Bengaluru

Date: 05 06 2023 .

Pallavi B

20201BCP0031

School of Commerce

Presidency University

REGISTRAR REGISTRAT

This is to certify that the project submitted by Pallavi B(20201BCP0031) titled A Study on Comparative Analysis between Pre & Post Merger with Special Reference to Vodafone and Idea is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or another title to any other Institution/University.

Place: Bengaluru

Date: 05 06 2023

Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Prof. Monica S

Assistant Professor

School of Commerce

Presidency University

REGISTRAR REGISTRAR

# A STUDY ON HOW TESLA HAS CHANGED THE AUTOMOTIVE INDUSTRY

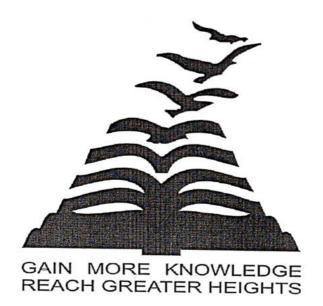
Dissertation submitted in partial fulfillment

Of the requirements for the award of the Degree of

# BACHELOR OF COMMERCE

Of

PRESIDENCY UNIVERSITY



By
Surya Puthra 20201BCP0049

Under the guidance of

AMIT SAHA ASSISTANT PROFESSOR

PRESIDENCY UNIVERSITY 2022–2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Beneaturu, 500064

1

# DECLARATION BY THE STUDENT

I hereby declare that "A Study on How Tesla has changed the automotive Industry." is the result of the project work carried out by me under the guidance of PROFESSOR AMIT SAHA in partial fulfillment for the award of Bachelor's Degree in Commerce by Presidency University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

Date: 29/05/2023

Name: Surya Puthra

Register No.: 20201BCP0049

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengaluru, 560064



# CERTIFICATE BY THE GUIDE

Date: 29/05/2023

This is to certify that the dissertation titled "A Study on How Tesla has changed the automotive Industry." is an original work of Mr. Surya Puthra bearing University Register Number 20201BCP0049 and is being submitted in partial fulfillment for the award of the Baghelor of Commerce of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfillment of the requirement of a course of study Mr. Surya Puthra is guided by PROFESSOR AMIT SAHA who is the Faculty Guide as per the regulations of Presidency University.

Signature of Director /Principal/ HOD

Date: 29/05/2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengalium, 360064



# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A STUDY ON ROLE OF IT IN BANKING

A RESEARCH PROJECT.

Submitted by

SYED KAMRAN

ABBAS

(20201BCP0051)

Under the Guidance of Prof. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

**BACHELOR OF COMMERCE (PROFESSIONAL)** 



SCHOOL OF COMMERCE



I Syed Kamran Abbas (Reg. No: 20201BCP0051) hereby declare that the project, titled A STUDY ON ROLE OF IT IN BANKING is

record of original research work undertaken by me for the award of the degree of Bachelor Commerce – Executive. I have completed this study under the supervision of Prof. Amit aha, Assistant Professor, School of Commerce.

also declare that this dissertation has not been submitted for the award of any degree, diploma, sociateship, fellowship or other title to any other Institution/University.

ace: Bengaluru

ate: 05/06/23

Sned Kawan Abbas Syed Kamran Abbas

Reg No: 20201BCP0051

**School of Commerce** 

**Presidency University** 

Bengaluru



### **CERTIFICATE**

This is to certify that the project submitted by Syed Kamran Abbas (Reg. No: 20201BCP0051) titled A STUDY ON ROLE OF IT IN BANKING is a record of research work done by him/her during the academic year2022-2023 under my supervision in partial fulfillment for the award of Bachelor of commerce (professional).

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-23

Dr. Vinay Joshi Associate Dean School of Commerce Presidency University

Bengalwin

Prof. Amit Saha

Assistant Professor

**School of Commerce** 

**Presidency University** 

Bengaluru





# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A project report on

# "A STUDY ON MAHINDRA'S AUTOMOTIVE INDUSTRY IN INDIA"

# SUBMITTED TO SCHOOL OF COMMERCE PRESIDENCY UNIVERSITY

# IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR 6TH SEMESTER FINAL EXAMINATION



**Under The Guidance** 

Dr. Amit Saha

**Assistant Professor** 

**School of Commerce** 

Submitted By

SUHAIB A H



# CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "A STUDY ON MAHINDRA'S AUTOMOTIVE INDUSTRY IN INDIA" submitted by SUHAIB A H towards partial fulfilment of the requirements for \_6TH\_semester final examination was done under my guidance and supervision. The work or any part of it has not been submitted to any other University/Institution/Department for the award of any Degree or Diploma.

> Signation of Dean Dr. Vinay Joshi Associate Dean
> School of Communce
> Presidency University

Date: 05/06/23
Place: Bengaliun

Signature of the Guide br. Amit Saha



I "SUHAIB A H" the student of B.COM 6th Semester, School of Commerce, Presidency University hereby declare that any part of the text or data included in this project report entitled "A STUDY ON MAHINDRA'S AUTOMOTIVE INDUSTRY IN INDIA " has not been submitted to any other University/Institution/Department for the award of any Degree and Diploma.

Date: 05/06/23

Place: Bougalone

Signature of the student





# PRESIDENCY UNIVERSITY

Private University Estd. in Kamataka State by Act No. 41 of 2013

### A STUDY ON SPENDING AND SAVING HABITS OF GENZ IN BANGALORE

A PROJECT

Submitted by Aditya Pandit (20201BBA0009)

Under the Guidance of Prof. Sushma V Assistant Professor

In Partial Fulfilment of the Requirements for the Award of the Degree of

### **BACHELOR OF BUSINESS ADMINISTRATION**



SCHOOL OF COMMERCE

PRESIDENCY UNIVERSITY

2023

REGISTRAR

1 Aditya Pandit (20201BBA0009) hereby declare that the project, titled A STUDY ON SPENDING AND SAVING HABITS OF GENZ IN BANGALORE is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of Prof. Sushma V, Assistant Professor, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date: 25th May 2023

Aditya Pandit
Reg no. 20201BBA0009
School of Commerce
Presidency University
Bengaluru



# **CERTIFICATE**

This is to certify that the project submitted by Aditya Pandit (20201BBA0009) titled A STUDY ON SPENDING AND SAVING HABITS OF GENZ IN BANGALORE is a record of research work done by him/her during the academic year 2023-2024under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or other title to any other Institution/University.

Place:

Bengaluru

Date: 25th May 2023

Prof. Sushma V Assistant Professor School of Commerce Presidency University Bengaluru

Dr VINAY JOSHI Associate Dean School of Commerce Presidency University Bengaluru

REGISTRAR REGISTRAT

# A PROJECT REPORT ON IMPACT OF TAXATION ON SMALL AND MEDIUM ENTERPRISES

Submitted by

DISHA C MOULI

20201BCP0056

Under the guidance of

Dr. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

# **BACHELOROF COMMERCE**



# PRESIDENCY UNIVERSITY

SCHOOL OF COMMERCE

MAY 2023



# CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "Impact of taxation on Small and medium size University/Department for the award of any degree or Diploma. guidance and supervision. The work or any part of it has not been submitted to any other fulfillment of the requirements for B.com 6th semester final examination was done under enterprise " submitted by 'Disha C Mouli' having ID 20201BCP0056 towards partial

Anut Sala Signature of the Guide

signativized Dean

REGISTRAR

Associate Dean

bean

School of commence Presidency university

University/Department for the award of any Degree or Diploma. data included in this data included in this project report entitled "Enhancing employee Department of Commerce, Presidency University hereby declare that any part of the text or I "Disha C Mouli" having ID 20201BCP0048 the student of B.Com 6th Semester, through monetary incentives" has not been submitted to any other

Date: 05 |06| 2023

Signature of the Student

REGISTRAR REGISTRA

# A project report on

# "A COMPARISION OF THE ECONOMY OF INDIA AND CHINA"

# SUBMITTED TO SCHOOL OF COMMERCE PRESIDENCY UNIVERSITY

# IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR 6TH SEMESTER FINAL EXAMINATION



Under The Guidance Dr. Amit Saha Assistant Professor School of Commerce Submitted By Ibrahim Sunder 20201BCP0057

REGISTRAR REGISTRAR

Page | 1

### CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "A COMPARISON OF THE ECONOMY OF INDIA AND CHINA" by 'IBRAHIM SUNDER' towards partial fulfilment of the requirements for B.com 6th semester final examination was done under my guidance and supervision. The work or any part of it has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05/06/23
Place: Benjalwin

Signative of Dean Dr. Vinay Joshi Associate Dean Presidency University Page | 2 REGISTRAR

[ "Ibrahim Sunder" the student of B.Com 6th Semester, School of Commerce, Presidency University hereby declare that any part of the text or data included in this data included in this project report entitled "A COMPARISON OF THE ECONOMY OF INDIA AND CHINA" has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05/06/2023 Place Bongalore

Signature of the Student

Page | 3



REGISTRAR



# PRESIDENCY UNIVERSITY Private University Estd. in Kernataka State by Ad No. 41 of 2013

# A RESEARCH PROJECT ON THE IMPACT OF GOVERNMENT EXPENDITURE ON ECONOMIC GROWTH

Submitted by

NEHA AGARWAL (20201BCP0058)

Under the guidance of Prof. Amit Saha

Assistant Professor

In Partial Fulfillment of the Requirements for the Award of the Degree of

# BACHELOR OF COMMERCE (PROFESSIONAL)



SCHOOL OF COMMERCE



I NEHA AGARWAL (Reg. No: 20201BCP0058) hereby declare that the project, titled

# THE IMPACT OF GOVERNMENT EXPENDITURE ON ECONOMIC GROWTH is

a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Executive. I have completed this study under the supervision of **Prof. Amit Saha**, **Assistant Professor**, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place:

Beng

aluru

Date: 05/06/23

Meha Agameb NEHA AGARWAL

Reg No: 20201BCP0058

· · School of

Commerce

Presidency

University

Bengaluru



### CERTIFICATE

This is to certify that the project submitted by NEHA AGARWAL(Reg. No: 20201BCP0058) titled THE IMPACT OF GOVERNMENT EXPENDITURE ON ECONOMIC GROWTH

is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of commerce (professional).

This project has not been submitted for the award of any degree, diplomd, associateship, fellowshipor other title to any other Institution/University.

Place:

Benga

luru

Date: 05/06/23

Dr. Vinay Joshi Associate Dean School of Commerce Presidency University Bengalwu Amit Saha Prof. Amit

Saha

Assistant

Professor

School of

Commerce

Presidency

University

Bengaluru

REGISTRAR REGISTRAT



# THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE FUTURE OF WORKFORCES IN THE EUROPEAN UNION ANDTHE UNITED STATES OF AMERICA

### A RESEARCH PROJECT

Submitted by CN GOKUL (20201BCP0059)

Under the Guidance ofProf. Amit Saha Assistant Professor

In Partial Fulfillment of the Requirements for the Award of the Degree of

### **BACHELOR OF COMMERCE (PROFESSIONAL)**



SCHOOL OF COMMERCE

1



ICN GOKUL (Reg. No: 20201BCP0059) hereby declare that the project, titled

# ASTUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE FUTURE OF WORKFORCES IN THE EUROPEAN UNION AND THE UNITE STATES OF AMERICA

is

a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Executive. I have completed this study under the supervision of **Prof. Amit** Saha, Assistant Professor, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree. diploma, associateship, fellowship or other title to any other Institution/University.

Place:

BengaluruDate: 05/06/23

GOKUL CN GOKUL

Reg No: 20201BCP0059

School of Commerce

Presidency

UniversityBengaluru

REGISTRAR REGISTRAR

### CERTIFICATE

This is to certify that the project submitted by CN GOKUL (Reg. No: 20201BCP0059) titled

# A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE FUTURE OF WORKFORCES IN THE EUROPEAN UNION AND THE UNITE STATES OF AMERICA

is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of commerce (professional).

This project has not been submitted for the award of any degree, diploma, associateship, fellowshipor other title to any other Institution/University.

Place:

BengaluruDate: 05-06-23

Dr. Vinay Joshi
Associate Dean
School of Commerce
Presidency University
Bengalwu

Amit Saha Prof. Amit Saha

Assistant Professor

School of Commerce

Presidency

UniversityBengaluru

REGISTRAR REGISTRAR



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A project report on

# "A STUDY ON MAHINDRA'S AUTOMOTIVE INDUSTRY IN INDIA"

# SUBMITTED TO SCHOOL OF COMMERCE PRESIDENCY UNIVERSITY

# IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR 6TH SEMESTER FINAL EXAMINATION



**Under The Guidance** 

Dr. Amit Saha

**Assistant Professor** 

**School of Commerce** 

Submitted By

SUHAIB A H



# CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "A STUDY ON MAHINDRA'S AUTOMOTIVE INDUSTRY IN INDIA" submitted by SUHAIB A H towards partial fulfilment of the requirements for \_6TH\_semester final examination was done under my guidance and supervision. The work or any part of it has not been submitted to any other University/Institution/Department for the award of any Degree or Diploma.

> Signation of Dean Dr. Vinay Joshi Associate Dean
> School of Communce
> Presidency University

Date: 05/06/23
Place: Bengaliun

Signature of the Guide br. Amit Saha



I "SUHAIB A H" the student of B.COM 6th Semester, School of Commerce, Presidency University hereby declare that any part of the text or data included in this project report entitled "A STUDY ON MAHINDRA'S AUTOMOTIVE INDUSTRY IN INDIA " has not been submitted to any other University/Institution/Department for the award of any Degree and Diploma.

Date: 05/06/23

Place: Bougalone

Signature of the student





# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A STUDY ON ENHANCING EMPLOYEE PERFORMANCE THROUGH MONETARY INCENTIVES

A PROJECT

Submitted by

Suhas Naidu

20201BCP0048

Under the guidance of

Dr. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

### **BACHELOR OF COMMERCE**



# SCHOOL OF COMMERCE

**MAY 2023** 

1 | Page



### CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "Enhancing employee performance through monetary incentives" submitted by 'Suhas Naidu' having ID 20201BCP0048 towards partial fulfillment of the requirements for B.com 6th semester final examination was done under guidance and supervision. The work or any part of it has not been submitted to any other University/Department for the award of any degree or Diploma.

Signature of Dean
Dr. Vinay Joshi
Associate Dean
School of Commence
Presidency University

Date: 05/06/23

2 | Page

Signature of the Guide

REGISTRAR Registrar

I "Suhas Naidu" having ID 20201BCP0048 the student of B.Com 6th Semester, Department of Commerce, Presidency University hereby declare that any part of the text or data included in this data included in this project report entitled "Enhancing employee performance through monetary incentives" has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05 (06) 23

Signature of the Student

# A STUDY ON HOW TESLA HAS CHANGED THE AUTOMOTIVE INDUSTRY

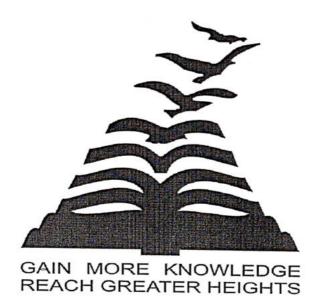
Dissertation submitted in partial fulfillment

Of the requirements for the award of the Degree of

# BACHELOR OF COMMERCE

Of

PRESIDENCY UNIVERSITY



By
Surya Puthra 20201BCP0049

Under the guidance of

AMIT SAHA ASSISTANT PROFESSOR

PRESIDENCY UNIVERSITY

2022-2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Beneaturu, 500064

1

# DECLARATION BY THE STUDENT

I hereby declare that "A Study on How Tesla has changed the automotive Industry." is the result of the project work carried out by me under the guidance of PROFESSOR AMIT SAHA in partial fulfillment for the award of Bachelor's Degree in Commerce by Presidency University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

Date: 29/05/2023

Name: Surya Puthra

Register No.: 20201BCP0049

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengaluru, 560064



# CERTIFICATE BY THE GUIDE

Date: 29/05/2023

This is to certify that the dissertation titled "A Study on How Tesla has changed the automotive Industry." is an original work of Mr. Surya Puthra bearing University Register Number 20201BCP0049 and is being submitted in partial fulfillment for the award of the Baghelor of Commerce of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfillment of the requirement of a course of study Mr. Surya Puthra is guided by PROFESSOR AMIT SAHA who is the Faculty Guide as per the regulations of Presidency University.

Signature of Director /Principal/ HOD

Date: 29/05/2023

Surya Puthra 20201BCP0049, School of Commerce, Presidency University Bengalium, 360064



# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A STUDY ON ROLE OF IT IN BANKING

A RESEARCH PROJECT.

Submitted by

SYED KAMRAN

ABBAS

(20201BCP0051)

Under the Guidance of Prof. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

**BACHELOR OF COMMERCE (PROFESSIONAL)** 



SCHOOL OF COMMERCE



I Syed Kamran Abbas (Reg. No: 20201BCP0051) hereby declare that the project, titled A STUDY ON ROLE OF IT IN BANKING is

record of original research work undertaken by me for the award of the degree of Bachelor Commerce – Executive. I have completed this study under the supervision of Prof. Amit aha, Assistant Professor, School of Commerce.

also declare that this dissertation has not been submitted for the award of any degree, diploma, sociateship, fellowship or other title to any other Institution/University.

ace: Bengaluru

ate: 05/06/23

Syed Kamran Abbas

Reg No: 20201BCP0051

Sned Kawan Abbas

**School of Commerce** 

**Presidency University** 

Bengaluru



### **CERTIFICATE**

This is to certify that the project submitted by Syed Kamran Abbas (Reg. No: 20201BCP0051) titled A STUDY ON ROLE OF IT IN BANKING is a record of research work done by him/her during the academic year2022-2023 under my supervision in partial fulfillment for the award of Bachelor of commerce (professional).

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-23

Dr. Vinay Joshi Associate Dean School of Commerce Presidency University

Bengalwin

Prof. Amit Saha

Assistant Professor

**School of Commerce** 

**Presidency University** 

Bengaluru





# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE BETWEEN MUTHOOT GOLD FINANCE AND INDIA INFOLINE FINANCE LIMITED

### A DISSERTATION PROJECT

Submitted by

Yashwanth Gowda SA

(20201BCP0052)

Under the guidance of

Dr. Amit Saha

Assistant professor

School of Commerce

In Partial Fulfilment of the Requirements for the Award of the Degree of

## **BACHELOR OF COMMERCE**



### SCHOOL OF COMMERCE

Presidency University
Bangalore
June 2023



I Yashwanth Gowda SA (20201BCP0052) hereby declare that the project, titled "A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE BETWEEN MUTHOOT GOLD FINANCE AND INDIA INFOLINE FINANCE LIMITED is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of Dr. Amit Saha, Assistant Professor, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:

Yashwanth Gowda SA
Reg No: 20201BCP0052
School of Commerce
Presidency University
Bengaluru

This is to certify that the project submitted by Yashwanth Gowda SA (20201BCP0052) titled "A COMPARATIVE STUDY OF FINANCIAL PERFORMANCE BETWEEN MUTHOOT GOLD FINANCE AND INDIA INFOLINE FINANCE LIMITED is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Commerce.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05/06/23

Dr. Vinay Joshi Associate Dean School of Commerce Presidency. University Dr. Amit Saha Assistant Professor School of Commerce Presidency University



# PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

# "PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR"

A PROJECT

Submitted by Yogeetha NV (20201BCP0053)

Under the Guidance of **Dr. Amit Saha**Assistant Professor

In Partial Fulfilment of the Requirements for the Award of the Degree of

BACHELOR OF COMMERCE



SCHOOL OF COMMERCE PRESIDENCY UNIVERSITY

2023



I Yogeetha NV (20201BCP0053) the student of 6<sup>th</sup> Semester, School Of Commerce, Presidency University hereby declare that any part of the text or data included in this project report entitled "Portfolio evaluation and investment decision in banking sector" has not been submitted to any other university/institution/ department for the award of any degree and diploma.

Place: Bengaluru

Date: 25th March 2023

Yogeetha NV
Reg no. 20201BCP0053
School of Commerce
Presidency University
Bengaluru



This is to certify that the project entitled "PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR" submitted by 'Yogeetha NV' towards partial fulfilment of the requirements for 6th Semester final Examination was done under Dr. Amit Saha'guidance and supervision. The work or any part of it has not been Submitted to any other university/Institution/Department for the award of any Degree or Diploma.

Place: Bengaluru

Date: 25th March 2023

Assistant Professor School of Commerce Presidency University Bengaluru

Dr WNAY JOSHI

AsDean

School of Commerce Presidency University

Bengaluru





# A PROJECT REPORT ON

Role of E-Commerce in Reducing Operational Cost

# **SUBMITTED TO** SCHOOL OF COMMERCE, PRESIDENCY UNIVERSITY.

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR BCOM 6TH SEMESTER FINAL EXAMINATION

Under The Guidance of

Dr. Amit Saha

**Assistant Professor** 

**School of Commerce** 

Submitted by

REGISTRAR

Saksham Gupta

20201BCP0061

1 | Page

# CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled Role of E-Commerce in Reducing Operational Cost towards partial fulfilment of the requirements for 6th semester final examination was done under guidance and supervision. The work or any part of it has not been submitted to any other University/Department for the award of any degree or diploma.

Date: 05/06/23
Place: Bengalore

Amit Saha

Signature of Dean

Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

REGISTRAR

I Saksham Gupta the student of Presidency University, BCOM (Professional) hereby declare that any part of the text or data included in this data included in this project report entitled Role of E-Commerce in reducing Operational Cost has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05/06/2023

Place: BANGALORE

Signature of the Guide Student

# A PROJECT REPORT ON IMPACT OF TAXATION ON SMALL AND MEDIUM ENTERPRISES

Submitted by

DISHA C MOULI

20201BCP0056

Under the guidance of

Dr. Amit Saha

**Assistant Professor** 

In Partial Fulfillment of the Requirements for the Award of the Degree of

# **BACHELOROF COMMERCE**



# PRESIDENCY UNIVERSITY

SCHOOL OF COMMERCE

MAY 2023



# CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "Impact of taxation on Small and medium size University/Department for the award of any degree or Diploma. guidance and supervision. The work or any part of it has not been submitted to any other fulfillment of the requirements for B.com 6th semester final examination was done under enterprise " submitted by 'Disha C Mouli' having ID 20201BCP0056 towards partial

Anut Sala Signature of the Guide

signativized Dean

REGISTRAR

Associate Dean

bean

School of commence Presidency university

University/Department for the award of any Degree or Diploma. data included in this data included in this project report entitled "Enhancing employee Department of Commerce, Presidency University hereby declare that any part of the text or I "Disha C Mouli" having ID 20201BCP0048 the student of B.Com 6th Semester, through monetary incentives" has not been submitted to any other

Date: 05 |06| 2023

Signature of the Student

# A project report on

# "A COMPARISION OF THE ECONOMY OF INDIA AND CHINA"

# SUBMITTED TO SCHOOL OF COMMERCE PRESIDENCY UNIVERSITY

# IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR 6TH SEMESTER FINAL EXAMINATION



Under The Guidance Dr. Amit Saha Assistant Professor School of Commerce Submitted By Ibrahim Sunder 20201BCP0057

REGISTRAR REGISTRAR

Page | 1

### CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled "A COMPARISON OF THE ECONOMY OF INDIA AND CHINA" by 'IBRAHIM SUNDER' towards partial fulfilment of the requirements for B.com 6th semester final examination was done under my guidance and supervision. The work or any part of it has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05/06/23
Place: Benjalwin

Signature of Dean Dr. Vinay Joshi Associate Dean Presidency University Page | 2 REGISTRAR

[ "Ibrahim Sunder" the student of B.Com 6th Semester, School of Commerce, Presidency University hereby declare that any part of the text or data included in this data included in this project report entitled "A COMPARISON OF THE ECONOMY OF INDIA AND CHINA" has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05/06/2023 Place Bongalore

Signature of the Student

Page | 3



REGISTRAR



# PRESIDENCY UNIVERSITY Private University Estd. in Kernataka State by Ad No. 41 of 2013

# A RESEARCH PROJECT ON THE IMPACT OF GOVERNMENT EXPENDITURE ON ECONOMIC GROWTH

Submitted by

NEHA AGARWAL (20201BCP0058)

Under the guidance of Prof. Amit Saha

Assistant Professor

In Partial Fulfillment of the Requirements for the Award of the Degree of

# BACHELOR OF COMMERCE (PROFESSIONAL)



SCHOOL OF COMMERCE



I NEHA AGARWAL (Reg. No: 20201BCP0058) hereby declare that the project, titled

# THE IMPACT OF GOVERNMENT EXPENDITURE ON ECONOMIC GROWTH is

a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Executive. I have completed this study under the supervision of **Prof. Amit Saha**, **Assistant Professor**, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place:

Beng

aluru

Date: 05/06/23

Meha Agameb NEHA AGARWAL

Reg No: 20201BCP0058

· · School of

Commerce

Presidency

University

Bengaluru



This is to certify that the project submitted by NEHA AGARWAL(Reg. No: 20201BCP0058) titled THE IMPACT OF GOVERNMENT EXPENDITURE ON ECONOMIC GROWTH

is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of commerce (professional).

This project has not been submitted for the award of any degree, diplomd, associateship, fellowshipor other title to any other Institution/University.

Place:

Benga

luru

Date: 05/06/23

Dr. Vinay Joshi Associate Dean School of Commerce Presidency University Bengalwu Amit Saha Prof. Amit

Saha

Assistant

Professor

School of

Commerce

Presidency

University

Bengaluru

# "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry"

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

In Partial Fulfilment of the Requirements for the Award of the Degree of

# BACHELOR OF BUSINESS ADMINISTRATION





I Vineet Singh Shekhawat (20201BBA0258) hereby declare that the project, titled "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry" is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of Prof. Sandhya R, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:05 June,2023

Vineet Singh Shekhawat

20201BBA0258

School of Commerce

Presidency University

Bengaluru



This is to certify that the project submitted by Vineet Singh Shekhawat (20201BBA0258) titled "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-23

Prof. Sandhya R

Professor

Sandleya.

School of Commerce

Presidency University Bengaluru

Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru



# THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE FUTURE OF WORKFORCES IN THE EUROPEAN UNION ANDTHE UNITED STATES OF AMERICA

# A RESEARCH PROJECT

Submitted by CN GOKUL (20201BCP0059)

Under the Guidance ofProf. Amit Saha Assistant Professor

In Partial Fulfillment of the Requirements for the Award of the Degree of

## **BACHELOR OF COMMERCE (PROFESSIONAL)**



SCHOOL OF COMMERCE

1



ICN GOKUL (Reg. No: 20201BCP0059) hereby declare that the project, titled

# ASTUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE FUTURE OF WORKFORCES IN THE EUROPEAN UNION AND THE UNITE STATES OF AMERICA

is

a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Executive. I have completed this study under the supervision of **Prof. Amit** Saha, Assistant Professor, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree. diploma, associateship, fellowship or other title to any other Institution/University.

Place:

BengaluruDate: 05/06/23

GOKUL CN GOKUL

Reg No: 20201BCP0059

School of Commerce

Presidency

UniversityBengaluru

This is to certify that the project submitted by CN GOKUL (Reg. No: 20201BCP0059) titled

# A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE FUTURE OF WORKFORCES IN THE EUROPEAN UNION AND THE UNITE STATES OF AMERICA

is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of commerce (professional).

This project has not been submitted for the award of any degree, diploma, associateship, fellowshipor other title to any other Institution/University.

Place:

BengaluruDate: 05-06-23

Dr. Vinay Joshi
Associate Dean
School of Commerce
Presidency University
Bengalwu

Amit Saha Prof. Amit Saha

Assistant Professor

School of Commerce

Presidency

UniversityBengaluru

# "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry"

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

In Partial Fulfilment of the Requirements for the Award of the Degree of

# BACHELOR OF BUSINESS ADMINISTRATION





I Vineet Singh Shekhawat (20201BBA0258) hereby declare that the project, titled "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry" is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of Prof. Sandhya R, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:05 June,2023

Vineet Singh Shekhawat

20201BBA0258

School of Commerce

Presidency University

Bengaluru



This is to certify that the project submitted by Vineet Singh Shekhawat (20201BBA0258) titled "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-23

Prof. Sandhya R

Professor

Sandleya.

School of Commerce

Presidency University Bengaluru

Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru



# A PROJECT REPORT ON

Role of E-Commerce in Reducing Operational Cost

# **SUBMITTED TO** SCHOOL OF COMMERCE, PRESIDENCY UNIVERSITY.

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR BCOM 6TH SEMESTER FINAL EXAMINATION

Under The Guidance of

Dr. Amit Saha

**Assistant Professor** 

**School of Commerce** 

Submitted by

REGISTRAR

Saksham Gupta

20201BCP0061

1 | Page

# CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled Role of E-Commerce in Reducing Operational Cost towards partial fulfilment of the requirements for 6th semester final examination was done under guidance and supervision. The work or any part of it has not been submitted to any other University/Department for the award of any degree or diploma.

Date: 05/06/23
Place: Bengalore

Amit Saha

Signature of Dean

Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

REGISTRAR

I Saksham Gupta the student of Presidency University, BCOM (Professional) hereby declare that any part of the text or data included in this data included in this project report entitled Role of E-Commerce in reducing Operational Cost has not been submitted to any other University/Department for the award of any Degree or Diploma.

Date: 05/06/2023

Place: BANGALORE

Signature of the Guide Student

# "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry"

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

In Partial Fulfilment of the Requirements for the Award of the Degree of

# BACHELOR OF BUSINESS ADMINISTRATION





I Vineet Singh Shekhawat (20201BBA0258) hereby declare that the project, titled "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry" is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of Prof. Sandhya R, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:05 June,2023

Vineet Singh Shekhawat

20201BBA0258

School of Commerce

Presidency University

Bengaluru



This is to certify that the project submitted by Vineet Singh Shekhawat (20201BBA0258) titled "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-23

Prof. Sandhya R

Professor

Sandleya.

School of Commerce

Presidency University Bengaluru

Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru