



# PRESIDENCY UNIVERSITY

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



## BANGALORE

**A STUDY ON THE COMPARISON OF NATIONAL STOCK  
EXCHANGE AND BOMBAY STOCK EXCHANGE**

**A RESEARCH PROJECT**

Submitted by

**LY**

**CHARANYA**

**(2020IBCH0013)**

Under the Guidance of

**Dr. K. BALAJI**

**Assistant Professor**

*In Partial Fulfillment of the Requirements for the award of the Degree of*

**BACHELOR OF COMMERCE**



**SCHOOL OF COMMERCE**

**MARCH 2023**

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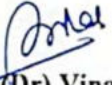

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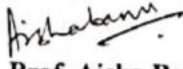
This is to certify that the project report submitted by L Y CHARANYA (20201BCH0013) titled **COMPARISON OF NATIONAL STOCK EXCHANGE AND BOMBAY STOCK EXCHANGE** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce.


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

Place: Bengaluru

Date:

  
**Prof. (Dr) Vinay Joshi**  
Associate Dean  
School of Commerce  
Presidency University  
Bengaluru

  
**Prof. Aisha Banu**  
HOD  
School of Commerce  
Presidency university  
Bengaluru

  
**Dr. K. Balaji**  
Assistant Professor  
School of commerce  
Presidency university  
Bengaluru

2|Page

  
REGISTRAR  


## DECLARATION

I L Y CHARANYA (20201BCH0025) hereby declare that the project, titled "A COMPARATIVE STUDY OF NSE AND BSE" has not been submitted to any other University/Department for the award of any Degree or Diploma. 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.K. Balaji, 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: 05/06/2023

*L.Y. Charanya*

L Y CHARANYA

B.Com (Hons) 2020-2023

20201BCH0013

3/ Page

REGISTRAR





# PRESIDENCY UNIVERSITY

## A Project Report on COVID IMPACT ON INDIAN ECONOMY

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



### Under the Guidance of

Dr. Amit Saha  
Assistant Professor  
School of Commerce

### Submitted By:

A Navedhas  
20201BCH0001  
B. Com (Hons)  
2020-23

SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY, BENGALURU.



# DECLARATION

I **A NAVEDHAS** (Reg. No:20201BCH0001) hereby declare that the project, titled **COVID IMPACT ON INDIAN ECONOMY** 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. 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: 5-06-2023

*Navedhas.*

**A NAVEDHAS**

**Reg No:20201BCH0001**

**School of Commerce**

**Presidency University**


**Bengaluru**


*Registrar*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE



# CERTIFICATE

This is to certify that the project titled "COVID-19 Impact on the Indian ECONOMY" 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.

  
Dr. Vinay Joshi  
Associate Dean  
School of Commerce  
Presidency University

  
05/06/23  
Dr. Amit Saha  
Assistant Professor  
School of Commerce  
Presidency University

  
REGISTRAR  




# PRESIDENCY UNIVERSITY

## ANALYSIS ON IMPACT OF HINDERBURG REPORT ON ADANI'S STOCK AND INVESTORS SENTIMENT

A PROJECT

Submitted By:  
**ANURAG KASAUDHAN**  
20201BCH0005  
B.com(Hons)  
2020-23

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**

Anurag Kasaudhan, 20201BCH0005, B.com(Hons), Presidency University



## DECLARATION

I ANURAG KASAUDHAN (Reg. No:20201BCH0005) hereby declare that the project, titled **ANALYSIS ON IMPACT OF HINDERBURG REPORT ON ADANI'S STOCK AND INVESTORS SENTIMENT** 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. 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: 05/06/2023

*Anurag*

**ANURAG KASAUDHAN**  
**Reg No:20201BCH0005**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**

*Saha*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE



## CERTIFICATE

This is to certify that the project submitted by **Anurag Kasaudhan** (Reg. No:20201BCH0005) titled is “ ANALYSIS ON IMPACT OF HINDERBURG REPORT ON ADANI’S STOCK AND INVESTORS SENTIMENT ” 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, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05/06/2023

*Amit Saha*  
**DR. AMIT SAHA**

**Project Guide**  
**School of Commerce**  
**Presidency University**

*Vinay*  
**Dr. VINAY JOSHI**  
**Associate Dean**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



# PRESIDENCY UNIVERSITY

## Impact of Covid on Indian Economy

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

**Prof. Sandhya R**

Submitted By:

**BIDHAN DAS**

**20201BCII0011**

**B.com (Hons)**

**2020-2023**



**SCHOOL OF  
COMMERCE**

Bidhan Das, 20201BCII0011, B.com (Hons), Presidency University

## DECLARATION

I **BIDHAN DAS** (Reg. No:2020BCH0011) hereby declare that the project, titled **Impact of Covid on Indian Economy** 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. 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: 19-05-23

*Bidhan Das*  
**BIDHAN DAS**

**Reg No:2020BCH0011**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**

## CERTIFICATE

This is to certify that the project titled "Impact of Covid on Indian Economy" 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.

**Bidhan Das**

**20201BCH0011**

**B.com (Hons) 2020-23**

**School of Commerce**

**Presidency University**

This is to certify that the aforementioned project titled "Impact of Covid on Indian Economy" submitted by Bidhan Das, B.com (Hons), Batch of 2023, Roll No. 20201BCH0011 has been carried out under my supervision.

*Sandhya R*

**Prof. Sandhya R  
Project Guide**

**School of Commerce**

**Presidency University**

*Vinay*  
**Dr. Vinay Joshi  
Associate Dean  
School of Commerce  
Presidency University  
Bengaluru**



# **PRESIDENCY UNIVERSITY**

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

## **“A STUDY ON CUSTOMER’S SATISFACTION AND ADAPTABILITY ON MOBILE BANKING IN BANGALORE CITY”**

### **A RESEARCH PROJECT**

Submitted by  
**Deekshith Raghu**  
**(20201BCH0014)**

Under the Guidance of  
**Dr.K.Balaji**  
**Assistant Professor**

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

### **BACHELOR OF COMMERCE**



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### **SCHOOL OF COMMERCE**

**JUNE 2023**

Page 1




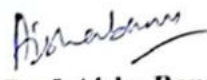
## CERTIFICATE


This is to certify that the project submitted by Deekshith Raghu (20201BCH0014) titled "A STUDY ON CUSTOMER'S SATISFACTION AND ADAPTABILITY ON MOBILE BANKING 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

  
**Prof.(Dr). Vinay Joshi**  
Associate Dean,  
School of Commerce,  
Presidency University,  
Bengaluru.

  
**Prof. Aisha Banu**  
HOD,  
School of Commerce,  
Presidency University,  
Bengaluru.

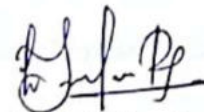
  
**Dr.K.Balaji**  
Assistant Professor  
School of Commerce  
Presidency University,  
Bengaluru.

## DECLARATION

I Deekshith Raghu (20201BCH0014) hereby declare that the project, titled "A STUDY ON CUSTOMER'S SATISFACTION AND ADAPTABILITY ON MOBILE BANKING IN BANGALORE CITY" 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 **Dr. K Balaji, 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



**Deekshith Raghu**  
**20201BCH0014**  
**School of Commerce**  
**Presidency University, Bengaluru**



# PRESIDENCY UNIVERSITY

## A STUDY ON "THE IMPORTANCE OF DATA VISUALIZATION IN FINTECH INDUSTRY"

A PROJECT

Submitted by

EKTA

AGARWAL

20201BC110016

Under the Guidance of

Prof. SANDHYA R

Assistant Professor

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

**BACHELOR OF COMMERCE**



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JUNE 2023





## DECLARATION

I **EKTA AGARWAL** (Reg. No:20201BCH0016) hereby declare that the project, titled **IMPORTANCE OF DATA VISUALIZATION IN FINTECH INDUSTRY**, 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. Sandhya R, 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: 5/6/23



**Ekta Agarwal**

**20201BCH0016**

**B.com (Hons) 2020-23**

**School of Commerce**

**Presidency University**

**Bengaluru**



REGISTRAR



REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by Ekta Agarwal (20201BCH0016) titled **A STUDY ON THE IMPORTANCE OF DATA VISUALIZATION IN FINTECH INDUSTRY** 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 other title to any other Institution/University.

Place: Bengaluru

Date: 5/6/23



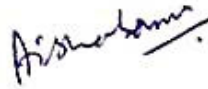
Dr Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru



Prof. Aisha Banu

HOD

School of Commerce

Presidency University

Bengaluru



Prof. Sandhya R

Assistant Professor

School of commerce

Presidency university

Bengaluru



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**PRESIDENCY UNIVERSITY**



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

**BANGALORE**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA DIO SCOOTERS**

**A PROJECT**

Submitted by

**GAAYATHRIY.S**

**(20201BCH0017)**

Under the Guidance of

**Dr. K. BALAJI**

**Assistant Professor**

*In Partial Fulfillment of the Requirements for the award of the Degree of*

**BACHELOR OF COMMERCE**



**SCHOOL OF COMMERCE**

**MARCH 2023**

*[Signature]*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## DECLARATION

I, GAAYATHIRIY.S hereby declare that the project titled "A STUDY ON CUSTOMERS SATISFACTION TOWARDS HONDA DIO SCOOTERS" 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 guidance of **Dr. K. Balaji**, assistant professor, 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:



**GAAYATHIRIY.S**

**Reg No. 20201BCH0017**

**School Of Commerce**

**Presidency University**

**Bengaluru**



REGISTRAR



PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

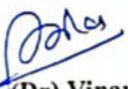
## CERTIFICATE

This is to certify that the project submitted by GAAYATHRIY.S(20201BCH0017) titled "A STUDY ON CUSTOMERS SATISFACTION TOWARDS HONDA DIO SCOOTERS" 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, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:


  
Prof. (Dr) Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

  
Prof. Aisha Banu

HOD

School of Commerce

Presidency university

Bengaluru

  
Dr. K. Balaji

Assistant Professor

School of commerce

Presidency university

Bengaluru

  
REGISTRAR  


**A STUDY ON FINANCIAL STATEMENTS AND THEIR IMPACT ON  
PROFITABILITY OF ADANI ENTERPRISES OF MINING INDUSTRY**

**A DISSERTATION PROJECT**

Submitted by  
**GUNWANT JOGDAND**  
**(20201BCH0019)**

Under the Guidance of  
**Dr.K Balaji**  
**Assistant Professor**

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

**BACHELOR OF COMMERCE**



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**SCHOOL OF COMMERCE**

**March 2023**

*[Signature]*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## DECLARATION

I Gunwant Jogdand (20201BCH0019) hereby declare that the project, titled, **A Study on financial Statements and their impact on Profitability of Adani enterprises of Mining industry**, 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.K Balaji, 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: 25-03-2023



**Gunwant jogdand**

**Reg No: 20201BCH0019**

**School of Commerce**

**Presidency University**

**Bengaluru**



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PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## CERTIFICATE

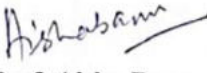
This is to certify that the project submitted by **JOGDAND GUNWANT (20201BCH0019)** titled **A Study on financial Statements and their impact on Profitability of Adani enterprises of Mining industry** is a record of research work done by him/her during the academic year 2022-2023 under my supervision 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 other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-2023.

  
**Prof. (Dr) Vinay Joshi**

Associate Dean,  
School of Commerce,  
Presidency University,  
Bengaluru.

  
**Prof. Aisha Banu**

HOD,  
School of Commerce,  
Presidency University,  
Bengaluru.

  
**Dr. K. Balaji**

Assistant Professor  
School of Commerce  
Presidency University,  
Bengaluru.

  
REGISTRAR  






# PRESIDENCY UNIVERSITY

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

## A STUDY ON HOW THE INDIAN ECONOMY FUNCTIONS WITH ITS CURRENT BANKING OPERATIONS AND HOW IT IMPACTS THE INDIAN ECONOMY

### A RESEARCH PROJECT

Submitted by

**Hariprasad. K. A**

**Reg. No. 20201BCH0020**

6<sup>th</sup> Sem BCom (Hons)

School of Commerce

Under the guidance of

**Dr. K. Balaji**

**Assistant Professor**

*In Partial Fulfilment of the Requirements for the Award of the Degree  
of  
Bachelor of Commerce*



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**SCHOOL OF COMMERCE**

1



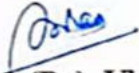
## CERTIFICATE

This is to certify that the project submitted by **Hariprasad. K. A (20201BCH0020)** titled **A Study on how the Indian economy functions with its current banking operations and how it impacts the Indian economy** 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.

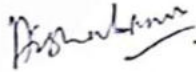
Place: Bengaluru

Date:20/5/2023



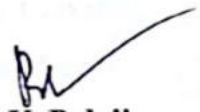
**Prof. (Dr). Vinay Joshi**

Associate Dean,  
School of Commerce,  
Presidency University,  
Bengaluru.



**Prof. Aisha Banu**

HOD,  
School of Commerce,  
Presidency University,  
Bengaluru.



**Dr. K. Balaji**

Assistant Professor  
School of Commerce  
Presidency University,  
Bengaluru.

## DECLARATION

I, HARIPRASAD K A, hereby declare that the project report, titled **A Study on how the Indian economy functions with its current banking operations and how it impacts the Indian economy** 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. K. Balaji**, Assistant Professor, School of Commerce.

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

*Hariprasad K A*

Hariprasad K A

Place: Bangalore

Date: 20/5/2023

Reg No: 20201BCH0020

School of Commerce

Presidency University

Bangalore

*Same*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE



# **PRESIDENCY UNIVERSITY**

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

## **“A STUDY ON CRYPTOGRAPHY IN FINANCIAL MARKETS”**

### **A RESEARCH PROJECT**

Submitted By  
**Hemalatha. M**  
(20201BCH0021)

Under the Guidance of  
**Prof. Sandhya. R**  
Assistant Professor

*In partial fulfillment of the Requirements for the Award of the Degree of*

### **BACHELOR OF COMMERCE**



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**SCHOOL OF COMMERCE**

**MARCH 2023**



## DECLARATION

I, Hemalatha. M (20201BCH0021) hereby declare that the project, titled "A STUDY ON CRYPTOGRAPHY IN FINANCIAL MARKETS" 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 Sandhya R Assistant professor, School of Management.

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: 5/06/23

*Hemalatha*

**HEMALATHA.M**

**Reg No:20201BCH0021**

**School of Commerce**

**Presidency University**

**Bengaluru**




# CERTIFICATE

This is to certify that the project submitted by **Hemalatha. M (20201BCH0021)** titled **"A STUDY ON CRYPTOGRAPHY IN FINANCIAL MARKETS"** 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: 5/6/2023

  
**Dr. Vinay Joshi**  
Associate Dean  
School of commerce  
Presidency university  
Bengaluru

  
**Sandhya. R**  
Assistant Professor  
School of Management  
Presidency University  
Bengaluru

  
REGISTRAR  


**A STUDY ON "ENTREPRENEURSHIP AND ITS IMPACT ON THE  
ECONOMIC DEVELOPEMNT OF A COUNTRY"**

**A PROJECT**

Submitted by

**JASVEER SINGH BHULLER**

**(20201BCH0024)**

Under the guidance of

**Dr. K Balaji**

**Assistant Professor**

*In partial fulfilment of the Requirements for the Award of the Degree*

**BACHELOR OF COMMERCE (HONOURS)**



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REACH GREATER HEIGHTS**

**SCHOOL OF COMMERCE**

**2023**

## DECLARATION

I **JASVEER SINGH BHULLER** (20201BCH0026) hereby declare that the project, titled "ENTEREPRENEURSHIP AND ITS IMPACT ON THE DEVOLPMENT OF THE COUNTIRES ECONOMY" is a record of originalresearch work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of

**Dr. K Balaji, 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: 5/06/2023



**Jasveer Singh Bhuller**  
**REG NO.- 20201BCH0024**  
**SCHOOL OF COMMERCE**  
**PRESIDENCY UNIVERISTY**  
**BENGALURU**

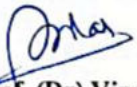


## CERTIFICATE

This is to certify that the project submitted by **JASVEER SINGH BHULLER (20201BCH0024)** titled **A STUDY ON ENTREPRENEURSHIP AND ITS IMPACT ON THE GROWTH OF A COUNTRIES ECONOMY** 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 other title to any other Institution/University.

Place: Bengaluru

Date: 5/06/2023



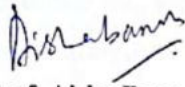
**Prof. (Dr) Vinay Joshi**

**Associate Dean**

**School of Commerce**

**Presidency University**

**Bengaluru**



**Prof. Aisha Banu**

**HOD**

**School of Commerce**

**Presidency University**

**Bengaluru**



**Dr. K. Balaji**

**Assistant Professor**

**School of Commerce**

**Presidency University**

**Bengaluru**



**“A STUDY ON FINANCIAL LITERACY AN ITS IMPACT ON  
FINANCIAL INCLUSION WITH REFERENCE TO GENERATION Z  
INVESTORS”**

**A RESEARCH PROJECT**

Submitted by  
**JEEVAN.B**  
**(20201BCH0025)**

Under the Guidance of  
**Dr. K. Balaji**  
**Assistant Professor**

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

**BACHELOR OF COMMERCE**



GAIN MORE KNOWLEDGE  
REACH GREATER HEIGHTS

**SCHOOL OF COMMERCE**

**MARCH 2023**

*Jeevan*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## DECLARATION

I Jeevan. B (20201BCH0025) hereby declare that the project, titled **A STUDY ON FINANCIAL LITERACY AN ITS IMPACT ON FINANCIAL INCLUSION WITH REFERENCE TO GENERATION Z INESTORS** 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.K. Balaji, 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: 5/06/2023

  
Jeevan. B

Reg No: 20201BCH0025  
School of Commerce  
Presidency University  
Bengaluru

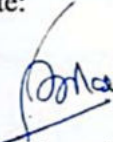
## CERTIFICATE

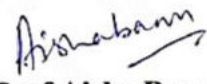
This is to certify that the project submitted by **Jeevan. B (20201BCH0025)** titled **A STUDY ON FINANCIAL LITERACY AN ITS IMPACT ON FINANCIAL INCLUSION WITH REFERENCE TO GENERATION Z INESTORS** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Commerce.

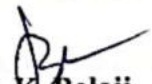
This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:

  
**Dr. Vinay Joshi,**  
Associate Dean,  
School of Commerce,  
Presidency University,  
Bengaluru

  
**Prof. Aisha Banu,**  
HOD,  
School of Commerce,  
Presidency university,  
Bengaluru

  
**Dr. K. Balaji,**  
Assistant Professor,  
School of Commerce,  
Presidency University,  
Bengaluru.



# PRESIDENCY UNIVERSITY

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

## A STUDY ON CUSTOMER SATISFACTION IN E-COMMERCE WITH RESPECT TO DATA PRIVACY

A PROJECT

Submitted by  
**JHANSI N**  
(20201BCH0026)

Under the guidance of  
**Dr. Balaji**  
Assistant Professor

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

**BACHELOR OF COMMERCE (Honours)**



GAIN MORE KNOWLEDGE  
REACH GREATER HEIGHTS

**SCHOOL OF COMMERCE**



## DECLARATION

I N JHANSI (20201BCH0026) hereby declare that the project, titled A STUDY ON CUSTOMER SATISFACTION IN E-COMMERCE WITH RESPECT TO DATA PRIVACY 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.k. Balaji, 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:



JHANSI N

20201BCH0026

SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY  
BENGALURU



REGISTRAR

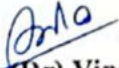


## CERTIFICATE


This is to certify that the project submitted by N JHANSI (20201BCH0026) titled **A STUDY ON CUSTOMER SATISFACTION IN E-COMMERCE WITH RESPECT TO DATA PRIVACY** 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 other title to any other Institution/University.

Place: Bengaluru

Date:

  
**Prof. (Dr) Vinay Joshi**  
Associate Dean  
School of Commerce  
Presidency University  
Bengaluru

  
**Prof. Aisha Banu**  
HOD Assistant  
School of Commerce  
Presidency University  
Bengaluru

  
**Dr. K. Balaji**  
Professor  
School of commerce  
Presidency University  
Bengaluru

  
REGISTRAR  




# **PRESIDENCY UNIVERSITY**

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

## **THE IMPACT OF AI-POWERED CHATBOTS ON CUSTOMER SATISFACTION AND LOYALTY IN THE E-COMMERCE INDUSTRY**

### **A PROJECT**

Submitted by

**Khushi Gupta**

**(20201BCH0027)**

Under the Guidance of

**Assistant Professor**

**Prof. Sandhya R**

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

### **BACHELOR OF COMMERCE**



**SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY**

**2023**





## DECLARATION

I, Khushi Gupta (20201BCH0027) hereby declare that the project, titled **A STUDY ON THE IMPACT OF AI-POWERED CHATBOTS ON CUSTOMER SATISFACTION AND LOYALTY IN THE E-COMMERCE INDUSTRY** is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – B. Com Honors. I have completed this study under the supervision of Prof. Sandhya R, 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: Bangalore

Date: 5/6/23



**Khushi Gupta**

**20201BCH0027**

**School of Commerce  
Presidency University  
Bengaluru**



REGISTRAR



REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE


## CERTIFICATE


This is to certify that the project submitted by KHUSHI GUPTA (20201BCH0027) titled **A STUDY ON THE IMPACT OF AI-POWERED CHATBOTS ON CUSTOMER SATISFACTION AND LOYALTY IN THE E-COMMERCE INDUSTRY** 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: Bangalore

Date: 5/6/23

  
**Prof. (Dr.) Vinay Joshi**  
Associate Dean  
School of Commerce  
Presidency University  
Bengaluru

  
**Prof. Sandhya R**  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru

  
**Prof. Alsha Banu**  
Head of Department  
School of Commerce  
Presidency University  
Bengaluru



# PRESIDENCY UNIVERSITY



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

## BANGALORE

**A STUDY ON "DEVELOPMENT IN THE BUDGET AND ITS IMPACT ON GDP"**

Submitted by

**KUMMURI HRITISHA**

**(20201BCH0028)**

Under the Guidance of

**Dr. K. BALAJI**

**Assistant Professor**

*In Partial Fulfillment of the Requirements for the award of the Degree of*

**BACHELOR OF COMMERCE**



**SCHOOL OF COMMERCE**

**MARCH 2023**

*[Signature]*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## DECLARATION

I, **Kummuri Hritisha** hereby declare that the project titled "DEVELOPMENT IN THE BUDGET AND ITS IMPACT ON GDP" 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 guidance of **Dr. K. Balaji, assistant professor, 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

*K. Hritisha*

**Kummuri Hritisha**

**Reg No. 20201BCH0028**

**School Of Commerce**

**Presidency University**

**Bengaluru**

*[Signature]*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## ACKNOWLEDGMENT

I, KUMMURI HRITISHA, would want to express my sincere gratitude and obligation to all the people who have supported me in this endeavour.

I am indelibly obligated to the **Prof. (Dr.) Vinay Joshi, Associate Dean, School of Commerce**, an unending debt of gratitude for his diligent direction and encouragement in helping me complete this dissertation.

I extend my gratitude to the **Prof. Aisha Banu, Head Of The Department**, school of commerce, Presidency University for giving me this opportunity to carry out my dissertation work entitled **"DEVELOPMENT IN BUDGET AND ITS IMPACT ON GDP .**

I take this opportunity to thank my faculty mentor **Dr. K. Balaji, Assistant Professor**, for his valuable guidance, closely supervising this work over with helpful suggestions, which helped me to complete the dissertation properly. More importantly, his valuable advice and support helped me to put some creative efforts on my project. He has really been an inspiration and driving force for me and has constantly enriched my raw ideas with his vast experience and knowledge.

Specially, I would also like to give my special thanks to my parents whose blessings and love enabled me to complete this work properly as well.

*K. Hritisha*

**Kummuri Hritisha**

**B.Com (Hons) 2020-2023**

**20201BCH0028**

*[Signature]*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE



# PRESIDENCY UNIVERSITY

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

## A STUDY ON EMPLOYEES STRESS LEVEL AND IT'S IMPACT ON PRODUCTIVITY

A PROJECT

Submitted by  
**Lovely Tiwari**  
(20201BCH0029)

Under the Guidance of  
**Dr. K Balaji**  
Assistant Professor

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

**BACHELOR OF COMMERCE (HONS.)**



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**SCHOOL OF COMMERCE**

*[Signature]*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## DECLARATION

I Lovely Tiwari (20201BCH0029) hereby declare that the project, titled **A STUDY ON EMPLOYEES STRESS LEVEL AND Its IMPACT ON PRODUCTIVITY** 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. K Balaji, 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: 05/06/23



**Lovely Tiwari**  
**20201BCH0029**  
**School of commerce**  
**Presidency University**  
**Bengaluru**



REGISTRAR



PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE


## CERTIFICATE

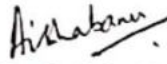
This is to certify that the project submitted by **Lovely Tiwari** (20201BCH0029) titled **A STUDY ON EMPLOYEES STRESS LEVEL AND Its IMPACT ON PRODUCTIVITY** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Commerce (hons.).

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. (Dr.) Vinay Joshi**  
Associate Dean  
School of Commerce  
Presidency University  
Bengaluru

  
**Prof. Aisha Banu**  
HOD  
School of commerce  
Presidency University  
Bengaluru

  
**Dr. K Balaji**  
Assistant professor  
School of commerce  
Presidency University  
Bengaluru

  
REGISTRAR  






# PRESIDENCY UNIVERSITY

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

**A study on customer satisfaction on electronic banking with reference to products and services of selected banks of Bangalore.**

## A RESEARCH PROJECT

Submitted by

**MALLELA REKHA MEGHANA**

**Reg. No. 20201BCH0030**

6<sup>th</sup> Sem BCom(Hons)

School of Commerce

Under the guidance of

**Prof. BALAJI**

**Assistant Professor**

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

**Bachelor of Commerce**



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**SCHOOL OF COMMERCE**

MEGHANA 20201BCH0030



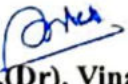
## CERTIFICATE

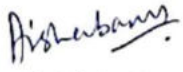
This is to certify that the project submitted by **Mallela Rekha Meghana (20201BCH0030)** titled "**A study on customer satisfaction on electronic banking with reference to products and services of selected banks of Bangalore**" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Commerce.

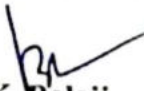
This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:31/5/2023

  
**Prof.(Dr). Vinay Joshi**  
Associate Dean,  
School of Commerce,  
Presidency University,  
Bengaluru.

  
**Prof. Aisha Banu**  
HOD,  
School of Commerce,  
Presidency University,  
Bengaluru.

  
**Dr. K. Balaji**  
Assistant Professor  
School of Commerce  
Presidency University,  
Bengaluru.

  
REGISTRAR  


MEGHANA 20201BCH0030

2

## DECLARATION

I, MALLELA REKHA MEGHANA, hereby declare that the project report, titled "A study on customer satisfaction on electronic banking with reference to products and services of selected banks of Bangalore" 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. K. Balaji, Assistant Professor, School of Commerce.

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

  
Mallela Rekha Meghana

Place: Bangalore

Reg No: 20201BCH0030

Date:31/5/2023

School of Commerce  
Presidency University  
Bangalore

MEGHANA 20201BCH0030

  
REGISTRAR  




# **PRESIDENCY UNIVERSITY**

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

## Effect of artificial intelligence on amazon logistics.

A PROJECT

Submitted by

**PRATHAM V**

**(20201BBE0036)**

Under the Guidance of

**DR. A SUHASINI**

**Assistant Professor**

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

**BACHELOR OF BUSINESS ADMINISTRATION**



GAIN MORE KNOWLEDGE  
REACH GREATER HEIGHTS

SCHOOL OF COMMERCE

MARCH 2023



## DECLARATION

I PRATHAM V (Reg. No: 20201BBE0036) hereby declare that the project, titled **Effect of Artificial Intelligence on Amazon Logistics**, 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 Dr. SUHASINI 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

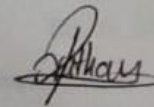
Date:

PRATHAM V

Reg No  
20201BBE003

School of Commerce  
Presidency University

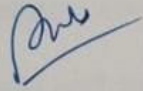
Bengaluru



REGISTRAR 

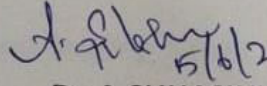
## CERTIFICATE

This is to certify that the project submitted by PRATHAM V  
(Reg. No: 20201BBE0036) titled **Effect Of Artificial Intelligence On Amazon  
Logistics** 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 Business Administration.

  
DR. VINAY JOSHI  
ASSOCIATE DEAN  
SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY  
BENGALURU

Place: Bengaluru

Date:

  
Dr. A SUHASINI  
Assistant Professor  
School of Commerce  
Presidency University Bengaluru



# Exploring the significance of **E-COMMERCE IN TODAY'S WORLD IN EMERGING MARKETS**

Submitted by

**G Sri Prasanna Chowdary**  
**(20201BCH0048)**

Under the guidance of  
**Dr. Mounica Vallabhaneni**  
**Asst. Professor**

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

**BACHELOR OF COMMERCE**



**SCHOOL OF COMMERCE**

JUNE 2023

*Sanne*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE  
Registrar

## Declaration

I Sri Prasanna, hereby declare that the project report entitled "Exploring the significance of e-commerce in today's world in emerging markets" is an original work carried out by me under the guidance of Dr. Mounica Vallabhaneni Asst Prof. towards the partial fulfillment of the requirements for the BCom honors. This report is based on my original research and analysis, and all the sources cited in this report have been duly acknowledged.

I declare that the work presented in this report has not been submitted for any other degree or diploma program, and it has not been published or presented in any form previously. I also confirm that the research and analysis presented in this report is my own work, and all the data and information used in this report are authentic and accurate to the best of my knowledge.

I further declare that I have adhered to all the ethical and professional standards while conducting this research and writing this report. I have taken all necessary precautions to ensure the accuracy and reliability of the findings presented in this report. Any errors or omissions are my own responsibility, and I will take full accountability for them.

In conclusion, I affirm that this report represents my original work and that it meets all the standards required for the award of B.com Honors.

G Sri Prasanna Chowdary

20201BCH0048

School of commerce

*Prasanna*

*Prasanna*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE



## Project Approval

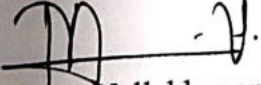
**Title:** Exploring the Significance of E-Commerce in Today's World in Emerging Markets

**Project Summary:** This report aims to analyze the significance of E-commerce in today's world in emerging markets. The report will provide an overview of the current trends in the E-commerce industry and how it has impacted the global market. Additionally, the report will focus on the emerging markets and how E-commerce has been able to penetrate these markets. The study will also analyze the challenges that E-commerce businesses face in emerging markets and how they can overcome them.

**Student Name:** G Sri Prasanna Chowdary

I hereby approve the project proposal titled "Exploring the Significance of E-Commerce in Today's World in Emerging Markets" submitted by [Your Name] for the [Your Program]. I believe that this project will provide significant insights into the E-commerce industry in emerging markets and the challenges that businesses face.

I have reviewed the project proposal and found it to be well-structured and focused. The project has the potential to contribute to the academic community and provide practical solutions for businesses operating in emerging markets. I look forward to supervising this project and guiding the student in their research.

  
Dr. Mounica Vallabhaneni  
Asst. Professor

School of commerce

[Supervisor's Signature]

[Date] 17th June 2023





**A STUDY ON ADVANCEMENT OF MICROFINANCING  
IN INDIA**

**A PROJECT**

Submitted by

**SRINIDHIS**

**( ROLL NO: 20201BCH0049)**

Under the Guidance of

**Dr. Mounica Vallabhaneni**

**Assistant Professor**

*In Partial Fullfillment of the Requirements for the Award of the Degree of*

**BACHELOR OF COMMERCE**



**SCHOOL OF COMMERCE**

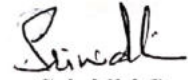
## DECLARATION

I Srinidhi S (20201BCH0049) hereby declare that the project, titled **A STUDY ON THE ADVANCEMENT OF MICROFINANCE IN 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 **Dr Mounica Vallabhaneni**, Assistant Professor and 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: 05.06.2023

  
Srinidhi S

Reg no. 20201BCH0049

School of Commerce

Presidency University

Bangalore

## CERTIFICATE

This is to certify that the project submitted by **Srinidhi S (20201BCH0049)** titled **A STUDY ON ADVANCEMENT OF MICROFINANCE IN 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: Bangalore

Date:05.06.2023



**Dr Mounica Vallabhaneni**

**Assistant Professor**

**School of Commerce**

**Bangalore**



**Dr. VINAY JOSHI**

**Associate Dean**

**School of Commerce**

**Presidency University, Bangalore**



REGISTRAR



**A STUDY OF THE IMPACTS ON E-COMMERCE PLATFORMS DUE  
TO DIGITAL TRANSACTIONS**

**A PROJECT**

Submitted by

**Subbi Sohan**

**(20201BCH0050)**

Under the Guidance of

**Dr. Mounica Vallabhaneni**

**Assistant Professor**

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

**BACHELOR OF COMMERCE**



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**SCHOOL OF COMMERCE**

**JUNE 2023**




## DECLARATION

I, Subbi Sohan (20201BCH0050), hereby declare that the project, titled “**Impact of Digital Transactions on E-Commerce Platforms**” 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. Mounica Vallabhaneni, 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, Karnataka

**Date:** 5/6/23

  
Dr Viray Jashi,  
Associate Dean,  
School of Commerce,  
Presidency University,

  
Subbi Sohan

**20201BCH0050**

**School Of Commerce**

**Presidency University**

**Bengaluru**

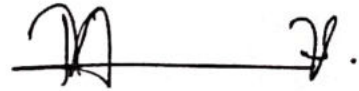
  
REGISTRAR  




## CERTIFICATE

This is to certify that the project titled “**Impact of Digital Transactions on E-Commerce Websites**” submitted to Presidency University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original study undertaken by Dr. Mounica Vallabhaneni, during the period of 2022 – 2023 in School of Commerce, Presidency University, Bangalore, under my supervision and guidance. The internship report has not formed the basis for the reward for any Degree / Diploma / Associate ship / Fellowship or other similar title to any recognition to any candidate of any university.

Date: 5th June 2023



**Dr. Mounica Vallabhaneni**

**Assistant Professor**

**School of Commerce**

**Presidency University**



REGISTRAR



PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE



**A Study on Automation and Digitalization**

**A RESEARCH PROJECT**

Submitted by

**Surya Darshan. N**  
**(20201BCH0053)**

Under the guidance of  
**Dr. Mounica Vallabhaneni**  
**Asst. Professor**

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

**BACHELOR OF COMMERCE**  
**SCHOOL OF COMMERCE**



**JUNE 2023**





## Declaration

I Surya Darshan, hereby declare that the project report entitled "A Study on Automation and Digitalization" is an original work carried out by me under the guidance of Dr. Mounica Vallabhaneni Asst Prof. towards the partial fulfillment of the requirements for the B Com honors. This report is based on my original research and analysis, and all the sources cited in this report have been duly acknowledged.

I further declare that I have adhered to all the ethical and professional standards while conducting this research and writing this report. I have taken all necessary precautions to ensure the accuracy and reliability of the findings presented in this report. Any errors or omissions are my own responsibility, and I will take full accountability for them.

In conclusion, I affirm that this report represents my original work and that it meets all the standards required for the award of B.com Honors.

Place: Bangalore

Date: 31-05-2023



Name: Surya Darshan

Reg No: (20201BCH0053)

School of commerce

Presidency university

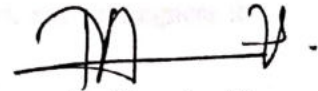
Bangalore.

## CERTIFICATE

This is to certify that the project submitted by **Surya Darshan** (20201BCH0053) titled **“A STUDY ON AUTOMATION AND DIGITALIZATION”** 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: Bangalore

Date: 31-05-2023



Dr. Mounica V

Assistant Professor

School of Commerce

Bangalore





# PRESIDENCY UNIVERSITY

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

## IMPACT OF TECHNOLOGY ON THE DEVELOPMENT OF NEW FINANCIAL OFFERINGS

A PROJECT

Submitted by  
**Syed Muzammil Hussain**  
(20201BCH0054)

Under the Guidance of  
**Prof. Mounica Vallabhaneni**  
Assistant Professor

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

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

2023



## DECLARATION

I Syed Muzammil Hussain (20201BCH0054) hereby declare that the project, titled **A STUDY ON IMPACT OF TECHNOLOGY ON THE DEVELOPMENT OF NEW FINANCIAL OFFERINGS** 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. Mounica Vallabhaneni, 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: 5<sup>th</sup> June 2023



Syed Muzammil Hussain

Reg no. 20201BCH0054

School of Commerce

Presidency University

Bengaluru



TABLE OF CONTENTS

**CERTIFICATE**

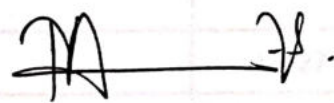
This is to certify that the project submitted by Syed Muzammil Hussain (20201BCH0054) titled **A STUDY ON IMPACT OF TECHNOLOGY ON THE DEVELOPMENT OF NEW FINANCIAL OFFERINGS** is a record of research work done by him during the academic year 2023-2024 under my supervision in partial fulfilment for the 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: 5<sup>th</sup> June 2023

Comes



Prof. Mounica Vallabhaneni  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru

  
REGISTRAR  


**A STUDY ON THE FINANCIAL DISTRESS FROM DTH NETWORK  
TO OTT PLATFORM.**

**A PROJECT**

Submitted by  
**THRISHUL NAG R**  
20201BCH0056

Under the guidance of  
Dr. Monica V  
Assistant Professor

*In Partial Fulfilment of the requirements for the award of the degree of*

**BACHELOR OF COMMERCE (HONOURS)**



**GAIN MORE KNOWLEDGE  
REACH GREATER HEIGHTS**

**SCHOOL OF COMMERCE**



## DECLARATION

I Thrishul Nag R (20201BCH0056) hereby declare that the project, titled **A STUDY ON THE FINANCIAL DISTRESS FROM DTH NETWORK TO OTT PLATFORM** is a record of original research work undertaken by me for the award of the degree of Bachelor of commerce (honours). I have completed this study under the supervision of Dr. Mounica 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: 5th June, 2023.

*Thrishul*

Thrishul Nag R  
20201BCH0056  
School of Commerce  
Presidency University  
Bengaluru

*Sanne*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

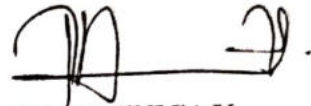
## CERTIFICATION

This is to certify that the project submitted by Thrishul Nag R (20201BCH0056) titled A STUDY ON THE FINANCIAL DISTRESS FROM DTH NETWORK TO OTT PLATFORM 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 (honours).

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: 5th June, 2023



**Dr. MOUNICA V**  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru



**Dr. Vinay Jashi**

**Dr. Vinay J.**

Assistant Dean Associate Dean  
School of Commerce  
Presidency University  
Bengaluru



REGISTRAR



PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE





VAISHNAWI SHAW  
20201BCH0057

# A STUDY OF THE FALL OF THE SILICON VALLEY

A PROJECT

Submitted by

VAISHNAWI SHAW

20191BCH0057

Under the Guidance of

DR. MOUNICA VALLABHANENI

Assistant Professor

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

**BACHELOR OF COMMERCE**



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**SCHOOL OF COMMERCE**

JUNE 2023

*Shame*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE



## DECLARATION

I Vaishnawi Shaw (Reg. No: 20191BCH0057) hereby declare that the project, titled **A STUDY OF THE FALL OF SILICON VALLEY BANK** is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce-**HONOURS**. I have completed this study under the supervision of **Dr.Mounica Vallabhaneni**, Assistant Professor, at the 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 Institution/University.

Place: Bengaluru

Date: 05/06/2023

*Vaishnawi Shaw.*

**Vaishnawi Shaw**

**REG NO. 20201BCH0057**

**School of Commerce**

**Presidency University**

**Bengaluru**



## CERTIFICATE

This is to certify that the project submitted by **Vaishnawi Shaw** (Reg. No: 20201BCH0057) titled **A STUDY OF THE FALL OF SILICON VALLEY BANK** is a record of research work done by him/her during the academic year 2023-2024 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: 5th June 2023



**Dr. Vinay Joshi**  
**Associate Dean**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



**Dr. Mounica Vallabhaneni**  
**Assistant Professor**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**


REGISTRAR  
PRESIDENCY UNIVERSITY  
BENGALURU

**A STUDY ON SUSTAINABLE MARKETING PRACTICES IN VENKY  
LIVING SPACES**

**A PROJECT**

Submitted by  
**VENKAT KUMAAR S**  
**(ROLL NO: 20201BCH0058)**

Under the Guidance of  
**Dr Mounica Vallabhaneni**  
**Assistant Professor**

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

**BACHELOR OF COMMERCE**



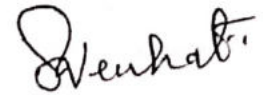
## DECLARATION

I Venkat Kumaar S (20201BCH0058) hereby declare that the project, titled **A STUDY ON A SUSTAINABLE MARKETING PRACTICES IN VENKY LIVING SPACES** 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 Mounica Vallabhaneni** Associate Professor and 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: 05.06.2023



Venkat Kumaar S

Reg no. 20201BCH0058

School of Commerce

Presidency University

Bangalore



REGISTRAR



REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **Venkat Kumar S (20201BCH0058)** titled **A STUDY ON SUSTAINABLE MARKETING PRACTICES IN VENKY LIVING SPACES** 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: Bangalore

Date:05.06.2023

*Dr*  
Dr Vinay Jashi  
Associate Dean,  
School of Commerce,  
Presidency University,  
Bangalore



Dr Mounica V  
Assistant Professor  
School of Commerce  
Bangalore

Soft

# A STUDY ON ISLAMIC FINANCE AND ECONOMIC DEVELOPMENT:

## HOW DOES ISLAMIC FINANCE LAW CONTRIBUTE AND HOW INTEREST-FREE IS ISLAMIC INTEREST-FREE BANKING

Submitted by  
**Mohammed Mazin Hasan**  
(20201BCH0065)

Under the Guidance of  
**Dr. Mounica Vallabhaneni**  
Associate Professor

*In Partial Fulfillment of the Requirement for the Award of the Degree of*

### BACHELOR OF COMMERCE



### SCHOOL OF COMMERCE

**JUNE 2023**

*Jane*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## DECLARATION

I Mohammed Mazin Hasan (20201BCH0065) hereby declare that the project titled **A Study on Islamic Finance and Economic Development: How Does Islamic Finance Law Contribute and How Interest-free Is Islamic Interest-free Banking** is the record of original research wanted to be undertaken by me for the award of the degree of bachelor of commerce I have completed the study under the supervision of **Dr. Mounica Vallabhaneni, Associate Professor, School of Commerce.**

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

Place: Bengaluru

Date: 05/06/2023

  
Mohammed Mazin Hasan

20201BCH0065

School of Commerce

Presidency University

Bengaluru





## CERTIFICATE

This is to certify that the project submitted by Mohammed Mazin Hasan (20201BCH0065) titled **A Study on Islamic Finance and Economic Development: How Does Islamic Finance Law Contribute and How Interest-free Is Islamic Interest-free Banking** 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 other title or any other to any other Institution/University.

Place: Bengaluru

Date: 05/06/2023




**Dr. Mounica Vallabhaneni**

**Associate Professor**

**School of Commerce**

**Presidency University**

**Bengaluru**



**Prof. (Dr). Vinay Joshi**

**Associate Dean**

**School of Commerce**

**Presidency University**

**Bengaluru**



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**REGISTRAR**  
**PRESIDENCY UNIVERSITY**  
**BANGALORE**



# PRESIDENCY UNIVERSITY

SUBMITTED BY

**ANANYA CHAUBEY**

**20201BCH9001**

Under the Guidance of

**DR. MOUNICA VALBHANENI**

**Assistant Professor**

**PRESIDENCY UNIVERSITY**

In partial fulfilment of the Requirements for the Award of the Degree of

**BACHELOR OF COMMERCE**



**SCHOOL OF COMMERCE**

**MARCH 2023**

Ananya Choubey, 20201BCH9001, BCH VI, Presidency University



## DECLARATION

I ANANYA CHAUBEY (Reg. No:20201BCH9001) hereby declare that the project, titled **A STUDY ON PUBLIC SECTOR BANKS FUTURE IN THE COUNTRY** 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. Mounica vallabhaneni, 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: 05/06/2023



ANANYA CHAUBEY

Reg No:20191BBA0053

School of Commerce

Presidency University

Bengaluru



REGISTRAR



## CERTIFICATE

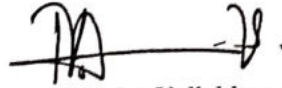
This is to certify that the project submitted by ANANYA CHAUBEY (Reg.No:20201BCH9001) titled **A STUDY ON PUBLIC SECTOR BANKS FUTURE IN THE COUNTRY** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce.

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

Place: Bengaluru

Date: 5th June 2023

*Ames*



Dr Mounica Vallabhaneni

Assistant Professor

School of Commerce

Presidency University

Bangalore

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REGISTRAR





# PRESIDENCY UNIVERSITY

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

## BANGALORE



### A STUDY ON IMPACT OF CORPORATE TAXATION ON INDIA'S GDP

#### A PROJECT

Submitted by

***Chethan D (20201BCH0064)***

Under the Guidance of

***Prof. Sai Sushmitha V***

***Assistant Professor***

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

*of*

***BACHELOR OF COMMERCE (HONOURS)***



***SCHOOL OF COMMERCE***

***PRESIDENCY UNIVERSITY***

**2023**



## DECLARATION

I Chethan D (20201BCH0064) hereby declare that the project titled **A STUDY ON IMPACT OF CORPORATE TAXATION ON INDIA'S GDP** is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Honours. I have completed this study under the supervision of **Prof. Sai Sushmitha 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 or University.

Place: Bengaluru

Date: 05/06/2003



CHEZHAN D

Reg No: 20201BCH0064  
School Of Commerce  
Presidency University  
Bengaluru



REGISTRAR



PRESIDENCY  
Reg  
BANG


## CERTIFICATE


This is to certify that the project submitted by Chethan D (20201BCH0064) titled **A STUDY ON IMPACT OF CORPORATE TAXATION ON INDIA'S GDP** 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 – Honours.

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

Place: Bengaluru

Date: 05/6/2023

  
**Prof. Sai Sushmitha v**  
Assistant Professor  
School of Commerce  
Presidency University

  
Mr. Vinay Tashi  
Associate Dean  
School of Commerce  
Presidency University  
Bangalore.

  
REGISTRAR  




# **PRESIDENCY UNIVERSITY**

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

## **A Study on Indian Exports A PROJECT**

Submitted by  
**Anirban Deb**  
(20201BCH0004)

Under the Guidance of  
**Prof. Sai Sushmitha V**  
Assistant Professor

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

## **BACHELOR OF COMMERCE**



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PRESIDENCY UNIVERSITY**

**2023**





## DECLARATION

I Anirban Deb (20201BCH0004) hereby declare that the project, titled **A Study on Indian Exports** 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.Sai Sushmitha V, Assistant Professor** and 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: 05.06.2023

Anirban Deb

Reg no. 20201BCH0004

School of Commerce

Presidency University

Bengaluru

REGISTRAR

## CERTIFICATE

This is to certify that the project submitted by Anirban Deb (20201BCH0004) titled **A Study on Indian Exports** 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



Prof. Sai Sushmitha V  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru



Dr. Vinay Joshi C  
Associate Dean  
School of Commerce  
Presidency University  
Bangalore





# **PRESIDENCY UNIVERSITY**

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

## **A Study on Indian Exports A PROJECT**

Submitted by  
**Anirban Deb**  
(20201BCH0004)

Under the Guidance of  
**Prof. Sai Sushmitha V**  
Assistant Professor

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

## **BACHELOR OF COMMERCE**



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PRESIDENCY UNIVERSITY**

**2023**



## DECLARATION

I Anirban Deb (20201BCH0004) hereby declare that the project, titled **A Study on Indian Exports** 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.Sai Sushmitha V, Assistant Professor** and 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: 05.06.2023

Anirban Deb

Reg no. 20201BCH0004

School of Commerce

Presidency University

Bengaluru

REGISTRAR

## CERTIFICATE

This is to certify that the project submitted by Anirban Deb (20201BCH0004) titled **A Study on Indian Exports** 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



Prof. Sai Sushmitha V  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru



Dr. Vinay Joshi C  
Associate Dean  
School of Commerce  
Presidency University  
Bangalore.





# **PRESIDENCY UNIVERSITY**

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

## **A STUDY ON THE INFULENCE OF E-COMMERCE ON SMALL ENTERPRISES**

### **A PROJECT**

Submitted by  
**Archana RT**  
(20201BCH0006)

Under the Guidance of  
**Prof. Sai Sushmitha V**  
Assistant Professor

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

### **BACHELOR OF COMMERCE**



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PRESIDENCY UNIVERSITY**

**2023**

*Sai Sushmitha V*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## DECLARATION

I Archana RT (20201BCH0006) hereby declare that the project, titled **A STUDY ON THE INFUENCE OF E-COMMERCE ON SMALL ENTERPRISES** 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.Sai Sushmitha V, Assistant Professor** and School of Commerce.

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

Place: Bengaluru

Date: 05.06.2023

Archana RT

Reg no. 20201BCH0006

School of Commerce

Presidency University

Bengaluru

REGISTRAR

## CERTIFICATE

This is to certify that the project submitted by Archana RT (20201BCH0006) titled **A STUDY ON THE INFUENCE OF E-COMMERCE ON SMALL ENTERPRISES** 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

*Pokas*  
Dr Vinay Joshi Chandniwala  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru

*Sushmitha V*  
Prof. Sai Sushmitha V  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru







# **PRESIDENCY UNIVERSITY**

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

## **A STUDY ON THE INFULENCE OF E-COMMERCE ON SMALL ENTERPRISES**

### **A PROJECT**

Submitted by  
**Archana RT**  
(20201BCH0006)

Under the Guidance of  
**Prof. Sai Sushmitha V**  
Assistant Professor

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

### **BACHELOR OF COMMERCE**



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PRESIDENCY UNIVERSITY**

**2023**

*Sai Sushmitha V*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## DECLARATION

I Archana RT (20201BCH0006) hereby declare that the project, titled **A STUDY ON THE INFUENCE OF E-COMMERCE ON SMALL ENTERPRISES** 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.Sai Sushmitha V, Assistant Professor** and School of Commerce.

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

Place: Bengaluru

Date: 05.06.2023



Archana RT

Reg no. 20201BCH0006

School of Commerce

Presidency University

Bengaluru



REGISTRAR



REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by Archana RT (20201BCH0006) titled **A STUDY ON THE INFUENCE OF E-COMMERCE ON SMALL ENTERPRISES** 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

*Pokas*  
Dr Vinay Joshi Chandniwala  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru

*Sushmitha V*  
Prof. Sai Sushmitha V  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru





# **PRESIDENCY UNIVERSITY**

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

## **STUDY ON COSTING STRATEGY OF SMALL SCALE BUSINESS**

Submitted by  
**Athul Madhav**  
**(20201BCH0008)**

Under the Guidance of  
**Prof. Sai Sushmitha. V**  
**Assistant Professor**

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

**BACHELOR OF COMMERCE**



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**SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY**

**2023**

*Sai Sushmitha V*  
REGISTRAR Registrar  
PRESIDENCY UNIVERSITY  
BANGALORE

## DECLARATION

I Athul madhav (20201BCH0008) hereby declare that the project, titled **A STUDY ON COSTING STRATEGY OF SMALL SCALE BUSINESS**

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. Sai Sushmitha .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: 15<sup>th</sup> April 2023



Athul madhav

Reg no. 20201bch0008

School of Commerce

Presidency University

Bengaluru

  
REGISTRAR Registrar  
PRESIDENCY UNIVERSITY  
BANGALORE

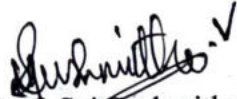
## CERTIFICATE


This is to certify that the project submitted by Athul madhav (20201BCH0008) titled A  
**STUDY ON COSTING STRATEGY OF SMALL SCALE BUSINESS**  
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: 15<sup>th</sup> April 2023

  
Prof. Sai Sushmitha.v  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru

  
Dr. Vinay Jashi C.  
Dr. BALU.L  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru



# **PRESIDENCY UNIVERSITY**

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

## **STUDY ON COSTING STRATEGY OF SMALL SCALE BUSINESS**

Submitted by  
**Athul Madhav**  
**(20201BCH0008)**

Under the Guidance of  
**Prof. Sai Sushmitha. V**  
**Assistant Professor**

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

**BACHELOR OF COMMERCE**



**SCHOOL OF COMMERCE**  
**PRESIDENCY UNIVERSITY**

**2023**

*Sai Sushmitha V*  
REGISTRAR Registrar  
1 | Page  
PRESIDENCY UNIVERSITY  
BANGALORE

## DECLARATION

I Athul madhav (20201BCH0008) hereby declare that the project, titled **A STUDY ON COSTING STRATEGY OF SMALL SCALE BUSINESS**

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. Sai Sushmitha .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: 15<sup>th</sup> April 2023



Athul madhav

Reg no. 20201bch0008

School of Commerce

Presidency University

Bengaluru

  
REGISTRAR Registrar  
PRESIDENCY UNIVERSITY  
BANGALORE



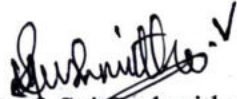
## CERTIFICATE


This is to certify that the project submitted by Athul madhav (20201BCH0008) titled A  
**STUDY ON COSTING STRATEGY OF SMALL SCALE BUSINESS**  
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: 15<sup>th</sup> April 2023

  
Prof. Sai Sushmitha.v  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru

  
Dr. Vinay Jashi C.  
Dr. BALU.L  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru



# **PRESIDENCY UNIVERSITY**

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

A STUDY ON ISSUES AND CHALLENGES OF CONTRACT LABOURS IN INDIA

**A PROJECT**

Submitted by

**Avinash M**

**(20201BCH0010)**

Under the Guidance of  
**Prof. Sai Sushmitha V**  
Assistant Professor

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

**BACHELOR OF COMMERCE**



**GAIN MORE KNOWLEDGE  
REACH GREATER HEIGHTS**

**SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY**

**2023**



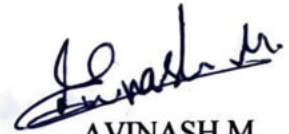
## DECLARATION

I Avinash M (20201BCH0010) hereby declare that the project, titled **ISSUE AND CHALLENGES OF CONTRACT LABOURS 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 **Prof. SAI Sushmitha 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: 5<sup>th</sup> June 2023



AVINASH M

Reg no. 20201BCH0010

School of Commerce

Presidency University

Bengaluru



REGISTRAR



REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

# CERTIFICATE

This is to certify that the project submitted by Avinash M (20201BCH0010) titled **ISSUES AND CHALLENGES OF CONTRACT LABOURS IN 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 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<sup>th</sup> June 2023



Prof Sai Sushmitha V  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru



Dr Vinay Joshi Chandniwala  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru



REGISTRAR





# PRESIDENCY UNIVERSITY

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

## A STUDY ON INNOVATION IN PUBLIC POLICY IN INDIA

### A PROJECT

Submitted by

***Bavani Sakthivel***

***(20201BCH0061)***

Under the Guidance of

***Prof. Sai Sushmitha V***

***Assistant Professor***

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

***Degree of***

***BACHELOR OF COMMERCE (HONOURS)***



***SCHOOL OF COMMERCE***

***PRESIDENCY UNIVERSITY***

**2023**



## DECLARATION

I Bavani Sakthivel (20201BCH0061) hereby declare that the project titled **A STUDY ON INNOVATION IN PUBLIC POLICY IN INDIA** is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Honours. I have completed this study under the supervision of **Prof. Sai Sushmitha 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 or University.

Place: Bengaluru

Date: 05/06/2023

*Sai Sushmitha V*  
Prof. Sai Sushmitha V

Assistant Professor

School of Commerce

Presidency University

*Bavani S*

**Bavani Sakthivel**

**Reg No: 20201BCH0061**

School Of Commerce

Presidency University

Bengaluru

*Dr. Vinay Tochi Chandramaula*  
Associate Dean  
School of Commerce  
Presidency University  
Bengaluru



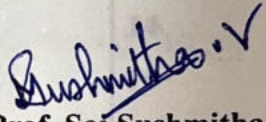
## CERTIFICATE

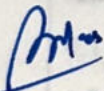
This is to certify that the project submitted by **Bavani Sakthivel (20201BCH0061)** titled **A STUDY ON INNOVATION IN PUBLIC POLICY IN INDIA** is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Commerce – Honours.

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

Place: Bengaluru

Date: 05/06/2023

  
**Prof. Sai Sushmitha V**  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru

  
**Dr. Vinay Joshi Chandrimala**  
Associate Dean  
School of Commerce  
Presidency University  
Bengaluru





# PRESIDENCY UNIVERSITY

Established under Section 2(f) of UGC Act, 1956 | Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013  
Approved by AICTE, New Delhi

**Organization Study Undertaken**

at

**M/s SREE BHARATH ASSOCIATES**

*Submitted in the partial fulfilment of the requirements for the award of the*

*Degree of Bachelor of Commerce (Hons)*

*Presidency University*

by

**Bavani Sakthivel**

**20201BCH0061**

*Under the guidance of*

**Dr. Pradeep Kumar S V**



GAIN MORE KNOWLEDGE  
REACH GREATER HEIGHTS

**School of Commerce**

**Bangalore**

**2022**





GSTIN : 33AEAPA8951Q1Z9

Ph : 0424 - 2274557



## SREE BHARATH ASSOCIATES

Opp. Maharaja Multiplex,  
11/3, Chennimalai Road, ERODE - 638 009.  
E-mail : arjunsbpc@gmail.com

Date : .....

### INTERNSHIP CERTIFICATE

This is to certify that Miss. Bavani Sakthivel, student of Presidency University (Bcom.Hons), Bangalore, has successfully completed a summer internship as a Marketing Associate from 10<sup>th</sup> Feb 2022 to 28<sup>th</sup> March 2022 under the guidance of Mr.A.R.Sakthivel (Head of Marketing Department).

During the period of her internship program with us, she had been exposed to different process. She was found punctual and hardworking.

We wish her every success in her life and career.

Issued Date :- 28<sup>th</sup> March 2022.

SREE BHARATH ASSOCIATES

*A.R. Sakthivel*  
Manager

(A.R. SAKTHIVEL)

*A.R. Arjun*

A. R. ARJUN.



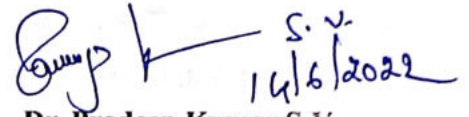
Page | 2



## CERTIFICATE

This is to certify that the project report, titled "**An Organisation Study Undertaken at M/s SREE BHARATH ASSOCIATES**" submitted to Presidency University, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce (Hons), is a record of original study undertaken by **Bavani Sakthivel**, during the period of 2020-2021 in School of Commerce, Presidency University, Bangalore, under my supervision and guidance. The Internship Report has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title of recognition to any candidate of any University

Date: 14/06/2022

 S.V.  
14/6/2022

**Dr. Pradeep Kumar S V**

**Asst. Professor**





# **PRESIDENCY UNIVERSITY**

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

## **CONSUMER PERCEPTION OF PRODUCT QUALITY AND THE COUNTRY-OF-ORIGIN EFFECT**

**A PROJECT**

Submitted by

**Blesson P James**

**(20201BCH0012)**

Under the Guidance of

**Prof. Sai Sushmitha V**

**Assistant Professor**

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

**BACHELOR OF COMMERCE**



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**SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY**

**2023**



## DECLARATION

I, Blesson P James (20201BCH0012) hereby declare that the project, titled **CONSUMER PERCEPTION OF PRODUCT QUALITY AND THE COUNTRY-OF-ORIGIN EFFECT** is a record of original research work undertaken by me for the award of the degree of Bachelors of Commerce. I have completed this study under the supervision of **Prof. Sai Sushmitha V, Assistant Professor** and 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: Bangalore

Date: 05.06.2023

*Blesson*

Blesson P James

Reg no. 20201BCH0012

School of Commerce

Presidency University

Bangalore



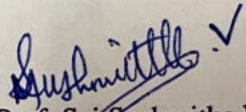
## CERTIFICATE


This is to certify that the project submitted by Blesson P James (20201BCH0012) titled **CONSUMER PERCEPTION OF PRODUCT QUALITY AND THE COUNTRY-OF-ORIGIN EFFECT** 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 other title to any other Institution/University.

Place: Bangalore

Date: 05.06.2023

  
Prof. Sai Sushmitha V  
Assistant Professor  
School of Commerce  
Presidency University  
Bangalore

  
Dr. Vinay Tashi C  
Associate Dean  
School of Commerce  
Presidency University  
Bangalore.





# **PRESIDENCY UNIVERSITY**

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

**IMPACT OF INVESTMENT ANALYSIS ON BANKING SECTOR**

**A DISSERTATION PROJECT**

Submitted by

**Chaitanya vaishnav. R**

**(20201BCH0063)**

Under the guidance of

**Prof. Sai Sushmitha.V**

**Assistant Professor**

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

**BACHELOR OF COMMERCE**



**SCHOOL OF  
COMMERCE**

**PRESIDENCY**

**UNIVERSITY**

**2023**

REGIST

CERTIFICATE

**DECLARATION**

I Chaitanya vaishnav. R (20201BCH0063) hereby declare that the project, titled **Impact Of Investment analysis on banking sector**, 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.Sai Sushmitha.V, Assistant Professor at**, the 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 Institution/University.

Place: Bengaluru

Date: 05/06/23

  
Chaitanya vaishnav. R  
Regno:20201BCH0063  
School of Commerce  
Presidency University  
Bengaluru



## CERTIFICATE

This is to certify that the project submitted by **Chaitanya Vaishnav.R(20201BCH0063)** titled **Impact Of investment analysis on banking sector** 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: 05/06/23



Prof. Sai Sushmitha.V

Assistant Professor  
School of Commerce  
Presidency University

  
Dr. Vinay Joshi C  
Associate Dean  
School of Commerce  
Presidency University  
Bangalore.

  
REGISTRAR  






# **PRESIDENCY UNIVERSITY**

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

**IMPACT OF INVESTMENT ANALYSIS ON BANKING SECTOR**

**A DISSERTATION PROJECT**

Submitted by

**Chaitanya vaishnav. R**

**(20201BCH0063)**

Under the guidance of

**Prof. Sai Sushmitha.V**

**Assistant Professor**

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

**BACHELOR OF COMMERCE**



**SCHOOL OF  
COMMERCE**

**PRESIDENCY**

**UNIVERSITY**

**2023**

REGIST

CERTIFICATE

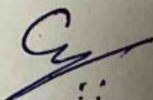
**DECLARATION**

I Chaitanya vaishnav. R (20201BCH0063) hereby declare that the project, titled **Impact Of Investment analysis on banking sector**, 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.Sai Sushmitha.V, Assistant Professor at**, the 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 Institution/University.

Place: Bengaluru

Date: 05/06/23

  
Chaitanya vaishnav. R  
Regno:20201BCH0063  
School of Commerce  
Presidency University  
Bengaluru



## CERTIFICATE

This is to certify that the project submitted by **Chaitanya Vaishnav.R(20201BCH0063)** titled **Impact Of investment analysis on banking sector** 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: 05/06/23



Prof. Sai Sushmitha.V

Assistant Professor  
School of Commerce  
Presidency University



Dr. Vinay Joshi C  
Associate Dean  
School of Commerce  
Presidency University  
Bangalore.



REGISTRAR





# PRESIDENCY UNIVERSITY

Established under Section 2(f) of UGC Act, 1956 & Presidency University Act, 2019 of the Karnataka Act No. 41 of 2019  
Approved by AICTE, New Delhi



**Organization Study Undertaken**

at

**M D R Tax Consultants**

*Submitted in partial fulfillment of the requirements for the award of the*

*Degree of Bachelor of Commerce (Hones.)*

*of Presidency University*

By

**Chethan. D**

**20201BCH0064**

Under the guidance of

**Dr. Pradeep Kumar S V**



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REACH GREATER HEIGHTS

**SCHOOL OF COMMERCE**

**Presidency University**

**BANGALORE**

**2022**



# **MDR TAX CONSULTANTS**

Team of Professionals

**Address:** 3-430, Long Bazaar, Venkatagirikota, Chittoor (DST), A.P. - 517424

---

Dated: 05.03.2022

Dear,

This is to certify that Mr. Chethan D successfully completed the internship in MDR Tax Consultants from 25<sup>th</sup> January 2022 to 4th March, 2022

During your tenure from 25<sup>th</sup> January 2022 to 4th March, 2022 your contributions to the organization as Associate are highly appreciated.

We wish you best of luck for your future endeavors.

**FOR MDR TAX CONSULTANTS**


*D. Lalitha,*  
**Tax Consultant**



## DECLARATION

Chethan D, hereby declare that the project report, titled "Internship Undertaken at MDR Tax Consultants as Tax associate ", submitted to presidency university, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is a record of original and independent study undertaken by me during 2021-2022 under the supervision and guidance of Dr. Pradeep kumar S V, Department of commerce Studies and it has not formed the basis for the award of any degree/ diploma/ assistant ship/ fellowship or other similar title of recognition to any candidate of any university.

Date: 10/03/2022

  
Chethan D  
20201BCH0064

  
REGISTRAR  
  
4



# PRESIDENCY UNIVERSITY

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

## BANGALORE



### A STUDY ON IMPACT OF CORPORATE TAXATION ON INDIA'S GDP

#### A PROJECT

Submitted by

***Chethan D (20201BCH0064)***

Under the Guidance of

***Prof. Sai Sushmitha V***

***Assistant Professor***

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

*of*

***BACHELOR OF COMMERCE (HONOURS)***



***SCHOOL OF COMMERCE***

***PRESIDENCY UNIVERSITY***

**2023**



## DECLARATION

I Chethan D (20201BCH0064) hereby declare that the project titled **A STUDY ON IMPACT OF CORPORATE TAXATION ON INDIA'S GDP** is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Honours. I have completed this study under the supervision of **Prof. Sai Sushmitha 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 or University.

Place: Bengaluru

Date: 05/06/2003



CHEZHAN D

Reg No: 20201BCH0064

School Of Commerce

Presidency University

Bengaluru



REGISTRAR



PRESIDENCY  
Reg  
BANG




## CERTIFICATE


This is to certify that the project submitted by Chethan D (20201BCH0064) titled **A STUDY ON IMPACT OF CORPORATE TAXATION ON INDIA'S GDP** 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 – Honours.

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

Place: Bengaluru

Date: 05/6/2023

  
**Prof. Sai Sushmitha v**  
Assistant Professor  
School of Commerce  
Presidency University

  
Mr. Vinay Tashi  
Associate Dean  
School of Commerce  
Presidency University  
Bangalore.

  
REGISTRAR  


**An Organizational Study undertaken  
At  
SSB PRECISION**

*Submitted in partial fulfillment of the requirements for the  
award of the degree of bachelor of commerce (Hons)  
Of presidency university By*

*NF*

**JHANSI**

**20201BCH0026**

**under the**

**Guidance Of**

**Dr. Rajesh Kalli**

**SCHOOL OF COMMERCE**



**Presidency University  
BANGALORE**

**2022**

*Sanne*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## INTERNSHIP CERTIFICATE

This is to certify that Ms. Jhansi from Presidency University has successfully completed her internship of one month under SSB precision

During her tenure, we found her active and competent in all the assigned tasks

We wish her a great success in all to be future endeavours

Date : March 1, 2022

**Bhaskar Reddy**  
(Company Secretary)



## CERTIFICATE

This is to certify that the project report, titled "SSB PRECISIONS" submitted to Presidency University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of commerce, is a record of original study undertaken by **Jhansi Choudhary (20201BCH0026)**, during the period 2020 – 2021 in School of Commerce, Presidency University, Bangalore, under my supervision and guidance. The Internship report has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title of recognition to any candidate of any University.

**Date: 8<sup>th</sup> MAY 2022**

  
REGISTRAR  




# PRESIDENCY UNIVERSITY

A STUDY ON

"THE IMPACT OF E-COMMERCE ON THE SPORTS INDUSTRY: A CASE  
STUDY OF DECATHLON WITH SPECIAL REFERNCE TO DEHRADUN"

A PROJECT

Submitted by

**N NIYAZ AHMED**

20201BCH0035

Under the Guidance of

**Dr. PADMASRI MISHRA**

**Assistant Professor**

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

**BACHELOR OF COMMERCE**



**SCHOOL OF COMMERCE**

JUNE 2023



## DECLARATION

I, **N NIYAZ AHMED** (Reg. No:20201BCH0035) hereby declare that the project, titled **THE IMPACT OF E-COMMERCE IN EMERGING MARKETS (DECATHLON)**, 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. Padmasri Mishra, 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: 5<sup>th</sup> June 2023

**N NIYAZ AHMED**

**20201BCH0035**

**B.com (Hons) 2020-23**

**School of Commerce**

**Presidency University**

**Bengaluru**

REGISTRAR

## CERTIFICATE

This is to certify that the project submitted by N NIYAZ AHMED (20201BCH0035) titled **A STUDY ON THE IMPACT OF E-COMMERCE IN EMERGING MARKETS (DECATHLON)** 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: 5/6/23



**Dr Vinay Joshi**

**Associate Dean**

**School of Commerce**

**Presidency University**

**Bengaluru**



**Prof. Aisha Banu**

**HOD**

**School of Commerce**

**Presidency University**

**Bengaluru**



**Dr. Padmasri Mishra**

**Assistant Professor**

**School of commerce**

**Presidency university**

**Bengaluru**



REGISTRAR





## “A STUDY ON THE COUNTERFEIT CURRENCY IN INDIA”

### A RESEARCH PROJECT

Submitted By

**Rakshitha. M**

**(20201BCH0042)**

Under the Guidance of

**Dr. Padmasri Mishra**

**Assistant Professor**

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

### BACHELOR OF COMMERCE



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REACH GREATER HEIGHTS

**SCHOOL OF COMMERCE**

**MARCH 2023**





## DECLARATION

I, **Rakshitha. M** (20201BCH0042) hereby declare that the project, titled “**A STUDY ON THE COUNTERFEIT CURRENCY 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. Padmasri Mishra, 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: 5.6.2023

*Rakshitha-M*

**Rakshitha. M**

**Reg no: 20201BCH0042**

**School of Commerce**

**Presidency University**

**Bengaluru**

*Sarav*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **Rakshitha. M** (20201BCH0042) titled **A STUDY ON THE COUNTERFEIT CURRENCY IN INDIA** 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.

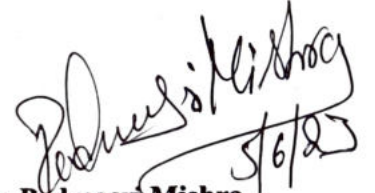
This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 5.6.2023



**Dr. Vinay Joshi**  
**Associate Dean**  
**School of commerce**  
**Presidency university**  
**Bengaluru**



**Dr. Padmasri Mishra**  
**Assistant Professor**  
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BANGALORE



# PRESIDENCY UNIVERSITY

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

An Internship Undertaken

At

ATTICUS MARKET RESEARCH, PUNE

*Submitted in partial fulfilment of the requirements for the award of the*

*Degree of Bachelor of Commerce*

*Of Presidency University*

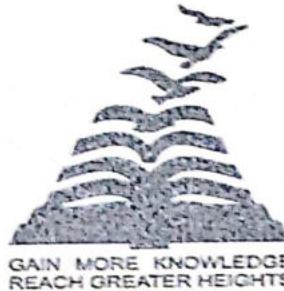
By

Yashraj Tripathy

20201BCH0060

Under the guidance of

Dr. Pradeep Kumar SV



SCHOOL OF COMMERCE

Presidency University

Bangalore

2022



CERTIFICATE FROM ATTICUS MARKET RESEARCH

CERTIFICATE  
OF INTERNSHIP

*proudly presented to*

**Yashraj Tripathy**

SUCCESSFULLY COMPLETED THE INTERNSHIP  
FROM 1ST APRIL TO 14TH MAY 2022

WE TAKE THIS OPPORTUNITY TO THANK HIS CONTRIBUTION DURING  
HI S TENURE

*Smita Shitle*

SMITA SHITLE  
Human Resource  
Atticus Market Research.



*Smita Shitle* 2  
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Registrar  
BANGALORE



## CERTIFICATE

This is to certify that the project report, titled "An Internship Undertaken at ATTICUS MARKET RESEARCH" submitted to Presidency University, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce, is a record of original study undertaken by YASHRAJ TRIPATHY, during the period 2022 – 2023 in School of Commerce, Presidency University, Bangalore, under my supervision and guidance. The Internship report has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title of recognition to any candidate of any University.

Date:18<sup>th</sup> June, 2022

 S-V.  
20/6/2022.  
DR. Pradeep Kumar SV

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3



# **PRESIDENCY UNIVERSITY**

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

## **A STUDY ON THE RELATIONSHIP BETWEEN BRAND AWARENESS AND REPEAT PURCHASE**

**A PROJECT**

Submitted by

**Yashraj Tripathy**

**(20201BCH0060)**

Under the Guidance of

**Prof. Sai Sushmitha V**

**Assistant Professor**

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

*Degree of*

**BACHELOR OF COMMERCE (HONOURS)**



**SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY**

**2023**



## DECLARATION

I Yashraj Tripathy (20201BCH0060) hereby declare that the project, titled **A STUDY ON THE RELATIONSHIP BETWEEN BRAND AWARENESS AND REPEAT PURCHASE** is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce (honours). I have completed this study under the supervision of **Prof. Sai Sushmitha 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: 5<sup>th</sup> June 2023

Yashraj Tripathy

Reg no. 20201BCH0060

School of Commerce

Presidency University

Bengaluru

REGISTRAR


## CERTIFICATE


This is to certify that the project submitted by Yashraj Tripathy (20201BCH0060) titled **A STUDY ON THE RELATIONSHIP BETWEEN BRAND AWARENESS AND REPEAT PURCHASE** 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 (Honours).

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<sup>th</sup> June 2023

  
Prof. Sai Sushmitha V  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru

  
Dr. Vinay Joshi C  
Associate Dean  
School of Commerce  
Presidency University  
Bangalore.







# **PRESIDENCY UNIVERSITY**

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Prof. Sai Sushmitha V  
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