



PRESIDENCY UNIVERSITY

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

A STUDY ON THE CHALLENGES IN ONLINE PRODUCT RETURNS FOR CUSTOMERS

A PROJECT

Submitted by

Abshar P V
(20201BBE0002)

Under the Guidance of

Dr. Vijaykumar N C
Assistant Professor

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



SCHOOL OF COMMERCE

MARCH 2023

REGISTRAR



DECLARATION

I, Abshar P V (Reg. No: 20201BBE0002) hereby declare that the project, titled **A STUDY ON THE CHALLENGES IN ONLINE PRODUCT RETURNS FOR CUSTOMERS** 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.Vijaykumar N C , 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



Abshar P V

Reg No: 20201BBE0002

School of Commerce

Presidency University

Bengaluru


REGISTRAR


CERTIFICATE

This is to certify that the project submitted by **Abshar P V** (Reg. No:20201BBE0002) titled **A STUDY ON THE CHALLENGES IN ONLINE PRODUCT RETURNS FOR CUSTOMERS** 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: 05.06.2023



Dr. Vijaykumar N C
Assistant Professor
School of Commerce
Presidency University
Bengaluru


Dr. Vinay Joshi
Associate Dean
School of Commerce
Presidency University



PRESIDENCY UNIVERSITY

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

A STUDY ON THE USE OF ARTIFICIAL INTELLIGENCE AND IOT DEVICES ON AGRICULTURAE INDUSTRY

A PROJECT

Submitted by

**AMAL KRISHNAN G
(20201BBE0004)**

Under the Guidance of

**Dr. Vijaykumar N C
Assistant Professor**

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



SCHOOL OF COMMERCE

MARCH 2023

REGISTRAR



DECLARATION

I, Amal krishnan (Reg. No: 20201BBE0004) hereby declare that the project, titled **A STUDY ON USE OF ARTIFICIAL INTELLIGENCE AND IOT DEVICES ON AGRICULTURAL INDUSTRIES** 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.Vijaykumar N C , 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: 06-06-2023



AMAL KRISHNAN G
Reg No: 20201BBE0004
School of Commerce
Presidency University
Bengaluru


REGISTRAR


CERTIFICATE

This is to certify that the project submitted by Amal Krishnan G (Reg. No:20201BBE0004) titled **A STUDY ON USE OF ARTIFICIAL INTELLIGENCE AND IOT DEVICES ON AGRICULTURAE 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.

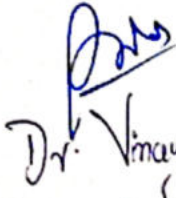
This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05.06.2023



Dr. Vijaykumar N C
Assistant Professor
School of Commerce
Presidency University
Bengaluru


Dr. Vinay Joshi
Associate Dean
School of Commerce
Presidency University



PRESIDENCY UNIVERSITY

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

AN INVESTIGATIVE STUDY ON ONLINE EDUCATION PLATFORM : BJYU'S

A PROJECT

Submitted by

N. ANJANI MOUKTIKA

(20201BBE0005)

Under the Guidance of

DR. VIJAYKUMAR N C

Assistant professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

SEPTEMBER 2022





PRESIDENCY UNIVERSITY

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

AN INVESTIGATIVE STUDY ON ONLINE EDUCATION PLATFORM : BJYU'S

A PROJECT

Submitted by

N. ANJANI MOUKTIKA

(20201BBE0005)

Under the Guidance of

DR. VIJAYKUMAR N C

Assistant professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

SEPTEMBER 2022

Janu
REGISTRAR
PRESIDENCY UNIVERSITY
Registrar
BANGALORE

DECLARATION

I N . Anjani mouktika (Reg. No: 20201BBE0005) hereby declare that the project, titled AN INVESTIGATIVE STUDY ON ONLINE EDUCATION PLATFORMS – BJIYUS , 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. Vijaykumar N C 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:01-06-2023



N . Anjani mouktika
Reg No: 20201BBE0005
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **N. Anjani mouktika** (Reg. No: 20201BBE0005) titled **AN INVESTIGATIVE STUDY ON ONLINE EDUCATION PLATFORM – BYJUS** 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, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:01-06-2023

Dr. Vijaykumar N C

**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

BANGALORE



PROBLEMS FACED BY INDIAN FISHERIES EXPORT WITH REFERENCE TO KANYAKUMARI

A PROJECT

Submitted by
ARSIN SIJO S
(20201BBE0006)

Under the Guidance of
Dr. VIJAYAKUMAR N C
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 ARSIN SIJO S (Reg. No: 20201BBE0006) hereby declare that the project, titled PROBLEMS FACED BY INDIAN FISHERIES EXPORT WITH REFERENCE TO KANYAKUMARI 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. VIJAYAKUMAR N C 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: 08/06/23

ARSIN SIJO S
Reg No: 20201BBE0006
School of Commerce
Presidency University
Bengaluru

REGISTRAR

CERTIFICATE

This is to certify that the project submitted by **ARSIN SIJO S** (Reg. No:20201BBE0006) titled **PROBLEMS FACED BY INDIAN FISHERIES EXPORT WITH REFERENCE TO KANYAKUMARI** 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: 05.06.2023

**Dr. VIJAYAKUMAR
N C Associate
Professor
School of Commerce
Presidency University
Bengaluru**

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

A STUDY ON THE GROWTH OF THE FISHING INDUSTRY IN INDIAN MARKET.

A PROJECT

Submitted by
VENUGOPAL REDDY
(20201BBE0008)

UNDER THE GUIDANCE OF
Dr.NC VIJAYKUMAR
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF MANAGEMENT

2023



DECLARATION

I VENUGOPAL REDDY (20201BBE0008) hereby declare that the project, titled **A STUDY ON THE GROWTH OF FISHING INDUSTRY IN INDIAN MARKET** is a record of original research work undertaken by me for the award of the degree of Bachelors of Business Administration (E-COMMERCE & SUPPLY CHAIN MANAGEMENT). I have completed this study under the supervision of **Dr.NC VIJAY KUMAR, 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



VENUGOPAL REDDY

Reg No: 20201BBE0008

School of Commerce

Presidency University

Bengaluru



REGISTRAR



REGISTRAR
PRESIDENCY UNIVERSITY
BANGALORE


CERTIFICATE

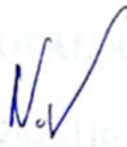
This is to certify that the project submitted by **VENUGOPAL REDDY(20201BBE0008)**, titled **A STUDY ON THE GROWTH OF FISHING INDUSTRY IN INDIAN MARKET** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor 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: 05-06-2023


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


VENUGOPAL REDDY
Reg No: 20201BBE0008
Dr. Vijayakumar N C
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



PROJECT SUBMITTED TO PRESIDENCY UNIVERSITY OF
BANGALORE IN PARTIAL FULFILLMENT OF THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

INFANT S

ROLL NO: 20201BBE0009

SEMESTER – 6

BRAND INFLUENCING CUSTOMERS BUYING BEHAVIOUR



SCHOOL OF MANAGEMENT

PRESIDENCY UNIVERSITY

BANGALORE



DECLARATION

I INFANT S (20201BBE0009) hereby declare that the project, titled A STUDY OF BRANDS INFLUENCING CUSTOMERS BUYING BEHAVIOUR 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. DR. VIJAY KUMAR Assistant Professor, School of Commerce, Presidency University.

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

Date: 05/06/23

Place: Presidency university School of
Commerce. Bengaluru


INFANT S

20201BBE0009


REGISTRAR


CERTIFICATE

This is to certify that the project submitted by INFANT S (20201BBE0009) titled A STUDY OF BRANDS INFLUENCING CUSTOMERS BUYING BEHAVIOUR 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.

Date 05/06/23

Dr. Vinay Jashi
Associate Dean
School of Commerce
Presidency University



Prof. DR. VIJAY KUMAR

Assistant Professor School of
Commerce Presidency university
Bengaluru





PRESIDENCY UNIVERSITY

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

FACTORS INFLUENCING THE BUYING BEHAVIOR OF ADIDAS CONSUMERS IN BANGALORE

A PROJECT

Submitted by
JAYNTH KODALI
(20201BBE0010)

Under the Guidance of
Dr. VIJAYAKUMAR N C
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

Jayanth
REGISTRAR
PRESIDENCY UNIVERSITY
BANGALORE

CERTIFICATE

This is to certify that the project submitted by **JAYANTH KODALI** (Reg. No: 20201BBE0010) titled **FACTORS INFLUENCING THE BUYING BEHAVIOR OF ADIDAS CONSUMERS IN 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

Date: 06/06/2023



Dr. VIJAYAKUMAR N C

Assistant Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru


REGISTRAR

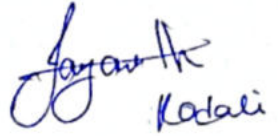

DECLARATION

I Jayanth Kodali (20201BBE0010) hereby declare that the project, titled **FACTORS INFLUENCING THE BUYING BEHAVIOR OF ADIDAS CONSUMERS IN BANGALORE** 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. Vijayakumar N C, 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.



Jayanth Kodali

Reg No: 20201BBE0010

School of Commerce

Presidency University

Bengaluru


REGISTRAR




PRESIDENCY UNIVERSITY

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

Optimizing the Cold Chain for Dairy Products of Amul India

A PROJECT

Submitted by
K Gagan Kumar
(20201BBE0011)

Under the
Guidance of

Dr.VIJAYAKUMAR N C
Associate Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



GAIN MORE KNOWLEDGE
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SCHOOL OF COMMERCE

MARCH 2023



DECLARATION

I K Gagan Kumar(20201BBE0011) hereby declare that the project, titled Optimising the Cold Chain for Dairy Products 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. Vijayakumar N C, 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


K Gagan Kumar

Reg No: 20201BBE0011
School of Commerce
Presidency University
Bengaluru


REGISTRAR


CERTIFICATE

This is to certify that the project submitted by K Gagan Kumar (Reg. No: 20201BBE0011) titled Optimising the Cold Chain for Dairy Products 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.



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



Dr. VIJAYAKUMAR N C
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 Algorithms in logistics

A PROJECT

Submitted by
AATIF MOIDEEN

Under the Guidance of
DR.VIJAYAKUMARN C
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
PRESIDENCY UNIVERSITY

2023

REGISTRAR



DECLARATION

I, AATIF MOIDEEN (20201BBE0001), hereby declare that the project, titled **A Study on Algorithms in 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, **N C VIJAYAKUMAR** 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 2022

Aatif Moideen
Reg no. 20201BBE0001
School of Commerce
Presidency University
Bengaluru


REGISTRAR


CERTIFICATE

This is to certify that the project submitted by Aatif Moideen(20201BBE0001) titled **A study on algorithms in logistics** is a record of research work done by them during the academic year 2020-2023 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: 15th June 2022



N C Vijayakumar
Assistant Professor
School of Commerce
Presidency University
Bengaluru

~~Dr BALU J~~
~~Assistant Dean~~
~~School of Commerce~~
~~Presidency University~~
~~Bengaluru~~


Dr. Vinay Joshi
Associate Dean
School of Commerce
Presidency University


REGISTRAR




PRESIDENCY UNIVERSITY

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

A STUDY ON ARTIFICIAL INTELLIGENCE IN SUPPLY CHAIN AT FLIPKART

A PROJECT

Submitted by
AKASH H A
(20201BBE0003)

Under the
Guidance of

Dr. Vijayakumar N C
Associate Professor

In Partial Fulfillment 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, **AKASH H A (20201BBE0003)** hereby declare that the project, titled "**A STUDY ON ARTIFICIAL INTELLIGENCE IN SUPPLY CHAIN AT FLIPKART**" 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. Vijayakumar N C, 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:



AKASH H A
Reg No: 20201BBE0003
School of Commerce
Presidency University
Bengaluru


REGISTRAR


CERTIFICATE

This is to certify that the project submitted by **AKASH H A (20201BBE0003)** titled **A STUDY ON ARTIFICIAL INTELLIGENCE IN SUPPLY CHAIN AT FLIPKART** 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. Vijayakumar N C
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

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

Approved by AICTE, New Delhi

Impact of Customer Service Quality on the Sales of KTM bikes, among the youth of Kolkata

A PROJECT

Submitted by
Krish Das
20201BBE0013

Under the Guidance of
Dr. Padmasri Mishra
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



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PRESIDENCY UNIVERSITY

March 2023

Sarwa
REGISTRAR
PRESIDENCY UNIVERSITY
BANGALORE

DECLARATION

I, **Krish Das (20201BBE0013)** hereby declare that the project, titled “**Impact of Customer Service Quality on the Sales of KTM bikes, among the youth of Kolkata**” 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. Padmasri Mishra, 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: 31/03/2023

Krish Das

Krish Das

(20201BBE0013)

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Krish Das (20201BBE0013)** titled "**Impact of Customer Service Quality on the Sales of KTM bikes, among the youth of Kolkata**" 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, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 31/03/2023


Dr. Padmasri Mishra

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

A STUDY OF CONSUMER ATTITUDE TOWARDS APPAREL INDUSTRY OF UAE AND INDIAN MARKET

A PROJECT

Submitted by
MOHAMED FALIQUE FAZIL
(20201BBE0015)

Under the
Guidance of

Dr. Padmasri Mishra
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

Janus
REGISTRAR
PRESIDENCY UNIVERSITY
Registrar
BANGALORE

DECLARATION

I, **MOHAMED FALIQUE FAZIL (20201BBE0015)** hereby declare that the project, titled "**A STUDY OF CONSUMER ATTITUDE TOWARDS APPAREL INDUSTRY OF UAE AND INDIAN MARKET**" 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. 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: 5.06.2023



MOHAMED FALIQUE FAZIL
Reg No: 20201BBE0015
School of Commerce
Presidency University
Bengaluru


REGISTRAR


CERTIFICATE

This is to certify that the project submitted by **MOHAMED FALIQUE FAZIL (20201BBE0015)** titled **A STUDY OF CONSUMER ATTITUDE TOWARDS APPAREL INDUSTRY OF UAE AND INDIAN MARKET** 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. Padmasri Mishra
Assistant Professor
School of Commerce
Presidency University
Bengaluru



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



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BANGALORE



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

BANGALORE



A STUDY ON THE QUALITY MANAGEMENT AND ITS IMPACT ON FAST FOOD RESTAURANTS

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

By

MOHAMMED FAZEEH V (20201BBE0016)

Under the guidance of

Dr. Padmasri Mishra
Assistant Professor



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**SCHOOL OF MANAGEMENT
PRESIDENCY UNIVERSITY
BANGALORE**

2023



DECLARATION

I, **Mohammed Fazeeh V** (20201BBE0016) hereby declare that the project, titled "**A STUDY ON THE QUALITY MANAGEMENT AND ITS IMPACT ON FAST FOOD RESTAURANTS** "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.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

Date: 05/06/23

Place: Bangalore

Name: Mohammed Fazeeh V

Roll No: 20201BBE0016




REGISTRAR

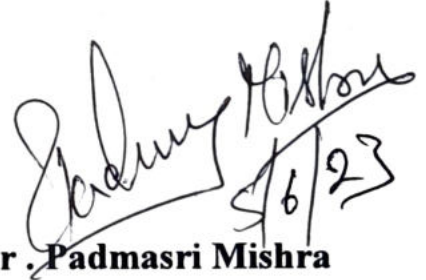

CERTIFICATE

This is to certify that the project submitted by **MOHAMMED FAZEEH V** (Reg. No:20201BBE0016) titled **A STUDY ON THE QUALITY MANAGEMENT AND ITS IMPACT ON FAST FOOD RESTAURANT** 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: Bangalore

Date: 05/06/23



Dr. Padmasri Mishra

Assistant Professor

School of Commerce

Presidency University

Bangalore



PRESIDENCY UNIVERSITY

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

A STUDY OF YOUTH PURCHASE INTENTION TOWARDS GREEN PRODUCTS IN BENGALURU

A PROJECT

Submitted by
MUHAMMED MUSHARAF KP
(20201BBE0019)

Under the Guidance of

Dr. Padmasri Mishra
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

Sarav
REGISTRAR
PRESIDENCY UNIVERSITY
BANGALORE

DECLARATION

I Muhammed Musharaf KP (20201BBE0019) hereby declare that the project, titled **A STUDY OF YOUTH PURCHASE INTENTION TOWARDS GREEN PRODUCTS IN BENGALURU** 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. Padmasri Mishra 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

Musharaf KP

Muhammed Musharaf K.P
(20201BBE0019)
School of Commerce
Presidency University
Bengaluru

Sanne
REGISTRAR
PRESIDENCY UNIVERSITY
BANGALORE

CERTIFICATE

This is to certify that the project submitted by Muhammed Musharaf KP (20201BBE0019) titled **A STUDY OF YOUTH PURCHASE INTENTION TOWARDS GREEN PRODUCTS IN BENGALURU** 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.

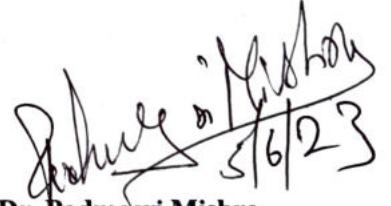
This project has not been submitted for the award of any degree, diploma, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05/06/2023



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



Dr. Padmasri Mishra
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 of commuters perception on service quality using servqual in BMTC transportation of Bangalore”

A PROJECT

Submitted by
MEGHNA THAPA

Under the Guidance
of

Dr. Padmasri Mishra
Assistant Professor, SOC

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

BACHELOR OF BUSINESS ADMINISTRATION



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MARCH 2023

Sarwa
REGISTRAR
PRESIDENCY UNIVERSITY
Bangalore

DECLARATION

I, **Meghna Thapa (20201BBE0014)** hereby declare that the project, titled “**A study of commuters perception on service quality using servqual in BMTC transportation of 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. Padmasri Mishra** 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.

MThapa
MEGHNA THAPA
(20201BBE0014)
School of Commerce
Presidency University, Bengaluru

Date: 27/05/23

Place:Bangalore

Sanne
REGISTRAR


CERTIFICATE

This is to certify that the project submitted by Meghna Thapa (20201BBE0014) Titled an “**A study of commuters perception on service quality using servqual in BMTC transportation of Bangalore**” 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.

Date:27/05/23

Place:Bangalore


Dr. Padmasri Mishra
5/6/23

Assistant Professor SOC

Presidency Univesity, Bangalore

**A STUDY OF URBAN YOUTH INFLUENCE ON FAMILY PURCHASE
DECISION OF TWO WHEELERS AND FOUR WHEELERS IN
BANGALORE**

A PROJECT

Submitted by

Monty Dey

20201BBE0018

Under the Guidance of

Dr. Padmasri Mishra

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, **Monty Dey (20201BBE0018)** hereby declare that the project, titled “**A study of urban youth influence on family purchase decision of two wheelers and four wheelers in Bangalore**” is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **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, associate ship, fellowship or other title to any other Institution/University

Place: Bengaluru

Date: 31/03/2023

Monty Dey

Monty Dey

(20201BBE0018)

School of Commerce

Presidency University

Bengaluru


CERTIFICATE

This is to certify that the project submitted by Monty Dey (20201BBE0018) titled “A study of urban youth influence on family Purchase Decision of two wheelers and four wheelers in Bangalore” 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, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 31/03/2023


Dr. Padmasri Mishra
Assistant Professor
School of Commerce
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

**"STUDY ON CONSUMER DECISION MAKING ON PURCHASING RELIANCE
TRENDS PRODUCTS"**

A RESEARCH PROJECT

Submitted by
NAYANA M
(20201BBE0021)

Under the Guidance of
Dr. Padmasri Mishra
Assistant Professor

*In Partial Fulfilment of the Requirements for the Award of the Degree of
Bachelor of Business Administration of Presidency University.*

SCHOOL OF COMMERCE



**SCHOOL OF MANAGEMENT
PRESIDENCY UNIVERSITY
BANGALORE
2023**

DECLARATION

I NAYANA M(20201BBE0021) hereby declare that the project, "STUDY ON CONSUMER DECISION MAKING ON PURCHASING RELIANCE TRENDS PRODUCTS" 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. 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: 5-06-2023


NAYANA M

Reg no:20201BBE0021


REGISTRAR 

CERTIFICATE

This is to certify that the project submitted by **NAYANA.M**(Reg. No:20201BBE0021) titled **A STUDY ON THE CONSUMER DECISION MAKING OF PURCHASING RELIANCE TRENDS PRODUCTS** 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: Bangalore

Date: 5-06-2023


Dr. Padmasri Mishra

Assistant Professor

School of Commerce

Presidency University Bangalore


REGISTRAR





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

“AN ANALYSIS OF ONLINE FOOD ORDERING USING SWIGGY: A STUDY OF QUALITY PERCEPTION AMONG PAYING GUEST STUDENTS IN NORTH BANGALORE”

A PROJECT

Submitted by
PIYUSH SAGAR

Under the Guidance
of

Dr. Padmasri Mishra
Assistant Professor, SOC

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

Saruu
REGISTRAR
PRESIDENCY UNIVERSITY
BANGALORE

DECLARATION

I, Piyush Sagar (20201BBE0022) hereby declare that the project, titled “**An Analysis of Online Food Ordering Using Swiggy: A Study of Quality Perception Among Paying Guest Students in North 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. Padmasri Mishra 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.

Piyush Sagar

Place: Bengaluru

Piyush Sagar (20201BBE0022)

Date: 03/06/2023

School of Commerce

Presidency University, Bengaluru

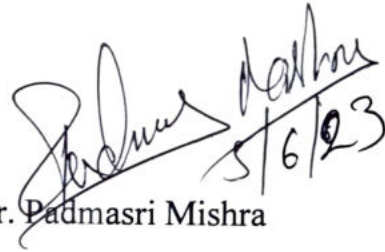
CERTIFICATE

This is to certify that the project submitted by Piyush Sagar (20201BBE0022) Titled an “**Analysis of Online Food Ordering Using Swiggy: A Study of Quality Perception Among Paying Guest Students in North Bangalore**” 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, associate ship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date: 3/06/2023


5/6/23

Dr. Padmasri Mishra

Assistant Professor, SoC

Presidency Univesity, Bangalore



PRESIDENCY UNIVERSITY

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

Approved by AICTE, New Delhi

A STUDY ON CONSUMER DECISION MAKING ON BUYING SECOND HAND CARS AMONG YOUTH IN BANGALORE

Submitted by
RAHUL K R
(20201BBE0023)

Under the Guidance of
Dr PADMASRI MISHRA
Assistant Professor

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



PRESIDENCY UNIVERSITY, BANGALORE
SCHOOL OF COMMERCE
MARCH-2023



DECLARATION

I RAHUL K R (20201BBE0023) hereby declare that the project, titled **A STUDY OF CONSUMER DECISION MAKING ON BUYING SECOND HAND CARS AMONG YOUTH IN BANGALORE** 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. Padmasri Mishra 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



RAHUL K R
(20201BBE0023)
School of Commerce
Presidency University



REGISTRAR



REGISTRAR
PRESIDENCY UNIVERSITY
BANGALORE

CERTIFICATE

This is to certify that the project report, titled "Consumer decision making on purchasing goods and services," submitted to Presidency University, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original study undertaken by

RAHUL KR (20201BBE0023), during the period 2023 – 2024 in School of Management, 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

Place: Bangalore

date : 05-06-2023

Dr. Padmasri Mishra
5/6/23

Dr. PADMASRI MISHRA
ASSISTANT PROFESSOR

School Of Commerce
Presidency University
Bengaluru

Sarav
REGISTRAR
PRESIDENCY UNIVERSITY
Bangalore



PRESIDENCY UNIVERSITY

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

EXPLORING YOUTH' DECISION-MAKING JOURNEY IN ADOPTING ELECTRONIC VEHICLES: A CALICUT DISTRICT PERSPECTIVE

A PROJECT

Submitted by
SAHIL BASHEER
(20201BBE0025)

Under the Guidance of

Dr. Padmasri Mishra
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

0



DECLARATION

I, SAHIL BASHEER (20201BBE0025) hereby declare that the project, titled **"Exploring Youth' Decision-Making Journey in Adopting Electronic Vehicles: A Calicut District Perspective"** 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. 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



SAHIL BASHEER
20201BBE0025
School of Commerce
Presidency University
Bengaluru



REGISTRAR



REGISTRAR
PRESIDENCY UNIVERSITY
BANGALORE

CERTIFICATE

This is to certify that the project submitted by SAHIL BASHEER (20201BBE0025) titled "Exploring Youth' Decision-Making Journey in Adopting Electronic Vehicles: A Calicut District Perspective" 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.

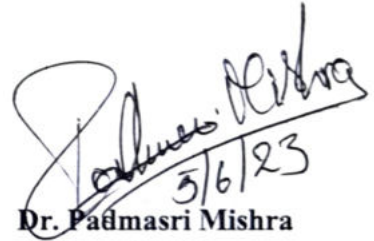
This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 5-6-2023



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



Dr. Padmasri Mishra
Assistant Professor
School of Commerce
Presidency University
Bengaluru