



PRESIDENCY UNIVERSITY
PRESIDENCY UNIVERSITY

"AFFECT OF POPULATION ON PUBLIC FINANCE IN INDIA"

A PROJECT

Submitted by

Saravana Reddy Kunam

20201BBA0206

Under the Guidance of

Dr. Nasa Dhanraj

Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



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REACH GREATER HEIGHTS**

SCHOOL OF MANAGEMENT
Presidency University
BANGALORE





PRESIDENCY UNIVERSITY

DECLARATION

I, **Saravana Reddy Kunam** (20201BBA0206) hereby declare that the project, titled **Affect of population on public finance of India** 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. Nasa Dhanraj, 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 titles to any other Institution/University.

Place: Bengaluru

Date: 15/04/2023

Saravana Reddy Kunam

Reg No: 20201BBA0206

School of Management

Presidency University

Bengaluru





PRESIDENCY UNIVERSITY

CERTIFICATE

This is to certify that the project submitted by **Saravana Reddy Kunam** (20201BBA0206) titled **AFFECT OF POPULATION ON PUBLIC FINANCE IN INDIA**, 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 titles to any other Institution/University.

Place : Bengaluru

Date : 15/04/2023

Dr. Nasa Dhanraj

Assistant Professor

School of Management

Presidency University

Bengaluru

Dr. VINAY JOSHI

Assistant Dean

School of Management

Presidency University

Bengaluru





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Place : Bengaluru

Date : 15/04/2023

N. P. Dhanraj
15/04/23

Dr. Nasa Dhanraj

Assistant Professor

School of Management

Presidency University

Bengaluru

Vinay Joshi

Dr. VINAY JOSHI

Assistant Dean

School of Management

Presidency University

Bengaluru



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"AFFECT OF POPULATION ON PUBLIC FINANCE IN INDIA"

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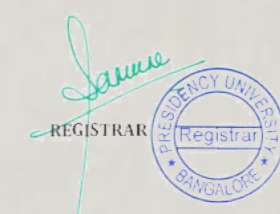
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Place: Bengaluru

Date: 15/04/2023

Saravana Reddy Kunam

Reg No: 20201BBA0206

School of Management

Presidency University

Bengaluru





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Place : Bengaluru

Date : 15/04/2023

Dr. Nasa Dhanraj

Assistant Professor

School of Management

Presidency University

Bengaluru

Dr. VINAY JOSHI

Assistant Dean

School of Management

Presidency University

Bengaluru





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Place : Bengaluru

Date : 15/04/2023

N. P. Dhanraj
15/04/23

Dr. Nasa Dhanraj

Assistant Professor

School of Management

Presidency University

Bengaluru

Vinay Joshi

Dr. VINAY JOSHI

Assistant Dean

School of Management

Presidency University

Bengaluru



PRESIDENCY UNIVERSITY

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

BANGALORE



Portfolio Evaluation and Investment Decision in Banking Sector

Project

Submitted by
Lovejeet Pugalía
(20201BBA0121)

Under the Guidance of
Dr. Nasa Dhanraj
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2023



ACKNOWLEDGEMENT

In the accomplishment of this Research successfully many people have best owned up on their blessings and the heart pledged support, this time we are utilizing to thank all the people who have been connected with this research.

Primarily we would thank God for being able to complete this research with success. Then we would like to thank to my Guide **Dr. Nasa Dhanraj**, who has been guiding for my study on "Portfolio Evaluation and Investment Decision in Banking Sector.

Lastly, we would like to thank our parents and friends who have helped us with their valuable responses in our survey and it has been very helpful in various phrases of the completion of this research.


Regards
Lovejeet Pugalia
20201BBA0121

DECLARATION

I hereby declare that "A STUDY ON PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR" is the result of the project work carried out by me. under the guidance of **Dr. Nasa Dhanraj** in partial fulfilment for the award of bachelor's degree in Business Administration by Presidency University.

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

Place: Bangalore

Date: 05/06/23


Name: Lovejeet Pugalia

Reg no: 20201BBA0121

CERTIFICATE BY THE GUIDE

This is to certify that the dissertation title "A STUDY ON PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR" is an original work of **Lovejeet Pugalia** bearing University Register Number **20201BBA0121** and is being submitted in partial fulfilment for the award of the bachelor's degree in Business Administration of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study.

Lovejeet Pugalia is guided by **Dr. Nasa Dhanraj** Associate Professor who is the Faculty Guide as per the regulations of Presidency University.

Signature of Faculty Guide

Date

N. Dhanraj
5/6/23

Signature of Director / Principal /HOD

Date

Pugalia



PRESIDENCY UNIVERSITY

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

STUDY ON CORPORATE SOCIAL RESPONSIBILITY AND ITS IMPACT ON FINANCIAL PERFORMANCE OF BANKS

A PROJECT

Submitted by

RANGA. AKASH GOUD

(20201BBA0177)

Under the Guidance of

Dr. NASA DHANRAJ

Assistant Professor

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

BACHERLORS OF BUSINESS ADMINISTRATION



**SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY
BANGALORE**

2023

1 | Page



DECLARATION

I, Ranga Akash Goud (20201BBA0177) hereby declare that the project, titled STUDY ON "Corporate Social Responsibility and its Impact on Financial Performance of Banks" is a record of original research work undertaken by me for the award of degree of Bachelors of Business Administration. I had completed this study under the supervision of Dr. NASA DHANRAJ, 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

Ranga

Ranga. Akash Goud

20201BBA0177

School of Commerce

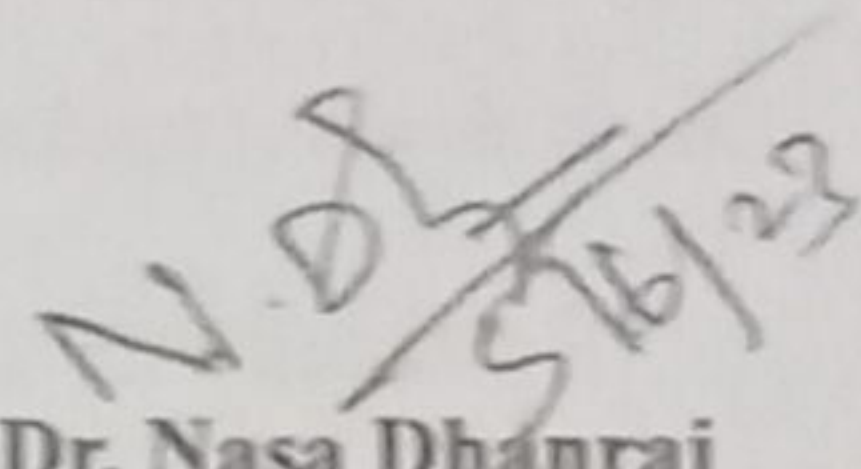


CERTIFICATE

This is to certify that the project submitted by Ranga. Akash Goud (20201BBA0177) titled STUDY ON "Corporate Social Responsibility and its Impact on Financial Performance of Banks" is a record of research work done by him during the academic year 2022-23 under my supervision in partial fulfilment for the award of Bachelors of Business Administration.

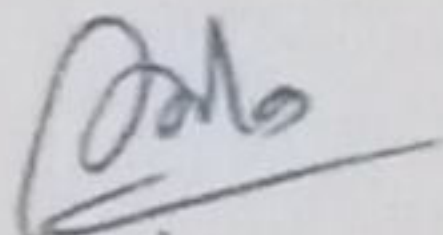
This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Date 05/06/23


Dr. Nasa Dhanraj

Assistant Professor

School of Commerce


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



PRESIDENCY UNIVERSITY

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

A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF HDFC BANK™

A PROJECT

Submitted by
RAYAVARAPU HEMA
SRI HARSHA
(20201BBA0179)

Under the Guidance of
Dr. NASA DHANRAJ
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

I RAYAVARAPU HEMA SRI HARSHA (Reg. No:20201BBA0179) here by declare that the project, titled **A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF HDFC BANK** 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. Nasa Dhanraj, Assistant Professor**, at the School of Commerce.

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

Place: Bengaluru

Date: 05th, June, 2023

R. Hema Sri Harsha

RAYAVARAPU HEMA SRI HARSHA

Reg No: 20201BBA0179

**School of Commerce Presidency University
Bengaluru**

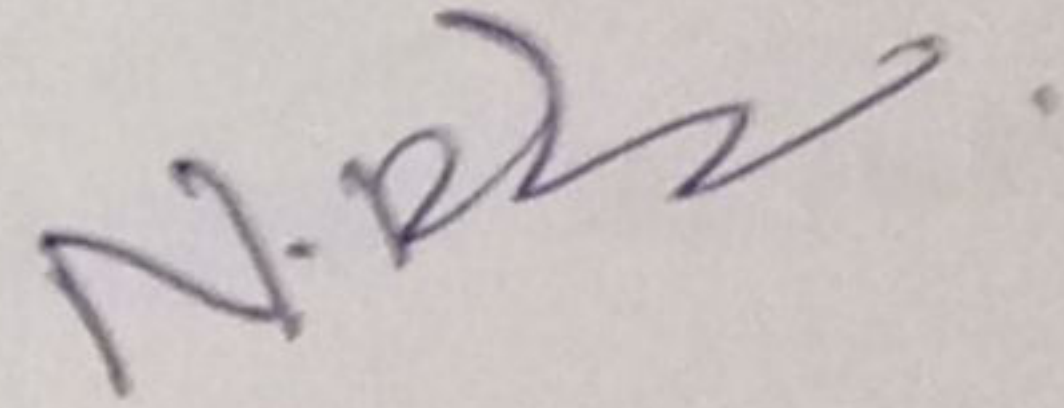
CERTIFICATE

This is to certify that the project submitted by **RAYAVARAPU HEMA SRI HARSHA** (Reg. No:20201BBA0179) titled **A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF HDFC BANK** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

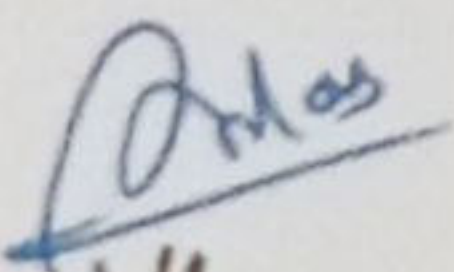
This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date: 05th, June, 2023



Dr.Nasa DhanRaj
Assistant Professor
School of Commerce
Presidency University Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru.



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

A STUDY ON ISSUES AND CHALLENGES OF SVAMITVA SCHEME IN INDIA

A DISSERTATION PROJECT

Submitted by

RISHABH KASHYAP

(20201BBA0183)

Under the Guidance of

Dr. Nasa Dhanraj

Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



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March 2023



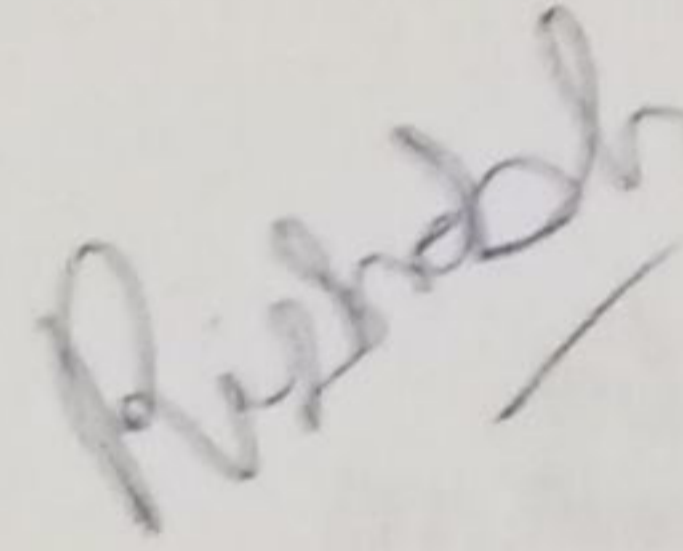
DECLARATION

I RISHABH KASHYAP (20201BBA0183) hereby declare that the project, titled A Study On Issues And Challenges Of Svamitva Scheme 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. Nasa Dhanraj, 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:26/03/2023



RISHABH KASHYAP

20201BBA0183

School of Commerce

Presidency University

Bengaluru



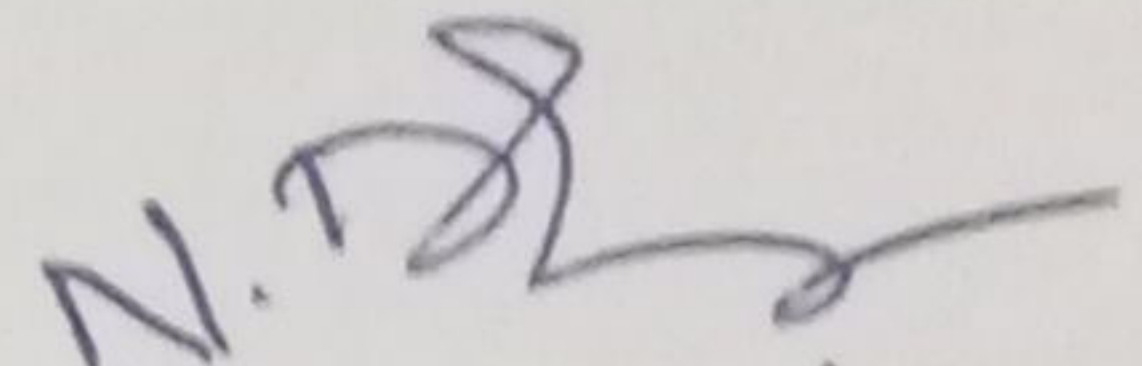
CERTIFICATE

This is to certify that the project submitted by **RISHABH KASHYAP** (20201BBA0183) titled **A Study On Issues And Challenges Of Svamitva Scheme In India** is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of 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: 26/03/2023



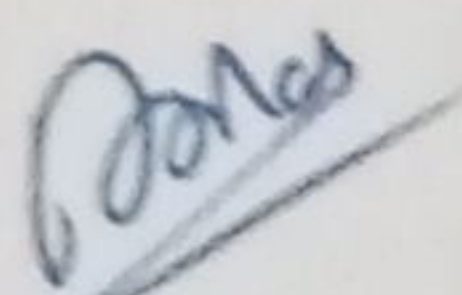
Dr. Nasa Dhanraj

Assistant Professor

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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

STUDY ON MUTUAL FUNDS – WHAT ARE THEY AND THEIR FUTURE

A PROJECT

Submitted by

M.ROHIT KUMAR

(20201BBA0189)

Under the Guidance of

Dr . NASA DHANRAJ

Assistant Professor

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

BACHERLORS OF BUSINESS ADMINISTRATION



**SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY**

BANGALORE

2023

DECLARATION

I M.ROHIT KUMAR (20201BBA0189) hereby declare that the project, titled **STUDY ON MUTUAL FUNDS – WHAT ARE THEY AND THEIR FUTURE** is a record of original research work undertaken by me for the award of degree of Bachelors of Business Administration. I have completed this study under the supervision of **Dr . NASA DHANRAJ, Assistant Professor, School of Commerce.**

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

Place: Bangalore

Date: 05th, June, 2023



M.ROHIT KUMAR

20201BBA0189

School of Commerce

Presidency University

Bangalore

CERTIFICATE

This is to certify that the project submitted by **M.ROHIT KUMAR (20201BBA0189)** titled **STUDY ON MUTUAL FUNDS – WHAT ARE THEY AND THEIR FUTURE** is a record of research work done by him during the academic year 2022-23 under my supervision in partial fulfilment for the award of Bachelors 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: 5th, June, 2023



Dr. VINAY JOSHI
Associate Dean
School Of Commerce
Presidency University
Bangalore



Dr . NASA DHANRAJ
Assistant Professor
School of Commerce
Presidency University
Bangalore



PRESIDENCY UNIVERSITY

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

A STUDY ON YOUTH PERCEPTION AND AWARENESS TOWARDS ON INDIAN STOCK MARKET

A PROJECT

Submitted by
SADHARI SAINATH REDDY
REG.NO 20201BBA0193

Under the Guidance of
Dr. NASA DHANRAJ
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



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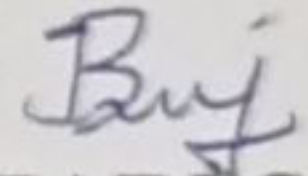
JUNE 2023

DECLARATION

I SADHARI SAINATH REDDY (Reg. No:20201BBA0193) hereby declare that the project, titled **A STUDY ON YOUTH PERCEPTION AND AWARENESS TOWARDS ON INDIAN STOCK 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.NASA DHANRAJ , 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: 23 Jun 2023


SADHARI SAINATH REDDY
Reg No: 20201BBA0193

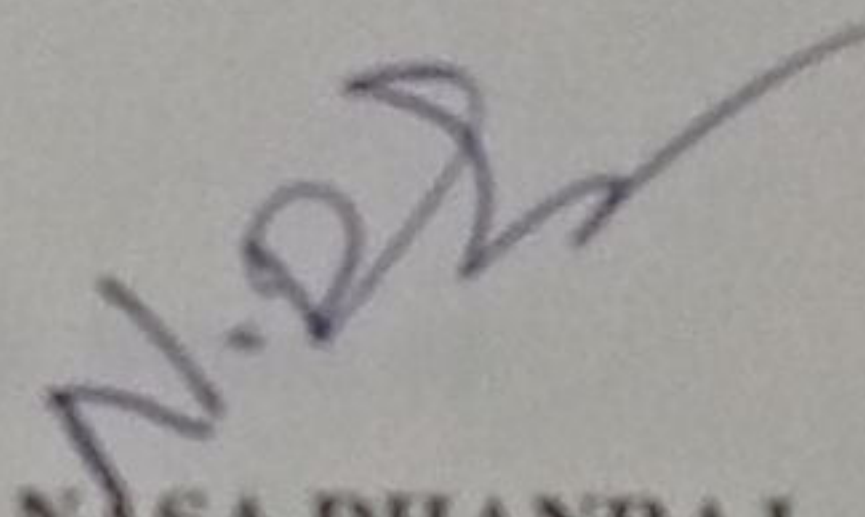
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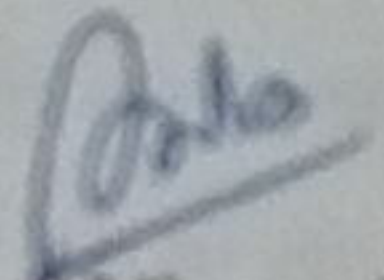
This is to certify that the project submitted by SADHARI SAINATH REDDY (Reg. No:20201BBA0193) titled **A STUDY ON YOUTH PERCEPTION AND AWARENESS TOWARDS ON INDIAN STOCK MARKET** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Business Administration

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Place: Bengaluru

Date 5 July 2023


Dr. NASA DHANRAJ
Assistant Professor
School of Commerce


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



PRESIDENCY UNIVERSITY

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

A STUDY ON FINANCIAL ANALYSIS OF ICICI LOMBARD

A Project

At

Submitted By

SAGNIK CHAKRABORTY

20201BBA0196

Under the guidance of

Dr. Nasa Dhanraj

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF MANAGEMENT

Presidency University

Bangalore -2023



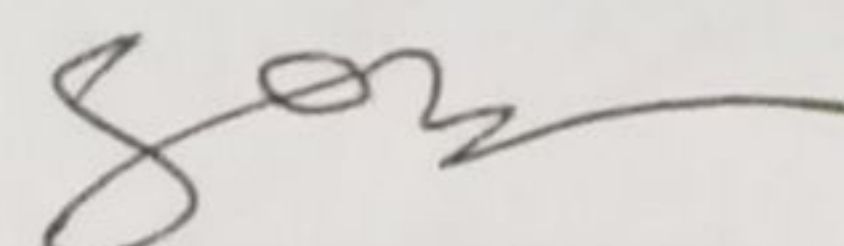
DECLARATION

I Sagnik Chakraborty (20201BBA0196) hereby declare that the project, titled **A STUDY ON FINANCIAL ANALYSIS OF ICICI LOMBARD** 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. Nasa Dhanraj, 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: 25/05/2023



Sagnik Chakraborty

20201BBA0196

School of Commerce

Presidency University

Bengaluru

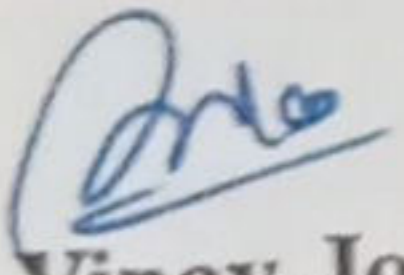
CERTIFICATE

This is to certify that the project submitted by Sagnik Chakraborty titled **A STUDY ON FINANCIAL ANALYSIS OF ICICI LOMBARD** is a record of research work done by him/her during the academic year 2023-2024 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

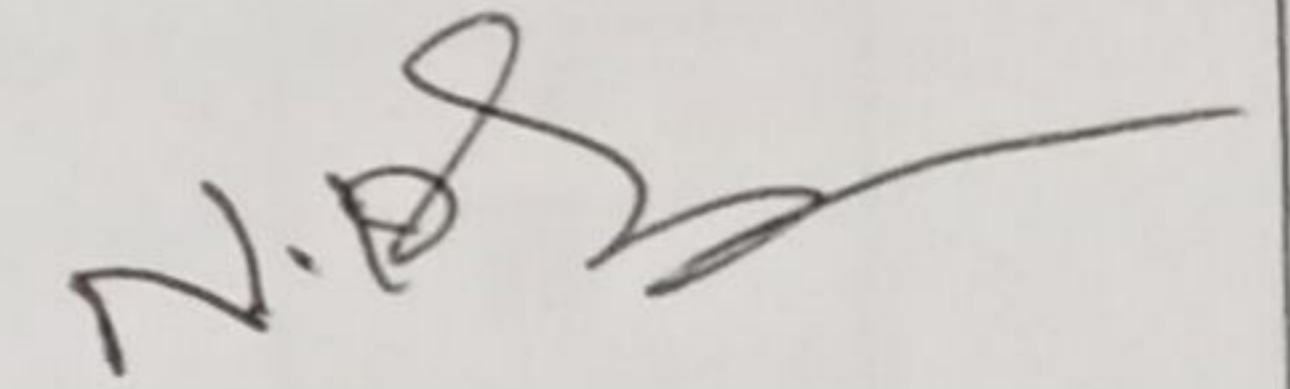
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Place: Bengaluru

Date: 25/05/2023


Dr. Vinay Joshi

Associate Dean School of Commerce
Presidency University
Bengaluru



Dr. Nasa Dhanraj

Assistant Professor

School of Commerce

Presidency University

Bangalore





PRESIDENCY UNIVERSITY

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

A STUDY ON YOUTH PERCEPTION AND AWARENESS TOWARDS ON INDIAN STOCK MARKET

A PROJECT

Submitted by
SADHARI SAINATH REDDY
REG.NO 20201BBA0193

Under the Guidance of
Dr. NASA DHANRAJ
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

BANGALORE

JUNE 2023

DECLARATION

I SADHARI SAINATH REDDY (Reg. No:20201BBA0193) hereby declare that the project, titled **A STUDY ON YOUTH PERCEPTION AND AWARENESS TOWARDS ON INDIAN STOCK 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.NASA DHANRAJ , 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: 23 Jun 2023

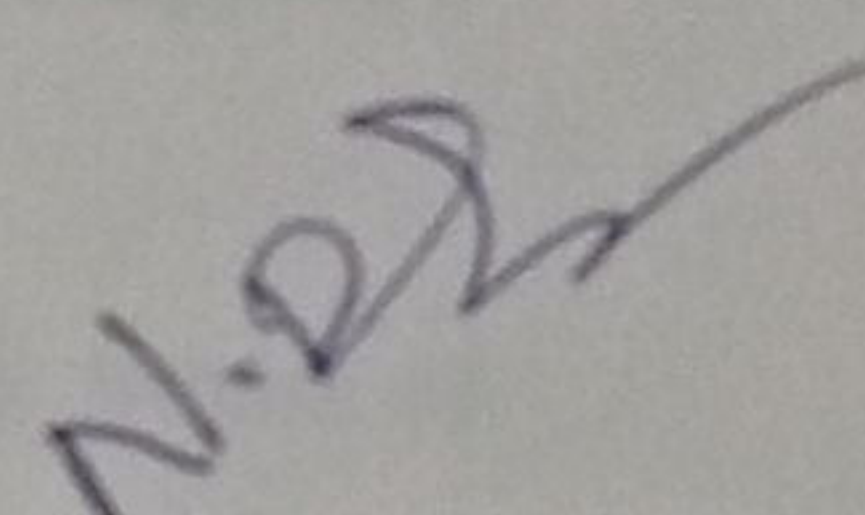
Buj
SADHARI SAINATH REDDY
Reg No: 20201BBA0193

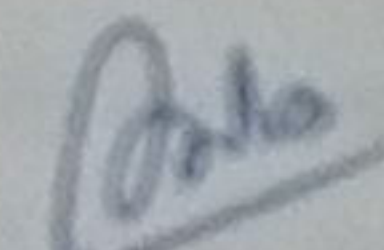
CERTIFICATE

This is to certify that the project submitted by SADHARI SAINATH REDDY (Reg. No:20201BBA0193) titled **A STUDY ON YOUTH PERCEPTION AND AWARENESS TOWARDS ON INDIAN STOCK 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, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru
Date 5 July 2023


Dr. NASA DHANRAJ
Assistant Professor
School of Commerce


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



PRESIDENCY UNIVERSITY

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

A STUDY ON HOME LOAN AND COMPARATIVE ANALYSIS OF HDFC AND SBI

A PROJECT

Submitted by
**SANDU.SRI RANGA SAI
TEJA**

REG.NO 20201BBA0203

Under the Guidance of
DR. NASA DHANRAJ
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 SANDU SRI RANGA SAI TEJA (Reg. No:20201BBA0203) hereby declare that the project, titled A STUDING ON HOME LOAN AND COMPARATIVE ANALYSIS OF HDFC AND SBI

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. NASA DHANRAJ, Assistant Professor, School of Commerce.

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:05th, June, 2023



SANDU.SRI RANGA SAI TEJA
Reg No:20201BBA0203


CERTIFICATE

This is to certify that the project submitted by SANDU.SRI RANGA SAI TEJA (Reg. No:20201BBA0203) titled **A STUDY ON HOME LOAN AND COMPRATIVE ANALYSIS OF HDFC AND SBI** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration

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

Place: Bengaluru Date: 05th, June, 2023


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


Dr NASA DHANRAJ
Assistant Professor
School of Commerce



PRESIDENCY UNIVERSITY

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

A STUDY ON ISSUES AND CHALLENGES OF SVAMITVA SCHEME IN INDIA

A DISSERTATION PROJECT

Submitted by

RISHABH KASHYAP

(20201BBA0183)

Under the Guidance of

Dr. Nasa Dhanraj

Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

SCHOOL OF COMMERCE

March 2023



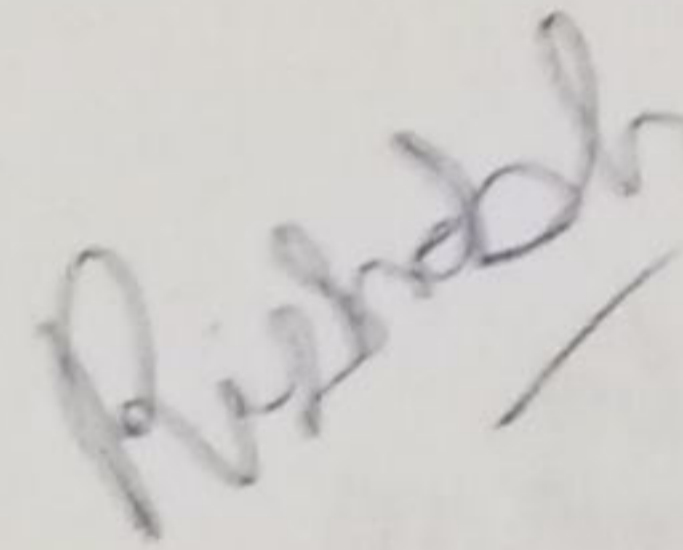
DECLARATION

I RISHABH KASHYAP (20201BBA0183) hereby declare that the project, titled **A Study On Issues And Challenges Of Svamitva Scheme 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. Nasa Dhanraj**, 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:26/03/2023



RISHABH KASHYAP

20201BBA0183

School of Commerce

Presidency University

Bengaluru



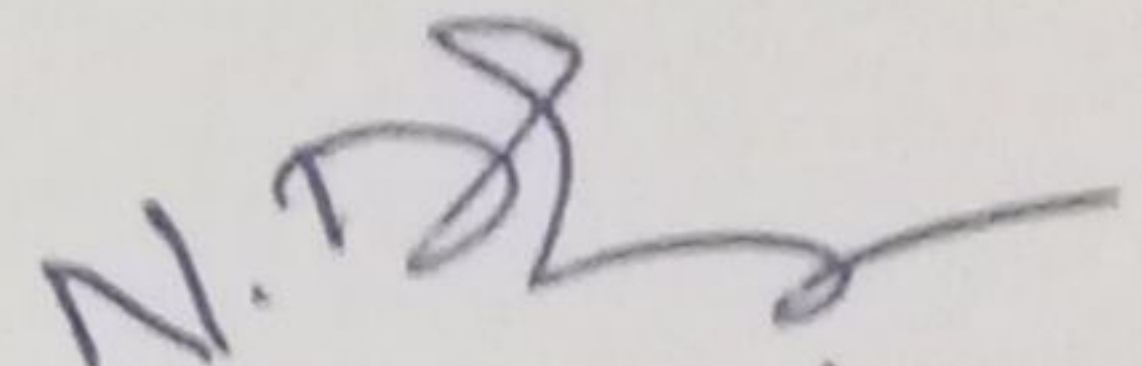
CERTIFICATE

This is to certify that the project submitted by **RISHABH KASHYAP** (20201BBA0183) titled **A Study On Issues And Challenges Of Svamitva Scheme In India** is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of 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: 26/03/2023



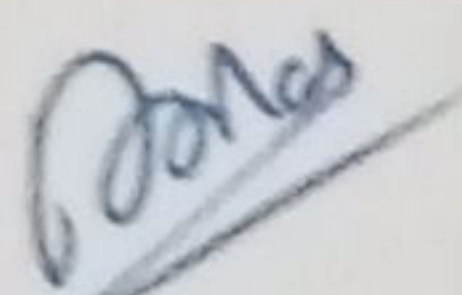
Dr. Nasa Dhanraj

Assistant 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

BANGALORE



Portfolio Evaluation and Investment Decision in Banking Sector

Project

Submitted by
Lovejeet Pugalía
(20201BBA0121)

Under the Guidance of
Dr. Nasa Dhanraj
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2023

ACKNOWLEDGEMENT

In the accomplishment of this Research successfully many people have best owned up on their blessings and the heart pledged support, this time we are utilizing to thank all the people who have been connected with this research.

Primarily we would thank God for being able to complete this research with success. Then we would like to thank to my Guide **Dr. Nasa Dhanraj**, who has been guiding for my study on "Portfolio Evaluation and Investment Decision in Banking Sector.

Lastly, we would like to thank our parents and friends who have helped us with their valuable responses in our survey and it has been very helpful in various phrases of the completion of this research.


Regards
Lovejeet Pugalia
20201BBA0121

DECLARATION

I hereby declare that "A STUDY ON PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR" is the result of the project work carried out by me. under the guidance of **Dr. Nasa Dhanraj** in partial fulfilment for the award of bachelor's degree in Business Administration by Presidency University.

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

Place: Bangalore

Date: 05/06/23


Name: Lovejeet Pugalia

Reg no: 20201BBA0121



CERTIFICATE BY THE GUIDE

This is to certify that the dissertation title "A STUDY ON PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR" is an original work of **Lovejeet Pugalia** bearing University Register Number **20201BBA0121** and is being submitted in partial fulfilment for the award of the bachelor's degree in Business Administration of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study.

Lovejeet Pugalia is guided by **Dr. Nasa Dhanraj** Associate Professor who is the Faculty Guide as per the regulations of Presidency University.

Signature of Faculty Guide

Date

N. Dhanraj
5/6/23

Signature of Director / Principal /HOD

Date

Pugalia



PRESIDENCY UNIVERSITY

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

STUDY ON CORPORATE SOCIAL RESPONSIBILITY AND ITS IMPACT ON FINANCIAL PERFORMANCE OF BANKS

A PROJECT

Submitted by

RANGA. AKASH GOUD

(20201BBA0177)

Under the Guidance of

Dr. NASA DHANRAJ

Assistant Professor

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

BACHERLORS OF BUSINESS ADMINISTRATION



**SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY
BANGALORE**

2023

1 | Page

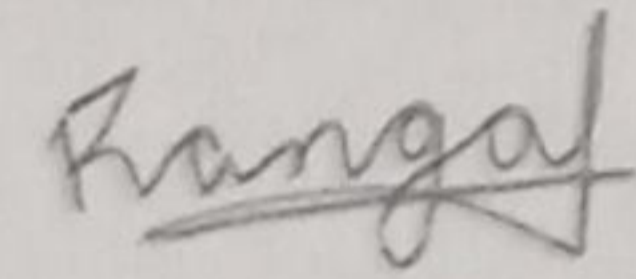


DECLARATION

I, Ranga Akash Goud (20201BBA0177) hereby declare that the project, titled STUDY ON "Corporate Social Responsibility and its Impact on Financial Performance of Banks" is a record of original research work undertaken by me for the award of degree of Bachelors of Business Administration. I had completed this study under the supervision of Dr. NASA DHANRAJ, 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



Ranga. Akash Goud

20201BBA0177

School of Commerce

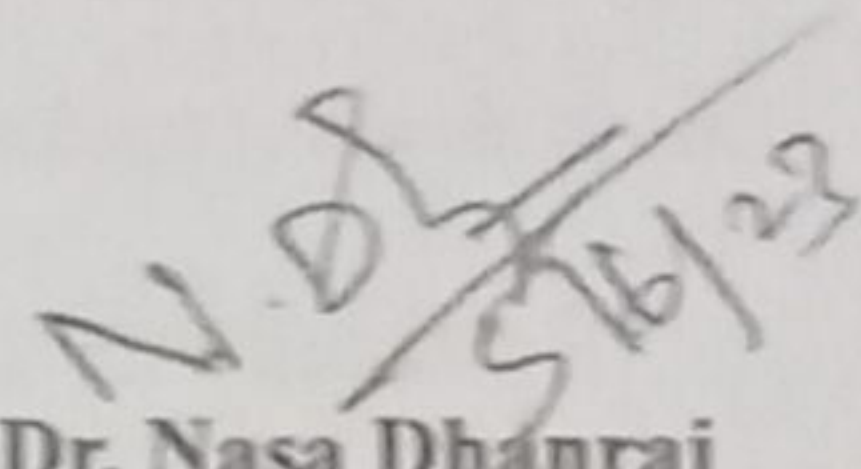


CERTIFICATE

This is to certify that the project submitted by Ranga. Akash Goud (20201BBA0177) titled STUDY ON "Corporate Social Responsibility and its Impact on Financial Performance of Banks" is a record of research work done by him during the academic year 2022-23 under my supervision in partial fulfilment for the award of Bachelors of Business Administration.

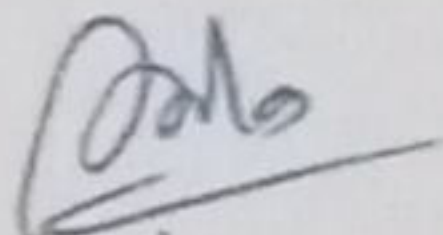
This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Date 05/06/23


Dr. Nasa Dhanraj

Assistant Professor

School of Commerce


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



PRESIDENCY UNIVERSITY

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

A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF HDFC BANK™

A PROJECT

Submitted by
RAYAVARAPU HEMA
SRI HARSHA
(20201BBA0179)

Under the Guidance of
Dr. NASA DHANRAJ
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 RAYAVARAPU HEMA SRI HARSHA (Reg. No:20201BBA0179) here by declare that the project, titled **A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF HDFC BANK** 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. Nasa Dhanraj, Assistant Professor**, at the School of Commerce.

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

Place: Bengaluru

Date: 05th, June, 2023

R. Hema Sri Harsha

RAYAVARAPU HEMA SRI HARSHA

Reg No: 20201BBA0179

**School of Commerce Presidency University
Bengaluru**

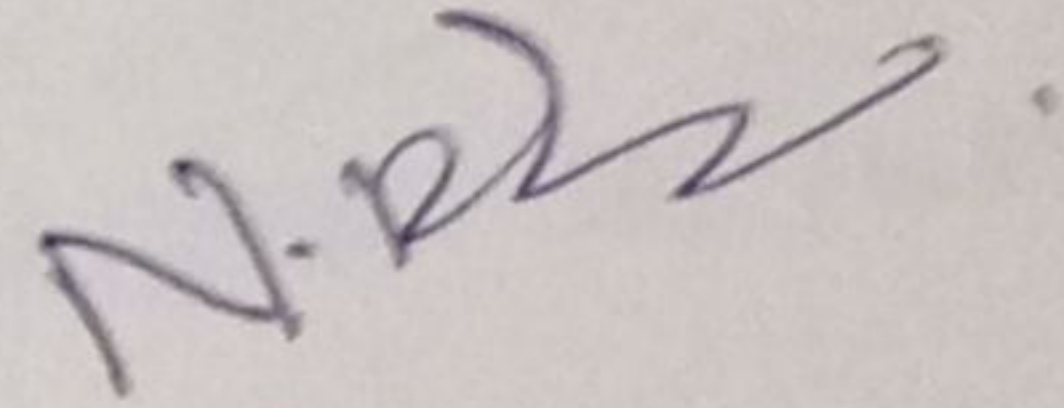
CERTIFICATE

This is to certify that the project submitted by **RAYAVARAPU HEMA SRI HARSHA** (Reg. No:20201BBA0179) titled **A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF HDFC BANK** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

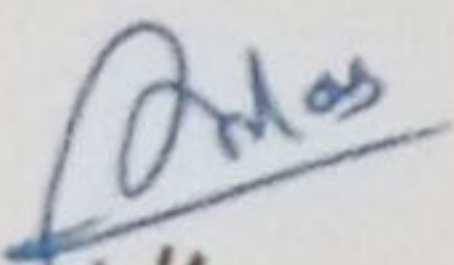
This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date: 05th, June, 2023



Dr.Nasa DhanRaj
Assistant 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

A STUDY ON HINDUSTAN UNILIEVER LIMITED

K Harshini Reddy

20191BBA0051

In partial fulfillment of the requirements for the degree of

BACHELORS IN BUSINESS ADMINISTRATION

IN

MARKETING

Under the guidance of

Dr. Mounica.V

Assistant Professor



SCHOOL OF MANAGEMENT

Presidency University

BANGALORE

2022

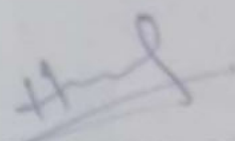
DECLARATION

K Harshini Reddy (reg- 20191bba0051) hereby declare that the project, titled A **STUDY ON HINDUSTAN UNILEVER 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 Mounica.V., 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 university.

Place: Bengaluru

Reg No:20191bba0051



K. Harshini Reddy

School of commerce
Presidency University
Bengaluru

CERTIFICATE

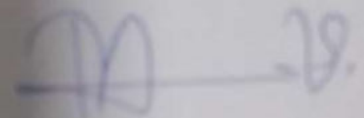
This is to certify that the project submitted by **K Harshini Reddy** (Reg. No: **20191bba0051**) titled **A STUDY ON HINDUSTAN UNILEVER LIMITED** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business 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. BALU.
Assistant Dean
School of commerce
Presidency university
Bengaluru



Prof. Mounish
Associate professor
School of commerce
Presidency University
Bengaluru

**CONSUMER PERCEPTION ON ONLINE SHOPPING A STUDY WITH SPECIAL
REFERENCE TO ANANTAPUR**

A PROJECT

submitted by

KOLUKULA RUCHITHA

20191BBA0056

Under the guidance of

Dr. Hariharan Ravi

Associate Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2022

DECLARATION

KOLIKULA RUCHITHA, Reg. No. 20191BBA0050 have by this day that the project titled consumer perception on online shopping with special reference on Amazon is a record of original research work undertaken by me for the award of the degree of Bachelors of Business Administration - Executive. I have completed this study under the supervision of Prof. MAHESHKANTH RAO, Assistant professor, school of Commerce.

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

Place: Bengaluru

Date: 13-06-2022



KOLIKULA RUCHITHA

20191BBA0050

School Of Commerce

Presidency university Bengaluru

CERTIFICATE

This is to certify that the project submitted by KOLUKULA RUCHITHA (Reg. No:20191BBA0056) titled CONSUMER PERCEPTION ON ONLINE SHOPPING WITH SPECIAL REFERENCE TO ANANTAPUR 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: 13-06-2022



Prof. Hartharan Ravi
Associate Professor
School of Commerce
Presidency University

Prof. Hartharan Ravi
13-06-2022

A study on Mahindra & Mahindra, LTD



PRESIDENCY UNIVERSITY

EMPLOYEE BENEFITS AT MAHINDRA & MAHINDRA LTD⁹⁵

SUBMITTED BY
SONAR AJAY KUMAR
20191BBAB0124

SUBMITTED TO
Prof. Rajshree.S
Assistant professor
School of commerce

PRESIDENCY UNIVERSITY

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE
SEPTEMBER 2022

DECLARATION

I SONAR AJAY KUMAR (Reg. No:20191BBA0124) hereby declare that the project, titled **A study on The Employee benefits at Mahindra & Mahindra** 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. Rajshree.s, 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: 13-06-2022

SONAR AJAY KUMAR

Reg No:20191BBA0124

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by SONAR AJAY KUMAR (Reg.No:2019IBBA0124) titled **A study on Employee benefits at Mahindra & Mahindra** 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:



Prof.Rajshree.S
Associate Professor
School of Commerce
Presidency University
Bengaluru



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



PRESIDENCY UNIVERSITY

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

**“INVESTIGATING THE FACTORS INFLUENCING CONSUMER
PREFERENCES FOR CADBURY PRODUCTS”**

A Project

Submitted by

Nikhil Kumar

Singh

(20201BBA0152)

Under the Guidance of

Diksha Bisht

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023



PRESIDENCY UNIVERSITY

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

DECLARATION

I **Nikhil Kumar Singh** (Reg. No:20201BBA0152) hereby declare that the project, title **INVESTIGATING THE FACTORS INFLUENCING CONSUMER PREFERENCE FOR CADBURY 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 **Diksha Bisht**, 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:

Nikhil K. Singh
Nikhil Kumar Singh

Reg No:20201BBA0152

School of Commerce

Presidency University

Bengaluru



PRESIDENCY UNIVERSITY

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

CERTIFICATE

This is to certify that the project submitted by Nikhil Kumar Singh (Reg. No:20201BBA0152) titled **INVESTIGATING THE FACTORS INFLUENCING CONSUMER PREFERENCE FOR CADBURY 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.

Place: Bengaluru

Date:

Diksha Bisht
5/6/23

Diksha Bisht

Professor School of

Commerce

Presidency University

Bengaluru

**CONSUMER PERCEPTION ON ONLINE SHOPPING A STUDY WITH SPECIAL
REFERENCE TO ANANTAPUR**

A PROJECT

submitted by

KOLUKULA RUCHITHA

20191BBA0056

Under the guidance of

Dr. Hariharan Ravi

Associate Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2022

DECLARATION

KOLIKULA RUCHITHA, Reg. No. 20191BBA0050 have by this do hereby declare that the project titled consumer perception on online shopping with special reference on Amazon.in is a record of original research work undertaken by me for the award of the degree of Bachelors of Business Administration - Executive. I have completed this study under the supervision of Prof. MAHESHKANTH RAO, Assistant professor, school of commerce.

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

Place: Bengaluru

Date: 13-06-2022



KOLIKULA RUCHITHA

20191BBA0050

School Of Commerce

Presidency university Bengaluru

CERTIFICATE

This is to certify that the project submitted by KOLUKULA RUCHITHA (Reg. No:20191BBA0056) titled CONSUMER PERCEPTION ON ONLINE SHOPPING WITH SPECIAL REFERENCE TO ANANTAPUR 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: 13-06-2022



Prof. Hartharan Ravi
Associate Professor
School of Commerce
Presidency University

Prof. Hartharan Ravi
13-06-2022



PRESIDENCY UNIVERSITY

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

On

Impact of Covid -19 on Disruption in food Supply chain

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

of Presidency University By

KISHORE. S

Reg. No. 20191BBA0202

Under the guidance of

DR. SHIVAKAMI RAJAN



SCHOOL OF MANAGEMENT
Presidency University
BANGALORE
2022



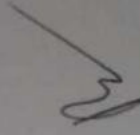
CERTIFICATE

This is to certify that the project report, titled "Impact of covid on disruption in food supply chain submitted to Presidency University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original study undertaken by Kishore. s, during the period 2021 - 2022 in School of Management, Presidency University, Bangalore, under my supervision and guidance. The dissertation 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: 15.06.2022



DR. SHIVAKAMI RAJAN



Dr. BALU. L

ASSISTANT DEAN,

SCHOOL OF COMMERCIAL

PRESIDENCY UNIVERSITY

BANGALORE.

DECLARATION

I, Kishore's, hereby declare that the project report, titled "Impact of Covid -19 on disruption in food supply chain" submitted to Presidency University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration is a record of original and independent study undertaken by me during 2021-2022 under the supervision and guidance of Dr. Shivakami Rajan, Department of Management Studies and it 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: 15 - 06 - 2022


Kishore

26191BEA0202



PRESIDENCY UNIVERSITY

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

**“INVESTIGATING THE FACTORS INFLUENCING CONSUMER
PREFERENCES FOR CADBURY PRODUCTS”**

A Project

Submitted by

Nikhil Kumar

Singh

(20201BBA0152)

Under the Guidance of

Diksha Bisht

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023



PRESIDENCY UNIVERSITY

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

DECLARATION

I **Nikhil Kumar Singh** (Reg. No:20201BBA0152) hereby declare that the project, title **INVESTIGATING THE FACTORS INFLUENCING CONSUMER PREFERENCE FOR CADBURY 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 **Diksha Bisht**, 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:

Nikhil K. Singh
Nikhil Kumar Singh

Reg No:20201BBA0152

School of Commerce

Presidency University

Bengaluru



PRESIDENCY UNIVERSITY

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

CERTIFICATE

This is to certify that the project submitted by Nikhil Kumar Singh (Reg. No:20201BBA0152) titled **INVESTIGATING THE FACTORS INFLUENCING CONSUMER PREFERENCE FOR CADBURY 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.

Place: Bengaluru

Date:

Diksha Bisht
5/6/23

Diksha Bisht

Professor School of

Commerce

Presidency University

Bengaluru



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

Organizational Study

On

BRAND LOYALTY OF NIKE INC

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

By

**AISHWARYA VEDULA
20191BBA0008**

Under the guidance of

**Prof. AMEER HUSSAIN
Assistant professor
School of commerce**





**SCHOOL OF MANAGEMENT
PRESIDENCY UNIVERSITY
BANGALORE
2022**

CERTIFICATE

This is to certify that the project report, titled "An Organizational Study Undertaken at **BRAND LOYALTY OF NIKE Inc.**," submitted to Presidency University, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration, is a record of original study undertaken by **AISHWARYA VEDULA (20191BBA0008)**, during the period 2021 – 2022 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.

Date: 10/06/22
Place: Bangalore



DR. AMEER HUSSAIN
Assist. Professor
School of Commerce


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

DECLARATION

I, **AISHWARYA VEDULA (20191BBA0008)**, hereby declare that the project report, titled "An Organizational Study Undertaken at **BRAND LOYALTY OF NIKR Inc.**," 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 and independent study undertaken by me during 2021–2022 under the supervision and guidance of Dr. AMEER HUSSAIN, Department of Commerce and Economics and it 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: 10/06/22
Place: Bangalore


**Name: AISHWARYA
VEDULA**
Roll no: 20191BBA0008



PRESIDENCY UNIVERSITY

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

A STUDY OF CUSTOMER'S SATISFACTION TOWARDS ONLINE PURCHASING WITH SPECIAL REFERENCE TO E-COMMERCE

Submitted by

Aritriya Dutta

20191BBA0016

Under the Guidance of

PROF Hariharan

Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2022

DECLARATION

I Aritriya Dutta (Reg. No: 20191BBA0016) hereby declare that the project, titled **A STUDY OF CUSTOMER'S SATISFACTION TOWARDS ONLINE PURCHASING WITH SPECIAL REFERENCE TO E-COMMERCE** 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. Hariharan, 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:



Aritriya Dutta

Reg No: 20191BBA0016

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Aritriya Dutta** (Reg. No: **20191BBA0016**) titled **A STUDY OF CUSTOMER'S SATISFACTION TOWARDS ONLINE PURCHASING WITH SPECIAL REFERENCE TO E-COMMERCE** is a record of research work done by him/her during the academic year 2021-2022 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:



Prof. Hariharan

Assistant Professor

School of Commerce

Presidency University

Bengaluru



Dr. BALU.L

Assistant Dean

School of Commerce

Presidency University

Bengaluru

CASHLESS ECONOMY EFFECT ON THE SMALL & MEDIUM ENTREPRENEUR

**Submitted towards the Partial Fulfilment of
Requirements for the Award of Degree of
Business Administration**

Submitted by:

Arpan

Chakraborty

BBA (6th Semester)

Enrolment no: 20191BBA0018

Batch: 2019-2022

Under the

Supervision of:

Lokesh Y R

Assistant Professor

Presidency University



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

**SCHOOL OF COMMERCE, ECONOMICS & MANAGEMENT
Presidency University
BANGALORE
2022**

CASHLESS ECONOMY EFFECT ON THE SMALL & MEDIUM ENTREPRENEUR

DECLARATION

Arpan Chakraborty, hereby declare that the project report, titled "Cashless economy effect on small and medium entrepreneur" 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 and independent study undertaken by me during 2021-2022 under the supervision and guidance of Assistant Professor Lokesh Y R Department of Commerce, Economics & Management Studies and it 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: 12th March ,2022



Arpan Chakraborty

20191BBA0018

BBA

**CASHLESS ECONOMY EFFECT ON THE SMALL &
MEDIUM ENTREPRENEUR**

CERTIFICATE

is to certify that the project report, titled "Cashless economy effect on small and medium entrepreneur" submitted to Presidency University, in partial fulfilment of the requirements for the award of Degree of Bachelor of Business Administration, is a record of original study undertaken by Arpan Chakraborty, during the period 2021 - 2022 in School of Commerce, Economics & Management, Presidency University, Bangalore, under my supervision and guidance. The Internship report has not formed basis for the award of any Degree/ Diploma/ Associate ship/ Fellowship or other similar title of recognition to any candidate of any University.

date: 12th March ,2022

N.R. Lokesh

Lokesh Y R
Asst. Prof

**A STUDY OF IMPACT OF FINANCIAL PERFORMANCE RATIOS ON
STOCK- REFERENCE OF NATIONAL STOCK**

A PROJECT

Submitted by

Jignesh Tunuguntla

(20191BBA0048)

Under the guidance of

Dr. Mohd Sarim

Assistant Professor

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



SCHOOL OF MANAGEMENT

2022

DECLARATION

I **JIGNESH TUNUGUNTLA** (Reg. No:20191BBA0048) hereby declare that the project, titled **A STUDY OF IMPACT OF FINANCIAL PERFORMANCE RATIOS ON STOCK-REFERENCE OF NATIONAL STOCK** 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.MohdSarim, 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: Bangalore

Date:



15/6/2022

JIGNESH TUNUGUNTLA

Reg No: 20191BBA0048

School of Management

Presidency University

Bangalore

CERTIFICATE

This is to certified that the project submitted by JIGNESH TUNUGUNTLA (20191BBA0048) titled A STUDY OF IMPACT ON FINANCIAL STOCK PERFORMANCES RATIOS ON STOCK EXCHANGE is record of research work done by him or her during the academic year 2021-2022 under my supervision in partial fulfilment for the award of bachelor of business administration.



DR. MOHD SARIM

**ASSISTANT PROFESSOR
SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY
BANGLORE**



**DR. BALU.L
ASSISTANT DEAN
SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY
BANGLORE**

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT
DECATHLON SPORTS INDIA**

A PROJECT

Submitted by

Janga Hari Sai Krishna Reddy

(20191BBA0171)

Under the guidance of

Dr. Ameer Hussain

Assistant 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

JUNE 2022

DECLARATION

I Janga Hari Sai Krishna Reddy (20191BBA0171) hereby declare that the project, titled **CUSTOMER RELATIONSHIP MANAGEMENT AT DECATHLON SPORTS INDIA** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business of Administration Executive. I have completed this study under the supervision of **Dr. Ameer Hussain, Assistant Professor, School of Commerce.**

I also declare that this declaration 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: 10/6/22


Janga Hari Sai Krishna Reddy

Reg No: 20191BBA0171

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by Janga Hari Sai Krishna Reddy (20191BBA0171) titled **A STUDY ON COUSTEMER RELATIONSHIP MANAGEMENT AT DECATHLON SPORTS 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, associate ship, fellowship, or other title to any other Institution/University

Place: Bengaluru

Date: 10/06/22



Dr. B. L. L.

Assistant dean

School of commerce

Presidency university

Bengaluru



Dr. Ameer Hussain

Assistant professor

School of commerce

Presidency University

Bengaluru

**A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT
SYSTEMS IN INDIA- PROS AND CONS.**

८ ७
A PROJECT

Submitted by

Aavula venkata krishna kishore yadav

(20201BBA0002)

Under the guidance of

Dr. Sushma.V.

Assistant professor

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

DECLARATION

I Aavula venkata krishna kishore yadav (20201BBA0002) hereby declare that the project, titled **A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT SYSTEMS IN INDIA- PROS AND CONS** is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of **Dr. Sushma.V, Assistant Professor, School of Commerce.**

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

Place: Bangalore

Date: 05-06-2023

A.v. K. Kishore Yadav
Aavula venkata krishna kishore yadav

20201BBA0002

School of Commerce

Presidency University

Bangalore

CERTIFICATE

This is to certify that the project submitted by Aavula venkata krishna kishore yadav (20201BBA0002) titled A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT SYSTEMS IN INDIA- PROS AND CONS. Is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the reward 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.

Place: Bangalore

Date: 05-06-2023



Dr. Sushma.V.

Assistant Professor

School of Commerce

Presidency University

Bangalore


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



PRESIDENCY UNIVERSITY

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

A STUDY ON "THE RISE OF THRIFT CULTURE IN BANGALORE"

A PROJECT

Submitted by
Abdul Hannan
(20201BBA0003)

Under the Guidance of
Prof. Sandhya R
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

DECLARATION

I Abdul Hannan (20201BBA0003) hereby declare that the project, titled **A STUDY ON "THE RISE OF THRIFT CULTURE IN BANGALORE"** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration-Executive. I have completed this study under the supervision of **Prof. Sandhya R, Assistant Professor, School of Commerce.**

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

Place: Bengaluru

Date: 5th June 2023



ABDUL HANNAN

Reg no. 20201BBA0003

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by ABDUL HANNAN (20201BBA0003) titled A STUDY ON "THE RISE OF THRIFT CULTURE IN BANGALORE" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of 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: 5th June 2022



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

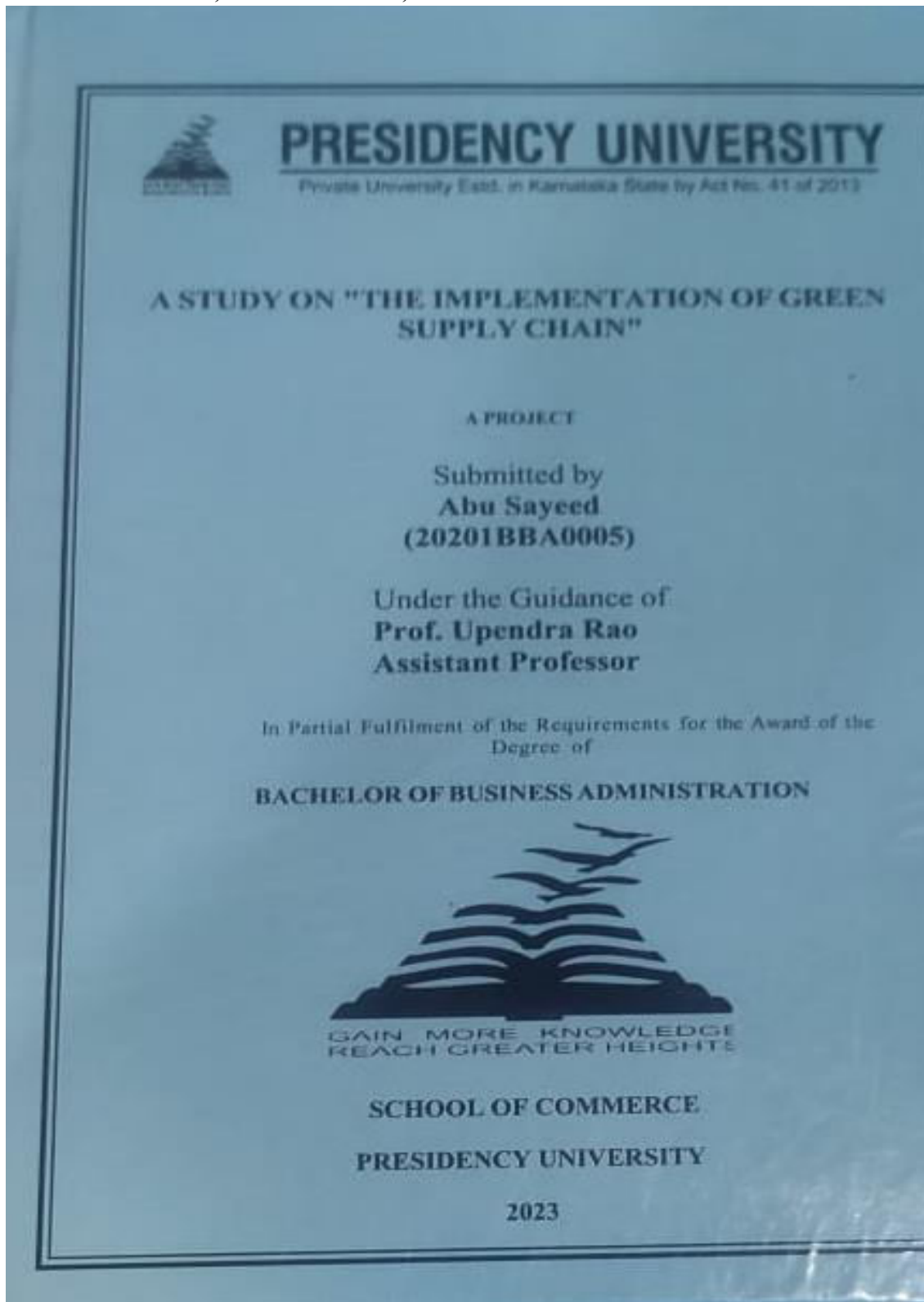


Dr. Vinay Jasthi
Associate Dean
School of Commerce
Presidency University
Bengaluru

BBA – STUDENTS PROJECTS

2022-23

#1: 20201BBA0005, ABU SAYEED, SCM



CERTIFICATE

This is to certify that the project submitted by ABU SAYEED (20201BBA0005) titled "A STUDY ON GREEN LOGISTICS AND ITS SUPPLY CHAIN" 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.

Place: Bengaluru

Date: 05/02/23

^(Rao)
DR. VINAY SODHI
ASSOCIATE DEAN
SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY

^{05/02/23}
Dr. B. Upendra Rao
Assistant Professor
School of Commerce
Presidency University
Bengaluru

DECLARATION

I ABU SAYEED (20201BBA0005) hereby declare that the project, titled "A STUDY ON GREEN LOGISTIC AND ITS EFFECT ON THE SUPPLY CHAIN" 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. Upendra Rao, Assistant Professor, School of Commerce. I also declare that this dissertation has not been submitted for the award of any degree, diploma, associationship, fellowship or other title to any other Institution/University.

Place: Bangalore Date:



ABU SAYEED

(Reg. No. 20201BBA0005)

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

**A STUDY EFFECT ON NON PERFORMING ASSETS ON
COMMERCIAL BANK PERFORMANCE IN INDIA**

Submitted by

ADITYA RANJAN

(20201BBA0007)

Under the guidance of

Prof. Sushma V

Assistant professor

BACHELOR OF BUSINESS ADMINISTRATION



BACHELOR OF BUSINESS ADMINISTRATION

MAY 2023

DECLARATION

I ADITYA RANJAN (20201BBA0007) hereby declare that the project **A STUDY EFFECT OF NON-PERFORMING ASSETS ON COMMERCIAL BANK PERFORMANCE IN INDIA.**

is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of Prof Sushma V , Assistant Professor, School of Commerce.

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

Place: Bangalore

Date: 25-05-2023


ADITYA RANJAN

20201BBA0007

School of Commerce

Presidency University

Bangalore

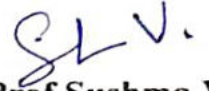
CERTIFICATE

This is to certify that the project submitted by ADITYA RANJAN (20201BBA0007) titled, A STUDY EFFECT OF NON PERFORMING ASSETS ON COMMERCIAL BANK PERFORMANCE 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 reward 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.

Place: Bangalore

Date:25-05-2023



Prof Sushma V,

Assistant Professor

School of Commerce

Presidency University

Bangalore



Dr. Vijaya Joshi

Associate Dean

School of Commerce

Presidency University

Bangalore



PRESIDENCY UNIVERSITY

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

A STUDY ON SPENDING AND SAVING HABITS OF GENZ IN BANGALORE

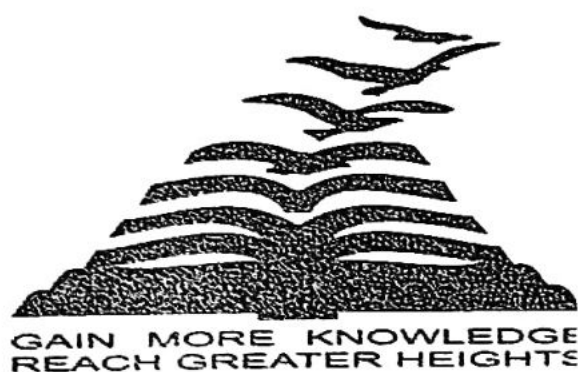
A PROJECT

Submitted by
Aditya Pandit
(20201BBA0009)

Under the Guidance of
Prof. Sushma V
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

PRESIDENCY UNIVERSITY

2023

DECLARATION

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

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

Place: Bengaluru

Date: 25th May 2023



Aditya Pandit

Reg no. 20201BBA0009

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 25th May 2023



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



Dr VINAY JOSHI
Associate Dean
School of Commerce
Presidency University
Bengaluru

A study on quality of work life in steel industry

A PROJECT

Submitted by

Aiyush Shaw
20201BBA0010

Under the Guidance of

Sandhya R
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF MANAGEMENT

PRESIDENCY UNIVERSITY BANGALORE

2023

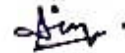
DECLARATION

I Aiyush Shaw (20201BBA0010) hereby declare that the project, titled **A study on quality of work life in steel industry** 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 **Sandhya R**, Assistant Professor, School of Management.

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

Place: Bengaluru

Date: 5/6/23



Aiyush Shaw
Roll No: 20201BBA0010
School of Management
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by Aiyush Shaw (20201BBA0010) titled **A study on quality of work life in steel industry** is a record of research work done by him/her during the academic year 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: 5/6/23

Sandhya R

Sandhya R Professor

Assistant Professor
School of Commerce
Presidency University
Bengaluru

Aiyush

Aiyush Shaw
20201BBA0010
School of Management
Presidency University
Bangalore

Vinay

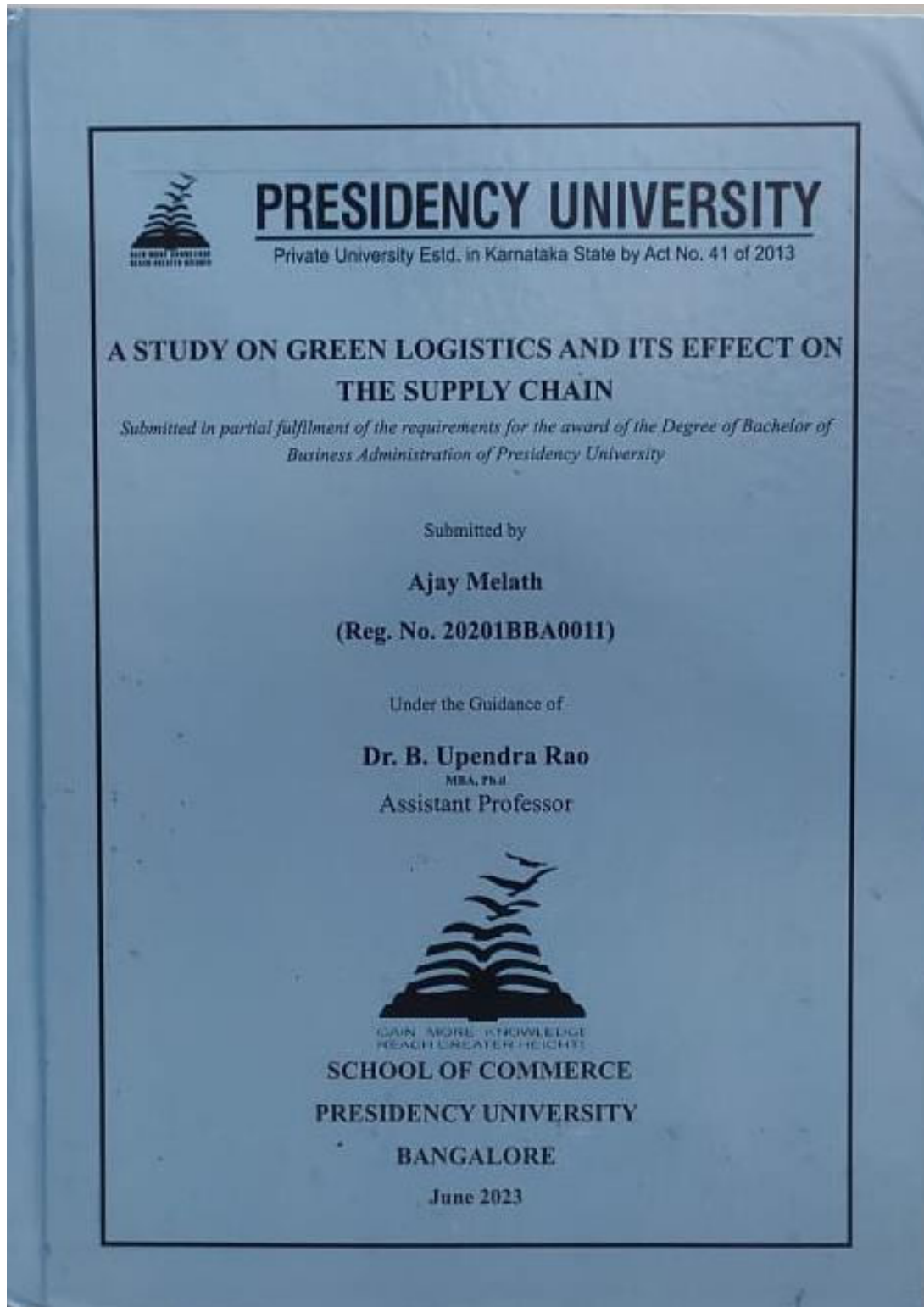
Dr. Vinay Joshi
Associate Dean
School of Commerce
Presidency University
Bengaluru

BBA – STUDENTS PROJECTS

2022-23

2.

20201BBA0011 AJAY MELATH



Ajay Melath (20201BBBA0011)

CERTIFICATE

This is to certify that the project submitted by Ajay Melath (20201BBBA0011) titled "A STUDY ON GREEN LOGISTICS AND ITS SUPPLY CHAIN" 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.

Place: Bengaluru

Date: 05/06/23

Dr. Venay Joshi
DR. VENAY JOSHI
ASSOCIATE DEAN
SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY
BENGALURU

Dr. B. Upendra Rao
Dr. B. Upendra Rao
Assistant Professor
School of Commerce
Presidency University
Bengaluru


DECLARATION

I, Ajay Melath (20201BBA0011) hereby declare that the project, titled "A STUDY ON GREEN LOGISTIC AND ITS EFFECT ON THE SUPPLY CHAIN" 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. Uperdra Rao, 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

Ajay Melath 

(Reg. No. 20201BBA0011)

A STUDY ON IMPACT OF CYBER SECURITY ON BANKING INDUSTRY BY SPECIAL
REFERMENTS TO ONLINE TRANSACTION



PRESIDENCY UNIVERSITY

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

A STUDY ON THE CYBER SECURITY AFFECTING INDIAN BANKING AND ONLINE TRANSACTION

A PROJECT

**SUBMITTED BY
AKASH BISHT
(20201BBA0013)**

**UNDER THE GUIDANCE
PROF. SUSHMA V
ASSISTANT PROFESSOR**

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



SCHOOL OF COMMERCE

MARCH 2023

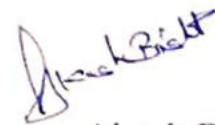
DECLARATION

I Akash Bisht(20201BBA0013) hereby declare that the project, titled A
**STUDY ON THE
CYBER SECURITY AFFECTING INDIAN BANKING AND ONLINE
TRANSACTION** is a record of original research work undertaken by me for
the award of the degree of Bachelor of Business Administration- Finance. I
have completed the study under the supervision of **Prof. Sushma V**, Assistant
Professor, School of Commerce.

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

Place: - Bengaluru

Date: - 01/05/2023



Akash Bisht
(20201BBA0013)
School of Commerce
Presidency University
Bengaluru

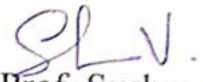
CERTIFICATE

This is to certify that the project submitted by Akash Bisht (20201BBA0013)
titled **A STUDY ON CYBER SECURITY AFFECTING INDIAN
BANKING AND ONLINE TRANSACTION** is a record of research work done
by him/her during the academic year 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 titled to any other Institution/ University.

Place: - Bengaluru

Date: - 01/05/2023


Prof. Sushma V

Assistant Professor
School of Commerce
Presidency University
Bengaluru

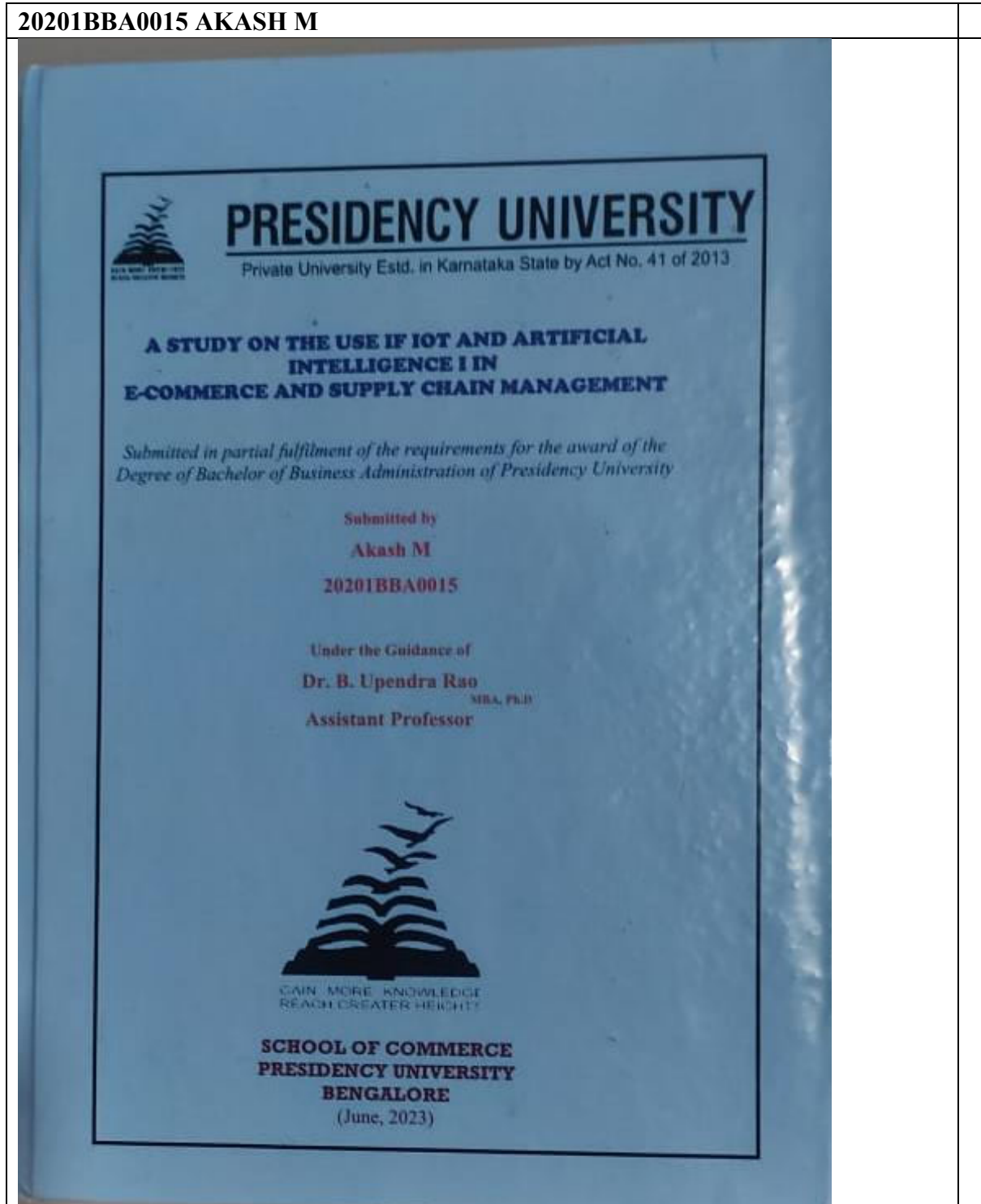

Dr. Vinay Joshi
Assistant Dean
School of Commerce
Presidency University
Bengaluru

BBA – STUDENTS PROJECTS

2022-23

3.

20201BBA0015 AKASH M




CERTIFICATE

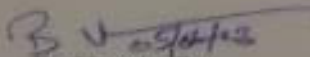
This is to certify that the project submitted by Akash M (Reg-20201BBA0015) title "A STUDY ON THE USE OF IOT AND AI IN E-COMMERCE AND SUPPLY CHAIN MANAGEMENT" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Business Administration

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


DR. VINAY JOSHI
ASSOCIATE DEAN
SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY


Dr. Upendra Rao
Assistant Professor
School of Commerce
Presidency University
Bengaluru

DECLARATION

I, Akash M(20201BBA0015) hereby declare that the project, titled "A STUDY ON THE USE OF IOT AND AI IN E-COMMERCE AND SUPPLY CHAIN MANAGEMENT" 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. B. Upendra Rao, 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:



Akash M

Reg No:20201BBA0015

School Of Commerce

Presidency University

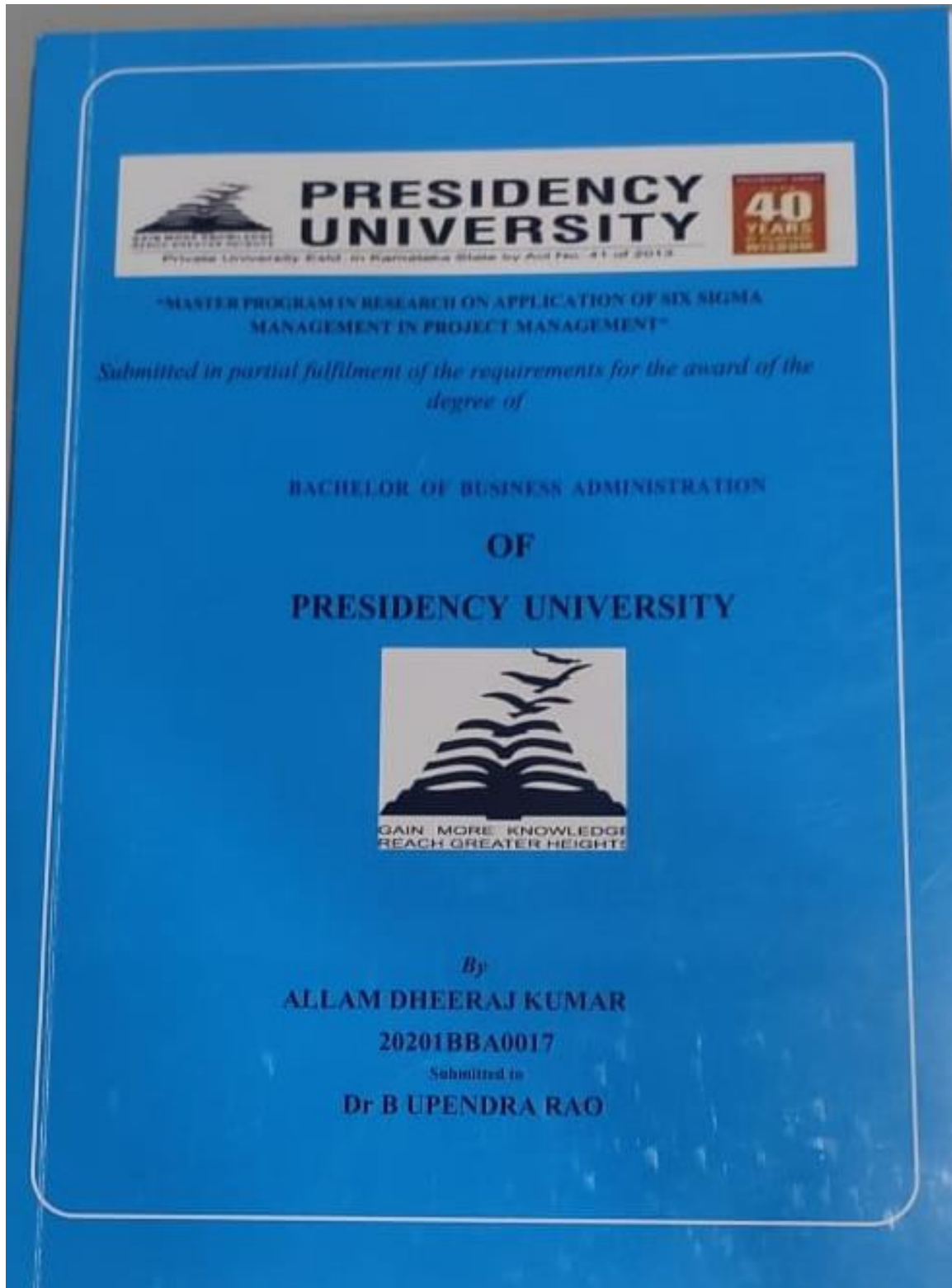
Bengaluru

BBA – STUDENTS PROJECTS

2022-23

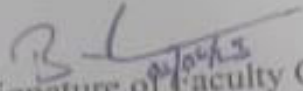
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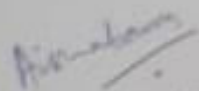
20201BBA0017 ALLAM DHEERAJ KUMAR



CERTIFICATE BY THE GUIDE

This is to certify that the dissertation titled "RESEARCH ON APPLICATION OF SIX SIGMA MANAGEMENT IN PROJECT MANAGEMENT" is an original work of Mr. Abhinav Kumar bearing University Register Number 20201BBAG017 and is being submitted in partial fulfillment for the award of the Bachelor's Degree in Business Administration of Presidency University. The report has not been submitted earlier either to this University Institution for the fulfillment of the requirement of a course of study. Abhinav Kumar is guided by Mr. Dr. B. Upendra Rao who is the Faculty Guide as per the regulations of Presidency University


Signature of Faculty Guide

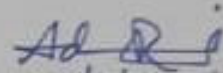

Signature of the Director/H

DECLARATION BY THE STUDENT

I hereby declare that "RESEARCH ON APPLICATION OF SIX SIGMA MANAGEMENT IN PROJECT MANAGEMENT" is the result of the project report analysis carried out by me under the guidance of Associate Professor Dr H. Upendra Rao in partial fulfillment for the award of Bachelor's degree in Business Administration by Presidency University. I also declare that this study 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

Date: 05/06/2023



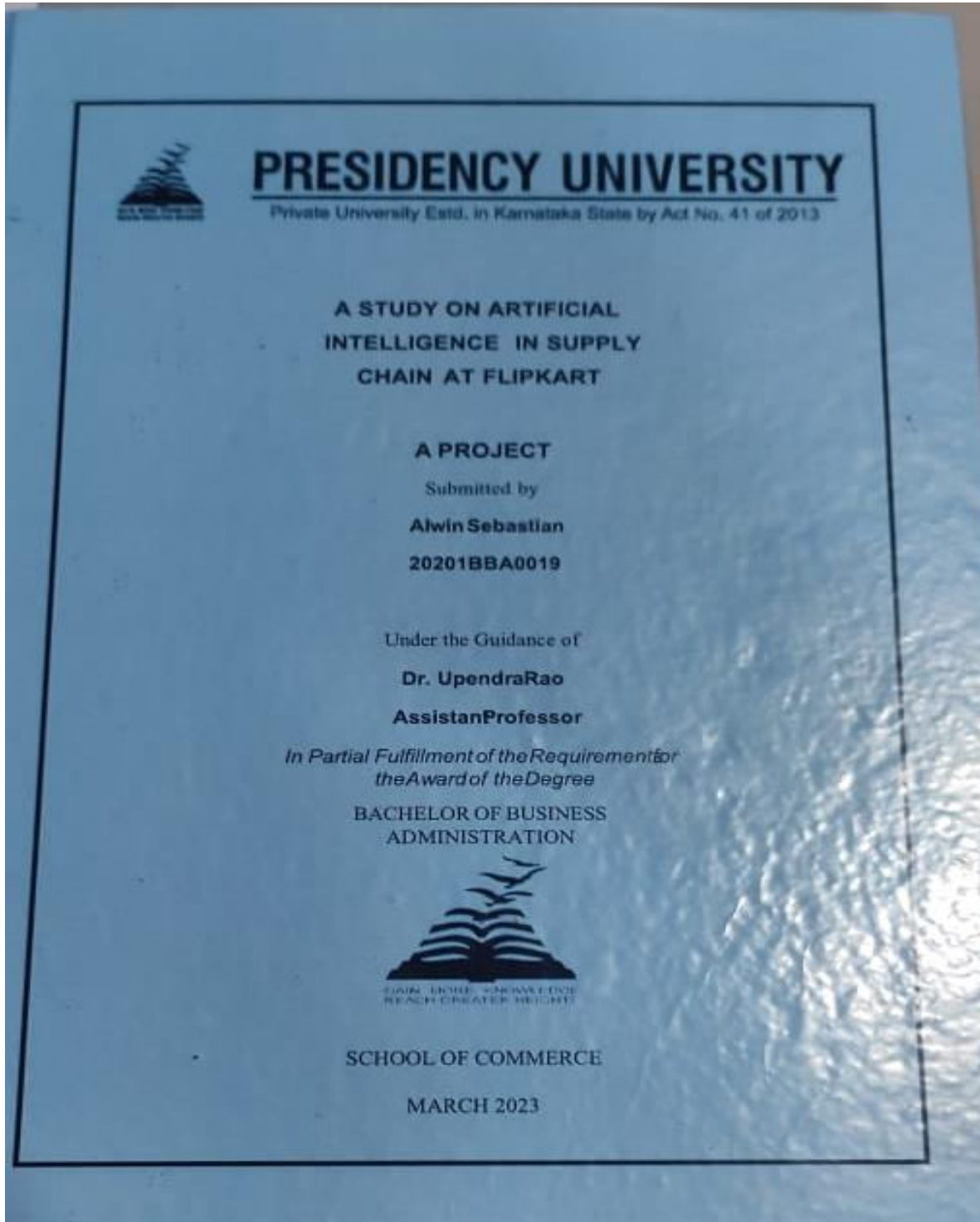
Name: Adarsh Sheeraj Kumar
Register number: 20201BBA0017

BBA – STUDENTS PROJECTS

2022-23

5.

20201BBA0019 ALWIN SEBASTIAN



CERTIFICATE

This is to certify that the project submitted by **AJWIN Sebastian** (202018BBA0019) 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: 31/05/2023

Dr. Vijaya Sashi
Associate Dean
School of Commerce
Presidency University

Dr. Uspendra Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru.

DECLARATION

I Alwin Sebastian (20201BBA0019) 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. Upendra Rao, 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: 31/05/2023



Alwin Sebastian

Reg No: 20201BBA0019

School of Commerce

Presidency University

Bengaluru



PRESIDENCY UNIVERSITY

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

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

A RESEARCH PROJECT

Submitted by

Hariprasad. K. A

Reg. No. 20201BCH0020

6th Sem BCom (Hons)

School of Commerce

Under the guidance of

Dr. K. Balaji

Assistant Professor

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



GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

SCHOOL OF COMMERCE

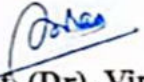
CERTIFICATE

This is to certify that the project submitted by **Hariprasad. K. A (20201BCH0020)** titled **A Study on how the Indian economy functions with its current banking operations and how it impacts the Indian economy** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Commerce.

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

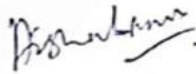
Place: Bengaluru

Date:20/5/2023



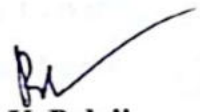
Prof. (Dr). Vinay Joshi

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



Prof. Aisha Banu

HOD,
School of Commerce,
Presidency University,
Bengaluru.



Dr. K. Balaji

Assistant Professor
School of Commerce
Presidency University,
Bengaluru.

DECLARATION

I, HARIPRASAD K A, hereby declare that the project report, titled **A Study on how the Indian economy functions with its current banking operations and how it impacts the Indian economy** is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of **Dr. K. Balaji**, Assistant Professor, School of Commerce.

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

Hariprasad K A

Hariprasad K A

Place: Bangalore

Date: 20/5/2023

Reg No: 20201BCH0020

School of Commerce

Presidency University

Bangalore

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

A PROJECT

Submitted by

JASVEER SINGH BHULLER

(20201BCH0024)

Under the guidance of

Dr. K Balaji

Assistant Professor

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

BACHELOR OF COMMERCE (HONOURS)



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

SCHOOL OF COMMERCE

2023

DECLARATION

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

Dr. K Balaji, Assistant Professor, School of Commerce.

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

Place: Bengaluru

Date: 5/06/2023



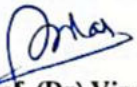
Jasveer Singh Bhuller
REG NO.- 20201BCH0024
SCHOOL OF COMMERCE
PRESIDENCY UNIVERISTY
BENGALURU

CERTIFICATE

This is to certify that the project submitted by **JASVEER SINGH BHULLER (20201BCH0024)** titled **A STUDY ON ENTREPRENEURSHIP AND ITS IMPACT ON THE GROWTH OF A COUNTRIES ECONOMY** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce. This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 5/06/2023



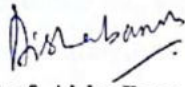
Prof. (Dr) Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru



Prof. Aisha Banu

HOD

School of Commerce

Presidency University

Bengaluru



Dr. K. Balaji

Assistant Professor

School of Commerce

Presidency University

Bengaluru



PRESIDENCY UNIVERSITY

A STUDY ON EFFECT OF MERGERS & ACQUISITIONS IN INDIAN BANKING SECTOR

A PROJECT

Submitted By

ANISH GOPE

(20201BBA0023)

Under the Guidance of

Prof. Sushma V

Assistant Professor

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



SCHOOL OF COMMERCE

PRESIDENCY UNIVERSITY

DECLARATION

I, Anish Gope (20201BBA0023) hereby declare that the project, titled **A Study on Effect of Mergers & Acquisitions in Indian Banking Sector** 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 **Sushma V, Assistant Professor, School of Commerce.**

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

Place: Bengaluru

Date: 05/06/2023

Anish Gope
Anish Gope

Reg No: 20201BBA0023

School Of Commerce

Presidency University

Bengaluru


CERTIFICATE

This is to certify that the project submitted by **Anish Gope** (20201BBA0023) titled **A Study on Effect of Mergers & Acquisitions in Indian Banking Sector** 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 titles to any other Institution/University.

Place : Bengaluru

Date : 05/06/2023


Sushma.V

Assistant Professor
School of Commerce
Presidency University
Bengaluru



DR.VINAY JOSHI

Associate Dean

School of Management

Presidency University

Bengaluru

A STUDY ON RISK MANAGEMENT IN FINANCIAL INSTITUTIONS

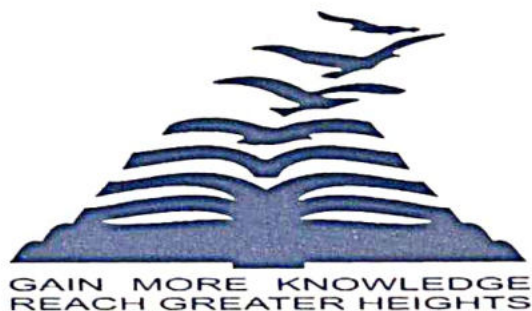
A PROJECT

Submitted By
ANKIT KUMAR
(20201BBA0024)

Under the Guidance of
Prof. Sushma V
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY

DECLARATION

I Ankit Kumar (20201BBA0024) hereby declare that the project, titled **A STUDY ON RISK MANAGEMENT IN FINANCIAL INSTITUTIONS** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of, **Prof. Sushma V, Assistant Professor, School of Commerce.**

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

Place: Bengaluru

Date: 05/06/23



Ankit Kumar
Reg no. 20201BBA0024
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Ankit Kumar (20201BBA0024)** titled **A STUDY ON RISK MANAGEMENT IN FINANCIAL INSTITUTIONS** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 05/06/23



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



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

**A STUDY ON SHRIRAM CITY UNION FINANCE WITH
REFERENCE TO RAIPUR CITY**

**A
PROJECT**

Submitted by
Ankit Sao
Register Number 20201BBA0026

Under the Guidance of
Prof. Sushma V
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

Ankit Sao (Reg. No: 20201BBA0026) hereby declare that the project, titled **A STUDY ON SHRIRAM CITY UNION FINANCE WITH REFERENCE TO RAIPUR CITY** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **under the Guidance of Prof. Sushma V Assistant Professor School of Commerce.**

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

Place: Bengaluru

Date:


Ankit Sao
Register Number 20201BBA0026
School of Commerce Presidency
University Bengaluru

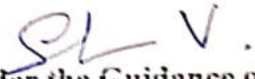
CERTIFICATE


This is to certify that the project submitted by **Ankit Sao** (Reg. No:20201BBA0026) titled **A STUDY ON SHRIRAM CITY UNION FINANCE WITH REFERENCE TO RAIPUR CITY** 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: 25/5/23


Under the Guidance of
Prof. Sushma V
Assistant Professor


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

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

**ROLE OF INSURANCE COMPANIES IN UPSCALING GROWTH OF
SMEs**

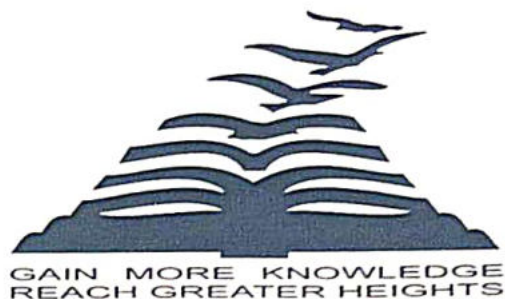
A PROJECT

Submitted By
APOORVA SINGH
(20201BBA0032)

Under the Guidance of
Prof. Sushma V
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY

DECLARATION

I Apoorva Singh (20201HRA0032) hereby declare that the project, titled **ROLE OF INSURANCE COMPANY IN UPSCALING THE GROWTH OF SMEs** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of, **Prof. Sushma V, Assistant Professor, School of Commerce.**

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

Place: Bengaluru

Date: 05/06/22



Apoorva Singh
Reg no. 20201HRA0032
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by Apoorva Singh(20201BBA0032) titled **ROLE OF INSURANCE COMPANIES IN UPSCALING GROWTH OF SMEs** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 05/06/23



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



Dr. VINAY JHOSHI
Associate Dean
School of commerce
Presidency University
Bengaluru

DECLARATION

I Archana kumari (20201BBA0033) hereby declare that the project, titled **AN ANALYSIS ON PURCHASE DECISIONS OF MILLENNIALS OF INDIA** is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of **Dr. Annette christinal**, School of Commerce.

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

Place: Bangalore

Date: 05-06-2023



Archana kumari

20201BBA0033

School of Commerce

Presidency University

Bangalore

CERTIFICATE


This is to certify that the project submitted by Archana kumari titled **AN ANALYSIS ON PURCHASE DECISIONS OF MILLENNIALS OF 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 reward 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.

Place: Bangalore

Date: 05-06-2023


Dr. Vinay Joshi
Associate Prof
SGC



Dr. Annette christinal.

Assistant Professor

School of Commerce

Presidency University

Bangalore

DECLARATION

I Archana kumari (20201BBA0033) hereby declare that the project, titled **AN ANALYSIS ON PURCHASE DECISIONS OF MILLENNIALS OF INDIA** is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of **Dr. Annette christinal**, School of Commerce.

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

Place: Bangalore

Date: 05-06-2023



Archana kumari

20201BBA0033

School of Commerce

Presidency University

Bangalore

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

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

**A STUDY ON THE POTENTIAL IMPLICATIONS OF COVID 19 ON THE CAPITAL
MARKET
A PROJECT**

Submitted by
Arpan Ghosh
(20201BBA0035)

Under the Guidance of
Dr. Ajay Singh
Assistant Professor

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



SCHOOL OF COMMERCE

MARCH 2023

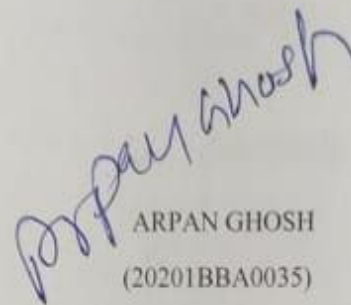
DECLARATION

I, ARPAN GHOSH (20201BBA0035) hereby declare that the project titled
A STUDY ON THE POTENTIAL IMPLICATIONS OF COVID 19 ON THE CAPITAL
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. AJAY SINGH, 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:



ARPAN GHOSH
(20201BBA0035)

School of Commerce
Presidency University
Bengaluru

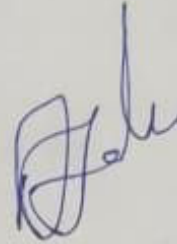
Certificate

This is to certify that the project is submitted by ARPAN GHOSH (20201BBA0035) titled A STUDY ON THE POTENTIAL IMPLICATIONS OF COVID 19 ON THE CAPITAL MARKET is recorded of research work done by him during the academic year 2022-2023 under the supervision in partial fulfilment of 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.

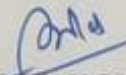
Place: Bengaluru

Date:



Dr. AJAY SINGH

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

SCHOOL OF COMMERCE

&

MANAGEMENT

FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS- A STUDY

Project Report Submitted in Partial fulfillment of the requirement for the award of
Degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Submitted by;

CHALLA, LOKESH KUMAR

Reg. No: 20201BBA0058

Under the guidance of
Professor.


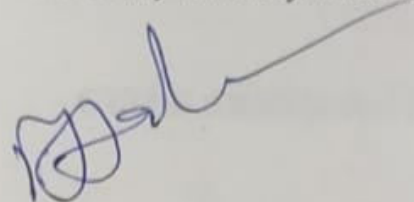
DR. AJAY SINGH

CERTIFICATE

This is to certify that the project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMERS PREFERENCES OF AMUL ICE CREAM PRODUCTS" Prepared and submitted by **CHALLA LOKESH REG NO 20201BBA0058**) in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by his during the period of his study in PRESIDENCY UNIVERSITY.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH
PRESIDENCY UNIVERSITY
BANGALORE-560054



Associate Dean
School of Commerce
Presidency
University
Bangalore

DECLARATION BY THE STUDENT

I **CHALLA LOKESH KUMAR** bearing Reg. No 20201BBA0058 hereby declare that this project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. **DR. AJAY SINGH**, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Signature

Date:
KUMAR

CHALLA LOKESH

Reg. No.: 20201BBA0058

GUIDE CERTIFICATE

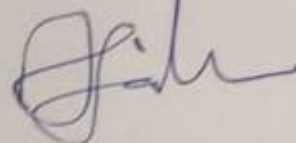
This is to certify that the project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" Prepared and submitted by **CHALLA LOKESH KUMAR (REG NO 20201BBA0058)**

in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by her during the period of her study in Presidency university.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH

A - Professor
PRESIDENCY UNIVERSITY

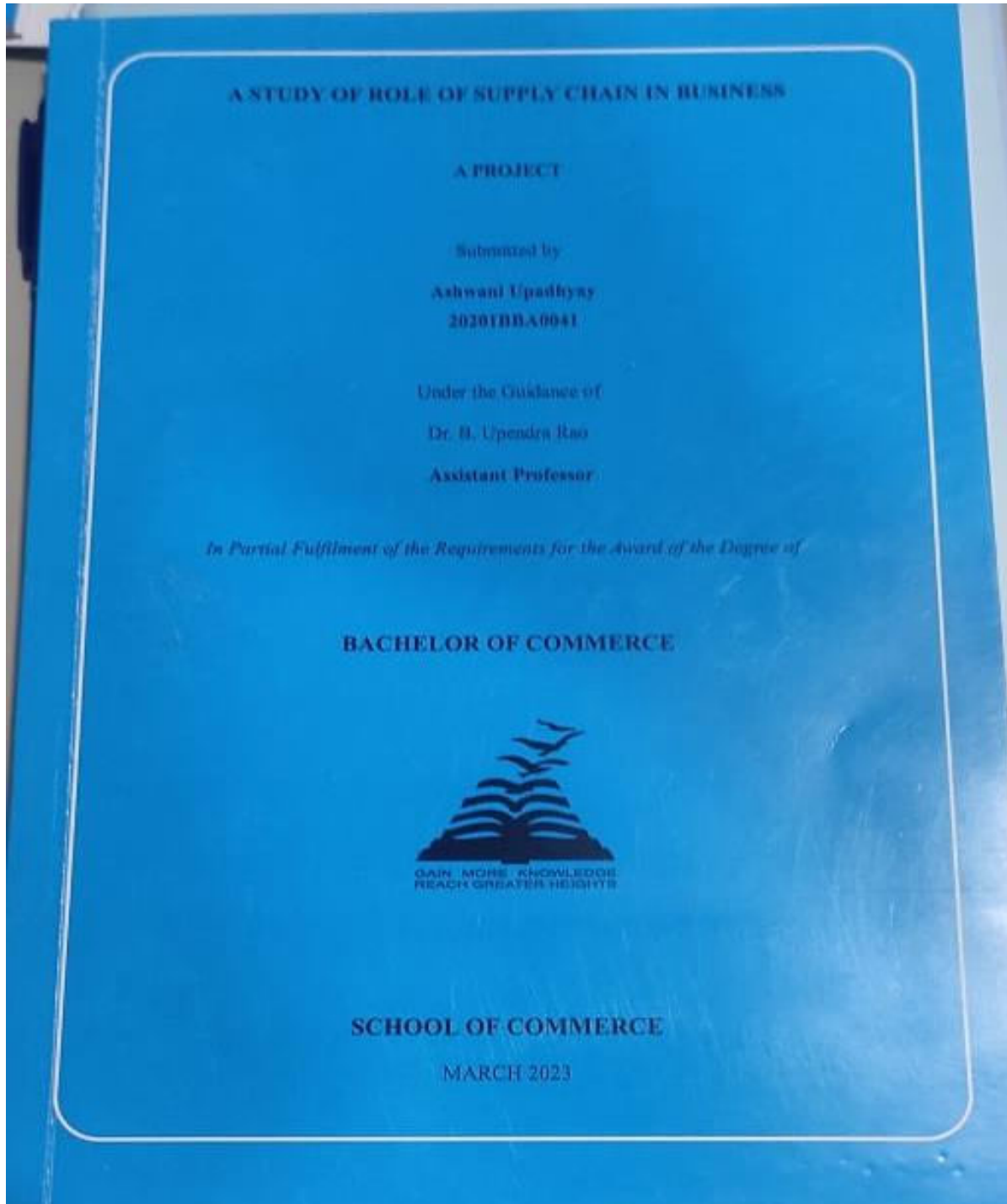


BBA – STUDENTS PROJECTS

2022-23

6.

20201BBA0041 ASHWANI UPADHYAY



CERTIFICATE

This is to certify that the project submitted by Ashwani Upadhyay (Reg. No: 20201BCH0041) Titled **A STUDY OF ROLE OF SUPPLY CHAIN IN BUSINESS** is a record of research work done by him/her during the academic year 2023-2024 under my supervision in partial fulfillment for the award of Bachelor of Commerce.

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

Place: Bengaluru Date:

Dr. Balid
Assistant Dean
School of Commerce
Presidency University
Bangalore

B. U. 20/06/23
Dr. B. Upendra Rao
Assistant Professor
School of Commerce
Presidency University
Bengaluru

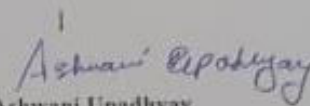
Dr. Vinay
DR. VINAY JOSHI
ASSOCIATE DEAN
SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY

DECLARATION

I Ashwani Upadhyay (Reg. No: 20201BCH0041) hereby declare that the project, titled **A STUDY OF ROLE OF SUPPLY CHAIN IN BUSINESS** is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce- Executive. I have completed this study under the supervision of Dr. B. Upendra Rao, 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:


Ashwani Upadhyay
REG NO. 20201BBA0041
School of Commerce
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

FUNDS AND FINANCIAL MANAGEMENT

A DISSERTATION PROJECT

Submitted by:

D. Nithisha (20201BBA0062)

Under the guidance of :

Dr. Ajay Singh

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

May 2023



PRESIDENCY UNIVERSITY

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



DECLARATION BY THE STUDENT

I hereby declare that "*Funds and Financial Management*" is the result of the project work carried out by me under the guidance of *Prof Dr. Ajay Singh* in partial fulfilment for the award of Degree in Bachelor of Business Administration by Presidency University.

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

Place: Bangalore

Name : D. NITHISHA

Date: 20-03-2023

Register Number:20201BBA0062

D. NITHISHA



PRESIDENCY UNIVERSITY

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



CERTIFICATE BY THE GUIDE

Date: 23-03-2023

This is to certify that the dissertation titled "Funds and Financial Management" is an original work of Ms. D. Guru Sri Nithisha bearing University Register Number 20201BBA0062 and is being submitted in partial fulfilment for the award of the Bachelor of business administration of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study Ms D. NITHISHA is guided by Dr AJAY SINGH who is the Faculty Guide as per the regulations of Presidency University.

Signature of Faculty Guide Signature of Director / Principal /HOD

Date

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



PRESIDENCY UNIVERSITY

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

SCHOOL OF COMMERCE

&

MANAGEMENT

FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS- A STUDY

Project Report Submitted in Partial fulfillment of the requirement for the award of
Degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Submitted by;

CHALLA, LOKESH KUMAR

Reg. No: 20201BBA0058

Under the guidance of
Professor.

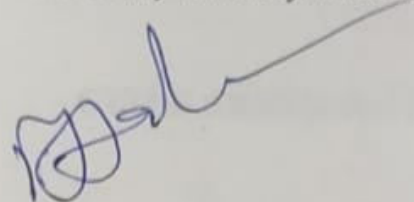
DR. AJAY SINGH

CERTIFICATE

This is to certify that the project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMERS PREFERENCES OF AMUL ICE CREAM PRODUCTS" Prepared and submitted by CHALLA LOKESH REG NO 20201BBA0058) in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by his during the period of his study in PRESIDENCY UNIVERSITY.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH
PRESIDENCY UNIVERSITY
BANGALORE-560054



Associate Dean
School of Commerce
Presidency
University
Bangalore

DECLARATION BY THE STUDENT

I CHALLA LOKESH KUMAR bearing Reg. No 20201BBA0058 hereby declare that this project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. DR. AJAY SINGH, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Signature

Date:
KUMAR

CHALLA LOKESH

Reg. No.: 20201BBA0058

GUIDE CERTIFICATE

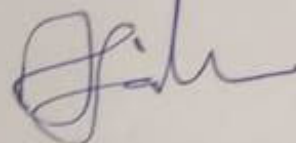
This is to certify that the project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" Prepared and submitted by **CHALLA LOKESH KUMAR (REG NO 20201BBA0058)**

in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by her during the period of her study in Presidency university.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH

A - Professor
PRESIDENCY UNIVERSITY





PRESIDENCY UNIVERSITY

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

SCHOOL OF COMMERCE

&

MANAGEMENT

FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS- A STUDY

Project Report Submitted in Partial fulfillment of the requirement for the award of
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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Submitted by;

CHALLA, LOKESH KUMAR

Reg. No: 20201BBA0058

Under the guidance of
Professor.

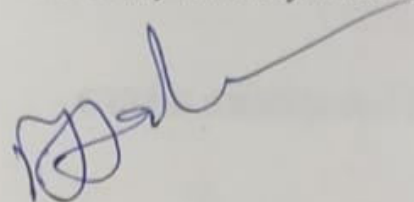
DR. AJAY SINGH

CERTIFICATE

This is to certify that the project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMERS PREFERENCES OF AMUL ICE CREAM PRODUCTS" Prepared and submitted by CHALLA LOKESH REG NO 20201BBA0058) in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by his during the period of his study in PRESIDENCY UNIVERSITY.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH
PRESIDENCY UNIVERSITY
BANGALORE-560054



Associate Dean
School of Commerce
Presidency
University
Bangalore

DECLARATION BY THE STUDENT

I CHALLA LOKESH KUMAR bearing Reg. No 20201BBA0058 hereby declare that this project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. DR. AJAY SINGH, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Signature

Date:
KUMAR

CHALLA LOKESH

Reg. No.: 20201BBA0058

GUIDE CERTIFICATE

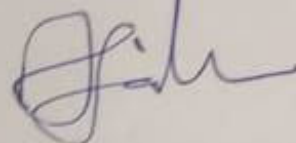
This is to certify that the project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" Prepared and submitted by **CHALLA LOKESH KUMAR (REG NO 20201BBA0058)**

in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by her during the period of her study in Presidency university.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH

A - Professor
PRESIDENCY UNIVERSITY



**A STUDY ON AN ANALYSIS ON SELECTED HIGH GROWTH STOCKS LISTED IN
BOMBAY STOCK EXCHANGE**

A PROJECT

Submitted by
Balla Himay Durga Bhaskar
(20201BBA0051)

Under the Guidance of
Dr. Ajay Singh
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 Balla Himay Bhaskar(20201BBA0051) hereby declare that the project, **titled A STUDY ON AN ANALYSIS ON SELECTED HIGH GROWTH STOCKS LISTED IN BOMBAY STOCK EXCHANGE** 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. Ajay Singh, 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

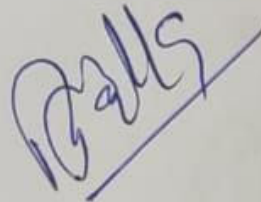
Place: BANGALORE

Name: BALLA HIMAY DURGA BHASKAR

Date:

Register Number: 20201BBA0051

PRESIDENCY UNIVERSITY.



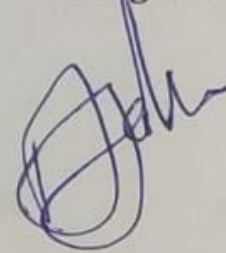
CERTIFICATE

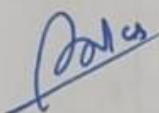
This is to certify that the project submitted by **BALLA HIMAY DURGA BHASKAR [20201BBA0051]** titled **A STUDY ON AN ANALYSIS ON SELECTED HIGH GROWTH STOCKS LISTED IN BOMBAY STOCK EXCHANGE** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru Date:

Dr. Ajay Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru




Associate Dean
School of Commerce
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

A STUDY ON MUTUAL FUNDS- UNDERSTANDING THEIR STRUCTURE AND FUTURE PROSPECTS

A PROJECT

Submitted by
Bipul Roy
(20201BBA0052)

Under the Guidance of
Dr. Ajay Singh
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE
MARCH 2023

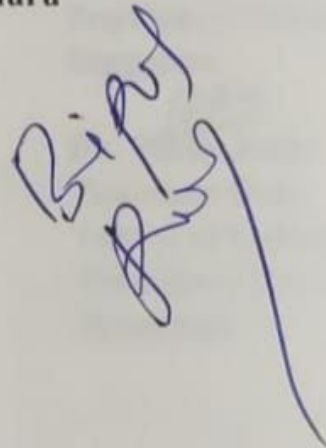
DECLARATION

I Bipul Roy (20201BBA0052) hereby declare that the project, **Titled A STUDY ON MUTUAL FUNDS- UNDERSTANDING THEIR STRUCTURE AND FUTURE PROSPECTS** 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. Ajay Singh, 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

Bipul Roy
Reg No: 20201BBA0052
School of Commerce
Presidency University
Bengaluru

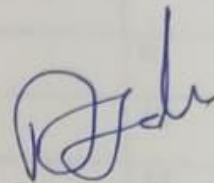


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
This is to certify that the project submitted by **Bipul Roy** (20201BBA0052) titled
**A STUDY ON MUTUAL FUNDS- UNDERSTANDING THEIR STRUCTURE AND
FUTURE PROSPECTS**
is a record of research work done by him/her during the academic year 2022-2023 under my
supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru



Dr. Ajay Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru



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

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru



PRESIDENCY UNIVERSITY

**ORGANIZATIONAL STUDY
A STUDY ON PRIVATE BANKING SECTOR IN INDIA AN EXAMPLE OF AXIS
BANK**

SUBMITTED BY

KONDRAGUNTA SAI KARAN

20191BBA0058

SUBMITTED TO

Dr. Pradeep Kumar. S V

Assistant professor

School of commerce

PRESIDENCY UNIVERSITY

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

2022

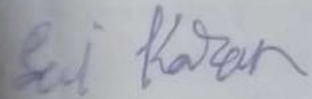
DECLARATION

I, **KONDRAGUNTA SAI KARAN** (Reg. No. 20191BBA0058) hereby declare that the research work titled "A study on private banking sector in India an example of axis bank is a model of digital banking" 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. Pradeep Kumar S.V.**, Assistant Professor, School of Commerce.

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

Place: Bengaluru

Date: 13-06-2022



Kondragunta Sai Karan

Reg No: 20191BBA0058

School of Commerce Presidency University

Bengaluru

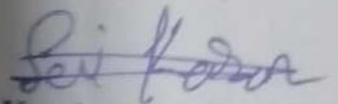
CERTIFICATE

This is to certify that the project submitted by Kondragunta SaiKaran (Reg. No. 20191BBA0058) titled A study on private banking sector in India an example of bank 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, certificate, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 14-06-2022



Kondragunta Sai Karan

Reg. No: 20191BBA0058

School of Commerce Presidency University

Bengaluru



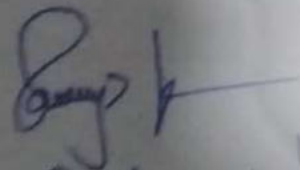
Dr. BALAJI

Assistant Dean

School of Commerce

Presidency University

Bengaluru



Dr. Pradeep Kumar S.V.

Asst. Professor

School of Commerce

Presidency University

Bengaluru.

S.V.
15/06/2022



PRESIDENCY UNIVERSITY

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

SCHOOL OF COMMERCE

&

MANAGEMENT

FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS- A STUDY

Project Report Submitted in Partial fulfillment of the requirement for the award of
Degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Submitted by;

CHALLA, LOKESH KUMAR

Reg. No: 20201BBA0058

Under the guidance of
Professor.

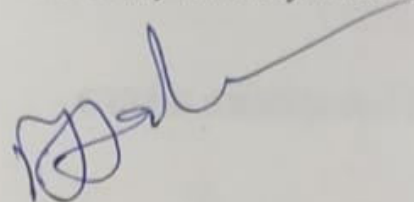
DR. AJAY SINGH

CERTIFICATE

This is to certify that the project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMERS PREFERENCES OF AMUL ICE CREAM PRODUCTS" Prepared and submitted by CHALLA LOKESH REG NO 20201BBA0058) in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by his during the period of his study in PRESIDENCY UNIVERSITY.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH
PRESIDENCY UNIVERSITY
BANGALORE-560054



Associate Dean
School of Commerce
Presidency
University
Bangalore

DECLARATION BY THE STUDENT

I CHALLA LOKESH KUMAR bearing Reg. No 20201BBA0058 hereby declare that this project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. DR. AJAY SINGH, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Signature

Date:
KUMAR

CHALLA LOKESH

Reg. No.: 20201BBA0058

GUIDE CERTIFICATE

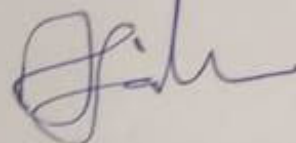
This is to certify that the project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" Prepared and submitted by **CHALLA LOKESH KUMAR (REG NO 20201BBA0058)**

in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by her during the period of her study in Presidency university.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH

A - Professor
PRESIDENCY UNIVERSITY





PRESIDENCY UNIVERSITY

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

SCHOOL OF COMMERCE

&

MANAGEMENT

FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS- A STUDY

Project Report Submitted in Partial fulfillment of the requirement for the award of
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Submitted by;

CHALLA, LOKESH KUMAR

Reg. No: 20201BBA0058

Under the guidance of
Professor.

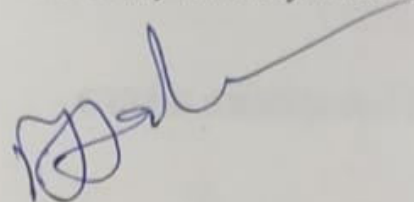
DR. AJAY SINGH

CERTIFICATE

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This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH
PRESIDENCY UNIVERSITY
BANGALORE-560054



Associate Dean
School of Commerce
Presidency
University
Bangalore

DECLARATION BY THE STUDENT

I CHALLA LOKESH KUMAR bearing Reg. No 20201BBA0058 hereby declare that this project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. DR. AJAY SINGH, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Signature

Date:
KUMAR

CHALLA LOKESH

Reg. No.: 20201BBA0058

GUIDE CERTIFICATE

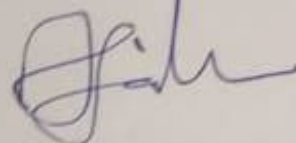
This is to certify that the project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" Prepared and submitted by **CHALLA LOKESH KUMAR (REG NO 20201BBA0058)**

in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by her during the period of her study in Presidency university.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH

A - Professor
PRESIDENCY UNIVERSITY

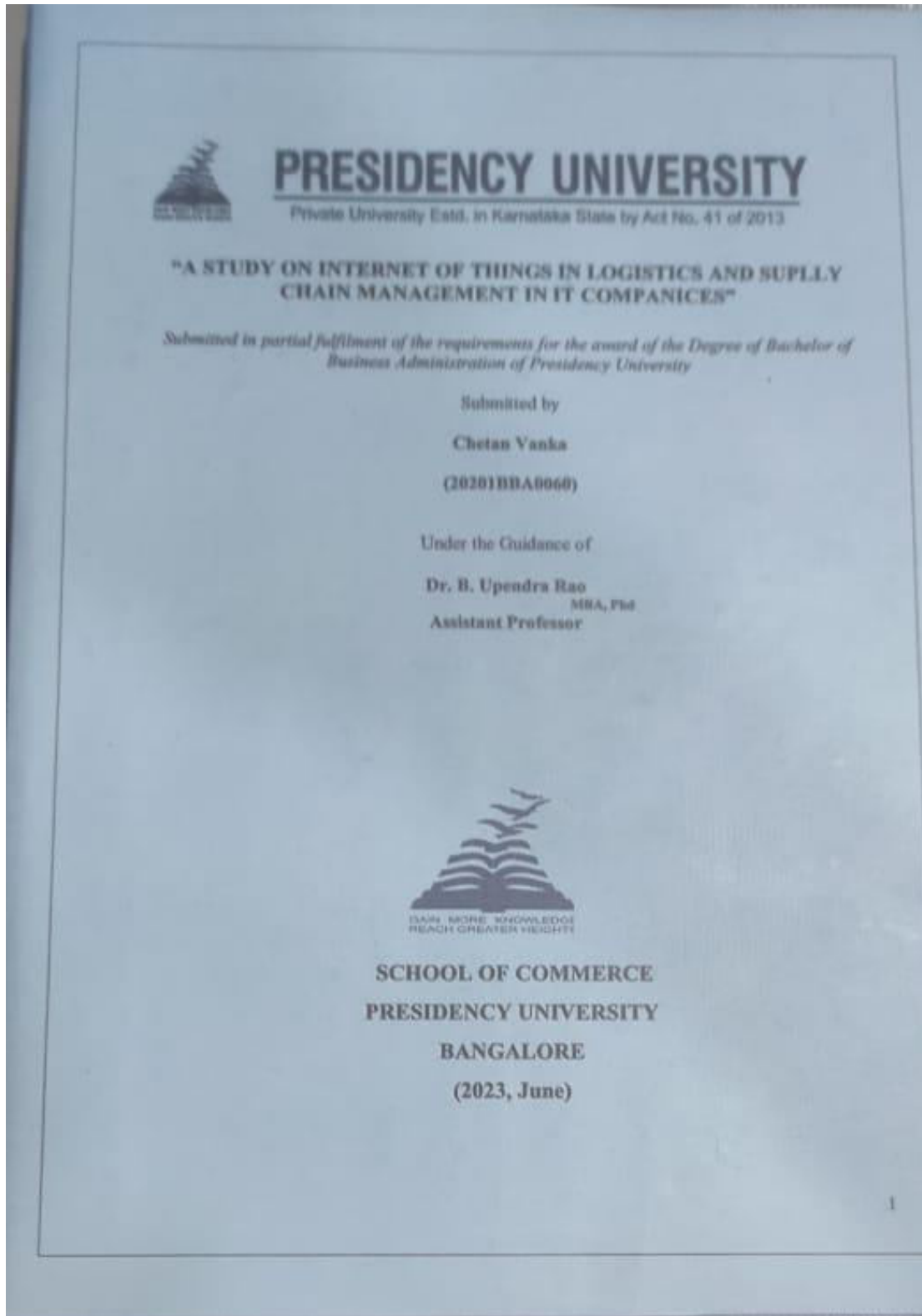


BBA – STUDENTS PROJECTS

2022-23

7.

20201BBA0060 VANKA CHETAN




CERTIFICATE

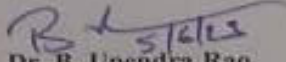
This is to certify that the project submitted by **Chetan Vanka** (20201BBA0060) titled **A STUDY ON THE INTERNET OF THINGS IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT IN IT COMPANIES** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment 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: 5/4/23


DR. VINAY JOSHI
ASSOCIATE DEAN
SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY


Dr. B. Upendra Rao
Assistant professor
School of commerce
Presidency university
Bengaluru

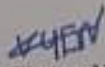
DECLARATION

I Chetan Vanka (2020BBA0060) hereby declare that the project, titled "A STUDY ON THE INTERNET OF THINGS IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT IN IT COMPANIES" 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. B. Upendra Rao, 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


Chetan Vanka
Reg no: 20201BBA0060



PRESIDENCY UNIVERSITY

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

FUNDS AND FINANCIAL MANAGEMENT

A DISSERTATION PROJECT

Submitted by:

D. Nithisha (20201BBA0062)

Under the guidance of :

Dr. Ajay Singh

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

May 2023



PRESIDENCY UNIVERSITY

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



DECLARATION BY THE STUDENT

I hereby declare that "*Funds and Financial Management*" is the result of the project work carried out by me under the guidance of *Prof Dr. Ajay Singh* in partial fulfilment for the award of Degree in Bachelor of Business Administration by Presidency University.

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

Place: Bangalore

Name : D. NITHISHA

Date: 20-03-2023

Register Number:20201BBA0062

D. NITHISHA



PRESIDENCY UNIVERSITY

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



CERTIFICATE BY THE GUIDE

Date: 23-03-2023

This is to certify that the dissertation titled "Funds and Financial Management" is an original work of Ms. D. Guru Sri Nithisha bearing University Register Number 20201BBA0062 and is being submitted in partial fulfilment for the award of the Bachelor of business administration of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study Ms D. NITHISHA is guided by Dr AJAY SINGH who is the Faculty Guide as per the regulations of Presidency University.

Signature of Faculty Guide Signature of Director / Principal /HOD

Date

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



PRESIDENCY UNIVERSITY

A STUDY ON

**“The Use of Artificial Intelligence in Marketing and Its
Implications for Businesses”**

A PROJECT

Submitted by

VEERENDRA CHAVAN T

20201BBA0256

Under the Guidance of

Prof. SANDHYA R

Assistant Professor

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

BACHELOR OF COMMERCE



SCHOOL OF COMMERCE

JUNE 2023

DECLARATION

I **VEERENDRA CHAVAN T** (Reg. No:20201BBA0256) hereby declare that the project, titled **The Use of Artificial Intelligence in Marketing and Its Implications for Businesses**, is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Executive. I have completed this study under the supervision of **Prof. Sandhya R, Assistant Professor, School of Commerce**.

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

Place: Bengaluru

Date: 5/6/23

Veerendra T. Chavan

Veerendra Chavan T
20201BBA0256
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by Veerendra Chavan T (20201BBA0256) titled **A STUDY ON THE USE OF ARTIFICIAL INTELLIGENCE IN MARKETING AND ITS IMPLICATIONS FOR BUSINESSES** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce.

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

Place: Bengaluru

Date: 5/6/23



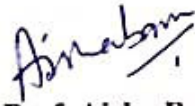
Dr Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru



Prof. Aisha Banu

HOD

School of Commerce

Presidency University

Bengaluru



Prof. Sandhya R

Assistant Professor

School of commerce

Presidency university

Bengaluru



PRESIDENCY UNIVERSITY

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

Indian stock market performance

Title: The impact of economic factors on stock market performance: A study of the Indian stock market

Submitted by
**Gaddam Venkata
Madhava**
(Reg.No.20201BBA0071)

Under the Guidance of
Dr. Ajay Singh
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



**SCHOOL OF MANAGEMENT
Presidency University
BANGALORE
2023**

DECLARATION

I Gaddam Venkata Madhava (20201BBA0071) hereby declare that the project, titled **"THE IMPACT OF ECONOMIC FACTORS ON STOCK MARKET PERFORMANCE: A STUDY OF THE INDIAN STOCK 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. Ajay Singh, 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: 05th, JUNE, 2023

Gaddam Venkata Madhava
Reg No: 20201BBA0071
School of Commerce
Presidency University
Bengaluru

GADDAM VENKATA
MADHAVA

CERTIFICATE

This is to certify that the project submitted by **Gaddam Venkata Madhava(20201BBA0071)** titled **THE IMPACT OF ECONOMIC FACTORS ON STOCK MARKET PERFORMANCE: A STUDY OF THE INDIAN STOCK MARKET**

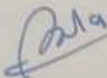
is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

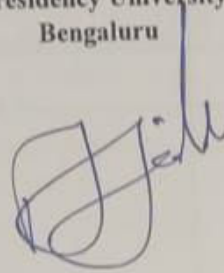
This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05th, June, 2023.

Dr. Ajay Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru


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





PRESIDENCY UNIVERSITY

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

Indian stock market performance

Title: The impact of economic factors on stock market performance: A study of the Indian stock market

Submitted by
**Gaddam Venkata
Madhava**
(Reg.No.20201BBA0071)

Under the Guidance of
Dr. Ajay Singh
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



**SCHOOL OF MANAGEMENT
Presidency University
BANGALORE
2023**

DECLARATION

I Gaddam Venkata Madhava (20201BBA0071) hereby declare that the project, titled "THE IMPACT OF ECONOMIC FACTORS ON STOCK MARKET PERFORMANCE: A STUDY OF THE INDIAN STOCK 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. Ajay Singh, 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: 05th, JUNE, 2023

Gaddam Venkata Madhava
Reg No: 20201BBA0071
School of Commerce
Presidency University
Bengaluru

GADDAM VENKATA
MADHAVA

CERTIFICATE

This is to certify that the project submitted by **Gaddam Venkata Madhava(20201BBA0071)** titled **THE IMPACT OF ECONOMIC FACTORS ON STOCK MARKET PERFORMANCE: A STUDY OF THE INDIAN STOCK MARKET**

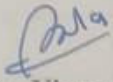
is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

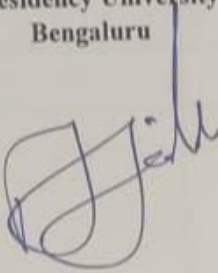
This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05th, June, 2023.

Dr. Ajay Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru


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





PRESIDENCY UNIVERSITY

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

CREDIT RISK MANAGEMENT OF SBI

A DISSERTATION PROJECT

Submitted by

G. NYSHITHA 20201BBA0073

Under the Guidance of

Dr. Ajay singh

Asst Professor

In Partial Fulfilment of the Requirements for the Award of the

Degree of

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**



PRESIDENCY UNIVERSITY

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

DECLARATION BY THE STUDENT

I **Gare Nyshitha** (20201BBA0073) hereby declare that the project, titled **CREDIT RISK MANAGEMENT OF SBI** 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. Ajay Singh**, 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:

G. Nyshitha
Reg No: 20201BBA0073
School of Commerce
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

CERTIFICATE

This is to certify that the project submitted by **Gara Nyshitha (20201BBA0073)** titled **CREDIT RISK MANAGEMENT OF SBI** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date:

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

Dr. Ajay singh
Assistant Professor
School of Commerce



PRESIDENCY UNIVERSITY

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

CREDIT RISK MANAGEMENT OF SBI

A DISSERTATION PROJECT

Submitted by

G. NYSHITHA 20201BBA0073

Under the Guidance of

Dr. Ajay singh

Asst Professor

In Partial Fulfilment of the Requirements for the Award of the

Degree of

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**



PRESIDENCY UNIVERSITY

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

DECLARATION BY THE STUDENT

I **Gare Nyshitha** (20201BBA0073) hereby declare that the project, titled **CREDIT RISK MANAGEMENT OF SBI** 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. Ajay singh**, 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:

G. Nyshitha
Reg No: 20201BBA0073
School of Commerce
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

CERTIFICATE

This is to certify that the project submitted by **Gara Nyshitha (20201BBA0073)** titled **CREDIT RISK MANAGEMENT OF SBI** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date:

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

Dr. Ajay singh
Assistant Professor
School of Commerce

**A STUDY ON IMPACT OF EMOTIONAL INTELLIGENCE
ON JOB PERFORMANCE OF EMPLOYEES IN IT SECTOR,
BANGALORE**

A PROJECT

Submitted by

Geddam Lavanya

20191BBA0037

Under the Guidance of

Dr.Nethravathi.N

Assistant Professor

School of Commerce

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2022

DECLARATION

I Geddam Lavanya(20191BBA037) hereby declare that the project, titled **A STUDY ON IMPACT OF EMOTIONAL INTELLIGENCE ON JOB PERFORMAMCE IN IT SECTOR** 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. Nethravathi 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:13 June,2022

Geddam Lavanya
20191BBA0037
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Geddam Lavanya** titled **A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE ON JOB PERFORMANCE IN IT SECTOR BENGALURU** 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. Nethravathi.N

Associate Professor

**School of Commerce
Presidency University**

Bengaluru



Dr. Balu.L

Assistant Dean

School of Commerce

Presidency University

Bengaluru

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



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2022

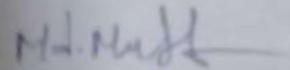
DECLARATION

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

A RESEARCH PROJECT ON IMPACT OF GLOBALISATION ON MSME IN INDIA



PRESIDENCY UNIVERSITY

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

A STUDY ON THE IMPACT OF GLOBALISATION ON MSME IN INDIA

A PROJECT

SUBMITTED BY
GAURAV WADHAWAN
(20201BBA0076)

UNDER THE GUIDANCE
Dr. AJAY SINGH
ASSISTANT 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

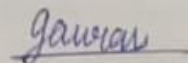
I Gaurav Wadhawan(20201BBA0076) hereby declare that the project, titled **A STUDY ON THE THE IMPACT OF GLOBALISATION ON MSME IN INDIA**

is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration- Finance. I have completed the study under the supervision of **Dr. Ajay Singh**, 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



Gaurav Wadhawan
(20201BBA0076)
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

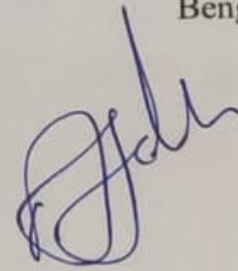
This is to certify that the project submitted by Gaurav Wadhawan (20201BBA0076) titled **A STUDY ON IMPACT OF GLOBALISATION ON MSME IN INDIA** is a record of research work done by him/her during the academic year 2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.


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

Place: - Bengaluru

Date: -01/06/2023

Dr. Ajay Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru



ssachide 
Assistant Dean
School of Commerce
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

**PROJECT DISSERTATION
ON**

**ANALYSIS OF WORKING CAPITAL MANAGEMENT OF INDIAN
FMCG COMPANIES**

Submitted by
Harsh Goswami
(20201BBA0079)

Under the Guidance of
Dr. Ajay Singh
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

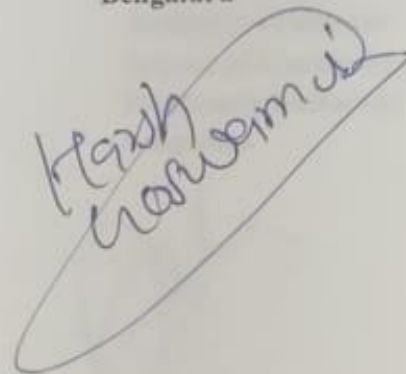
I Harsh Goswami (20201BBA0079) hereby declare that the project, titled **ANALYSIS ON WORKING CAPITAL MANAGEMENT OF INDIAN FMCG COMPANIES** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **Dr. Ajay Singh, Assistant Professor** at, the School of Commerce.

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

Place: Bengaluru

Date:

Harsh Goswami
Reg No: 20201BBA0079
School of Commerce
Presidency University
Bengaluru

A handwritten signature in black ink, reading "Harsh Goswami", is written over a large, hand-drawn oval scribble.

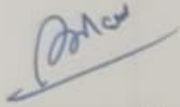
CERTIFICATE

This is to certify that the project submitted by **Harsh Goswami (20201BBA0079)** titled **ANALYSIS OF WORKING CAPITAL MANAGEMENT OF INDIAN FMCG COMPANIES** 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.

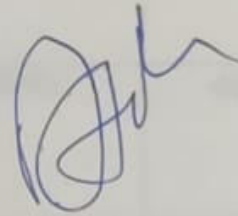
Place: Bengaluru

Date:



Associate Dean
School of Commerce
Presidency University
Bengaluru

Dr. Ajay Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru



STUDY OF E BANKING OPERATIONS OF KOTAK MAHINDRA BANK

A PROJECT

Submitted by
Harshil P
(20201BBA0082)

Under the Guidance of
Dr. Ajay Singh
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 Harshil P (20201BBA0082) hereby declare that the project, titled **A STUDY ON E BANKING OF KOATK MAHINDRA BANK** 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. Ajay Singh, Assistant Professor at, the School of Commerce.**

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

Place: Bengaluru

Date:

Harshil P
Reg No: 20201BBA0082
School of Commerce
Presidency University
Bengaluru

Harshil P

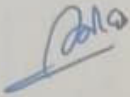
CERTIFICATE

This is to certify that the project submitted by **HARSHIL P(20201BBA0082)** titled **A STUDY ON E BANKING OPERATIONS OF KOTAK MAHINDRA BANK** 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.

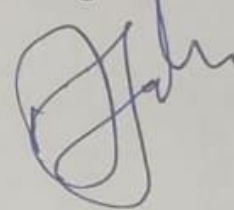
Place: Bengaluru

Date:



Associate Dean
School of Commerce
Presidency University
Bengaluru

Dr. Ajay Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru





PRESIDENCY UNIVERSITY

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

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SOFT DRINKS AMONG YOUTH IN HARUR TOWN

A PROJECT

Submitted by

KIRUBAKARAN.K

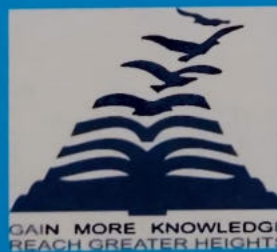
(20201BBA0111)

Under the Guidance of

Dr.V.HEMANTH KUMAR

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 **KIRUBAKARAN.K (20201BBA0111)** hereby declare that the project, titled **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SOFT DRINKS AMONG YOUTH IN HARUR TOWN** 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.V. HEMANTH KUMAR, 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



KIRUBAKARAN.K

20201BBA0111

**School of Commerce
Presidency University
Bengaluru**

CERTIFICATE

This is to certify that the project submitted by **KIRUBAKARAN.K (20201BBA0111)** titled **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SOFT DRINKS AMONG YOUTH IN HARUR TOWN** 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:05/06/2023



Dr.V.HEMANTH KUMAR

Professor

School of Commerce

Presidency University

Bengaluru



Dr. VINAY JOSHI

Associate Dean

School of Commerce

Presidency University

Bengaluru

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

**A STUDY ROLE OF ADVERTISEMENT IN PURCHASE BEHAVIOUR OF
FMCG**

A PROJECT

Submitted by
Harshita Mishra
20201BBA0083

Under the Guidance of
Dr.V.Hemanth
Kumar
Professor-SOC

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2023

DECLARATION

I, Harshita Mishra (20201BBA0083) hereby declare that the project, titled **A STUDY ROLE OF ADVERTISING IN PURCHASE BEHAVIOUR OF FMCG** 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. V Hemanth Kumar, Professor, School of Commerce.**

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

Place: Bengaluru

Date: 5th June, 2023

Harshita Mishra
Harshita Mishra
2021BBA0083
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Harshita Mishra** (20201BBA0083) titled **STUDY OF ROLE OF ADVERTISING IN PURCHASE BEHAVIOUR OF FMCG** 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: 5th June, 2023



Dr. V. Hemanth Kumar
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

Consumer Awareness, Perception and Preference of Natural Beauty & Cosmetic Products in Theni District (Tamil Nadu)

A PROJECT

Submitted by

KIRUBA VENKAT KUMAR T
(20201BBA0110)

Under the Guidance of

Dr.V. HEMANTH KUMAR
Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2023

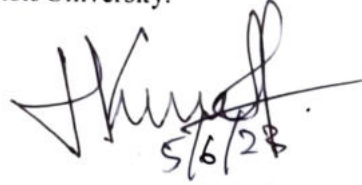
DECLARATION

I, **KIRUBA VENKAT KUMAR T (20201BBA0110)** hereby declare that the project, titled **Consumer Awareness, Perception and Preference of Natural Beauty & Cosmetic Products in Theni District (Tamil Nadu)** 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. V. Hemanth Kumar, Professor, School of Management.

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

Place: Bengaluru

Date: 05/06/2023



KIRUBA VENKAT KUMAR T

20201BBA0110
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project gave by **KIRUBA VENKAT KUMAR T (20201BBA0110)** titled **Consumer Awareness, Perception and Preference of Natural Beauty & Cosmetic Products in Theni District (Tamil Nadu)** 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 given 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.V. HEMANTH KUMAR

**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. 43 of 2013

A STUDY ON THE ROLE OF SALES EXECUTIVE IN SALES PERFORMANCE AND MARKETING

A PROJECT

Submitted by
JONPALLY MANTHAN RAO
(20201BBA0092)

Under the Guidance of
Dr. V. Hemanth Kumar
Professor - SOC

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

DECLARATION

I JONPALLY MANTHAN RAO (20201BBA0092) hereby declare that the project, titled **A STUDY ON THE ROLE OF SALES EXECUTIVES IN SALES PERFORMANCE AND 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. V. Hemanth Kumar, 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



Manthan rao
20201BBA0092
School of Commerce Presidency University
Bengaluru


CERTIFICATE


This is to certify that the project submitted by JONPALLY MANTHAN RAO (20201BBA0092) titled **A STUDY ON THE ROLE OF SALES EXECUTIVES IN SALES PERFORMANCE AND MARKETING** is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of 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. V. Hemanth Kumar
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

“Customer Satisfaction Towards Online Shopping”

A PROJECT
Submitted by
Jeff Philip
(20201BBA0089)
BBA Marketing

Under the Guidance of
Dr. V Hemanth Kumar

*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

Jeff Philip (20201BBA0089) hereby declare that the project, titled **CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING** 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. V Hemanth Kumar**, 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:



Jeff Philip

Reg No: 20201BBA0089

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by **JEFF PHILIP** (Reg. No: 20201BBA0089) titled **CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date:



Dr. V HEMANTH KUMAR

Professor

School of Commerce

Presidency University

Bengaluru



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

**A STUDY ROLE OF ADVERTISEMENT IN PURCHASE BEHAVIOUR OF
FMCG**

A PROJECT

Submitted by
Harshita Mishra
20201BBA0083

Under the Guidance of
Dr.V.Hemanth
Kumar
Professor-SOC

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2023

DECLARATION

I, Harshita Mishra (20201BBA0083) hereby declare that the project, titled **A STUDY ROLE OF ADVERTISING IN PURCHASE BEHAVIOUR OF FMCG** 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. V Hemanth Kumar, Professor**, School of Commerce.

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

Place: Bengaluru

Date: 5th June, 2023

Harshita Mishra
Harshita Mishra
2021BBA0083
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Harshita Mishra** (20201BBA0083) titled **ASTUDY OF ROLE OF ADVERTISING IN PURCHASE BEHAVIOUR OF FMCG** 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: 5th June, 2023



Dr. V. Hemanth Kumar
Professor
School Of Commerce
Presidency University
Bengaluru



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

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

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

AN ANALYSIS OF PACKAGING AS A PROMO TOOL IN THE MARKETING OF PRODUCT

A PROJECT

Submitted by

Joshua Lloyd Rodrigues

(20201BBA0093)

Under the Guidance of

Dr. V Hemanth Kumar

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

BACHELOR OF BUSINESS ADMINISTRATION



GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

SCHOOL OF COMMERCE

MARCH 2023

DECLARATION

I Joshua Lloyd Rodrigues (Reg. No: 20201BBA0093) hereby declare that the project, titled **AN ANALYSIS OF PACKAGING AS A PROMO TOOL IN THE MARKETING OF PRODUCT** 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. V Hemanth 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:



Joshua Lloyd Rodrigues

Reg No: 20201BBA0093

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

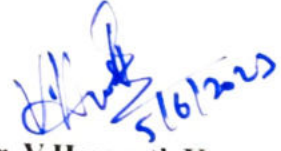
This is to certify that the project submitted by **Joshua Lloyd Rodrigues** (Reg. No:20201BBA0093) titled **AN ANALYSIS OF PACKAGING AS A PROMO TOOL IN THE MARKETING OF PRODUCT** is

a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration

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

Place: Bengaluru

Date:



Dr. V Hemanth Kumar

Assistant Professor

School Of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Asso. Dean

School of Commerce

Presidency University

Bangalore .

**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR AND
PURCHASING DECISION IN GENERAL**

A PROJECT

**SUBMITTED BY
K ASHA KEERTHI
(20201BBA0096)**

UNDER THE GUIDANCE OF

DR V Hemanth Kumar

**In PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF DEGREE
OF**

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MAY 2023

DECLARATION

I K ASHA KEERTHI (20201BBA0096) hereby declare that the project, titled **A Project titled A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR AND PURCHASING DECISION IN GENERAL** 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.Hemant 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: 05/06/2023



K ASHA KEERTHI

Reg No: 20201BBA0096

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by K ASHA KEERTHI (20201BBA0096) titled **A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR AND PURCHASING DECISION IN GENERAL** is A record of research work done by him/her during the academic year 2022-2023 under My supervision in partial fulfilment for the award of Bachelor of Business Administration.


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

Place: Bengaluru

Date:05-06-2023



DR. V Hemant Kumar
Professor
School of Commerce
Presidency University
Bengaluru



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



PRESIDENCY UNIVERSITY

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

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS E-COMMERCE PORTALS IN INDIA

A PROJECT

Submitted by

Hrithik Dilip Pagar

20201BBA0085

Under the Guidance of

Dr. V Hemant Kumar

Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

June 2023



PRESIDENCY UNIVERSITY

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

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS E-COMMERCE PORTALS IN INDIA

A PROJECT

Submitted by

Hrithik Dilip Pagar

20201BBA0085

Under the Guidance of

Dr. V Hemant Kumar

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, Hrithik Dilip Pagar (20201BBA0085) hereby declare that the project, titled **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS E-COMMERCE PORTALS 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. V Hemanth Kumar, 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


Hrithik Dilip Pagar
20201BBA0085
School Of Commerce
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Hrithik Dilip Pagar** (20201BBA0085) titled **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS E-COMMERCE PORTALS 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: 05/06/2023



Dr.V. HEMANTH KUMAR
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

COMPARATIVE ANALYSIS OF ENTREPRENEURIAL OPPORTUNITIES AND CHALLENGES IN RURAL AND URBAN AREAS

A PROJECT

Submitted by
Manoj Kumar K
(20201BBA0125)

Under the Guidance of
Prof. Diksha
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

DECLARATION

I Manoj Kumar K (20201BBA0125) hereby declare that the project, titled **COMPARATIVE ANALYSIS OF ENTREPRENEURIAL OPPORTUNITIES AND CHALLENGES IN RURAL AND URBAN AREAS**

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. Diksha, 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: 05th June 2023



Manoj Kumar K

Reg no. 20201BBA0125

School of Management

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by Manoj Kumar K (20201BBA0125) titled **COMPARATIVE ANALYSIS OF ENTREPRENEURIAL OPPORTUNITIES AND CHALLENGES IN RURAL AND URBAN AREAS** is a record of research work done by him/her during the academic year 2023-2024 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 05th June 2023



Prof. Diksha
Assistant Professor
School of Management
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

The Impact of Search Engine Optimization in Digital Marketing

A PROJECT

**Submitted by
ZOYA KHAN
(20201BBA0268)**

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

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



SCHOOL OF COMMERCE

DECLARATION

I Zoya Khan (Reg. No: 20201BBA0268) hereby declare that the project, titled A STUDY ON THE IMPACT OF SEARCH ENGINE OPTIMIZATION 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 Prof. SANDHYA R, Asst. 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

Zoya Khan

Zoya Khan

Reg No: 20201BBA0268

School of Commerce

Presidency University Bengaluru


CERTIFICATE


This is to certify that the project submitted by **Zoya Khan (Reg. No: 20201BBA0268)** titled **A STUDY ON THE IMPACT OF SEARCH ENGINE OPTIMIZATION IN DIGITAL MARKETING** 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: 5/6/23


Prof. SANDHYA R
Asst Professor
School of Commerce
Presidency University
Bengaluru


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



PRESIDENCY UNIVERSITY

"THE EFFECTIVENESS OF VOICE SEARCH IN SOCIAL MEDIA APPS AN ANALYSIS OF USER SATISFACTION AND USAGE PATTERN "

A PROJECT

Submitted by

MARAPU DIVYA BHARATHI

20201BBA0128

Under the Guidance of

DIKSHA BISHT

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

DECLARATION

I **MARAPU DIVYA BHARATHI** (Reg. No:20201BBA0152) hereby declare that the project, title "THE EFFECTIVENESS OF VOICE SEARCH IN SOCIAL MEDIA APPS AN ANALYSIS OF USER SATISFACTION AND USAGE PATTERN "

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 **DIKSHA BISHT**, 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;

MARAPU DIVYA BHARATHI

REG NO; 20201BBA0128

School of commerce

Presidency university

CERTIFICATE

This is to certify that the project submitted by marapu divya bharathi (Reg. No:20201BBA0152) titled THE EFFECTIVENESS OF VOICE SEARCH IN SOCIAL MEDIA APPS AN ANALYSIS OF USER SATISFACTION AND USAGE PATTERN " 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:



DIKSHA BISHT Professor

School of Commerce

Presidency University

Bengaluru

**A STUDY ON THE DIGITAL MARKETING STRATEGIES OF ONE
PLUS TECHNOLOGY**

A PROJECT

Submitted by

MIRZA MOHAMMED MAHEERULLAH BAIG
(20201BBA0130)

Under the Guidance of
Ms. Diksha Bisht
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 MIRZA MOHAMMED MAHEERULLAH BAIG (20201BBA0130) hereby declare that the project, titled **A STUDY ON THE DIGITAL MARKETING STRATEGIES OF ONE PLUS TECHNOLOGIES** 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 **Ms.Dishka Bisht, 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: 05/06/23



Mirza
Reg No: 20201BBA0130
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **MIRZA MOHAMMED MAHEERULLAH BAIG** (20201BA0130) titled **A STUDY ON THE DIGITAL MARKETING STRATEGIES OF ONE PLUS** 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: 05/06/23


Ms. Diksha Bisht
Assistant Professor
School of Commerce
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

“ROLE OF CUSTOMER RELATIONSHIP MANAGEMENT IN E-COMMERCE.”

A PROJECT

Submitted By

Muhammed Mubeen

(20201BBA0139)

Under the Guidance of

Prof. Diksha Bisht

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, Muhammed Mubeen KMP (20201BBA0139) 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 **Prof. Diksha Bisht 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



**Muhammed Mubeen
KMP
Reg No: 20201BBA0139
School of Commerce
Presidency University
Bengaluru**

CERTIFICATE

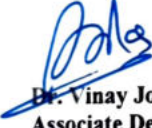
This is to certify that the project submitted by **Muhammed Mubeen KMP** (Reg. No: 20201BBA0139) titled "**A STUDY ON THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON E-BUSINESS**" is a record of research work done by him during the academic year 2022-2023 under my supervision in partial fulfillment 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:


Prof. Diksha Bisht
Assistant Professor
School of Commerce
Presidency University
Bengaluru


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

A STUDY ON CONSUMER'S ATTITUDE TOWARDS MYNTRA IN DIGITAL
MARKETING WITH REFERENCE TO ANANTAPUR CITY

A STUDY ON CONSUMERS ATTITUDE TOWARDS MYNTRA IN DIGITAL
MARKETING WITH REFERENCE TO ANANTAPUR CITY

A PROJECT
Submitted by
DACHURI HARSHA VARDHAN
(201918BA0141)

Under the Guidance of
Dr. VEJAYAKUMAR S 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

DECLARATION

I **DACHURI HARSHA VARDHAN** (Reg. No: 20191BBA0141) hereby declare that the project, titled **A STUDY ON CONSUMERS ATTITUDE TOWARDS MYNTRA DIGITAL MARKETING WITH REFERENCE TO ANANTAPUR CITY** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **Dr. 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: 11/06/2022

DACHURI HARSHA VARDHAN
Reg No: 20191BBA0141
School of Commerce Presidency University
Bengaluru


CERTIFICATE

This is to certify that the project submitted by **DACHURI HARSHA VARDHAN** (Reg. No:20191BBA0141) titled


A STUDY ON CONSUMER ATTITUDES TOWARDS MYNTRA DIGITAL MARKETING WITH REFERENCE TO ANANTAPUR CITY is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru Date: 11/06/2022


Dr. Vijayakumar N C
Assistant Professor
School of Commerce

Presidency University Bengaluru


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

**IMPACT OF SOCIAL MEDIA MARKETING ON
CONSUMER PURCHASE INTENTION**

A PROJECT

Submitted by

Namrata Roy

(20201BBA0144)

Under the Guidance of

Prof. Diksha Bisht

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 Namrata Roy (Reg. No: 20201BBA0144) hereby declare that the project, titled is **IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION** 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. Diksha Bisht, 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:

Namrata Roy. 05/06/23
Namrata Roy

Reg No: 20201BBA0144

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by Namrata Roy (20201BBA0144) titled **IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date:


Prof. Diksha Bisht

Assistant Professor

School of Commerce

Presidency University

Bengaluru



Dr Vinay Joshi

Associate Dean

School of Commerce

Bengaluru



PRESIDENCY UNIVERSITY

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

A STUDY ON INFLUENCER MARKETING STRATEGY OF ZOMATO

A PROJECT

Submitted by
NAVANEETH SHAJIL
(20201BBA0145)

Under the
Guidance of

Dr. Diksha Bisht
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, **NAVANEETH SHAJIL (20201BBA0145)** hereby declare that the project, titled "**A STUDY ON INFLUENCER MARKETING STRATEGY OF ZOMATO**" 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. Diksha Bisht, 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: 05/06/2028



NAVANEETH SHAJIL
Reg No: 20201BBA0145
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **NAVANEETH SHAJIL (20201BBA0145)** titled **A STUDY ON INFLUENCER MARKETING STRATEGY OF ZOMATO** 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:


5/6/23

Dr. Diksha Bisht
Associate Professor
School of Commerce
Presidency University
Bengaluru



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



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

EXPLORING THE POWER OF DIGITAL MARKETING: INVESTIGATING HOW IT SHAPES CUSTOMER PERCEPTION AND ENHANCES BRAND IMAGE

A PROJECT

Submitted by
Neha. M. R.
(20201BBA0149)

Under the Guidance of
Prof. Diksha Bisht
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, Neha.M.R (Reg. No: 20201BBA0149) hereby declare that the project, titled **EXPLORING THE POWER OF DIGITAL MARKETING: INVESTIGATING HOW IT SHAPES CUSTOMER PERCEPTION AND ENHANCES BRAND IMAGE** 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. Diksha Bisht, 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

Neha. M.R
Neha.M.R

Reg no: 20201BBA0149
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by Neha.M.R (Reg. No: 20201BBA0149) titled **EXPLORING THE POWER OF DIGITAL MARKETING: INVESTIGATING HOW IT SHAPES CUSTOMER PERCEPTION AND ENHANCES BRAND IMAGE** is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of 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


Prof. Diksha Bisht

Assistant Professor
School of Commerce
Presidency University
Bengaluru



Dr. Vinay Joshi Chandniwala

Associate Dean

School of Commerce

Presidency University

Bengaluru



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

BANGALORE



A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO WONDER PICK

Project

Submitted by

Nikhil Chatrapathi
(20201BBA0151)

Under the Guidance of
Prof. Diksha Bisht

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2023

DECLARATION

I hereby declare that "CUSTOMER SATISFACTION TOWARDS ONLINESHOPPING WITH REFERENCE TO WONDER PICK" is the result of the project work carried out by me under the guidance of Prof Diksha Bisht in partial fulfilment for the award of bachelor's degree in Business Administration by Presidency University.

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

Place: Bangalore

Date: 05/06/23


Name: Nikhil Chatrapathi

Reg no: 20201BBA0151

CERTIFICATE BY THE GUIDE

Date: 05/06/23

This is to certify that the dissertation title "**CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO WONDER PICK**" is an original work of **Nikhil Chatrapathi** bearing University Register Number **20201BBA0151** and is being submitted in partial fulfilment for the award of the bachelor's degree in Business Administration of Presidency University.

The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study. **Nikhil Chatrapathi** is guided by **Prof. Diksha Bisht** Associate Professor who is the Faculty Guide as per the regulations of Presidency University.



Signature of Faculty Guide

Date 05/06/23



Signature of Director / Principal /HOD

Date 05/06/23

**“EXAMINING THE ROLE OF SOCIAL MEDIA MARKETING IN SHAPING
CONSUMER AWARENESS AND PERCEPTION: A STUDY OF THE
COSMETIC INDUSTRY.”**

A PROJECT

Submitted By

OINDRILA SAMANTA

(20201BBA0155)

Under the Guidance of

Prof. Diksha Bisht

Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



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**SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY**

MAY 2023

DECLARATION

I Oindrila Samanta (20201BBA0155) hereby declare that the project, titled **EXAMINING THE ROLE OF SOCIAL MEDIA MARKETING IN SHAPING CONSUMER AWARENESS AND PERCEPTION: A STUDY OF THE COSMETIC INDUSTRY** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Marketing. I have completed this study under the supervision of **Prof. Diksha Bisth, 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: 26th May 2023

Oindrila Samanta
Oindrila Samanta

(20201BBA0155)

School of Commerce

Presidency University

Bengaluru

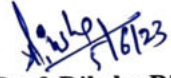
CERTIFICATE

This is to certify that the project submitted by **Oindrila Samanta (20201BBA0155)** titled **EXAMINING THE ROLE OF SOCIAL MEDIA IN SHAPING CONSUMER AWARENESS AND PERCEPTION: A STUDY OF THE COSMETIC INDUSTRY** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 26th May 2023



Prof. Diksha Bisth

Assistant Professor

School of Commerce

Presidency University

Bengaluru



Dr. VINAY JOSHI

Associate Dean

School of commerce

Presidency University

Bengaluru

**“EXAMINING THE ROLE OF SOCIAL MEDIA MARKETING IN SHAPING
CONSUMER AWARENESS AND PERCEPTION: A STUDY OF THE
COSMETIC INDUSTRY.”**

A PROJECT

Submitted By

OINDRILA SAMANTA

(20201BBA0155)

Under the Guidance of

Prof. Diksha Bisht

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**

MAY 2023

DECLARATION

I Oindrila Samanta (20201BBA0155) hereby declare that the project, titled **EXAMINING THE ROLE OF SOCIAL MEDIA MARKETING IN SHAPING CONSUMER AWARENESS AND PERCEPTION: A STUDY OF THE COSMETIC INDUSTRY** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Marketing. I have completed this study under the supervision of **Prof. Diksha Bisth, 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: 26th May 2023

Oindrila Samanta
Oindrila Samanta

(20201BBA0155)

School of Commerce

Presidency University

Bengaluru

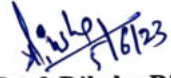
CERTIFICATE

This is to certify that the project submitted by **Oindrila Samanta (20201BBA0155)** titled **EXAMINING THE ROLE OF SOCIAL MEDIA IN SHAPING CONSUMER AWARENESS AND PERCEPTION: A STUDY OF THE COSMETIC INDUSTRY** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 26th May 2023



Prof. Diksha Bisth

Assistant 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

BANGALORE



Portfolio Evaluation and Investment Decision in Banking Sector

Project

Submitted by
Pawan Yadav
(20201BBA0160)

Under the Guidance of
Prof: Diksha Bisht
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

I hereby declare that "A STUDY ON PORTFOLIO EVALUATION AND INVESTMENT DECISIONS IN BANKING SECTOR" is the result of the project work carried out by me. under the guidance of Prof.Diksha Bisht in partial fulfilment for the award of bachelor's degree in Business Administration by Presidency University.

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

Place: Bangalore

Date:



Name: Pawan Yadav

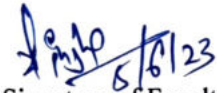
Reg no: 20201BBA0160

CERTIFICATE BY THE GUIDE

Date:

This is to certify that the dissertation title "**A STUDY ON PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR**" is an original work of **Pawan Yadav** bearing University Register Number **20201BBA0160** and is being submitted in partial fulfilment for the award of the bachelor's degree in Business Administration of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study.

Pawan Yadav is guided by **Prof Diksha Bisht** Associate Professor who is the Faculty Guide as per the regulations of Presidency University.



Signature of Faculty Guide

Date



Signature of Director / Principal /HOD

Date



PRESIDENCY UNIVERSITY

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

EXPLORING THE POWER OF DIGITAL MARKETING: INVESTIGATING HOW IT SHAPES CUSTOMER PERCEPTION AND ENHANCES BRAND IMAGE

A PROJECT

Submitted by
Neha. M. R.
(20201BBA0149)

Under the Guidance of
Prof. Diksha Bisht
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, Neha.M.R (Reg. No: 20201BBA0149) hereby declare that the project, titled **EXPLORING THE POWER OF DIGITAL MARKETING: INVESTIGATING HOW IT SHAPES CUSTOMER PERCEPTION AND ENHANCES BRAND IMAGE** 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. Diksha Bisht, 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

Neha. M.R
Neha.M.R

Reg no: 20201BBA0149
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by Neha.M.R (Reg. No: 20201BBA0149) titled **EXPLORING THE POWER OF DIGITAL MARKETING: INVESTIGATING HOW IT SHAPES CUSTOMER PERCEPTION AND ENHANCES BRAND IMAGE** is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of 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


Prof. Diksha Bisht

Assistant Professor
School of Commerce
Presidency University
Bengaluru



Dr. Vinay Joshi Chandniwala

Associate Dean

School of Commerce

Presidency University

Bengaluru

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

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

BANGALORE



A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO WONDER PICK

Project

Submitted by

Nikhil Chatrapathi
(20201BBA0151)

Under the Guidance of
Prof. Diksha Bisht

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

JUNE 2023

DECLARATION

I hereby declare that "CUSTOMER SATISFACTION TOWARDS ONLINESHOPPING WITH REFERENCE TO WONDER PICK" is the result of the project work carried out by me under the guidance of Prof Diksha Bisht in partial fulfilment for the award of bachelor's degree in Business Administration by Presidency University.

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

Place: Bangalore

Date: 05/06/23


Name: Nikhil Chatrapathi


Reg no: 20201BBA0151

CERTIFICATE BY THE GUIDE

Date: 05/06/23

This is to certify that the dissertation title "**CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO WONDER PICK**" is an original work of **Nikhil Chatrapathi** bearing University Register Number **20201BBA0151** and is being submitted in partial fulfilment for the award of the bachelor's degree in Business Administration of Presidency University.

The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study. **Nikhil Chatrapathi** is guided by **Prof. Diksha Bisht** Associate Professor who is the Faculty Guide as per the regulations of Presidency University.



Signature of Faculty Guide

Date 05/06/23



Signature of Director / Principal /HOD

Date 05/06/23



PRESIDENCY UNIVERSITY

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

BANGALORE



Portfolio Evaluation and Investment Decision in Banking Sector

Project

Submitted by
Pawan Yadav
(20201BBA0160)

Under the Guidance of
Prof: Diksha Bisht
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



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REACH GREATER HEIGHTS

SCHOOL OF COMMERCE

JUNE 2023

DECLARATION

I hereby declare that "A STUDY ON PORTFOLIO EVALUATION AND INVESTMENT DECISIONS IN BANKING SECTOR" is the result of the project work carried out by me. under the guidance of Prof.Diksha Bisht in partial fulfilment for the award of bachelor's degree in Business Administration by Presidency University.

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

Place: Bangalore

Date:



Name: Pawan Yadav

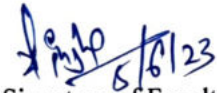
Reg no: 20201BBA0160

CERTIFICATE BY THE GUIDE

Date:

This is to certify that the dissertation title "**A STUDY ON PORTFOLIO EVALUTION AND INVESTMENT DECISIONS IN BANKING SECTOR**" is an original work of **Pawan Yadav** bearing University Register Number **20201BBA0160** and is being submitted in partial fulfilment for the award of the bachelor's degree in Business Administration of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study.

Pawan Yadav is guided by **Prof Diksha Bisht** Associate Professor who is the Faculty Guide as per the regulations of Presidency University.



Signature of Faculty Guide

Date



Signature of Director / Principal /HOD

Date



PRESIDENCY UNIVERSITY

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

IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR AND PURCHASE DECISIONS IN BENGALURU:

A RESEARCH STUDY

Submitted by
YASHAS P NAIDU
(20201BBA0263)

Under the Guidance of
Prof. Sandhya R

*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 Yashas P Naidu (20201BBA0263) hereby declare that the project, titled **IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR AND PURCHASE DECISIONS IN INDIA:** Is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration - Marketing. I have completed this study under the supervision of Prof. Sandhya R, School of Management.

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, Karnataka

Date: 5/6/23



Yashas P Naidu
Reg No: 20201BBA0263
School of Management
Presidency University
Bengaluru,
Karnataka

CERTIFICATE

This is to certify that the project submitted by YASHAS P NAIDU (Reg. No: 20201BBA0263) titled **IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR AND PURCHASE DECISIONS IN BENGALURU** 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: 5/6/23



Prof. Sandhya R

School of Management

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Management

Presidency University

Bengaluru

**A STUDY ON REDUCING DISTRIBUTION CHALLENGES BY ADOPTING LEAN
METHODOLOGY FOR ORGANISATIONS**

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

of Presidency University

By

AAKANSHA ANAND

20191BBA0213

Under the guidance of

DR. Shiva kami Rajan

Assistant Professor



SCHOOL OF MANAGEMENT

Presidency University

BANGALORE

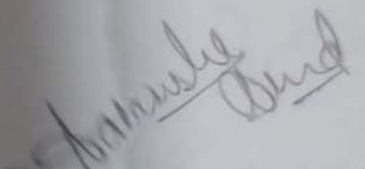
2022

DECLARATION

I, Aakansha Anand (Reg. No. 20191BBA0213) hereby declare that the project, CHALLENGES IN ECONOMIC GROWTH AND SUSTAINABILITY FOR undertaken as a part of my final year project, undertaken in the course of the degree of Bachelor of Business Administration - Commerce, I have completed this study under the guidance of Dr. S. S. Srinivasan, Assistant Professor, School of Commerce.

The above-mentioned document has not been submitted for the award of any degree, diploma, certificate, fellowship or other title to any other institution.

Aakansha Anand
20191BBA0213


Name - Aakansha Anand
Reg. No - 20191BBA0213
School of Commerce
Presidency University
Bangalore

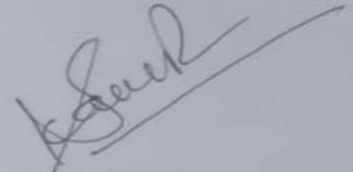
CERTIFICATE

This is to certify that the project submitted by Aakansha Anand (20191BBA0213) titled project, titled **A STUDY ON REDUCING DISTRIBUTION CHALLENGES BY ADOPTING LEAN METHODOLOGY FOR ORGANISATIONS** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place – Bengaluru

Date – 09/06/2022




DR. Shiva kami Rajan

ASSOCIATE ~~ASSISTANT~~ Professor

School Of Commerce

Presidency University

Bangalore



R. Balu L
Assistant Dean
School of Commerce
Presidency University



PRESIDENCY UNIVERSITY

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

SCHOOL OF COMMERCE

&

MANAGEMENT

FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS- A STUDY

Project Report Submitted in Partial fulfillment of the requirement for the award of
Degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Submitted by;

CHALLA, LOKESH KUMAR

Reg. No: 20201BBA0058

Under the guidance of
Professor.

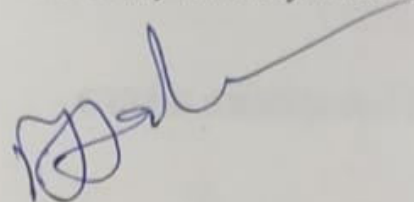
DR. AJAY SINGH

CERTIFICATE

This is to certify that the project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMERS PREFERENCES OF AMUL ICE CREAM PRODUCTS" Prepared and submitted by CHALLA LOKESH REG NO 20201BBA0058) in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by his during the period of his study in PRESIDENCY UNIVERSITY.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH
PRESIDENCY UNIVERSITY
BANGALORE-560054



Associate Dean
School of Commerce
Presidency
University
Bangalore

DECLARATION BY THE STUDENT

I CHALLA LOKESH KUMAR bearing Reg. No 20201BBA0058 hereby declare that this project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. DR. AJAY SINGH, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Signature

Date:
KUMAR

CHALLA LOKESH

Reg. No.: 20201BBA0058

GUIDE CERTIFICATE

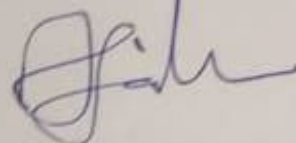
This is to certify that the project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" Prepared and submitted by **CHALLA LOKESH KUMAR (REG NO 20201BBA0058)**

in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by her during the period of her study in Presidency university.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH

A - Professor
PRESIDENCY UNIVERSITY



“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
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JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

**A STUDY ON AN ANALYSIS ON SELECTED HIGH GROWTH STOCKS LISTED IN
BOMBAY STOCK EXCHANGE**

A PROJECT

Submitted by
Balla Himay Durga Bhaskar
(20201BBA0051)

Under the Guidance of
Dr. Ajay Singh
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 Balla Himay Bhaskar(20201BBA0051) hereby declare that the project, **titled A STUDY ON AN ANALYSIS ON SELECTED HIGH GROWTH STOCKS LISTED IN BOMBAY STOCK EXCHANGE** 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. Ajay Singh, 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

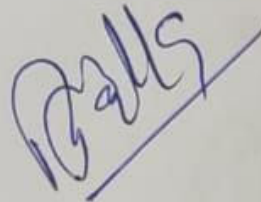
Place: BANGALORE

Name: BALLA HIMAY DURGA BHASKAR

Date:

Register Number: 20201BBA0051

PRESIDENCY UNIVERSITY.



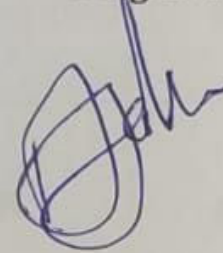
CERTIFICATE

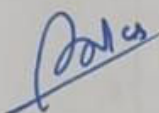
This is to certify that the project submitted by **BALLA HIMAY DURGA BHASKAR [20201BBA0051]** titled **A STUDY ON AN ANALYSIS ON SELECTED HIGH GROWTH STOCKS LISTED IN BOMBAY STOCK EXCHANGE** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru Date:

Dr. Ajay Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru




Associate Dean
School of Commerce
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2015

**A Study on the Effects of successful marketing Campaign
on the Fragrance Industry**

A PROJECT
SUBMITTED BY

Jagrity Kumari

20201BBA0087

UNDER THE GUIDANCE

Dr. V Hemanth Kumar

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

June 2023



PRESIDENCY UNIVERSITY

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

A Study on the Effects of successful marketing Campaigns on the Fragrance Industry

A PROJECT
SUBMITTED BY

Jagrity Kumari

20201BBA0087

UNDER THE GUIDANCE

Dr. V Hemanth Kumar

*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

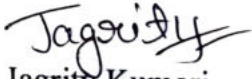
DECLARATION

I, Jagrity Kumari (20201BBA0087) hereby declare that the project, titled **A Study on the Effects of successful marketing Campaigns on the Fragrance 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. V Hemanth Kumar, 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


Jagrity Kumari
20201BBA0087
School of Commerce
Presidency University

CERTIFICATE

This is to certify that the project submitted by **Jagrity Kumari** (20201BBA0087) titled **A Study on the Effects of successful marketing Campaigns on the Fragrance 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. V. Hemanth Kumar

Professor
School of Commerce
Presidency University



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

**A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT
SYSTEMS IN INDIA- PROS AND CONS.**

८ ७
A PROJECT

Submitted by

Aavula venkata krishna kishore yadav

(20201BBA0002)

Under the guidance of

Dr. Sushma.V.

Assistant professor

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

DECLARATION

I Aavula venkata krishna kishore yadav (20201BBA0002) hereby declare that the project, titled **A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT SYSTEMS IN INDIA- PROS AND CONS** is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of **Dr. Sushma.V, Assistant Professor, School of Commerce.**

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

Place: Bangalore

Date: 05-06-2023

A.v. K. Kishore Yadav
Aavula venkata krishna kishore yadav

20201BBA0002

School of Commerce

Presidency University

Bangalore

CERTIFICATE

This is to certify that the project submitted by Aavula venkata krishna kishore yadav (20201BBA0002) titled A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT SYSTEMS IN INDIA- PROS AND CONS. Is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the reward 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.

Place: Bangalore

Date: 05-06-2023



Dr. Sushma.V.

Assistant Professor

School of Commerce

Presidency University

Bangalore


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



PRESIDENCY UNIVERSITY

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

BANGALORE



A STUDY ON MARKETING STRATEGIES AND BRAND LOYALTY OF HALDRIRAM IN INDIA

Submitted By:
Mahaseen Jergis
(Reg. No. 20201BBA0122)

Under The Guidance of
Dr. Hemant Kumar V.
Professor SOC

In Partial fulfillment of the Requirement of the Award of Degree of
Bachelor of Business Administration



GAIN MORE KNOWLEDGE
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SCHOOL OF COMMERCE MAY 2023

DECLARATION

I take this opportunity to express my profound gratitude and deep regards to my guide (Dr. Hemant Kumar V) for his exemplary guidance, monitoring and constant encouragement throughout the course of this project. The blessing, help and guidance given by his time to time shall carry me a long way in the journey of life on which I am about to embark.

Last but not least, my sincere thanks to my parents and friends for their wholehearted support and encouragement.

I Mahaseen Jergis (20201BBA0122) also hereby declare that the project work entitled "A STUDY ON MARKETING STRATEGIES AND BRAND LOYALTY OF HALDIRAM IN INDIA" under the guidance of "Dr. Hemant Kumar V" is my original work and it has not been submitted earlier in any other university or institution.

Place: Bengaluru

Date: 05 June 2023



Mahaseen Jergis

(Reg. No. 20201BBA0122)

Certificate

This is to certify that the project submitted by Mahaseen Jergis (20201BBA0122) titled "A STUDY ON MARKETING STRATEGIES AND BRAND LOYALTY OF HALDIRAM IN INDIA" is a record of research work done by her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Business Administration.


Place: Bengaluru

Date: 05 June 2023



Dr. Hemant Kumar V

Professor School of Commerce
Presidency University, Bangalore



Dr. Vinay Joshi
Asst. Dean
School of Commerce
Presidency University
Bangalore.

**A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT
SYSTEMS IN INDIA- PROS AND CONS.**

८ ७
A PROJECT

Submitted by

Aavula venkata krishna kishore yadav

(20201BBA0002)

Under the guidance of

Dr. Sushma.V.

Assistant professor

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

DECLARATION

I Aavula venkata krishna kishore yadav (20201BBA0002) hereby declare that the project, titled **A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT SYSTEMS IN INDIA- PROS AND CONS** is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of **Dr. Sushma.V, Assistant Professor, School of Commerce.**

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

Place: Bangalore

Date: 05-06-2023

A.v. K. Kishore Yadav
Aavula venkata krishna kishore yadav

20201BBA0002

School of Commerce

Presidency University

Bangalore

CERTIFICATE

This is to certify that the project submitted by Aavula venkata krishna kishore yadav (20201BBA0002) titled A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT SYSTEMS IN INDIA- PROS AND CONS. Is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the reward 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.

Place: Bangalore

Date: 05-06-2023



Dr. Sushma.V.

Assistant Professor

School of Commerce

Presidency University

Bangalore


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

**A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT
SYSTEMS IN INDIA- PROS AND CONS.**

८ ७
A PROJECT

Submitted by

Aavula venkata krishna kishore yadav

(20201BBA0002)

Under the guidance of

Dr. Sushma.V.

Assistant professor

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

DECLARATION

I Aavula venkata krishna kishore yadav (20201BBA0002) hereby declare that the project, titled **A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT SYSTEMS IN INDIA- PROS AND CONS** is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of **Dr. Sushma.V, Assistant Professor, School of Commerce.**

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

Place: Bangalore

Date: 05-06-2023

A.v. K. Kishore Yadav
Aavula venkata krishna kishore yadav

20201BBA0002

School of Commerce

Presidency University

Bangalore

CERTIFICATE

This is to certify that the project submitted by Aavula venkata krishna kishore yadav (20201BBA0002) titled A COMPARATIVE STUDY OF UPI AND AVAILABLE PAYMENT SYSTEMS IN INDIA- PROS AND CONS. Is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the reward 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.

Place: Bangalore

Date: 05-06-2023



Dr. Sushma.V.

Assistant Professor

School of Commerce

Presidency University

Bangalore


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



PRESIDENCY UNIVERSITY

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

A STUDY ON "THE RISE OF THRIFT CULTURE IN BANGALORE"

A PROJECT

Submitted by
Abdul Hannan
(20201BBA0003)

Under the Guidance of
Prof. Sandhya R
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

2023

DECLARATION

I Abdul Hannan (20201BBA0003) hereby declare that the project, titled **A STUDY ON "THE RISE OF THRIFT CULTURE IN BANGALORE"** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration-Executive. I have completed this study under the supervision of **Prof. Sandhya R, Assistant Professor, School of Commerce.**

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

Place: Bengaluru

Date: 5th June 2023



ABDUL HANNAN

Reg no. 20201BBA0003

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by ABDUL HANNAN (20201BBA0003) titled A STUDY ON "THE RISE OF THRIFT CULTURE IN BANGALORE" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of 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: 5th June 2022



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



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

**A STUDY EFFECT ON NON PERFORMING ASSETS ON
COMMERCIAL BANK PERFORMANCE IN INDIA**

Submitted by

ADITYA RANJAN

(20201BBA0007)

Under the guidance of

Prof. Sushma V

Assistant professor

BACHELOR OF BUSINESS ADMINISTRATION



BACHELOR OF BUSINESS ADMINISTRATION

MAY 2023

DECLARATION


I ADITYA RANJAN (20201BBA0007) hereby declare that the project **A STUDY EFFECT OF NON-PERFORMING ASSETS ON COMMERCIAL BANK PERFORMANCE IN INDIA.**

is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of Prof Sushma V , Assistant Professor, School of Commerce.

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

Place: Bangalore

Date: 25-05-2023


ADITYA RANJAN

20201BBA0007

School of Commerce

Presidency University

Bangalore

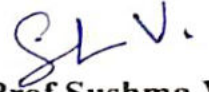
CERTIFICATE

This is to certify that the project submitted by ADITYA RANJAN (20201BBA0007) titled, A STUDY EFFECT OF NON PERFORMING ASSETS ON COMMERCIAL BANK PERFORMANCE 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 reward 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.

Place: Bangalore

Date:25-05-2023



Prof Sushma V,

Assistant Professor

School of Commerce

Presidency University

Bangalore



Dr. Vijaya Joshi

Associate Dean

School of Commerce

Presidency University

Bangalore

**A STUDY EFFECT ON NON PERFORMING ASSETS ON
COMMERCIAL BANK PERFORMANCE IN INDIA**

Submitted by

ADITYA RANJAN

(20201BBA0007)

Under the guidance of

Prof. Sushma V

Assistant professor

BACHELOR OF BUSINESS ADMINISTRATION



BACHELOR OF BUSINESS ADMINISTRATION

MAY 2023

DECLARATION

I ADITYA RANJAN (20201BBA0007) hereby declare that the project **A STUDY EFFECT OF NON-PERFORMING ASSETS ON COMMERCIAL BANK PERFORMANCE IN INDIA.**

is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of Prof Sushma V , Assistant Professor, School of Commerce.

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

Place: Bangalore

Date: 25-05-2023


ADITYA RANJAN

20201BBA0007

School of Commerce

Presidency University

Bangalore

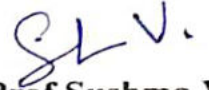
CERTIFICATE

This is to certify that the project submitted by ADITYA RANJAN (20201BBA0007) titled, A STUDY EFFECT OF NON PERFORMING ASSETS ON COMMERCIAL BANK PERFORMANCE 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 reward 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.

Place: Bangalore

Date:25-05-2023



Prof Sushma V,

Assistant Professor

School of Commerce

Presidency University

Bangalore



Dr. Vijaya Joshi

Associate Dean

School of Commerce

Presidency University

Bangalore

**A STUDY EFFECT ON NON PERFORMING ASSETS ON
COMMERCIAL BANK PERFORMANCE IN INDIA**

Submitted by

ADITYA RANJAN

(20201BBA0007)

Under the guidance of

Prof. Sushma V

Assistant professor

BACHELOR OF BUSINESS ADMINISTRATION



BACHELOR OF BUSINESS ADMINISTRATION

MAY 2023

DECLARATION


I ADITYA RANJAN (20201BBA0007) hereby declare that the project **A STUDY EFFECT OF NON-PERFORMING ASSETS ON COMMERCIAL BANK PERFORMANCE IN INDIA.**

is a record of original research work undertaken by me for the award of degree of Bachelor of business administration. I have completed this study under the supervision of Prof **Sushma V , Assistant Professor, School of Commerce.**

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

Place: Bangalore

Date: 25-05-2023


ADITYA RANJAN

20201BBA0007

School of Commerce

Presidency University

Bangalore

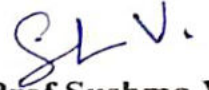
CERTIFICATE

This is to certify that the project submitted by ADITYA RANJAN (20201BBA0007) titled, A STUDY EFFECT OF NON PERFORMING ASSETS ON COMMERCIAL BANK PERFORMANCE 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 reward 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.

Place: Bangalore

Date:25-05-2023



Prof Sushma V,

Assistant Professor

School of Commerce

Presidency University

Bangalore



Dr. Vijaya Joshi

Associate Dean

School of Commerce

Presidency University

Bangalore



PRESIDENCY UNIVERSITY

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

A STUDY ON SPENDING AND SAVING HABITS OF GENZ IN BANGALORE

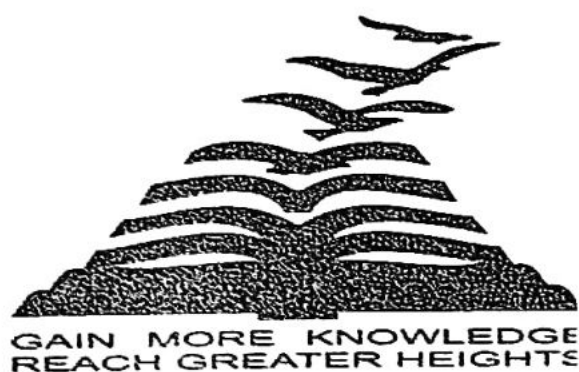
A PROJECT

Submitted by
Aditya Pandit
(20201BBA0009)

Under the Guidance of
Prof. Sushma V
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

PRESIDENCY UNIVERSITY

2023

DECLARATION

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

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

Place: Bengaluru

Date: 25th May 2023



Aditya Pandit

Reg no. 20201BBA0009

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 25th May 2023



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



Dr VINAY JOSHI
Associate Dean
School of Commerce
Presidency University
Bengaluru

A study on quality of work life in steel industry

A PROJECT

Submitted by

Aiyush Shaw
20201BBA0010

Under the Guidance of

Sandhya R
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF MANAGEMENT

PRESIDENCY UNIVERSITY BANGALORE

2023

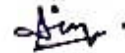
DECLARATION

I Aiyush Shaw (20201BBA0010) hereby declare that the project, titled **A study on quality of work life in steel industry** 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 **Sandhya R**, Assistant Professor, School of Management.

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

Place: Bengaluru

Date: 5/6/23



Aiyush Shaw
Roll No: 20201BBA0010
School of Management
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by Aiyush Shaw (20201BBA0010) titled **A study on quality of work life in steel industry** is a record of research work done by him/her during the academic year 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: 5/6/23

Sandhya R

Sandhya R Professor

Assistant Professor
School of Commerce
Presidency University
Bengaluru

Aiyush

Aiyush Shaw
20201BBA0010
School of Management
Presidency University
Bangalore

Vinay

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

A STUDY ON IMPACT OF CYBER SECURITY ON BANKING INDUSTRY BY SPECIAL
REFERMENTS TO ONLINE TRANSACTION



PRESIDENCY UNIVERSITY

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

A STUDY ON THE CYBER SECURITY AFFECTING INDIAN BANKING AND ONLINE TRANSACTION

A PROJECT

**SUBMITTED BY
AKASH BISHT
(20201BBA0013)**

**UNDER THE GUIDANCE
PROF. SUSHIMA V
ASSISTANT PROFESSOR**

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



SCHOOL OF COMMERCE

MARCH 2023

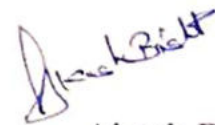
DECLARATION

I Akash Bisht(20201BBA0013) hereby declare that the project, titled A
**STUDY ON THE
CYBER SECURITY AFFECTING INDIAN BANKING AND ONLINE
TRANSACTION** is a record of original research work undertaken by me for
the award of the degree of Bachelor of Business Administration- Finance. I
have completed the study under the supervision of **Prof. Sushma V**, Assistant
Professor, School of Commerce.

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

Place: - Bengaluru

Date: - 01/05/2023



Akash Bisht
(20201BBA0013)
School of Commerce
Presidency University
Bengaluru

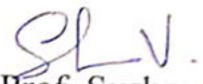
CERTIFICATE

This is to certify that the project submitted by Akash Bisht (20201BBA0013)
titled **A STUDY ON CYBER SECURITY AFFECTING INDIAN
BANKING AND ONLINE TRANSACTION** is a record of research work done
by him/her during the academic year 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 titled to any other Institution/ University.

Place: - Bengaluru

Date: - 01/05/2023


Prof. Sushma V

Assistant Professor
School of Commerce
Presidency University
Bengaluru


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



PRESIDENCY UNIVERSITY

A STUDY ON EFFECT OF MERGERS & ACQUISITIONS IN INDIAN BANKING SECTOR

A PROJECT

Submitted By

ANISH GOPE

(20201BBA0023)

Under the Guidance of

Prof. Sushma V

Assistant Professor

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



SCHOOL OF COMMERCE

PRESIDENCY UNIVERSITY

DECLARATION

I, Anish Gope (20201BBA0023) hereby declare that the project, titled **A Study on Effect of Mergers & Acquisitions in Indian Banking Sector** 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 **Sushma V, Assistant Professor, School of Commerce.**

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

Place: Bengaluru

Date: 05/06/2023

Anish Gope
Anish Gope

Reg No: 20201BBA0023

School Of Commerce

Presidency University

Bengaluru


CERTIFICATE

This is to certify that the project submitted by **Anish Gope** (20201BBA0023) titled **A Study on Effect of Mergers & Acquisitions in Indian Banking Sector** 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 titles to any other Institution/University.

Place : Bengaluru

Date : 05/06/2023


Sushma.V

Assistant Professor
School of Commerce
Presidency University
Bengaluru



DR.VINAY JOSHI

Associate Dean

School of Management

Presidency University

Bengaluru

A STUDY ON RISK MANAGEMENT IN FINANCIAL INSTITUTIONS

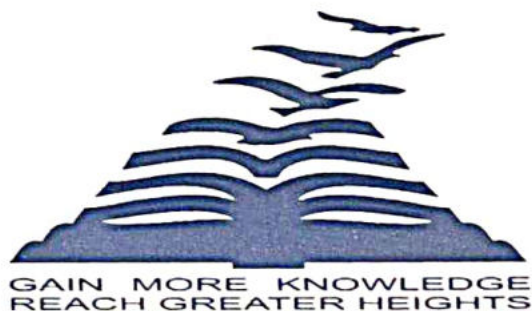
A PROJECT

Submitted By
ANKIT KUMAR
(20201BBA0024)

Under the Guidance of
Prof. Sushma V
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE
PRESIDENCY UNIVERSITY

DECLARATION

I Ankit Kumar (20201BBA0024) hereby declare that the project, titled **A STUDY ON RISK MANAGEMENT IN FINANCIAL INSTITUTIONS** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of, **Prof. Sushma V, Assistant Professor, School of Commerce.**

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

Place: Bengaluru

Date: 05/06/23



Ankit Kumar
Reg no. 20201BBA0024
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Ankit Kumar (20201BBA0024)** titled **A STUDY ON RISK MANAGEMENT IN FINANCIAL INSTITUTIONS** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.


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

Place: Bengaluru

Date: 05/06/23



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



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

**A STUDY ON SHRIRAM CITY UNION FINANCE WITH
REFERENCE TO RAIPUR CITY**

**A
PROJECT**

Submitted by
Ankit Sao
Register Number 20201BBA0026

Under the Guidance of
Prof. Sushma V
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

Ankit Sao (Reg. No: 20201BBA0026) hereby declare that the project, titled **A STUDY ON SHRIRAM CITY UNION FINANCE WITH REFERENCE TO RAIPUR CITY** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **under the Guidance of Prof. Sushma V Assistant Professor School of Commerce.**

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

Place: Bengaluru

Date:


Ankit Sao
Register Number 20201BBA0026
School of Commerce Presidency
University Bengaluru

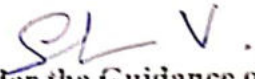
CERTIFICATE


This is to certify that the project submitted by **Ankit Sao** (Reg. No:20201BBA0026) titled **A STUDY ON SHRIRAM CITY UNION FINANCE WITH REFERENCE TO RAIPUR CITY** 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: 25/5/23


Under the Guidance of
Prof. Sushma V
Assistant Professor


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



PRESIDENCY UNIVERSITY

A STUDY ON

**“The Use of Artificial Intelligence in Marketing and Its
Implications for Businesses”**

A PROJECT

Submitted by

VEERENDRA CHAVAN T

20201BBA0256

Under the Guidance of

Prof. SANDHYA R

Assistant Professor

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

BACHELOR OF COMMERCE



SCHOOL OF COMMERCE

JUNE 2023

DECLARATION

I VEERENDRA CHAVAN T (Reg. No:20201BBA0256) hereby declare that the project, titled **The Use of Artificial Intelligence in Marketing and Its Implications for Businesses**, is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce – Executive. I have completed this study under the supervision of **Prof. Sandhya R, Assistant Professor, School of Commerce**.

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

Place: Bengaluru

Date: 5/6/23

Veerendra T. Chavan

Veerendra Chavan T
20201BBA0256
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Veerendra Chavan T** (20201BBA0256) titled **A STUDY ON THE USE OF ARTIFICIAL INTELLIGENCE IN MARKETING AND ITS IMPLICATIONS FOR BUSINESSES** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce.

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

Place: Bengaluru

Date: 5/6/23



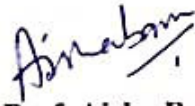
Dr Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru



Prof. Aisha Banu

HOD

School of Commerce

Presidency University

Bengaluru



Prof. Sandhya R

Assistant Professor

School of commerce

Presidency university

Bengaluru



PRESIDENCY UNIVERSITY

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

SCHOOL OF COMMERCE

&

MANAGEMENT

FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS- A STUDY

Project Report Submitted in Partial fulfillment of the requirement for the award of
Degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Submitted by;

CHALLA, LOKESH KUMAR

Reg. No: 20201BBA0058

Under the guidance of
Professor.


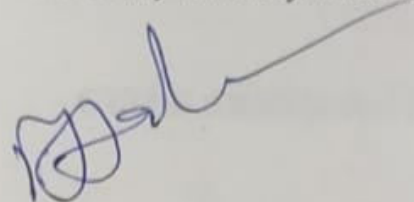
DR. AJAY SINGH

CERTIFICATE

This is to certify that the project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMERS PREFERENCES OF AMUL ICE CREAM PRODUCTS" Prepared and submitted by CHALLA LOKESH REG NO 20201BBA0058) in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by his during the period of his study in PRESIDENCY UNIVERSITY.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH
PRESIDENCY UNIVERSITY
BANGALORE-560054



Associate Dean
School of Commerce
Presidency
University
Bangalore

DECLARATION BY THE STUDENT

I CHALLA LOKESH KUMAR bearing Reg. No 20201BBA0058 hereby declare that this project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. DR. AJAY SINGH, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Signature

Date:
KUMAR

CHALLA LOKESH

Reg. No.: 20201BBA0058

GUIDE CERTIFICATE

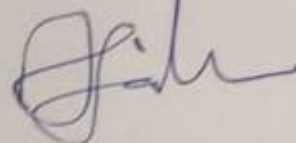
This is to certify that the project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" Prepared and submitted by **CHALLA LOKESH KUMAR (REG NO 20201BBA0058)**

in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by her during the period of her study in Presidency university.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH

A - Professor
PRESIDENCY UNIVERSITY



**A STUDY ON THE POTENTIAL IMPLICATIONS OF COVID 19 ON THE CAPITAL
MARKET
A PROJECT**

Submitted by
Arpan Ghosh
(20201BBA0035)

Under the Guidance of
Dr. Ajay Singh
Assistant Professor

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



SCHOOL OF COMMERCE

MARCH 2023

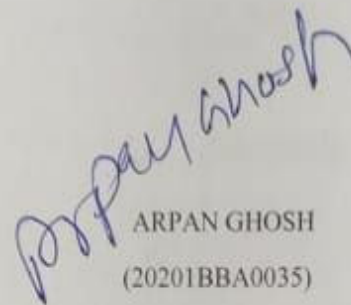
DECLARATION

I, ARPAN GHOSH (20201BBA0035) hereby declare that the project titled
A STUDY ON THE POTENTIAL IMPLICATIONS OF COVID 19 ON THE CAPITAL
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. AJAY SINGH, 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:



ARPAN GHOSH
(20201BBA0035)

School of Commerce
Presidency University
Bengaluru

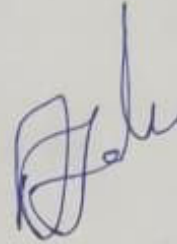
Certificate

This is to certify that the project is submitted by ARPAN GHOSH (20201BBA0035) titled A STUDY ON THE POTENTIAL IMPLICATIONS OF COVID 19 ON THE CAPITAL MARKET is recorded of research work done by him during the academic year 2022-2023 under the supervision in partial fulfilment of 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.

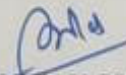
Place: Bengaluru

Date:



Dr. AJAY SINGH

Associate Professor
School of Commerce
Presidency University
Bengaluru



Dr. VINAY JOSHI

Associate Dean
School of Commerce
Presidency University,
Bengaluru

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

School of Commerce

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Commerce

Presidency University

Bengaluru

**A STUDY ON AN ANALYSIS ON SELECTED HIGH GROWTH STOCKS LISTED IN
BOMBAY STOCK EXCHANGE**

A PROJECT

Submitted by
Balla Himay Durga Bhaskar
(20201BBA0051)

Under the Guidance of
Dr. Ajay Singh
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 Balla Himay Bhaskar(20201BBA0051) hereby declare that the project, **titled A STUDY ON AN ANALYSIS ON SELECTED HIGH GROWTH STOCKS LISTED IN BOMBAY STOCK EXCHANGE** 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. Ajay Singh, 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

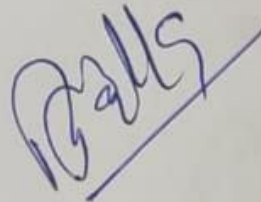
Place: BANGALORE

Date:

Name: BALLA HIMAY DURGA BHASKAR

Register Number: 20201BBA0051

PRESIDENCY UNIVERSITY.



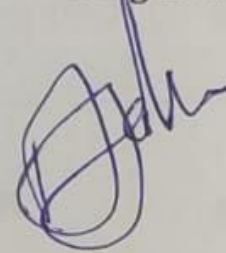
CERTIFICATE

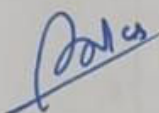
This is to certify that the project submitted by **BALLA HIMAY DURGA BHASKAR** [20201BBA0051] titled **A STUDY ON AN ANALYSIS ON SELECTED HIGH GROWTH STOCKS LISTED IN BOMBAY STOCK EXCHANGE** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru Date:

Dr. Ajay Singh
Assistant Professor
School of Commerce
Presidency University
Bengaluru




Associate Dean
School of Commerce
Presidency University
Bengaluru

“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”

A PROJECT

Submitted by

Vineet Singh Shekhawat

20201BBA0258

Under the Guidance of

Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



**GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS**

JUNE 2023

DECLARATION

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

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

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat
20201BBA0258
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

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

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

Place: Bengaluru

Date: 05-06-23



Prof. Sandhya R

Professor

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

SCHOOL OF COMMERCE

&

MANAGEMENT

FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS- A STUDY

Project Report Submitted in Partial fulfillment of the requirement for the award of
Degree of

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Submitted by;

CHALLA, LOKESH KUMAR

Reg. No: 20201BBA0058

Under the guidance of
Professor.


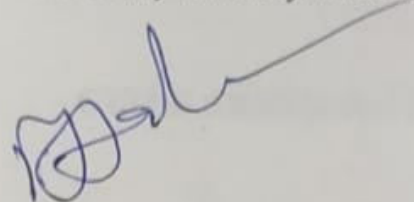
DR. AJAY SINGH

CERTIFICATE

This is to certify that the project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMERS PREFERENCES OF AMUL ICE CREAM PRODUCTS" Prepared and submitted by **CHALLA LOKESH** (REG NO 20201BBA0058) in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by him during the period of his study in PRESIDENCY UNIVERSITY.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH
PRESIDENCY UNIVERSITY
BANGALORE-560054



Associate Dean
School of Commerce
Presidency
University
Bangalore

DECLARATION BY THE STUDENT

I **CHALLA LOKESH KUMAR** bearing Reg. No 20201BBA0058 hereby declare that this project report entitled "STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. **DR. AJAY SINGH**, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Signature

Date:
KUMAR

CHALLA LOKESH

Reg. No.: 20201BBA0058

GUIDE CERTIFICATE

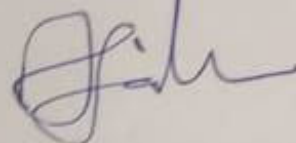
This is to certify that the project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" Prepared and submitted by **CHALLA LOKESH KUMAR (REG NO 20201BBA0058)**

in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by her during the period of her study in Presidency university.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. AJAY SINGH

A - Professor
PRESIDENCY UNIVERSITY





PRESIDENCY UNIVERSITY

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

IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR AND PURCHASE DECISIONS IN BENGALURU:

A RESEARCH STUDY

Submitted by
YASHAS P NAIDU
(20201BBA0263)

Under the Guidance of
Prof. Sandhya R

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

BACHELOR OF BUSINESS ADMINISTRATION



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SCHOOL OF COMMERCE

June 2023

DECLARATION

I Yashas P Naidu (20201BBA0263) hereby declare that the project, titled **IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR AND PURCHASE DECISIONS IN INDIA:** Is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration - Marketing. I have completed this study under the supervision of Prof. Sandhya R, School of Management.

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, Karnataka

Date: 5/6/23



Yashas P Naidu
Reg No: 20201BBA0263
School of Management
Presidency University
Bengaluru,
Karnataka

CERTIFICATE

This is to certify that the project submitted by YASHAS P NAIDU (Reg. No: 20201BBA0263) titled **IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR AND PURCHASE DECISIONS IN BENGALURU** 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: 5/6/23



Prof. Sandhya R

School of Management

Presidency University

Bengaluru



Dr. Vinay Joshi

Associate Dean

School of Management

Presidency University

Bengaluru



PRESIDENCY UNIVERSITY

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

The Impact of Search Engine Optimization in Digital Marketing

A PROJECT

Submitted by
ZOYA KHAN
(20201BBA0268)

Under the Guidance of
Prof. SANDHYA R
Assistant Professor

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



SCHOOL OF COMMERCE

DECLARATION

I Zoya Khan (Reg. No: 20201BBA0268) hereby declare that the project, titled A STUDY ON THE IMPACT OF SEARCH ENGINE OPTIMIZATION 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 Prof. SANDHYA R, Asst. 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

Zoya Khan

Zoya Khan

Reg No: 20201BBA0268

School of Commerce

Presidency University Bengaluru


CERTIFICATE


This is to certify that the project submitted by **Zoya Khan (Reg. No: 20201BBA0268)** titled **A STUDY ON THE IMPACT OF SEARCH ENGINE OPTIMIZATION IN DIGITAL MARKETING** 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: 5/6/23


Prof. SANDHYA R
Asst Professor
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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

A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR

A PROJECT

Submitted by

R BHARATH

(20201BBA0270)

Under the guidance of

Prof. Sandhya R

In partial Fulfillment of the requirements for the Award of the Degree of



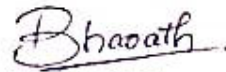
DECLARATION

I **R BHATRATHI** here by declare that the project, titled **A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration - Executive. I have completed this study under the supervision of **Prof.SANDHYA R** School of Commerce.

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

Place: Bengaluru

Date: 5/6/23



R BHARATHI

Reg No:20201BBA0270

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Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by **R BHARATHI (20201BBA0270)** titled **A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR** 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: 5/6/23



Prof. (Dr.) Vinay Joshi
Associate Dean - School of
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Prof. SANDHYAR
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PRESIDENCY UNIVERSITY

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

A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR

A PROJECT

Submitted by

R BHARATH

(20201BBA0270)

Under the guidance of

Prof.Sandhya R

In partial Fulfillment of the requirements for the Award of the Degree of



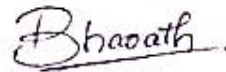
DECLARATION

I **R BHATRATHI** here by declare that the project, titled **A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration - Executive. I have completed this study under the supervision of **Prof.SANDHYA R** School of Commerce.

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

Place: Bengaluru

Date: 5/6/23



R BHARATHI

Reg No:20201BBA0270

School of Commerce

Presidency University

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CERTIFICATE

This is to certify that the project submitted by **R BHARATHI (20201BBA0270)** titled **A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR** 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.

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Place: Bengaluru

Date: 5/6/23



Prof. (Dr.) Vinay Joshi
Associate Dean - School of
Commerce
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Bengaluru



Prof. SANDHYAR
School of Commerce
Presidency University
Bengaluru



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

A STUDY ON CUSTOMER PERCEPTION TOWARDS AMUL PRODUCTS IN BENGALURU CITY

A DISSERTATION PROJECT

Submitted by

C. Preethi Praharsha

(20201BBA0272)

Under the Guidance of

Prof. SANDHYA.R

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 C.PREETHI PRAHARSHA hereby declare that the project, titled **A STUDY ON THE CUSTOMER PERCEPTION TOWARDS AMUL PRODUCTS IN BENGALURU CITY** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of Prof. SANDHYA R, Assistant Professor, School of Commerce.

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

Place: Bengaluru

Date:5/06/2023


C.PREETHI PRAHARSHA

Reg No:20201BBA0272

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by C. Preethi Praharsha (20201BBA0272) titled **A STUDY ON CUSTOMER PERCEPTION TOWARDS AMUL PRODUCTS IN BENGALURU CITY** 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: 5/06/2023



Prof . SANDHYA.R

Assistant Professor

School of Commerce

Presidency University

Bengaluru



Dr. VINAY JOSHI

Associate Dean

School of Commerce

Presidency University

Bengaluru



PRESIDENCY UNIVERSITY

SUBMITTED BY

ADITYA

20201BBA0274

Under the Guidance of

Prof. SANDIYA R

Assistant Professor

PRESIDENCY UNIVERSITY

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

Aditya, 20201BBA0274, BBA VI, Presidency University

DECLARATION

I ADITYA (Reg. No:20201BBA0274) hereby declare that the project, titled **MONETARY INCENTIVES AND EMPLOYEE PERFORMANCE** 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 Prof. SANDHYA R, Assistant Professor, School of Commerce.

I

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


ADITYA

Reg No:20201BBA0274
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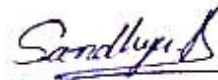
CERTIFICATE

This is to certify that the project submitted by ADITYA (Reg.No:20201BBA0274) titled **MONETARY INCENTIVES AND EMPLOYEE PERFORMANCE** 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: 5/6/2023



Prof. SANDHYA R

Assistant Professor

School of Commerce

Presidency University

Bangalore



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



PRESIDENCY UNIVERSITY

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

A STUDY ON CUSTOMER PERCEPTION TOWARDS AMUL PRODUCTS IN BENGALURU CITY

A DISSERTATION PROJECT

Submitted by

C. Preethi Praharsha

(20201BBA0272)

Under the Guidance of

Prof. SANDHYA.R

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 C.PREETHI PRAHARSHA hereby declare that the project, titled **A STUDY ON THE CUSTOMER PERCEPTION TOWARDS AMUL PRODUCTS IN BENGALURU CITY** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of Prof. SANDHYA R, Assistant Professor, School of Commerce.

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

Place: Bengaluru

Date:5/06/2023


C.PREETHI PRAHARSHA

Reg No:20201BBA0272

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by C. Preethi Praharsha (20201BBA0272) titled **A STUDY ON CUSTOMER PERCEPTION TOWARDS AMUL PRODUCTS IN BENGALURU CITY** 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: 5/06/2023



Prof . SANDHYA.R

Assistant Professor

School of Commerce

Presidency University

Bengaluru



Dr. VINAY JOSHI

Associate Dean

School of Commerce

Presidency University

Bengaluru

**A STUDY ON THE IMPACT OF BUSINESS ANALYTICS IN THE
HEALTHCARE SECTOR**

A PROJECT

Submitted by

Ashish Jonathan Maben

20201BBA0039

Under the Guidance of

Dr. P S Varsha

Asst. 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 Ashish Jonathan Maben (Reg. No: 20201BBA0039) hereby declare that the project, titled **A STUDY ON THE IMPACT OF BUSINESS ANALYTICS IN THE HEALTHCARE SECTOR** 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 Varsha**, Asst. 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


Ashish Jonathan Maben
Reg No: 20201BBA0039
School of Commerce
Presidency University
Bengaluru

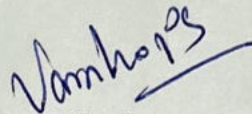
CERTIFICATE

This is to certify that the project submitted by Ashish Jonathan Maben (Reg. No: 20201BBA0039) titled **A STUDY ON THE IMPACT OF BUSINESS ANALYTICS IN THE HEALTHCARE 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: 05/06/2023



Dr. P S Varsha
Asst. Professor, School of Commerce
Presidency University Bengaluru



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

**A study on the factors influencing employees to associate with prospective
employers at Folkfactor Technologies in Bangalore region**

A PROJECT

Submitted by

Shivangi Goel

20201BBA0216

Under the Guidance of

Dr. Anouja Mohanty

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



SCHOOL OF MANAGEMENT

Presidency University

Bangalore -2023

DECLARATION

I Shivangi Goel (20201BBA0216) hereby declare that the project, titled **A STUDY ON THE FACTORS INFLUENCING EMPLOYEES TO ASSOCIATE WITH PROSPECTIVE EMPLOYERS AT FOLKFACTOR TECHNOLOGIES IN BANGALORE REGION** 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. Anouja Mohanty, 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: Bangalore

Date: 5-6-2023

Shivangi
Shivangi Goel

20201BBA0216

School of Management

Presidency University

Bangalore

CERTIFICATE

This is to certify that the project submitted by Shivangi Goel titled **A STUDY ON FACTORS INFLUENCING EMPLOYEES TO ASSOCIATE WITH PROSPECTIVE EMPLOYERS AT FOLKFACTOR TECHNOLOGIES IN BANGALORE REGION** is a record of research work done by him/her during the academic year 2023-2024 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bangalore

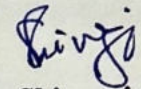
Date: 5-6-2023


Dr. Vinay Joshi

Associate Dean School of Commerce

Presidency University

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Shivangi Goel

20201BBA0216

School of Management

Presidency University

Bangalore

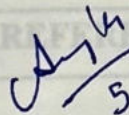
4. ANALYSIS AND INTERPRETATION

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6. CONCLUSION & RECOMMENDATIONS

31-32

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5/6/23

Dr. Anouja Mohanty
Assistant Professor
School of Commerce
Presidency University



PRESIDENCY UNIVERSITY

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

ARTIFICIAL INTELLIGENCE FOR BUSINESS ANALYTICS: A MACHINE LEARNING APPROACH

A PROJECT

Submitted by

Konkathi Manikanta

(20201BBA0113)

Under the Guidance of

Dr. Varsha PS

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

PRESIDENCY UNIVERSITY

2023

DECLARATION

CERTIFICATE

I Konkathi Manikanta (20201BBA0113) hereby declare that the project, titled **ARTIFICIAL INTELLIGENCE FOR BUSINESS ANALYTICS: A MACHINE LEARNING APPROACH** 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. Varsha PS, 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:

Varsha PS
Dr. Varsha PS

Assistant Professor
School of Commerce
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Manikanta

Konkathi Manikanta
Reg no. 20201BBA0113
School of Commerce
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Dr. Varsha PS
Assistant Professor
School of Commerce
Presidency University
Bengaluru

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CERTIFICATE

This is to certify that the project submitted by **Konkathi Manikanta** (Reg. No:20201BBA0113) titled **ARTIFICIAL INTELLIGENCE FOR BUSINESS ANALYTICS: A MACHINE LEARNING APPROACH** 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:

Varsha PS

Dr. Varsha PS
Assistant Professor
School of Commerce
Presidency University
Bengaluru

Vinay Joshi

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

| | | |
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PRESIDENCY UNIVERSITY

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THE CONFUSION OF CONTENT MARKETING

A PROJECT

Submitted by

B S Sujith Kumar Reddy
(20201BBA0236)

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

PRESIDENCY UNIVERSITY

2023


DECLARATION

I **B S Sujith Kumar Reddy** (20201BBA0236) hereby declare that the project, titled **The Confusion of Content 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. Raksha, 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: 27th May 2023


B S Sujith Kumar Reddy
Reg no. 20201BBA0236
School of Management
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by B S Sujith Kumar Reddy (20201BBA0236) titled **The Confusion of Content marketing** is a record of research work done by him/her during the academic year 2023-2024 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 27th May 2023



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



Dr. Raksha
Assistant Professor
School of Management
Presidency University
Bengaluru

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT
DECATHLON SPORTS INDIA**

A PROJECT

Submitted by

Sai Ruthvik Thatikonda

(20201BBA0201)

Under the guidance of

Dr. Raksha Deshbhag

Assistant 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

JUNE 2023

DECLARATION

I Sai Ruthvik Thatikonda (20201BBA0201) hereby declare that the project, titled **CUSTOMER RELATIONSHIP MANAGEMENT AT DECATHLON SPORTS INDIA** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business of Administration Executive. I have completed this study under the supervision of **Dr. Raksha Deshbhag, Assistant Professor**, School of Commerce.

I also declare that this declaration 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



Sai Ruthvik Thatikonda

Reg No: 20201BBA0201

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by Sai Ruthvik Thatikonda (20201BBA0201) titled **A STUDY ON COUSTOMER RELATIONSHIP MANAGEMENT AT DECATHLON SPORTS INDIA** is a record of research work done by him/her during the academic year 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. Raksha Deshbhag
Assistant professor
School of commerce
Presidency University
Bengaluru

**A STUDY ON BRAND CREDIBILITY AND ITS IMPACT ON
CUSTOMER LOYALTY WITH REFERENCE TO TATA COFFEE**

A PROJECT

Submitted by
V NIVEDITA
(20201BBA0252)

Under the Guidance of
Dr.Raksha Rajgopal
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, **Nivedita** (Reg. No: **20201BBA0252**) hereby declare that the project titled **A STUDY ON BRAND CREDIBILITY AND ITS IMPACT ON CUSTOMER LOYALTY WITH REFERENCE TO LATA COFFEE** 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, 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: 05/06/21



V Nivedita
Reg No:20201BBA0252
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by V Nivedita (2020BBA0252) titled **A STUDY ON BRAND CREDIBILITY AND ITS IMPACT ON CUSTOMER LOYALTY WITH REFERENCE TO TATA COFFEE** 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 other Institution/University.

Place: Bengaluru

Date: 05/06/23



**Dr. RAKSHA
RAJGOPAL
Assistant Professor
School of Commerce
Presidency University
Bengaluru**


Dr. Vinay Joshi
Associate Dean, SOCE,
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

BANGALORE



"A STUDY ANALYZING THE PERSPECTIVE OF THE DEALERS AND THE CUSTOMERS OF ELECTRIC VEHICLES AND ITS SCOPE IN INDIA"

Project

Submitted by
Pratyush Kumar
(20201BBA0166)

Under the Guidance of

Dr. Raksha Rajgopal

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 hereby declare that "A STUDY ANALYZING THE PERSPECTIVE OF THE DEALERS AND THE CUSTOMERS OF ELECTRIC VEHICLES AND ITS SCOPE IN INDIA" is the result of the project work carried out by me, under the guidance of **Dr. Raksha Rajgopal** in partial fulfilment for the award of master's degree in Business Administration by Presidency University.

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

Place: Bangalore

Date: 05/06/23

Pratyush Kumar

Name: Pratyush Kumar

Reg no: 20201BBA0166

CERTIFICATE BY THE GUIDE


Date: 05/06/23

This is to certify that the dissertation title "A STUDY ANALYZING THE PERSPECTIVE OF THE DEALERS AND THE CUSTOMERS OF ELECTRIC VEHICLES AND ITS SCOPE IN INDIA" is an original work of **Pratyush Kumar** bearing University Register Number **20201BBA0166** and is being submitted in partial fulfilment for the award of the master's degree in Business Administration of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study.

Pratyush Kumar is guided by **Dr. Raksha Rajgopal** Associate Professor who is the Faculty Guide as per the regulations of Presidency University.


for S.V.
Signature of Faculty Guide

Date: 05/06/23


Signature of Principal/HOD
Associate Dean

Date: 05/06/23



PRESIDENCY UNIVERSITY

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

**“A STUDY ON HR PRACTICES TO ENHANCE THE EMPLOYEE
RETENTION” WITH CURATAL (ERSTEHILE FIRST IPO)**

A RESEARCH PROJECT

Submitted by
PREETHAM KUMAR R
(20201BBA0167)

Under the Guidance of
Dr. Anouja Mohanty
Assistant Professor

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

BACHELOR OF COMMERCE



SCHOOL OF COMMERCE

DECLARATION

I Preetham Kumar R (20201BBA0167) hereby declare that the project, titled a **Study On Employees' HR Practices To Enhance THE Employee Retention With Curatal (Erstehile First IPO)**, is a record of original research work undertaken by me for the award of the degree of Bachelor of Commerce. I have completed this study under the supervision of **Dr. Anouja Mohanty**, School of Commerce. I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship, or an other title to any other Institution/University.

Place: Bengaluru

Date: 5/6/23



Preetham Kumar

20201BBA0167

School of Commerce

Presidency University

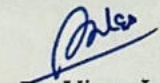
CERTIFICATE

This is to certify that the project submitted by Preetham Kumar (20201BBA0167) titled A Study On Employees' HR Practices To Enhance THE Employee Retention With Curatal (Erstehile First IPO) is are cord of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Commerce.

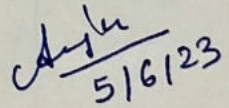
This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or another title to any other Institution/University.

Place: Bengaluru

Date: 5/6/23



Dr. Vinay Joshi
Associate Dean
School of Commerce
Presidency University



Dr. Anouja Mohanty
School of Commerce
Presidency University

**A STUDY ON JOB SATISFACTION IN KAP CALL CENTER WITH
REFERENCE TO BENGALURU IN INDIA**

A PROJECT

Submitted by
Prithbhi Raj Sen
(20201BBA0168)

Under the Guidance of

Dr. Anouja Mohanty
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

CERTIFICATE

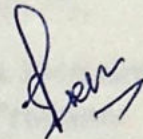
DECLARATION

I Prithbhi Raj Sen (20201BBA0168) hereby declare that the project, titled **A STUDY ON JOB SATISFACTION IN KAP CALL CENTER WITH REFERENCE TO BENGALURU 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. Anouja Mohanty, 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: 31/5/2023.



**Prithbhi Raj Sen
20201BBA0168**

School of Commerce Presidency University

Bengaluru


CERTIFICATE


This is to certify that the project submitted by **Prithbhi Raj Sen** (20201BBA0168) titled **A STUDY ON JOB SATISFACTION IN KAP CALL CENTER WITH REFERENCE TO BENGALURU IN INDIA** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 31 - 05 - 23


Dr. VINAY JOSHI
School of Commerce
Presidency University
Bengaluru


Dr. Anouja Mohanty
Assistant Professor
School of Commerce

**A STUDY ON JOB SATISFACTION IN KAP CALL CENTER WITH
REFERENCE TO BENGALURU IN INDIA**

A PROJECT

Submitted by
Prithbhi Raj Sen
(20201BBA0168)

Under the Guidance of

Dr. Anouja Mohanty
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF COMMERCE

MARCH 2023

CERTIFICATE

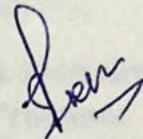
DECLARATION

I Prithbhi Raj Sen (20201BBA0168) hereby declare that the project, titled **A STUDY ON JOB SATISFACTION IN KAP CALL CENTER WITH REFERENCE TO BENGALURU 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. Anouja Mohanty, 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: 31/5/2023.



**Prithbhi Raj Sen
20201BBA0168**

School of Commerce Presidency University

Bengaluru


CERTIFICATE


This is to certify that the project submitted by **Prithbhi Raj Sen** (20201BBA0168) titled **A STUDY ON JOB SATISFACTION IN KAP CALL CENTER WITH REFERENCE TO BENGALURU IN INDIA** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 31 - 05 - 23


Dr. VINAY JOSHI
School of Commerce
Presidency University
Bengaluru


Dr. Anouja Mohanty
Assistant Professor
School of Commerce



PRESIDENCY UNIVERSITY

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

**A STUDY ON PERFORMANCE APPRAISAL AND
ITS IMPACT ON ORGANIZATIONAL
EFFECTIVENESS AND PERFORMANCE WITH
SPECIAL REFERENCE TO JSW, SALEM**

A PROJECT

Submitted by
**ROHAAN
JOSEPH**
(20201BBA0188)

Under the Guidance of
Dr. Anouja Mohanty
Assistant Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



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REACH GREATER HEIGHTS**

SCHOOL OF COMMERCE

PRESIDENCY UNIVERSITY

2023

DECLARATION

I Rohaan Joseph (20201BBA0188) hereby declare that the project, titled **A STUDY ON PERFORMANCE APPRAISAL AND ITS IMPACT ON ORGANIZATIONAL EFFECTIVENESS AND PERFORMANCE WITH SPECIAL REFERENCE TO JSW, SALEM** 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. Anouja Mohanty, Assistant Professor, School of Commerce.**

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

Place: Bengaluru

Date: 5th June 2023



Rohaan Joseph
Reg no. 20201BBA0188
School of Commerce
Presidency University
Bengaluru

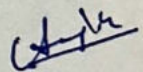
CERTIFICATE

This is to certify that the project submitted by Rohaan Joseph (20201BBA0188) titled **A STUDY ON PERFORMANCE APPRAISAL AND ITS IMPACT ON ORGANIZATIONAL EFFECTIVENESS AND PERFORMANCE WITH SPECIAL REFERENCE TO JSW, SALEM** is a record of research work done by him/her during the academic year 2023-2024 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 5th June 2023



Dr. Anouja
Mohanty, Assistant
Professor School of
Commerce
Presidency University
Bengaluru



Dr VINAY JOSHI
Associate Dean
School of Commerce
Presidency University

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT
DECATHLON SPORTS INDIA**

A PROJECT

Submitted by

Sai Ruthvik Thatikonda

(20201BBA0201)

Under the guidance of

Dr. Raksha Deshbhag

Assistant 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

JUNE 2023

DECLARATION

I Sai Ruthvik Thatikonda (20201BBA0201) hereby declare that the project, titled **CUSTOMER RELATIONSHIP MANAGEMENT AT DECATHLON SPORTS INDIA** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business of Administration Executive. I have completed this study under the supervision of **Dr. Raksha Deshbhag, Assistant Professor**, School of Commerce.

I also declare that this declaration 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



Sai Ruthvik Thatikonda

Reg No: 20201BBA0201

School of Commerce

Presidency University

Bengaluru

CERTIFICATE

This is to certify that the project submitted by Sai Ruthvik Thatikonda (20201BBA0201) titled **A STUDY ON COUSTOMER RELATIONSHIP MANAGEMENT AT DECATHLON SPORTS INDIA** is a record of research work done by him/her during the academic year 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. Raksha Deshbhag
Assistant professor
School of commerce
Presidency University
Bengaluru



PRESIDENCY UNIVERSITY

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

**“A STUDY ON CONSUMER PREFERENCE TOWARDS
CADBURY PRODUCTS”**

A Project

Submitted by

Sanjay Agarwal

(20201BBA0204)

Under the Guidance of

Dr.Raksha Rajgopal

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

BACHELOR OF BUSINESS ADMINISTRATION



GAIN MORE KNOWLEDGE
REACH FOR ALL HEIGHTS

SCHOOL OF COMMERCE

MARCH 2023



PRESIDENCY UNIVERSITY

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

DECLARATION

I **Sanjay Agarwal** (Reg.No:20201BBA0204) hereby declare that the project, title **A STUDY ON CONSUMER PREFERENCE TOWARDS CADBURY 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.Raksha Rajgopal**, 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:

Sanjay Agarwal
Sanjay Agarwal

Reg No:20201BBA0204

School of Commerce

Presidency University

Bengaluru



PRESIDENCY UNIVERSITY

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

CERTIFICATE

This is to certify that the project submitted by Sanjay Agarwal (Reg. No:20201BBA0204) titled **A STUDY ON CONSUMER PREFERENCE TOWARDS CADBURY 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, associate ship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:


Dr. Raksha Rajgopal

Assistant 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



REPORT

ON

**“MASTER PROGRAM IN RESEARCH ON APPLICATION OF SIX SIGMA
MANAGEMENT IN PROJECT MANAGEMENT”**

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

BACHELOR OF BUSINESS ADMINISTRATION

OF

PRESIDENCY UNIVERSITY



GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

By

SHAIK AMANULLA

20201BBA0211

Submitted to

SASWATI ROY CHEL

PRESIDENCY UNIVERSITY

2021-2023

DECLARATION BY THE STUDENT

I hereby declare that **“RESEARCH ON APPLICATION OF SIX SIGMA MANAGEMENT IN PROJECT MANAGEMENT”** is the result of the project report analysis carried out by me under the guidance of Associate Professor **Saswati Roy Chel** in partial fulfilment for the award of Bachelor Business Administration by Presidency University. I also declare that this study 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

Date: 05/06/2023



Name: Shaik Amanulla

Register no: 20201BBA0211

CERTIFICATE BY THE GUIDE

This is to certify that the dissertation titled "RESEARCH ON APPLICATION OF SIX SIGMA MANAGEMENT IN PROJECT MANAGEMENT" is an original work of Mr. SHAIK AMANULLA bearing University Register Number 20201BBA0211 and is being submitted in partial fulfilment for the award of the Bachelor's Degree in Business Administration of Presidency University. The report has not been submitted earlier either to this University /Institution for the fulfilment of the requirement of a course of study. Mr. Shaik Amanulla is guided by Saswati Roy Chel who is the Faculty Guide as per the regulations of Presidency University



DR. VINAY JOSHI

Associate Dean

School of Commerce

Presidency University

Bengaluru



Signature of Faculty Guide

SASWATI ROY CHEL



PRESIDENCY UNIVERSITY

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

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



GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

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
School of Commerce
Presidency University
Bengaluru

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
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

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

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

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



A study on the factors influencing employees to associate with prospective employers at Folkfactor Technologies in Bangalore region

A PROJECT

Submitted by

Shivangi Goel

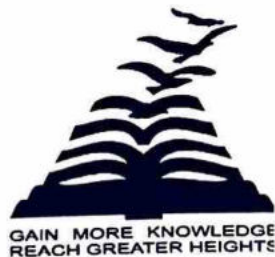
20201BBA0216

Under the Guidance of

Dr. Anouja Mohanty

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

BACHELOR OF BUSINESS ADMINISTRATION



SCHOOL OF MANAGEMENT

Presidency University

Bangalore -2023

DECLARATION

I Shivangi Goel (20201BBA0216) hereby declare that the project, titled **A STUDY ON THE FACTORS INFLUENCING EMPLOYEES TO ASSOCIATE WITH PROSPECTIVE EMPLOYERS AT FOLKFACTOR TECHNOLOGIES IN BANGALORE REGION** 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. Anouja Mohanty, 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: Bangalore

Date: 5-6-2023

Shivangi
Shivangi Goel

20201BBA0216

School of Management

Presidency University

Bangalore

CERTIFICATE

This is to certify that the project submitted by Shivangi Goel titled **A STUDY ON FACTORS INFLUENCING EMPLOYEES TO ASSOCIATE WITH PROSPECTIVE EMPLOYERS AT FOLKFACTOR TECHNOLOGIES IN BANGALORE REGION** is a record of research work done by him/her during the academic year 2023-2024 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bangalore

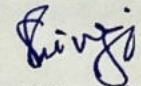
Date: 5-6-2023


Dr. Vinay Joshi

Associate Dean School of Commerce

Presidency University

Bengaluru



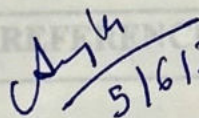
Shivangi Goel

20201BBA0216

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5/6/23

Dr. Anouja Mohanty
Assistant Professor
School of Commerce
Presidency University



PRESIDENCY UNIVERSITY

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

Major factors affecting profitability of sugar industries.

A DISSERTATION PROJECT

Submitted by

SOURAB SADASHIV MARABASANNAVAR

(20201BBA9002)

Under the Guidance of

Prof. SASWATI ROY CHEL

Assistant Professor

In Partial Fulfilment 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 **SOURAB SADASHIV MARABASANNAVAR (20201BBA9002)** hereby declare that the project, titled **MAJOR FACTORS AFFECTING PROFITABILITY OF SUGAR 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 **Prof. SASWATI ROY CHEL**, Assistant Professor, School of Commerce.

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

Place: Bengaluru
Date: 16/03/2023



SOURAB SADASHIV MARABASANNAVAR
20201BBA9002
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **SOURAB SADASHIV MARABASANNAVAR (20201BBA9002)** titled **A STUDY ON MAJOR FACTORS AFFECTING PROFITABILITY OF SUGAR INDUSTRIES** 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 another title to any other Institution/University.



DR. VINAY JOSHI

Associate Dean

School of Commerce

Presidency University

Bengaluru

Place: Bengaluru

Date: 16.03.2023



Prof. SASWATI ROY CHEL

Assistant Professor

School of Commerce

Presidency University

Bengaluru



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

THE CONFUSION OF CONTENT MARKETING

A PROJECT

Submitted by

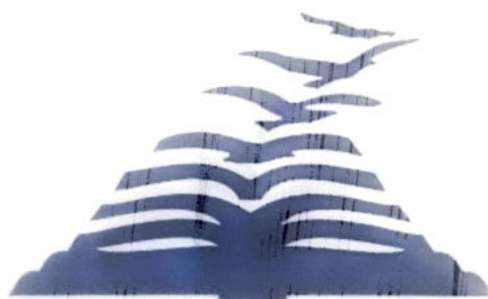
B S Sujith Kumar Reddy
(20201BBA0236)

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



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PRESIDENCY UNIVERSITY

2023


DECLARATION

I **B S Sujith Kumar Reddy** (20201BBA0236) hereby declare that the project, titled **The Confusion of Content 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. Raksha, 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: 27th May 2023


B S Sujith Kumar Reddy
Reg no. 20201BBA0236
School of Management
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by B S Sujith Kumar Reddy (20201BBA0236) titled **The Confusion of Content marketing** is a record of research work done by him/her during the academic year 2023-2024 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date: 27th May 2023



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



Dr. Raksha
Assistant Professor
School of Management
Presidency University
Bengaluru



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

Consumer Awareness, Perception and Preference of Natural Beauty & Cosmetic Products in Dharmapuri District (Tamil Nadu)

A PROJECT

Submitted by
THARUNRAJ U
(20201BBA0243)

Under the Guidance of
Dr. RAKSHA RAJGOPAL DESHBHAG
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, **THARUNRAJ U (20201BBA0243)** hereby declare that the project, titled **Consumer Awareness, Perception and Preference of Natural Beauty & Cosmetic Products in Dharmapuri District (Tamil Nadu)** 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. RAKSHA RAJGOPAL DESHBHAG**, Professor, School of Management.

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

Place: Bengaluru

Date: 05/06/2023



THARUNRAJ U

20201BBA0243

**School of Commerce
Presidency University
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CERTIFICATE

This is to certify that the project gave by THARUNRAJ U (20201BBA0243) titled **Consumer Awareness, Perception and Preference of Natural Beauty & Cosmetic Products in Dharmapuri District (Tamil Nadu)** 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 given 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. RAKSHA RAJGOPAL
DESHBHAG
Professor
School of Commerce
Presidency University
Bengaluru**



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



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

The impact of Industry 4.0 implementation on supply chains

A DISSERTATION PROJECT

Submitted by

V Nanda Jeevesh 20201BBA0251

Under the Guidance of

Prof. Saswati Roy Chel

Asst Professor

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

BACHELOR OF BUSINESS ADMINISTRATION



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MAY2023


DECLARATION

I **Vallamkondu Nanda Jeevesh** (20201BBA0251) hereby declare that the project, titled **the impact of Industry 4.0 implementation on supply chains** 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. Saswati Roy Chel**, 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:


Vallamkondu Nanda Jeevesh
Reg No: 20201BBA0251
School of Commerce
Presidency University
Bengaluru

CERTIFICATE

This is to certify that the project submitted by **Vallamkondu Nanda Jeevesh (20201BBA0251)** titled **THE IMPACT OF INDUSTRY 4.0 IMPLEMENTATION ON SUPPLY CHAINS** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

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

Place: Bengaluru

Date:



Prof. Saswati Roy Chel
Assistant Professor
School of Commerce



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