



# PRESIDENCY UNIVERSITY

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

INVESTIGATION OF THE ROLE OF STOCK BROKING FIRMS IN  
PROMOTING ECONOMIC GROWTH IN INDIA.

A SYNOPSIS

SUBMITTED BY

ARNAV GUPTA

20201BBF0001

UNDER THE GUIDANCE OF

PROF. SYED HUSSAIN

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

BACHELOR OF BUSINESS ADMINISTRATION

SCHOOL OF COMMERCE

MARCH 2023

DECLARATION



I, Arnav Gupta (20201BBF0001), hereby declare that the project, titled, "***Investigation of The Role of Stock Broking Firms in Promoting Economic Growth in 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 Syed Abid Hussain, 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:

  
Arnav Gupta,

20201BBF0001,

School of Commerce,

Presidency University,

Bengaluru.

  
REGISTRAR  


This is to certify that Arnav Gupta's project, entitled "Investigation of The Role of Stock Trading Firms in Promoting Economic Growth in India." (20201B8BF0001), is a record of research work conducted by him/her during the academic year 2022-2023 under my supervision towards the award of a 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: 6/10/23



Dr. Syed Abid Hussain Assistant

Associate

Professor School of Commerce,

Presidency University,

Bengaluru.



Dr. VINAY JESHAJI.C

ASSOCIATE DEAN

SCHOOL OF COMMERCE

PRESIDENCY UNIVERSITY

BENGALURU.



# **A STUDY ON THE FUTURE OF ONLINE SHARE TRADING IN INDIA**

**A PROJECT**

**Submitted by**

**SATHWICK N**

**(20201BBF0012)**

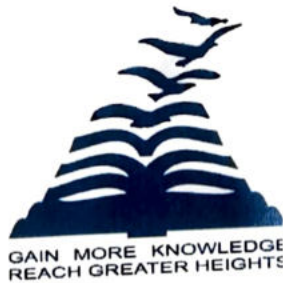
**Under the Guidance of**

**Dr. Syed abid hussain**

**Assistant 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 Sathwick N (Reg. No: 20201BBF0012) hereby declare that the project, titled **A STUDY ON THE FUTURE OF ONLINE SHARE TRADING IN 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. Syed abid hussain, 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: 06-06-23

**Sathwick N**  
**Reg No:20201BBF0012**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**

REGISTRAR



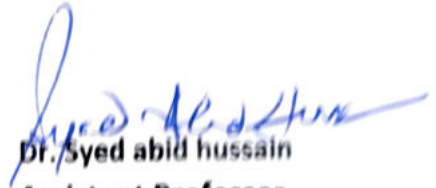
## CERTIFICATE

This is to certify that the project submitted by **Sathwick N** (Reg. No: 202018810017) titled **A STUDY ON THE FUTURE ONLINE SHARE TRADING IN INDIA** 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: 6/6/23



**Dr. Syed abid hussain**  
**Assistant Professor**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



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



**STUDY OF EFFECT OF HUMAN RELATIONS ON ORGANIZATION  
PRODUCTIVITY**

**A PROJECT**

Submitted by  
**Kotlo Sree Lakshmi**  
(Register Number)  
**20201BBF0005**

**Under the Guidance of**

**Dr. Syed Abid Hussain**  
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**



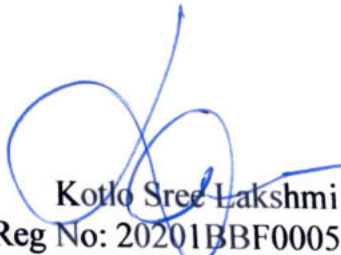
## DECLARATION

I Kotlo Sree lakshmi (Reg. No: 20201BBF0005) hereby declare the project, titled, "**Study of Effect of Human Relations on Organization Productivity**" 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. Syed Abid Hussain, 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:

  
Kotlo Sree Lakshmi  
Reg No: 20201BBF0005  
School of Commerce  
Presidency University  
Bengaluru

  
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# CERTIFICATE

This is to certify that the project submitted by *[Name]* has been evaluated by the *[Department]* and  
found to be of *[Grade]* in the subject of *[Subject Name]*. The project was submitted on *[Date]* and  
is a part of the *[Degree]* program. This certificate is issued by the *[Institution]*.

This project has been submitted to the *[Department]* of the *[Degree]* program. It is hereby  
certified that the project is of *[Grade]* quality.

*[Signature]*  
*[Name]*

*[Signature]*  
The *[Name]*  
Business Professor  
School of *[Name]*  
Presidency University  
Bangalore

*[Handwritten notes in blue ink]*

*[Signature]*  
REGISTRAR  


**ROLE OF CRM SOFTWARE IN THE IMPROVEMENT OF LEAD  
MANAGEMENT SYSTEM IN HEALTHCARE INDUSTRY**

**A PROJECT**

**Submitted by  
Kshitiz Kanha  
20201BBF0006**

**Under the Guidance of**

**Dr Syed Abid Hussain  
Assistant Professor**

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

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**MARCH 2023**



## DECLARATION

I, Kshitiz Kanha (20201BBF0006) hereby declare that the project, titled, "**Role of CRM Software in the Improvement of Lead Management System in Healthcare 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 Syed Abid Hussain, 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: 21/01/23

Kshitiz Kanha  
20201BBF0006  
School of Commerce  
Presidency University  
Bengaluru

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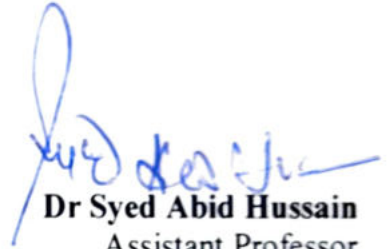
## CERTIFICATE

This is to certify that the project submitted by **Kshitiz Kanha (20201BBF006)** titled "**Role of CRM Software in the Improvement of Lead Management System in Healthcare 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: 6/6/23



**Dr Syed Abid Hussain**  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru



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



REGISTRAR Registrar  
PRESIDENCY UNIVERSITY  
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Private University Enrolled in Karnataka State by Act No. 41 of 2015

## BANGALORE



### A STUDY ON WORKING CAPITAL MANAGEMENT OF KIRLOSKAR BROTHERS LIMITED

A PROJECT

Submitted by  
**SAIPRASATH G**  
(20201BBF0010)

Under the Guidance of  
**Prof. Dr. Syed Abid Hussain**  
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





## DECLARATIC

SAIPRASATH I G (Reg. No: 20201BBF0010) hereby declare that the project, titled **A STUDY ON WORKING CAPITAL MANAGEMENT OF KIRLOSKAR BROTHERS LIMITED** 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. Syed Abid Hussain 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: 6/6/23

**SAIPRASATH I G**  
**Reg No: 20201BBF0010**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**

REGISTRAR

## CERTIFICATE

This is to certify that the project submitted by SAIPRASATH I G (Reg. No:20201BBF0010) titled A STUDY ON WORKING CAPITAL MANAGEMENT OF KIRLOSKAR BROTHERS LIMITED 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: 6/6/23



Prof. Dr. Syed Abid  
Hussain  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru

Dr. Anko  
Dr. VINAY JUSAT.C  
ASSOCIATE DEAN  
SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY  
BENGALURU.



**STUDY ON CUSTOMER BEHAVIOUR AND SATISFACTION  
IN TIRUPATI HYUNDAI SHOWROOM**

**A PROJECT**

**Submitted by**

**Santhipuram Thejeesswarah**

**(Reg no:20201BBF0011)**

**Under the Guidance of**

**Prof. Syed Abid Hussain**

**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 Santhipuram Thejeesswarah (Reg. No : 20201BBF0011) hereby declare that the project, titled, "**Study on Customer Behaviour and Satisfaction in Tirupati Hyundai Showroom**" 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. Syed Abid Hussain, 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: 6/6/23

S.Thejeesswarah  
Reg No: 20201BBF0011  
School of Commerce  
**Presidency University**  
Bengaluru

REGISTRAR

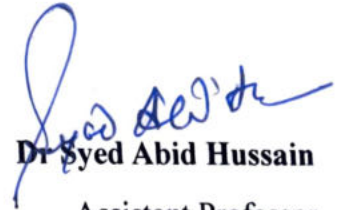
## CERTIFICATE

This is to certify that the project submitted by **Santhipuram Thejesswarah** (Reg.No : 20201BBF0011) titled "**Study on Customer Behaviour and Satisfaction in Tirupati Hyundai Showroom**" 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: 6/6/23



**Dr Syed Abid Hussain**

Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru

  
Dr. Vinay Joshi - C  
ASSOCIATE ; DEAN  
SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY  
BENGALURU.

  
REGISTRAR  




**STUDY ON EFFECTIVENESS OF SALES PROMOTION  
TECHNIQUES ON PURCHASE DECISION**

**A PROJECT**

**Submitted by**

**Thatavarthi Gana Sankeerth**

**(20201BBF0013)**

**Under the Guidance of**

**Dr. Syed Abid Hussain**

**Assistant Professor**

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

**BACHELOR OF BUSINESS ADMINISTRATION**



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## DECLARATION

I Thatavarthi Gana Sankeerth (Reg. No:20201BE ) hereby declare that the project, titled, “**Study on Effectiveness of Sales Promotional Techniques on Purchase Decision**” 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. Syed Abid Hussain, 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 .

  
REGISTRAR  
  


Thatavarthi Gana Sankeerth

Reg No:20201BBF0013



**STUDY ON CONSUMER PERCEPTION TOWARDS SAMSUNG MOBILE  
PHONES**

**A PROJECT**

**Submitted by**

**Harsha Manikanta Satya Sai**

**(20201BBF0014)**

**Under the Guidance of**

**Dr. Syed Abid Hussain**

**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 Harsha Manikanta Satya Sai (Reg. No:20201BBF0014) hereby declare that the project, titled, "Study on Consumer Perception towards Samsung Mobile Phones" 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. Syed Abid Hussain, 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:

  
REGISTRAR  
  
Harsha Manikanta Satya Sai

Reg No:20201BBF0014



## CERTIFICATE

This is to certify that the project submitted by **Harsha Manikanta Satya sai** (Reg. No.20201BBSF0014) titled **"Study on Consumer Perception towards Samsung Mobile Phones"** 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: 6/6

  
Dr. Syed Abid Hussain

Assistant Professor

School of Commerce

Presidency University

Bengaluru

  
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BANGALORE  
Dr. W. S. Joshi - C  
ASSOCIATE DEAN