



# **PRESIDENCY UNIVERSITY**

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

**“STUDY ON THE IMPACT OF CUSTOMER RELATIONSHIP  
MANAGEMENT IN E- COMMERCE.”**

**A PROJECT**

*Submitted By*

**ABDUL FATHAAH**

**(20201BBD0001)**

**Under the Guidance of**

**Dr. P.S Joan Kingsly**

**Assistant Professor**

**In Partial Fulfillment of the Requirements for the Award of the Degree of  
BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

**JUNE 2023**



## DECLARATION

I, Abdul Fathaah (20201BBD0001) hereby declare that the project, titled “A STUDY ON THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON E-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 **Dr. P.S Joan Kingsley, 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:



**Abdul Fathaah Bin  
Faizal  
20201BBD0001  
School of Commerce  
Presidency University  
Bengaluru**




## CERTIFICATE

This is to certify that the project submitted by **ABDUL FATHAAH BIN FAIZAL** (Reg. No: 20201BBD0001) titled “**A STUDY ON THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON E-BUSINESS**” 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 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:



**Dr. P.S Joan Kingsly**  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru



**Dr. Vinay Joshi**  
Associate 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 social media marketing strategies in the fast-food sector or FMCG sector in India

A PROJECT

Submitted by  
AKASH KVS  
(20201BBD0003)

Under the  
Guidance of

*Dr. P.S. Joan Kingsley*

*Assistant Professor*

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

**BACHELOR OF BUSINESS ADMINISTRATION**



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**SCHOOL OF COMMERCE**

JUNE 2023



## DECLARATION

Akash KVS hereby declare that the project, **A study on social media marketing strategies in fast-food sector** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration - E-commerce. I have completed this study under the supervision of **Dr. P. S. Joan Kingsley, Assistant Professor, School of Commerce**

and 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: 05/4/23

  
Akash KVS

Reg No: 2021BBB00003

School of Commerce

Presidency University

Bangalore

  
REGISTRAR



## CERTIFICATE

This is to certify that the project submitted by **AKASH KVS** (Reg. No: 20201BBD00) titled **A Study on social media marketing strategies in the fast-food sector** 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 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: 05/6/23



**Dr. P.S. Joan Kingsly**  
**Associate Professor**  
**School of Commerce**  
**Presidency University**



**DR. VINAY JOSHI**  
**ASSOCIATE DEAN**  
**SCHOOL OF COMMERSE**  
**PRESIDENCY UNIVERSITY**



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BANGALORE



# PRESIDENCY UNIVERSITY

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## **Paid Ad Campaigns for An Organization (Neil Patel Digital India - NPDI)**

**A PROJECT**

**Submitted by**

**ANOOP SAI MH  
(20201BBD0005)**

**Under the Guidance of**

**Dr. JOAN KINGSLY  
Assistant Professor**

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

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

**JUNE 2023**



## DECLARATION

I ANOOP SAI MH (Reg. No: 20201BBD0005) hereby declare that the project, titled **Paid Ad Campaigns for An Organization (Neil Patel Digital India - NPDI)**, 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. JOAN KINGSLY 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.



**ANOOP SAI MH**  
**Reg No: 20201BBD0005**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**

Place: Bengaluru

Date:



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PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE



## CERTIFICATE

This is to certify that the project submitted by ANOOP SAI MH (Reg. No: 20201BBD0005) titled **Paid Ad Campaigns for An Organization (Neil Patel Digital India - NPDI)** 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 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:



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



**Dr. JOAN KINGSLY**  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru





# **PRESIDENCY UNIVERSITY**

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## **IMPACT OF SOCIAL MEDIA MARKETING ON ONLINE BUSINESSES.**

**A PROJECT**

Submitted by

**ANUSREE SUPREET**

**(20201BBD0006)**

Under the Guidance of

**Dr. P.S. Joan Kingsly**

**Assistant Professor**

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

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

**MARCH 2023**




## DECLARATION

I Anusree Supreet (20201BBD0006) hereby declare that the project, titled **IMPACT OF SOCIAL MEDIA MARKETING ON ONLINE BUSINESSES** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration. I have completed this study under the supervision of **Dr. P.S. Joan Kingsly, 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:

  
**Anusree Supreet**  
**(20201BBD0006)**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**

  
REGISTRAR  


## CERTIFICATE

This is to certify that the project submitted by **Anusree Supreet (20201BBD0006)** titled **IMPACT OF SOCIAL MEDIA MARKETING ON ONLINE BUSINESSES** 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 Business Administration.

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:



**Dr. P.S. Joan Kingsly**  
**Assistant Professor**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



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



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# PRESIDENCY UNIVERSITY

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

## A STUDY ON SOCIAL MEDIA MARKETING STRATEGY FOR STARTUPS IN SOUTHERN INDIA

A PROJECT

Submitted by  
**Archana Anilkumar**  
(20201BBD0007)

Under the  
Guidance of

**Dr. P.S. Joan Kingsly**  
Assistant Professor

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

**BACHELOR OF BUSINESS ADMINISTRATION**



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JUNE 2023



## DECLARATION

I, Archana Anilkumar (20201BBD0007) hereby declare that the project, titled "**A STUDY ON SOCIAL MEDIA MARKETING STRATEGY FOR STARTUPS IN SOUTHERN INDIA**" 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. P.S. Joan Kingsly 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



**Archana Anilkumar**  
**Reg No: 20201BBD0007**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



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Registrar  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **Archana Anilkumar** (Reg. No: 20201BBD0007) titled **A STUDY ON SOCIAL MEDIA MARKETING STRATEGY FOR STARTUPS IN SOUTHERN INDIA** 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 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:



**Dr. P.S. Joan Kingsly**  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru



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

  
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# PRESIDENCY UNIVERSITY

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## A STUDY ON THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN CORPORATE BRAND BUILDING

A PROJECT

Submitted by

**Arshad C**

**(20201BBD0008)**

Under the Guidance

of

**Dr. P.S. Joan Kingsly**

**Assistant Professor**

*In Partial Fulfillment of the Requirements for the Award of the Degree of*  
**BACHELOR OF BUSINESS ADMINISTRATION**



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**SCHOOL OF COMMERCE**

**MARCH 2023**





## DECLARATION

I, Arshad C (20201BBD0008) hereby declare that the project, titled “**A STUDY ON THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN CORPORATE BRAND BUILDING**” 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. P.S. Joan Kingsly 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



**ARSHAD C**

**20201BBD0008**

**School of Commerce**

**Presidency University**

**Bengaluru**



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Registrar  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **Arshad C** (Reg. No: 20201BBD0008) titled **A STUDY ON THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN CORPORATE BRAND BUILDING** 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 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:

  
**Dr. P.S. Joan Kingsly**  
**Assistant Professor**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



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

  
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# PRESIDENCY UNIVERSITY

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

**SEO ANALYSIS ON UNIVERSITY WEBSITES AT BANGALORE.**

**A PROJECT:**

**Submitted by: -**

**ASHISH RAJAN TIGGA.**

**Under the Guidance of:**

**DR. P.S. JOAN KINGSLY**

**Assistant Professor**

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

**BACHELOR OF BUSINESS ADMINISTRATION.**



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**MARCH 2023**



## **DECLARATION:**

I Ashish Rajan Tigga (20201BBD0009:) hereby declare that the project, titled, “**SEO ANALYSIS ON UNIVERSITY WEBSITES AT BANGALORE**” is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **DR. P.S. JOAN KINGSLY, 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: 6/05/2023**

*Ashish Rajan Tigga*  
**Ashish Rajan Tigga**

**Reg No: - 20201BBD0009**

**School of Commerce**

**Presidency University**

**Bengaluru.**

*Joan*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## **CERTIFICATE:**

This is to certify that the project submitted by **Ashish Rajan Tigga (Reg. No: - 20201BBD0009)** titled “**SEO ANALYSIS ON UNIVERSITY WEBSITES AT BANGALORE**” 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.

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**

  
**DR. P.S. JOAN KINGSLY**

**Date: 6/05/2023**

**Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru.**

  
**Dr. VINAY JOSHI**

**Associate Dean  
School of Commerce  
Presidency University  
Bengaluru**

  
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# PRESIDENCY UNIVERSITY

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

## A STUDY ON ROLE OF PERSONALISATION IN DIGITAL MARKETING

A PROJECT

*Submitted By*

**Bhaskarjya Chetia**  
(20201BBD0011)

Under the Guidance of  
**Dr. P.S Joan Kingsly**  
Assistant Professor

In Partial Fulfillment of the Requirements for the Award of the Degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**



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MARCH 2023



## DECLARATION

I, **Bhaskarjya Chetia** (20201BBD0011) hereby declare that the project, titled “**A STUDY ON THE ROLE OF PERSONALIZATION IN CONTEXT TO DIGITAL MARKETING**” 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. Dr. P.S Joan Kingsly, 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

*Bhaskarjya Chetia*

**Bhaskarjya Chetia**

**Reg No: 20201BBD0011**

**School of Commerce**

**Presidency University**

**Bengaluru**



## CERTIFICATE

This is to certify that the project submitted by **Bhaskarjya Chetia** (20201BBD0011) titled **ASTUDY ON THE ROLE OF PERSONALIZATION IN CONTEXT TO DIGITAL MARKETING** 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 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: 5/06/2023



**Dr. P.S Joan Kingsly**  
**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

## Impact of Social Media on Consumer Behavior in Digital Marketing

Submitted in partial fulfilment of the requirements for the award of the  
Degree of Bachelor of Business Administration of Presidency University

By

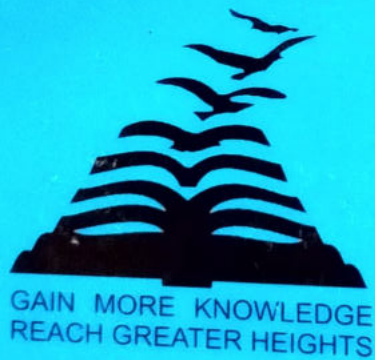
Dhruv Taneja

Reg. No. 20201BBD0013

Under the guidance of

Dr. P.S. Joan Kingsly

Assistant Professor



SCHOOL OF MANAGEMENT

Presidency University

BANGALORE 2022



## DECLARATION

I Dhruv Taneja (20201BBD0013) hereby declare that the project, titled, "**The Impact of social media on Consumer Behavior in Digital Marketing.**" 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. P. S. Joan Kingsly, 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: 05/06/2023



Dhruv Taneja  
20201BBD0013  
School of Management  
**Presidency University**  
**Bangalore**



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# CERTIFICATE


This is to certify that the project submitted by **Dhruv Taneja** (20201BBD0013) titled “**The Impact of social media on Consumer Behavior in Digital Marketing**” 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.

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. P. S. Joan Kingsly  
Assistant Professor  
School of Management  
Presidency University  
Bangalore

  
Dr. Vinay Joshi  
Associate Dean  
School of Commerce  
Presidency university  
Bangalore

  
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# PRESIDENCY UNIVERSITY

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**“A STUDY ON THE SEO COMPETITOR ANALYSIS OF BIG BASKET”**

**A PROJECT**

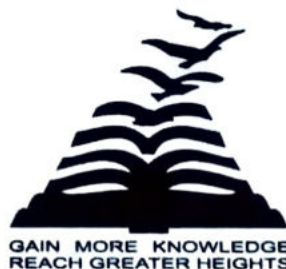
Submitted by

**EJARLA VARSHITHA  
(20201BBD0014)**

Under the  
Guidance of

**Dr. P.S. Joan Kingsly  
Assistant Professor**

*In Partial Fulfillment of the Requirements for the Award of the Degree of*  
**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

**JUNE 2023**



## DECLARATION

I, **EJARLA VARSHITHA (20201BBD0014)** hereby declare that the project, titled “**A STUDY ON SEO COMPETITOR ANALYSIS OF BIG BASKET**” 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. P.S. Joan Kingsly Assistant Professor**, the 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



**EJARLA VARSHITHA**  
**Reg No: 20201BBD0014**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



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PRESIDENCY UNIVERSITY  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **EJARLA VARSHITHA (20201BBD0014)** titled "**SEO COMPETITOR ANALYSIS OF BIG BASKET**" 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 Business Administration.

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

Place: Bengaluru

Date: 05/06/2023



**Dr. P.S. Joan Kingsly**  
**Assistant Professor**  
**School of Commerce**  
**Presidency**  
**University Bengaluru**



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



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# PRESIDENCY UNIVERSITY

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## MEASURING THE IMPACT OF SOCIAL MEDIA THROUGH SOCIAL NETWORK ANALYSIS

Submitted by  
**HARSHAGNA REDDY VALLURU**  
**(20201BBD0015)**

Under the guidance of  
**Dr.P.S. JOAN KINGSLY**  
Assistant professor

*In partial fulfillment of the requirements for the award of the degree of*  
**BACHELOR OF BUSINESS ADMINISTRATION**



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**SCHOOL OF MANAGEMENT**  
**MAY -2023**



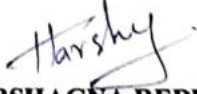
## DECLARATION

I, **HARSHAGNA REDDY VALLURU (20201BBD0015)** hereby declare that the project, titled **'MEASURING THE IMPACT OF SOCIAL MEDIA THROUGH SOCIAL NETWORK ANALYSIS'** 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.P.S. Joan Kingsly, 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

  
**HARSHAGNA REDDY VALLURU**  
Reg No:20201BBD0015  
School of commerce  
Presidency university  
Bengaluru


  
REGISTRAR  





## CERTIFICATE

This is to certify that the project submitted by **HARSHAGNA REDDY VALLURU (20201BBD0015)** titled ' **MEASURING THE IMPACT OF SOCIAL MEDIA THROUGH SOCIAL NETWORK ANALYSIS** ' 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 Business Administration

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

  
**Dr. P.S. JOAN KINGSLY**  
Assistant professor  
School of commerce  
Presidency university  
Bengaluru

  
**Dr. VINAY JOSHI**  
Associate dean  
School of commerce  
Presidency University

  
REGISTRAR  


**A STUDY ON TALENT MANAGEMENT ON Quesc Crop. LTD**

**A PROJECT**

Submitted by  
**MOHAMMAD MUSHARAF AHAMED**  
**20191BBA0074**

Under the Guidance of  
Prof. Samuel Mores G  
Assistant Professor  
School of Commerce

In Partial Fulfilment of the Requirements for the Award of the Degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**



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**JUNE 2022**



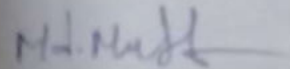
## DECLARATION

I Mohammed Musharaf Ahamed(20191BBA0074) hereby declare that the project, titled **A STUDY ON TALENT MANAGEMENT ON GUESS CROP, LTD** 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.Samuel Moses G Associate 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 Institutional/University.

Place: Bengaluru

Date: 13 June, 2022



Mohammed Musharaf Ahamed

20191BBA0074

School of Commerce

Presidency University

Bengaluru




# CERTIFICATE


This is to certify that the project submitted by **Mohammad Musharaf Ahamed** titled **A STUDY OF TALENT MANAGEMENT ON QUESS CROP LTD** 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.

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: 13-06-22

  
**Dr. Balu .L**  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru

  
**Prof. Samuel Mores G**  
Associate Professor  
School of Commerce  
Presidency University  
Bengaluru





# PRESIDENCY UNIVERSITY

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

## A STUDY ON SOCIAL MEDIA MARKETING ANALYSIS FOR THE COMPANY "TIMBUKDO"

A PROJECT

Submitted by  
**G MANOJ KUMAR REDDY**  
( 20201BB00023 )

Under the  
Guidance of

**Dr. Renju Mathai**  
Associate Professor

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

**BACHELOR OF BUSINESS ADMINISTRATION**



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**MARCH 2023**



## DECLARATION

I, **G MANOJ KUMAR REDDY ( 20201BBD0023 )** hereby declare that the project, titled **"A STUDY ON SOCIAL MEDIA MARKETING ANALYSIS FOR THE COMPANY "TIMBUKDO"** 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. Renju Mathai, Associate 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: 5/06/23

  
G Manoj Kumar Reddy  
Reg No: (20201BBD0023)  
School of Commerce  
Presidency University  
Bengaluru

  
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## CERTIFICATE

This is to certify that the project submitted by **G MANOJ KUMAR REDDY (20201BBD0023)** titled **A STUDY ON SOCIAL MEDIA MARKETING ANALYSIS FOR THE COMPANY "TIMBUKDO"** 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 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: 5/06/23



**Dr. Renju Mathai**  
Associate Professor  
School of Commerce  
Presidency University  
Bengaluru



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



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PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

# **STUDY ON SOCIAL MEDIA MARKETING OF ADIDAS**

**INDIA**

**A PROJECT**

**Submitted by**

**Kishan Bhardwaj**

**(20201BBD0018)**

**Under the Guidance of**

**Dr. K Renju Mathai**

**Associate Professor**

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

**BACHELOR OF BUSINESS ADMINISTRATION**



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**SCHOOL OF COMMERCE**

**MARCH 2023**





## DECLARATION

I Kishan Bhardwaj (20201BBD0018) hereby declare that the project, titled, "**Study on Social Media Marketing of Adidas India**" 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 Renju Mathai, Associate 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

*Kishan Bhardwaj*

Kishan Bhardwaj  
20201BBD0018  
School of Commerce  
**Presidency University**  
**Bengaluru**

## CERTIFICATE

This is to certify that the project submitted by **Kishan Bhardwaj** (20201BBD0018) titled "**Study on Social Media Marketing of Adidas India**" 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 Business Administration.

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

Place: Bengaluru

Date: 05/06/2023




**Dr. K Renju Mathai**

Associate Professor

School of Commerce

Presidency University

Bengaluru



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

## **REVOLUTIONIZING FASHION THROUGH INOVATION & STYLE**

**A PROJECT**

Submitted by  
Kumud sharma

(20201BBD0019)

Under the  
Guidance of

**Dr Renju Mathai**  
**Associate Professor**

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

**BACHELOR OF BUSINESS ADMINISTRATION**



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*Janu*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

**SCHOOL OF COMMERCE  
MARCH 2023**

**DECLARATION**

I, Kumud sharma (20201BBD0019) hereby declare that the project, titled  
**"A STUDY ON REVOLUTIONIZING FASHION THROUGH INOVATION & STYLE"**  
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. Renju Mathai**, Associate 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 award by any  
Institution/University

Place: Bengaluru

Date:



**KUMUD SHARMA**

**Reg No: 20201BBD0019**

**School of Commerce**

**Presidency University**

**Bengaluru**



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PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **Kumud sharma** (Reg. No: 20201BBD0019) titled **STUDY ON REVOLUTIONIZING FASHION THROUGH INOVATION & STYLE** is a record of research work done by him during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of 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: 5/06/23




**Dr Renju Mathai**

**Associate Professor**

**School of Commerce**

**Presidency University**

**Bangalore**

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

  
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DESPITE HAVING A STRONG MARKETING STRATEGY, APPLE IS NOT THE LEADING COMPANY IN ITS INDUSTRY.

A PROJECT

Submitted by  
Likithashree H M  
(20201BBD0021)

Under the  
Guidance of

Dr. Renju Mathai  
Associate Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



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MARCH 2023



## DECLARATION

I, Likithashree H M (Reg. No: 20201BBD0021) hereby declare that the project titled **DESPITE HAVING A STRONG MARKETING STRATEGY, APPLE IS NOT THE LEADING COMPANY IN ITS INDUSTRY**, is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of Dr. Renju Mathai, Associate 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



Likithashree H M

Reg No: 20201BBD0021

School of Commerce

Presidency University

Bengaluru



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PRESIDENCY UNIVERSITY  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by Likithashree H M(Reg. No: 20201BBD0021) titled **DESPITE HAVING A STRONG MARKETING STRATEGY, APPLE IS NOT THE LEADING COMPANY IN ITS 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 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: 5/06/23

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

Dr. Renju Mathai  
Associate Professor  
School of Commerce  
Presidency University  
Bengaluru

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# PRESIDENCY UNIVERSITY

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

## INDUSTRY REVIEW PROJECT

*Submitted in partial fulfillment of the requirements for the award of the  
Degree of Bachelor of Business Administration – Aviation Management of  
PRESIDENCY UNIVERSITY*

*BY*

**MOHAMED FAIJAS M**

**(20191BAV0104)**

*Under the guidance of*

**Dr. Balu. L**



**SCHOOL OF MANAGEMENT**

**PRESIDENCY UNIVERSITY**

**BENGALURU 2020-21**

1



## CERTIFICATE

This is to certify that the project report, titled "**Industry Review Project**" submitted to Presidency University, in partial fulfillment of the requirements for the award of the degree of Bachelor of Business Administration- Aviation Management, is a record of original research work done by MOMAMED FAIJAS M(20191BAV0104), during the period 2020-2021 of their study in the School of Management, Presidency University, Bengaluru, under my supervision and guidance and the project 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 the university.



Dr. Balu L

HOD, School of Commerce

HOD  
School of Commerce & Economics  
Presidency University  
Bengaluru.

Place: Bengaluru

Date : December 26, 2020



# **PRESIDENCY UNIVERSITY**

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

## **STUDY ON THE DIGITAL MARKETING STRATEGIES FOR UNICEF**

**A PROJECT**

Submitted by  
**Mohammed Tanzeel**  
(20201BBD0024)

Under the  
Guidance of

**Dr. Renju Mathai**  
Associate Professor

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

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

**MARCH 2023**



## DECLARATION

I, Mohammed Tanzeel (20201BBD0024) hereby declare that the project, titled "A STUDY ON DIGITAL MARKETING STRATEGIES FOR UNICEF" 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. Renju Mathai, Associate 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



Mohammed Tanzeel  
Reg No: 20201BBD0024  
School of Commerce  
Presidency University  
Bengaluru



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PRESIDENCY UNIVERSITY  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **Mohammed Tanzeel** (Reg. No: 20201BBD0024) titled **STUDY ON THE DIGITAL MARKETING STRATEGIES FOR UNICEF** 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 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: 5/06/23



**Dr. Renju Mathai**  
Associate Professor  
School of Commerce  
Presidency University  
Bengaluru



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



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# **PRESIDENCY UNIVERSITY**

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

## **A STUDY ON DROPSHIPPING AND THE PERCEPTION OF WHOLESALEERS TOWARDS DROPSHIPPING**

**A PROJECT**

Submitted by  
**MUHAMMED FARDEEN**  
(202018500025)

Under the  
Guidance of

**Dr. Renju Mathai**  
Associate Professor

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

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

**MARCH 2023**



## DECLARATION

I, MUHAMMED FARDEEN (20201BBD0025) hereby declare that the project, titled "A STUDY ON DROPSHIPPING AND THE PERCEPTION OF WHOLESALERS TOWARDS DROPSHIPPING" 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. Renju Mathai, Associate 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

MUHAMMED FARDEEN  
Reg No: 20201BBD0025  
School of Commerce  
Presidency University  
Bengaluru

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## CERTIFICATE

This is to certify that the project submitted by **MUHAMMED FARDEEN** (Reg. No: 20201BBD0025) titled **A STUDY ON DROPSHIPPING AND THE PERCEPTION OF WHOLESALERS TOWARDS DROPSHIPPING** 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 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: 5/06/23



**Dr. Renju Mathai**  
Associate Professor  
School of Commerce  
Presidency University  
Bengaluru



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



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# **PRESIDENCY UNIVERSITY**

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## **A STUDY ON THE INFLUENCER MARKETING STRATEGY OF NIKE**

**A PROJECT**

Submitted by  
**Nikhilesh Roy Varghese**  
(20201BB00026)

Under the  
Guidance  
of

**Dr. Renju Mathai**  
Associate  
Professor

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

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

**MARCH 2023**

*Janu*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## DECLARATION

I, Nikhilesh Roy Varghese (20201BBD0026) hereby declare that the project, titled **"A STUDY ON THE INFLUENCER MARKETING STRATEGY OF NIKE"** 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. Renju Mathai, Associate 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



**Nikhilesh Roy Varghese**  
**Reg No: (20201BBD0026)**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



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BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **Nikhilesh Roy Varghese** (20201BBD0026) titled **A STUDY ON THE INFLUENCER MARKETING STRATEGY OF NIKE** 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 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: 5/06/23



Dr. Panju Mathai  
Associate Professor  
School of Commerce  
Presidency University  
Bengaluru



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



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# **PRESIDENCY UNIVERSITY**

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## **A STUDY ON CONTENT MARKETING OF COCA COLA**

### **A PROJECT**

Submitted by  
**NIVI SOLANKI**  
**(20201BBD0027)**

Under the  
Guidance of

**Dr. Renju Mathai**  
**Associate Professor**

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

## **BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

**MARCH 2023**

*Sanu*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## DECLARATION

I, NIVI SOLANKI (20201BBD0027) hereby declare that the project, titled  
**"A STUDY ON CONTENT MARKETING OF COCA COLA"** 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. Renju Mathai, Associate 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



**NIVI SOLANKI**

**Reg No: (20201BBD0027)**

**School of Commerce**

**Presidency University**

**Bengaluru**



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PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **NIVI SOLANKI** (20201BBD0027) titled **A STUDY ON CONTENT MARKETING OF COCA COLA** 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 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: 5/06/23



**Dr. Renju Mathai**  
**Associate Professor**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



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



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# **PRESIDENCY UNIVERSITY**

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

## **Impact of social media on Consumer Behavior in Digital Marketing**

**Submitted in partial fulfillment of the requirements for the award of the  
Degree of Bachelor of Business Administration from Presidency University**

**By**

**Paritosh Tomar**

**Reg. No. 20201BBD0030**

**Under the guidance of**

**Dr. Renju Mathai**

**Associate Professor**



**SCHOOL OF MANAGEMENT**

**Presidency University**

**BANGALORE 2022**



## **DECLARATION**

I Paritosh Tomar (20201BBD0030) hereby declare that the project, titled, "**The Impact of social media on Consumer Behavior in Digital Marketing.**" 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. Renju Mathai, Associate 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: 05/06/2023

*Paritosh Tomar*  
05/06/2023

Paritosh Tomar  
20201BBD0030  
School of Management  
Presidency University  
Bangalore



## CERTIFICATE

This is to certify that the project submitted by **Paritosh Tomar** (20201BBD0030) titled "**The Impact of social media on Consumer Behavior in Digital Marketing**" 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.

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: 5/08/23



Dr. Renju Mathai  
Associate Professor  
School of Management  
Presidency University  
Bangalore



Dr. Vinay Joshi  
Associate Dean  
School of Commerce  
Presidency university  
Bangalore



# PRESIDENCY UNIVERSITY

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## A STUDY ON EMPLOYEE MOTIVATION AT SYNERGY REMEDIES PVT LTD.

A PROJECT

Submitted by  
**Palagiri Prapul**  
(20201BBD0028)

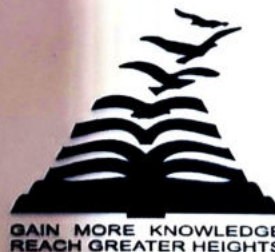
Under the Guidance  
of

**Dr. K Renju Mathai**

Associate Professor

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

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

MARCH 2023



## DECLARATION

I Prapul Palagiri (Reg. No: 20201BBD0028) hereby declare that the project, titled **A study on employee motivation at synergy remedies pvt ltd** . 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 Renju Mathai Associate professor**, and School of Commerce.

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

Place: Bengaluru

Date: 05-06-2023



**Prapul Palagiri**  
**Reg No: 20201BBD0028**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



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Registrar  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **Prapul Palagiri** (Reg. No: 20201BBD0028) titled **A study on employee motivation at synergy remedies pvt ltd.** 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, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-  
2023



**Dr.K Renju Mathai**

**Associate Professor  
School of Commerce  
Presidency University  
Bengaluru**



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



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# PRESIDENCY UNIVERSITY

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

ARTIFICIAL INTELLIGENCE IN FINANCIAL  
TECHNOLOGY IN GOOGLE PAY

A PROJECT

Submitted by

L. Reddy Charan

(20201BBD0020)

Under the Guidance of

**Dr. K Renju Mathai**

*Associate professor*

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE



## DECLARATION

I L. Reddy Charan (Reg. No: 20201BBD0020) hereby declare that the project, titled **Artificial intelligence of financial technology in Google pay** 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.KRenju Mathai, and School of Commerce.

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

Place: Bengaluru

Date: 05-06-2023



L. Reddy Charan  
Reg No: 20201BBD0020  
School of Commerce  
Presidency University  
Bengaluru



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PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by **L. Reddy Charan**(Reg. No: 20201BBD0020) titled **Artificial intelligence of financial technology in Google pay**. 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, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-2023



**Dr. K Renju Mathai**

**School of Commerce  
Presidency University  
Bengaluru**

  
**Dr. VINAY JOSHI**  
Associate Dean  
School of Commerce

  
REGISTRAR  


A MAJOR RESEARCH PROJECT

ON

“A STUDY ON ACCEPTABILITY OF UNIFIED PAYMENT INTERFACE IN INDIA”

A Project Report submitted In Partial Fulfillment of the Requirement

For the Award of the Degree

OF

BACHELOR OF BUSINESS ADMINISTRATION

  
REGISTRAR



AT

SCHOOL OF COMMERCE

PRESIDENCY UNIVERSITY BANGALORE



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# CERTIFICATE

This is to certify that the dissertation titled "A STUDY ON ACCEPTABILITY OF UNIFIED PAYMENT INTERFACE IN INDIA" is an origin bearing University Register Number 20202BBA0199 and is being submitted by SAHIL SHAFI in partial fulfillment for the award of the Bachelor's Degree in Business Administration of Presidency University. The report hasnot been submitted earlier either to this University /Institution for the fulfillment of the requirement of a course of study Mr.SAHIL SHAFI is guided by DR.RAKSHA DESHBHAG.



DR .RAKSHA DESHBAG

Assistant professor

School of commerce

Presidency university Bangalore



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



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# DECLARATION

I hereby declare that "A STUDY ON ACCEPTABILITY OF UNIFIED PAYMENT INTERFACE IN INDIA" is the result of the project work carried out by me under the guidance of Dr. RAKSHA DESHBHAG in partial fulfillment for the award of Bachelor's Degree in Business Administration by Presidency.

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



Place: BANGALORE

Name: SAHIL SHAHI

Date :05.06 23

Register Number: 20202BBA0199



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Registrar  
BANGALORE



# 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**



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**School of Commerce**

**Bangalore**

**2022**

*Sanne*  
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PRESIDENCY UNIVERSITY  
Bangalore  
Page | 1

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*

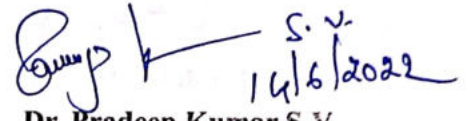
A. R. ARJUN.



## 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

  
Dr. Pradeep Kumar S V

Asst. Professor

  
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# PRESIDENCY UNIVERSITY

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

## INSTAGRAM/ META MARKETING AND ADVERTISING WITH ITS IMPACT ON CONSUMER PURCHASE DECISIONS.

A PROJECT

Submitted by  
**SHENMETHA PRADEEP CHAGAL**  
(20201BBA0214)

Under the Guidance of  
**Dr. RAKSHA**  
**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**

June 2023



## DECLARATION

I Shenmetha Pradeep Chagal (20201BBA0214) hereby declare that the project, titled **INSTAGRAM/META MARKETING AND ADVERTISING WITH ITS IMPACT ON CONSUMER PURCHASE DECISIONS** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – E-commerce. I have completed this study under the supervision of **Dr. Raksha, 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:

**Shenmetha Pradeep Chagal**

**Reg No: 20201BBA0214**

**School of Commerce**

**Presidency University**

**Bengaluru**

REGISTRAR

## CERTIFICATE

This is to certify that the project submitted by **SHENMETHA PRADEEP CHAGAL** (Reg. No: 20201BBA0214) titled **INSTAGRAM/META MARKETING AND ADVERTISING WITH ITS IMPACT ON CONSUMER PURCHASE DECISIONS** 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.

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. RAKSHA**

**Assistant Professor**

**School of Commerce**

**Presidency University**

**Bengaluru**



**Dr. Vinay Joshi**

**Associate Dean**

**School of Commerce**

**Presidency University**

**Bengaluru**



REGISTRAR



Name- Shenmetha Pradeep Chagal (20201BBA0214) Class- BBA (B-commerce)



*Sanne*  
REGISTRAR





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## A STUDY ON THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN CORPORATE BRAND BUILDING

A PROJECT

Submitted by

**SHARUKH M RASOOL**

(20201BBA0213)

Under the Guidance

of

**Dr. Raksha Rajgopal**

**Deshbhag,**

**Assistant Professor**

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

**BACHELOR OF BUSINESS ADMINISTRATION**



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SCHOOL OF COMMERCE

MARCH 2023



## DECLARATION

I, **SHARUKH M RASOOL** (20201BBA0213) hereby declare that the project, titled "**A STUDY ON THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN CORPORATE BRAND BUILDING**" 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. Raksha Rajgopal Deshbhag, 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 -



**SHARUKH M RASOOL**  
Reg No: 20201BBA0213  
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PRESIDENCY UNIVERSITY  
Registrar  
BANGALORE

CERTIFICATE

This is to certify that the project submitted by SHARUKH M RASOOL (20201BBA0213) titled A STUDY ON "THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN CORPORATE BRAND BUILDING" 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 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:



Dr. Raksha Rajgopal Deshbhag  
Assistant Professor  
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Dr. Vinay Joshi  
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