

GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK			
PROJECT REPORT TITLE			
BBA 6TH SEMESTER			
SR. NO.	NAME	UNIVERSITY ROLL NO.	TOPIC
1	Aarzoo	4116381	Marketing strategy of indian telecom company (bharti airtel).
2	Alisha	4116382	Human resource management in departmental store.
3	Anjali	4116383	Stress among college students.
4	Anjali	4116384	A study on e-gaming addiction in adolescence.
5	Anjali	4116385	To study consumer preference of nestle kit- kat with respect to cadbury dairy milk in Rohtak.
6	Anu	4116386	A study on customer perception towards credit card.
7	Chetna	4116387	Impact of artificial intelligence on society.
8	Deepika	4116388	A study on indian stock market-NSE AND BSE.
9	Divya	4116389	Online marketing strategies for increasing sale of consumable product Myntra.
10	Divya Rawal	4116390	A study on buying behaviour of consumer towards gold jewellery.
11	Gayatri	4116391	Study of ascertain the stress level of employees.
12	Harshita	4116392	Students perception towards e-learning.
13	Harshita	4116393	Consumer awareness and perception towards online shopping.
14	Himanshi	4116394	Impact of GST on various construction project.
15	Isha	4116395	Effectiveness of internet Advertising on consumer behavior among students.
16	Isha	4116396	Study of consumer durables market for samsung electronics Ltd.
17	Isha	4116397	Consumer buying behaviour towards smartphones.
18	Kajal Jha	4116398	Financial Statement Analysis.
19	Khashboo	4116399	Customer satisfaction towards Nivea Products.
20	Khashboo	4116400	A study on spending and saving habits of college students.
21	Khashboo	4116401	Financial analysis of top five e-commerce companies in india.
22	Kirti	4116402	A study on effectiveness of advertising himalaya products.
23	Mahima	4116403	Consumer behaviour towards coca cola.
24	Manpreet Kaur	4116404	A study on consumer preference towards cadbury products.
25	Mehak Pruthi	4116405	A study on Corporate social responsibility of Tata Group.
26	Muskan	4116406	Customer Protection and Awareness.

27	Nancy	4116407	Consumer behaviour towards amul dairy products.
28	Neha	4116408	Challenges of drug abuse among the youth.
29	Neha	4116409	Customer Relationship Management in banking sector.
30	Nidhi	4116410	Comparative study between amazon and flipkart
31	Nikita	4116411	To know consumer preference about Hero Honda Two Wheeler in Rohtak city.
32	Payal	4116412	Innovation on advertising.
33	Payal	4116413	Marketing strategies of Lakme.
34	Pooja	4116414	A study on home loan in HDEC Bank.
35	Prakshi	4116415	A study on customer satisfaction with respect to the green marketing and green products
36	Princy	4116416	Study on digital marketing and its impact on revenue generation
37	Priyanka	4116418	A study on Entrepreneur among college students
38	Rimjhim	4116419	A study on consumer preference towards online shopping with special reference to meesho
39	Rupanshi	4116420	Comparative study of GST returns Goods and Services Tax.
40	Sapna	4116422	A study on consumer perception towards e-banking
41	Shreya Gupta	4116423	Marketing strategies of haidiram
42	Sonika	4116424	Comparative analysis between zomato and swiggy
43	Tamanna Juncja	4116425	A comparison of mutual funds in india
44	Teena	4116426	A study on customer perception towards samsung mobile
45	Vandana	4116427	A study on employee satisfaction at eluvathingal industries
46	Vanshika	4116428	Study on new product research

Prakshi  
24/5/23

O/c

Prakshi

Lukay  
Kavita

**A PROJECT REPORT ON  
MARKETING STRATEGY OF INDIAN TELECOM  
COMPANY (BHARTI AIRTEL)**



**MAHARSHI DAYANAND UNIVERSITY**

(In partial fulfillment of the requirement for the award of the degree of bachelor  
of business administration)

**SESSION : 2022-23**

**SUBMITTED BY :**

**AARZOO**

**BBA(6<sup>th</sup> SEMESTER)**

**ROLL NO :120133010014**

**UNIVERSITY ROLL NO. :4116381**

**GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK**



## DECLARATION

We hereby declare that the Project report entitled, "MARKETING STRATEGY OF INDIAN TELECOM COMPANY (BHARTI AIRTEL)." is a genuine work undertaken by me under the supervision of Dr. KAVITA BATRA ma'am commerce department GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK.

  
(AARZOO)

# **Project Report**

**On**

**HUMAN RESOURCES MANAGEMENT IN  
DEPARTMENTAL STORE**

**BACHELOR S OF BUSINESS ADMINISTRATION**

(Session 2022-2023)



**MAHARASHI DAYANAND UNIVERSITY**

Submitted By:

Alisha

(BBA 6<sup>th</sup> Semester)

University Roll no: 4116382

**GOVT.P.G. COLLEGE FOR WOMEN ,ROHTAK**

## DECLARATION

Alisha, of BBA 3<sup>rd</sup> YEAR (6<sup>th</sup> SEMESTER) OF GOVT.P.G. COLLEGE FOR WOMEN,  
JHTAK hereby declare that the project report entitled "HUMAN RESOURCES  
MANAGEMENT IN DEPARTMENTAL STORE" is a original work and the same has not  
been submitted to any other institute for the award of any degree/ diploma.

Alisha

**PROJECT REPORT**  
**ON**  
**STRESS AMONG COLLEGE**  
**STUDENTS**



**MAHARSHI DAYANAND UNIVERSITY**  
**(IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF**  
**THE DEGREE OF BACHELORS OF BUSINESS ADMINISTRATION )**  
**SESSION : 2022 -2023**

**SUBMITTED BY**

**ANJALI**

**BBA (6TH SEM )**

**UNIVERSITY ROLL NO**

**4116383**

**GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I am Anjali ,Roll no. -4116383 , 6th sem student of BBA hereby declare that the project report titled Stress among college students is an original piece of work done by me and has not been submitted in any other institute/university for the award of degree of BACHELORS OF BUSINESS ADMINISTRATION.

I have followed the guidelines provided by the university in writing the report.

*Anjali*  
ANJALI



**A PROJECT REPORT**  
**ON**  
**"A STUDY ON E- GAMING ADDICTION IN**  
**ADOLESCENCE"**



**MAHARSHI DAYANAND UNIVERSITY**  
Submitted in partial fulfillment of the requirement for the  
award of the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**  
(SESSION 2022-2023)

**Submitted By:**  
**Anjali**  
**BBA 6<sup>th</sup> Sem.**  
**University Roll no: 4116384**

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I Anjali, of B.B.A (6th SEMESTER) University. Roll No: 4116384 of GOVT. P.G. College for Women, Rohtak hereby declare that the Project Report entitled **“A STUDY ON E- GAMING ADDICTION IN ADOLESCENCE”** is an original work undertaken by me under the supervision of Mrs. SUNISHA SEHGAL commerce department GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK. This Project Report has not been submitted for the requirements for the award of any degree or diploma to any Institute or University.

*Anjali*  
Anjali

PROJECT REPORT

ON

TO STUDY CONSUMER PREFERENCE OF NESTLE KIT KAT WITH THE RESPECT TO  
CADBURY DAIRY MILK IN ROHTAK



Submitted to  
Maharshi Dayanand University in partial fulfilment of the required

Degree of the

BACHLOROFBUSINESSADMINISTRATION

(Session2023/2024)

Submittedby: Anjali

BBA6thSEM.

CollegeRollno. 120133010017

UniversityRollno.: 4116385

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK

### DECLARATION

I am Anjali, Roll no-4116385, 6th sem student of BBA hereby declare that the project report titled CONSUMER PREFERENCE OF NESTLE KIT KAT WITH THE RESPECT TO CADBURY DAIRY MILK is a original piece of work done by me and has not been submitted in any other institute/university for the award of degree of BACHELORS OF BUSINESS ADMINISTRATION .  
I have followed the guidelines provided by the university in wriing the report.

*Anjali*  
ANJALI



**PROJECT REPORT**  
**ON**  
**"A STUDY ON CUSTOMER PERCEPTION TOWARDS**  
**CREDIT CARD"**

Submitted in the partial fulfillment for the award of required Degree of the  
**BACHELOR'S OF BUSINESS ADMINISTRATION**  
(Session 2022-2023)



**MAHARISHI DAYANAND UNIVERSITY**

Submitted By;

ANU

BBA (6<sup>th</sup> Semester)

University Roll No - 4116386

**Govt. P.G College for woemen ,Rohtak**

## DECLARATION

I, ANU, hereby declare that the project work entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS CREDIT CARDS" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mrs. Mukesh Department of Commerce

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.



ANU

**Place: Rohtak**

**Date:**

**PROJECT REPORT**  
**ON**  
**IMPACT OF ARTIFICIAL INTELLIGENCE ON SOCIETY**



**MAHARISHI DAYANAND UNIVERSITY**  
**ON PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE REWARD OF**  
**THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION**  
**SESSION: 2022-2023**

**SUBMITTED BY – CHETNA**  
**BBA (6<sup>TH</sup> SEM)**  
**UNIVERSITY ROLL NO - 4116387**

**GOVERNMENT PG COLLEGE FOR WOMEN ROHTAK**

## DECLARATION

I, **CHETNA** hereby declare that the present report on the topic "**Impact of Artificial Intelligence in Society**" is uniquely prepared by me under the guidance of supervisor of Department of Commerce and this project work is submitted in the partial fulfillment of the requirements for the award of the degree of BBA. The results embodied in this thesis have not been submitted to any other University or Institute for the award of any degree or diploma.

*Chetna*

**CHETNA**

**BA Final Year (6th)**



# PROJECT REPORT

ON

A STUDY OF INDIAN STOCK MARKET :NSE AND BSE



MAHARISHI DAYANAND UNIVERSITY

(IN PARTIAL FULLFILMENT OF THE REQUIEMENT FOR THE  
AWARD OF THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATIVE )

SESSION : 2022-23

SUBMITTED BY :

DEEPIKA

BBA (6<sup>TH</sup> SEM)

UNIVERSITY ROLL NO 4116388

Govt. PG College for Women, Rohtak

### DECLARATION

I am DEEPIKA Roll no. 4116388 6th sem student of BBA hereby declare that the project report titled comparative a study on Indian stock market: NSE and BSE is an original piece of work done by me and has not been submitted in any other institute/university for the award of degree of BACHELORS OF BUSINESS ADMINISTRATION. I have followed the guidelines provided by the university in writing the report.

*Deepika*

DEEPIKA

**PROJECT REPORT**  
**ON**  
**ONLINE MARKETING STRATEGIES FOR**  
**INCREASING SALE OF CONSUMABLE PRODUCTS**  
**IN MYNTRA**

Submitted in partial fulfillment for the award of required Degree of the

**BACHELOR OF BUSINESS ADMINISTRATION**

(Session 2022-2023)



**MAHARSHI DAYANAND UNIVERSITY**

Submitted by:  
Divya  
BBA 6<sup>TH</sup> SEMESTER  
University Roll no: 4116389

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

### DECLARATION

I, Divya, Roll no. 4116389 of BBA 6<sup>TH</sup> SEMESTER from GOVT. PG. COLLEGE FOR WOMEN, ROHTAK, hereby declare that the project report entitled "online marketing strategies for increasing sale of consumable products in myntra" is my original work and has not been published or submitted for any degree, diploma or other similar titles elsewhere. This has been undertaken for the purpose of partial fulfilment of Bachelor of business administration at Maharshi Dayanand University, Rohtak.

  
Divya



**PROJECT REPORT**  
**ON**  
**"A STUDY ON BUYING BEHAVIOUR OF CONSUMERS**  
**TOWARDS GOLD JEWELLERY"**

Submitted in the partial fulfillment for the requirement for the award of Degree

**BACHELOR OF BUSINESS ADMINISTRATION**

(Session 2022-2023 )



MAHARISHI DAYANAND UNIVERSITY

Submitted by:

Divya Rawal

BBA 6th Semester

University Roll No: 4116390

GOVT. P.G COLLEGE FOR WOMEN, ROHTAK

## DECLARATION

I, Divya Rawal, hereby declare that the project work entitled "A STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS GOLD JEWELLERY" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mrs. Sakshi, Department of Commerce, govt. PG College for Women

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associate ship or other similar title of any other university or institute.



Divya Rawal

BBA (6 Semester )

**A PROJECT REPORT  
ON  
"A STUDY TO ASCERTAIN THE STRESS LEVEL OF  
EMPLOYEES"**



**MAHARSHI DAYANAND UNIVERSITY**

**Submitted in partial fulfillment of the requirement for the  
award of the degree of  
BACHELOR OF BUSINESS ADMINISTRATION  
(SESSION 2022-2023)**

**SUBMITTED BY:**

**Gayatri**


**BBA (6<sup>th</sup> SEM)**

**University. Roll No: 4116391**

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I Gayatri, Of B.B.A (6<sup>th</sup> SEMESTER) University. Roll No: 4116391 of GOVT. P.G. College for Women, Rohtak hereby declare that the Project Report entitled "a study on customer satisfaction with respect to the green marketing and green products" is an original work undertaken by me under the supervision of Mrs. SAKSHI commerce department GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK. This Project Report has not been submitted for the requirements for the award of any degree or diploma to any Institute or University.

  
(Gayatri)  
BBA (6<sup>th</sup> SEM)



**PROJECT REPORT**  
**ON**  
**STUDENT PERCEPTION TOWARDS E-LEARNING**



**MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

( In partial fulfilment of the requirement for the award of the degree of  
Bachelor of Business Administration)

(2022-2023)

**SUBMITTED BY:**

**HARSHITA**

**BBA (6<sup>th</sup> sem)**

**UNIVERSITY ROLL NO: 4116392**

**GOVERNMENT P.G. COLLEGE FOR WOMEN,  
ROHTAK**

## DECLARATION

I, Harshita, hereby declare that the bona-fide record of "STUDENTS' PERCEPTION TOWARDS E-LEARNING" done in partial fulfillment of the BBA degree program of MDU University under the guidance of Prof Ms. Sunisha Sehgal, Post Graduate Department of Commerce, Govt. P.G College for Women, Rohtak.

I also declare that the project has not formed the basis of reward of any degree or any other similar title to any other University.

*Harshita*

**PROJECT REPORT**  
**ON**  
**"CONSUMER AWARENESS AND PERCEPTION "**  
**Towards**  
**ONLINE SHOPPING**



Submitted in partial fulfillment of the requirement of the award of the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**  
(BBA)

MAHARSHI DAYANAND UNIVERSITY, ROHTAK  
SESSION (2022-2023)

Submitted by Harshita  
BBA 5<sup>th</sup> Semester  
University roll no:  
4116393

GOVT. P.G COLLEGE FOR WOMEN, ROHTAK

## DECLARATION

I Harshita, roll no. 4116393 of BBA 6<sup>th</sup> SEMESTER, from GOVT. P.G COLLEGE FOR WOMEN, ROHTAK hereby declare that the Report entitled "CONSUMER AWARENESS AND PERCEPTION TOWARDS ONLINE SHOPPING" Is my original and has been published or submitted for any degree, diploma or other similar titles elsewhere. This has been undertaken for the purpose of partial fulfillment of BACHELOR'S OF BUSINESS ADMINISTRATION at MAHARSHI DAYANAND UNIVERSITY, ROHTAK

Harshita



**Project Report**  
**On**  
**"IMPACT OF GST ON VARIOUS**  
**CONSTRUCTION PROJECT"**

Submitted to Maharshi Dayanand University in the partial fulfillment for  
the award of required Degree of the

**BACHELOR'S OF BUSINESS ADMINISTRATION**  
(Session 2021-2023)



**MAHARSHI DAYANAND UNIVERSITY**

Submitted By:

HIMANSHI

BBA 6<sup>th</sup> Semester

University roll no: 4116394

**GOVT.P.G. College For Women, Rohtak**

## DECLARATION

I Himanshi, of BBA 3<sup>rd</sup> Year (6<sup>th</sup> SEMESTER) of GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK hereby declared that the project report entitled IMACT OF GST ON VARIOUS CONSTRUCTION SITES is an original work and the same has not been submitted to any another institute for the award of any degree/diploma.

Himanshi

# **Project Report**

**On**

**"EFFECTIVENESS OF INTERNET ADVERTISING ON  
CONSUMER BEHAVIOUR AMONG STUDENTS"**

Submitted in the partial fulfillment for the award of of required Degree  
the

**BACHELOR OF BUSINESS ADMINISTRATION**

(Session 2022-2023)



**MAHARASHI DAYANAND UNIVERSITY**

Submitted By:

Isha

(BBA 6<sup>th</sup> Semester)

University Roll no: 4116395

**GOVT.P.G. College for Women, Rohtak**

## DECLARATION

Isha, of BBA 3<sup>rd</sup> YEAR (6<sup>th</sup> SEMESTER) OF GOVT.P.G. COLLEGE  
FORWOMEN, ROHTAK hereby declare that the project report entitled  
"EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER  
BEHAVIOUR AMONG STUDENTS" is a original work and the same has not  
been submitted to any other institue for the award of any degree/ diploma.

Isha  
(Isha)



# **PROJECT REPORT**

**ON**

**"Study of Consumer Durables Market for Samsung  
Electronics Ltd."**

*Submitted in partial fulfillment of the requirement of the award of the degree of*  
**BACHELORS OF BUSINESS ADMINISTRATION**  
**(BBA)**



**MAHARSHI DAYANAND UNIVERSITY,  
ROHTAK**

**SESSION (2022-2023)**

**Submitted by:- Isha**

**B.B.A. 6<sup>th</sup> Semester**

**Roll No.:- 4116396**

**GOVT. PG COLLEGE FOR WOMEN , ROHTAK**

## DECLARATION

I Isha, Roll no. 41116396 of BBA 6<sup>th</sup> SEMESTER, from GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK hereby declare that the Project Report entitled "Study of Consumer Durable Market for Samsung Electronics Ltd." is my original and has been published or submitted for any degree, diploma or other similar titles elsewhere. This has been undertaken for the purpose of partial fulfillment of BACHELOR'S OF BUSINESS ADMINISTRATION at MAHARSHI DAYANAND UNIVERSITY, ROHTAK

Isha

Isha

**PROJECT REPORT  
ON  
CONSUMER BUYING BEHAVIOUR  
TOWARDS SMARTPHONE**



**MAHARSHI DAYANAND UNIVERSITY  
(IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD  
OF THE DEGREE OF BACHELORS OF BUSINESS ADMINISTRATION )**

**SESSION : 2022 -2023**

**SUBMITTED BY - ISHA  
BBA (6TH SEM)  
UNIVERSITY ROLL NO - 4116397**

**GOVERNMENT P.G. COLLEGE FOR WOMEN , ROHTAK**

### DECLARATION

I Isha, a student of BBA hereby declares that the project report titled consumer buying behaviour towards Mobile Phones is an original piece of work done by me and has not been submitted in any other institute / university for the award of degree of Bachelor of Business Administration.

I have followed the guidelines provided by the university in writing the report.

Isha  
ISHA



**PROJECT REPORT**  
**ON**  
**FINANCIAL STATEMENT ANALYSIS**  
Submitted in partial fulfillment for the award of required degree of the  
**BACHELOR OF BUSINESS ADMINISTRATION**  
(Session 2022-2023)



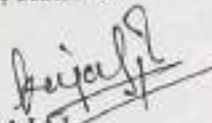
**MAHARISHI DAYANAND UNIVERSITY**

Submitted by:  
kajal jha  
BBA 6<sup>TH</sup> SEMEDSTER  
University Roll no: 4116398

**GOVT.P.G. COLLEGE FOR WOMEN ,ROHTAK**

## DECLARATION

I, Kajal Jha , roll no. 4116398 of BBA 6<sup>th</sup> Semester , from GOVERNMENT P.G. COLLEGE FOR WOMEN ,ROHTAK, hereby declare that the project report entitled "Financial statement analysis is my original work and has been published or submitted for any degree, diploma or other other similar titles elsewhere . This has been undertaken for the purpose of partial fulfillment of Bachelor of business administration at Maharishi Dayanand University , Rohtak .

  
KAJAL

**A Project Report  
On  
"Customer Satisfaction Towards Nivea Product"**  
Submitted in partial fulfillment of the requirement  
for the award of degree of

**BACHELOR OF BUSINESS ADMINISTRATION**



**MAHARSHI DAYANAND UNIVERSITY**

(Session: 2022-2023)

Submitted By –

Khushboo

BBA 6<sup>th</sup> Semester

University Roll NO. -

4116399

**GOVERNMENT P. G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

We hereby declare that the Project report entitled, "A Study on Customer Satisfaction Towards Nivea Product." is a genuine work undertaken by me under the supervision of Dr. Mukesh Goyat ma'am commerce department Government P.G. College for Women, Rohtak.

khushboo  
(KHUSHBOO)



**PROJECT REPORT**  
**ON**  
**“A STUDY ON SPENDING AND SAVING HABIT OF COLLEGE**  
**STUDENTS”**



**MAHARSHI DAYANAND UNIVERSITY**

In partial fulfilment of the requirement for the award of the degree of  
**bachelor business administration**  
**SESSION : 2022-2023**

**SUBMITTED BY :KHUSHBOO**  
**BBA(6<sup>th</sup> SEMESTER )**  
**UNIVERSITY ROLL NO : 4116400**

**GOVERNMENT P. G. COLLEGE FOR WOMEN , ROHTAK**

## **DECLARATION**

We hereby declare that the Project report entitled , “A STUDY ON SPENDING AND SAVING HABIT OF COLLEGE STUDENTS ” is a genuine work undertaken by me under the supervision of Dr. MUKESH GOYAT commerce department GOVERNMENT P. G. COLLEGE FOR WOMEN , ROHTAK.

**(KHUSHBOO)**

**PROJECT REPORT**  
**ON**  
**FINANCIAL ANALYSIS OF TOP FIVE E-COMMERCE**  
**COMPANIES IN INDIA**

Submitted in partial Fulfilment for the award of required Degree of the

**BACHELOR OF BUSINESS ADMINISTRATION**

(Session 2022-2023)



**MAHARSHI DAYANAND UNIVERSITY**

Submitted by:  
Khushboo  
BBA 6<sup>TH</sup> SEMESTER  
University Roll no: 4116404

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I, Khushboo, Roll no. 4116401 of BBA 6<sup>TH</sup> SEMESTER from GOVT. PG. COLLEGE FOR WOMEN, ROHTAK, hereby declare that the project report entitled "a study on financial analysis of top five e-commerce companies in india" is my original work and has not been published or submitted for any degree, diploma or other similar titles elsewhere. This has been undertaken for the purpose of partial fulfilment of Bachelor of business administration at Maharishi Dayanand University, Rohtak.

Khushboo  
Khushboo



**A PROJECT REPORT  
ON  
" A STUDY ON EFFECTIVENESS OF ADVERTISING  
HIMALAYA PRODUCT "**  
Submitted in partial fulfillment of the requirement for the award  
of degree of



**MAHARSHI DAYANAND UNIVERSITY**

(Session: 2022-2023)

**SUBMITTED BY :**

**KIRTI**

**BBA(6<sup>th</sup> SEMESTER)**

**UNIVERSITY ROLL NO : 4116402**

GOVERNMENT PG COLLEGE FOR WOMEN, ROHTAK

## DECLARATION

We hereby declare that the Project report entitled, "A study on effectiveness of advertising Himalaya Product" is a genuine work undertaken by me under the supervision of Dr. Mukesh Goyat commerce department Government P.G. College For Women, Rohtak.



(KIRTI)

**A PROJECT REPORT  
ON**

**“A STUDY ON NEW PRODUCT RESEARCH”**

Submitted in partial fulfilment of the requirement for the  
award of degree of



**MAHARSHI DAYANAND UNIVERSITY**

(Session: 2023-2024)

**SUBMITTED BY :**

**VANSHIKA**


**BBA(6<sup>th</sup> SEMESTER)**

**UNIVERSITY ROLL NO : 4116428**

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

We hereby declare that the Project report entitled, "A study on new product research " is a genuine work undertaken by me under the supervision of Dr. Sakshi commerce department Government P.G. College For Women, Rohtak.

  
(VANSHIKA)



PROJECT REPORT  
ON  
CONSUMER BEHAVIOUR  
TOWARDS COCA COLA



MAHARSHI DAYANAND UNIVERSITY  
(IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF  
THE DEGREE OF BACHELORS OF BUSINESS ADMINISTRATION )

SESSION : 2022 -2023

SUBMITTED BY - MAHIMA  
BBA (6TH SEM)  
UNIVERSITY ROLL NO - 4116403

GOVERNMENT P.G. COLLEGE FOR WOMEN ,ROHTAK

## DECLARATION

I Mahima roll no. 4116403 student of BBA hereby declare that the project report titled customer satisfaction is an original piece of work done by me and has been not submitted in any other institute/ university for the award of degree of bachelor of business administration. I have followed the guidelines provided by the university in writing the report.

*Mahima*  
Mahima

**PROJECT REPORT**  
**ON**  
**A STUDY ON CONSUMER PREFERENCE TOWARDS**  
**CADBURY PRODUCTS**

Submitted in partial fulfilment for the award of required Degree of the

**BACHELOR OF BUSINESS ADMINISTRATION**

(Session 2022-2023)



**MAHARSHI DAYANAND UNIVERSITY**

Submitted by:  
Manpreet Kaur  
BBA 6<sup>TH</sup> SEMESTER  
University Roll no: 4116404

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**



## DECLARATION

I, Manpreet Kaur of BBA 6<sup>TH</sup> SEMESTER from GOVT. PG. COLLEGE FOR WOMEN, ROHTAK, hereby declare that the project report entitled "a study on consumer preference towards Cadbury products" is my original work and has not been published or submitted for any degree, diploma or other similar titles elsewhere. This has been undertaken for the purpose of partial fulfilment of Bachelor of business administration at Maharshi Dayanand University, Rohtak.

Roll No - 4116404

*Man*

Manpreet Kaur



**A PROJECT REPORT**  
**ON**  
**"A STUDY ON CORPORATE SOCIAL**  
**RESPONSIBILITY OF TATA GROUP"**



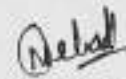
**MAHARSHI DAYANAND UNIVERSITY**  
Submitted in partial fulfillment of the requirement for the  
award of the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**  
(SESSION 2022-2023)

Submitted By:  
Mehak Pruthi  
BBA 6<sup>th</sup> Sem.  
University Roll no: 4116405

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I Mehak Pruthi, of B.B.A (6th SEMESTER) University. Roll No: 4116405 of GOVT. P.G. College for Women, Rohtak hereby declare that the Project Report entitled **"A STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF TATA GROUP"** is an original work undertaken by me under the supervision of Mrs. SUNISHA SEHGAL commerce department GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK. This Project Report has not been submitted for the requirements for the award of any degree or diploma to any Institute or University.



Mehak Pruthi

**A PROJECT REPORT ON CUSTOMER PROTECTION  
AND AWARENESS**



**MAHARSHI DAYANAND UNIVERSITY**

(In partial fulfillment of the requirement for the award of the degree of bachelor  
of business administration)

**SESSION : 2022-23**

**SUBMITTED BY :**

**MUSKAN**

**BBA(6<sup>th</sup> SEMESTER)**

**ROLL NO :120133010043**

*university roll No - 4116 406 .*

**GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

We hereby declare that the Project report entitled, "CONSUMER PROTECTION AND AWARENESS" is a genuine work undertaken by me under the supervision of Dr. SAKSHI BANSAL ma'am commerce department GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK.

*Muskan*  
(MUSKAN)



**PROJECT REPORT  
ON  
CONSUMER BEHAVIOUR  
TOWARDS AMUL DAIRY PRODUCTS**



**MAHARSHI DAYANAND UNIVERSITY  
(IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD  
OF THE DEGREE OF BACHELORS OF BUSINESS ADMINISTRATION )**

**SESSION : 2022 -2023**

**SUBMITTED BY - NANCY  
BBA (6TH SEM)  
UNIVERSITY ROLL NO - 4116407**

**GOVERNMENT P.G. COLLEGE FOR WOMEN ,ROHTAK**

### DECLARATION

I Nancy, a student of BBA hereby declares that the project report titled consumer buying behaviour towards Amul Dairy Products is an original piece of work done by me and has not been submitted in any other institute / university for the award of degree of Bachelor of Business Administration.

I have followed the guidelines provided by the university in writing the report.

Nancy  
NANCY

# Project Report

On

**"CHALLENGES OF DRUG ABUSE AMONG THE YOUTH"**

Submitted in the partial fulfillment for the award of of required Degree of the

**BACHELOR S OF BUSINESS ADMINISTRATION**

(Session 2022-2023)



**MAHARASHI DAYANAND UNIVERSITY**

Submitted By:

Neha

(BBA 6<sup>th</sup> Semester)

University Roll no: 4116408

**GOVT.P.G. College for Women, Rohtak**

Neha .

## DECLARATION

I Neha, of BBA 3<sup>rd</sup> YEAR (6<sup>th</sup> SEMESTER) OF GOVT.P.G. COLLEGE FOR WOMEN, ROHTAK hereby declare that the project report entitled "Challenges of Drug Abuse Among the Youth" is a original work and the same has not been submitted to any other institute for the award of any degree/ diploma.

Neha.



**PROJECT REPORT**  
ON  
**"A Study OF CUSTOMER RELATIONSHIP MANAGEMENT "**  
IN  
**"BANKING SECTOR."**

Submitted in partial fulfillment of the requirement of the award of the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**  
(BBA)



**MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

SESSION (2022-2023)

Submitted By:- Neha  
BBA 6<sup>th</sup> Semester  
University roll no: 4116409

**GOVT. P.G COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I Neha, roll no. 4116409 of BBA 6<sup>th</sup> SEMESTER, from GOVT. P.G COLLEGE FOR WOMEN, ROHTAK hereby declare that the Report entitled "CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING SECTOR." is my original and has been published or submitted for any degree, diploma or other similar titles elsewhere. This has been undertaken for the purpose of partial fulfillment of BACHELOR'S OF BUSINESS ADMINISTRATION at MAHARSHI DAYANAND UNIVERSITY, ROHTAK

Neha

→ 4116409

**PROJECT REPORT  
ON  
COMPARATIVE STUDY BETWEEN AMAZON AND  
FLIPKART**



**MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

( In partial fulfilment of the requirement for the award of the degree of  
Bachelor of Business Administration)

(2022-2023)

**SUBMITTED BY:**

**NIDHI**

**BBA (6<sup>th</sup> sem)**

**UNIVERSITY ROLL NO:**

**4116410**

**GOVERNMENT P.G. COLLEGE FOR WOMEN,  
ROHTAK**

## DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea / data / fact / source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Signature of the Student  
Nidhi



# PROJECT REPORT

On

“To know consumer preferences  
about Hero-Honda two wheelers  
In Rohtak city”.

SUBMITTED IN THE PARTIAL FULL FILMENT FOR THE AWARD OF REQUIRED DEGREE  
OF the

BACHELOR OF BUSINESS ADMINISTRATION



**SUBMITTED BY:**

**NIKITA**

**BBA(6<sup>TH</sup> SEM )**

**UNIVERSITY ROLL NO -4116411**

### DECLARATION

I am Nikita ROLL NO : 4116411 6<sup>TH</sup> SEM STUDENT OF BBA  
here by Declare that the project report title stress among colleg  
student is an original piece of work by me and has not been  
submitted in any other institution and University for the award  
degree of BBA .

I have followed by the guidelines provided by the university in  
writing the report .

*Nikita*

Nikita

# **PROJECT REPORT**

**ON**

**INNOVATION OF ADVERTISING**

Submitted in partial Fulfillment for the award of required Degree of the

**BACHELOR'S OF BUSINESS ADMINISTRATION**

(Session 2022-2023)



**MAHARSHIDAYANAND UNIVERSITY**

Submitted by:

Payal

BBA 6<sup>TH</sup> SEMESTER

University Roll no: 4116412

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

### DECLARATION

I, Payal, Roll no. 4116413 of BBA 5<sup>th</sup> SEMESTER from GATEWAY COLLEGE FOR WOMEN, KONTAK, hereby declare that the project report entitled **PERCEPTIVE OF ADVERTISING** is my original work and has not been published or submitted for any degree, diploma or other similar titles elsewhere. This has been undertaken for the purpose of partial fulfillment of Bachelor's of business administration at Mahavir Dayanand University, Rohtak.

  
Payal



PROJECT REPORT  
ON  
MARKETING STRATEGIES OF LAKME



MAHARSHI DAYANAND UNIVERSITY  
(IN PARTIAL FULFILMENT OF THE REQUIRED FOR THE AWARD  
OF THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION)

SESSION: 2022-2023

SUBMITTED BY -

PAYAL

BBA (6<sup>TH</sup> SEM)

UNIVERSITY ROLL NO -

4116413

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK

## DECLARATION

I am Payal, roll no. - 4116413 6<sup>th</sup> Sem student of BBA hereby declare that the project report titled marketing strategies of Lakme is an original piece of work done by me and has not been submitted in any other institute/university for the award of degree of BACHELORS OF BUSINESS ADMINISTRATION.

I have followed the guidelines provided by the university in writing the report.

  
PAYAL

# **PROJECT REPORT**

ON

**"A Study OF HOME LOAN IN HDFC BANK "**

Submitted in partial fulfillment of the requirement of the award of the degree of  
**BACHELORS OF BUSINESS ADMINISTRATION**



**MAHARSHI DAYANAND UNIVERSITY, ROHTAK.**

SESSION(2022-2023)

Submitted by Pooja

BBA - 6<sup>th</sup> Semester

Universityrollno: 4116414

**GOVT. P.G. COLLEGE FOR WOMEN , ROHTAK.**

## DECLARATION

We hearby declare that the project report entitled, "A study on HOME LOAN IN HDFC BANK", is a genuine work undertaken by me under the supervision of Dr. Sakshi Bansal ma'am commerce department GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK.

Pooja

Pooja



**A PROJECT REPORT  
ON  
“A STUDY ON CUSTOMER SATISFACTION WITH  
RESPECT TO THE GREEN MARKETING AND GREEN  
PRODUCTS”**



**MAHARSHI DAYANAND UNIVERSITY**

**Submitted in partial fulfillment of the requirement for the  
award of the degree of  
BACHELOR OF BUSINESS ADMINISTRATION  
(SESSION 2022-2023)**

**SUBMITTED BY:**

**Prakshi**

**BBA (6<sup>th</sup> SEM)**

**University, Roll No: 4116415**

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I **Prakshi**, Of B.B.A (6<sup>th</sup> SEMESTER) University. Roll No: 4116415 of GOVT. P.G.College for Women, Rohtak hereby declare that the Project Report entitled "a study on customer satisfaction with respect to the green marketing and green products" is an original work undertaken by me under the supervision of **Mrs. SUNISHA SEHGAL**, commerce department **GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK**. This Project Report has not been submitted for the requirements for the award of any degree or diploma to any Institute or University.

*Prakshi*  
(Prakshi)  
BBA (6<sup>th</sup> SEM)

**PROJECT REPORT**  
**ON**  
**“ A Study On Digital Marketing And It's Impact  
On Revenue Generation”**



**MAHARSHI DAYANAND UNIVERSITY**

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

**BACHELOR OF BUSINESS ADMINISTRATION**

**(SESSION 2022-2023)**

**Submitted By**

**PRINCY**

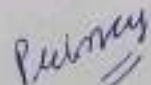
**Class - BBA 6<sup>th</sup> semester**

**University Roll No :4116416**

**GOVERNMENT. P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I, **Princy**, a student of BBA 6<sup>th</sup> semester, Roll No **4116416** of Govt. P.G. College for Women, under the Maharshi Dayanand University, Rohtak declares that the Project Report A study on digital marketing and its impact on revenue generation being submitted by me is an original piece of work done by me under the supervision of **Dr. Mukesh Goyat**. The matter presented has not been copied from any other existing report. However, extracts of any literature which has been used for this project has been duly acknowledged providing details of such literature in the Project Report has not been submitted for the requirements for the award of any other Degree or Diploma to any other college/institution/university.



PRINCY

(Signature)



# **Project Report**

**On**

## **"A STUDY ON ENTREPRENEUR ATTITUDE AMONG COLLEGE STUDENTS"**

Submitted in the partial fulfillment for the award of required Degree of the

**BACHELOR S OF BUSINESS ADMINISTRATION**

(Session 2022-2023)



**MAHARASHI DAYANAND UNIVERSITY**

Submitted By:

Priyanka

(BBA 6<sup>th</sup> Semester)

University Roll no: 4116418

**GOVT.P.G. College for Women, Rohtak**

## DECLARATION

I Priyanka, of BBA 3<sup>rd</sup> YEAR (6<sup>th</sup> SEMESTER) OF GOVT.P.G. COLLEGE FOR WOMEN, ROHTAK hereby declare that the project report entitled "A STUDY ON ENTREPRENEUR ATTITUDE AMONG COLLEGE STUDENTS" is a original work and the same has not been submitted to any other institute for the award of any degree/ diploma.

*Priyanka*

# **PROJECT REPORT**

ON

**"A Study OF CONSUMER PREFERENCE TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO MEESHO"**

Submitted in partial fulfillment of the requirement of the award of the degree of  
**BACHELORS OF BUSINESS ADMINISTRATION**



**MAHARSHI DAYANAND UNIVERSITY, ROHTAK.**

SESSION (2022-2023)

Submitted by Rimjhim

BBA - 6<sup>th</sup> Semester

University roll no: 4116419

**GOVT. P.G COLLEGE FOR WOMEN, ROHTAK.**

## DECLARATION

We hereby declare that the project report entitled, "A study on Consumer Preference Towards Online Shopping With Special Reference To Meesho", is a genuine work undertaken by me under the supervision of Dr. Mukesh Goyat ma'am commerce department GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK.

*Rimjhim*  
Rimjhim



PROJECT REPORT  
ON  
COMPARATIVE STUDY OF GST RETURNS  
GOODS AND SERVICES TAX

Submitted to Maharishi Dayanand University in the partial fulfillment of the  
requirement for the award of degree of

Bachelor of Business Administration

(Session : 2022-23)



Submitted by

Rupamshi

BBA 6<sup>th</sup> Sem

University roll no. 4116420

GOVT. P.G. COLLEGE FOR WOMEN,  
ROHTAK

## ACKNOWLEDGEMENT

Every work constitutes great deal of assistance and guidance from the people concerned and this particular project is of no exception. A project of the nature is surely a result of tremendous support, guidance, encouragement and help. Wish to place on record my sincere gratitude.

for his valuable guidance. Without his support and guidance taking this would not have been possible. Also, wish to acknowledge enthusiastic encouragement and support extended to me by my family members. At last, I would like to thank all the faculty of business management to help me completing this project. I m also thankful to my friends who provided me their constant support and assistance.

*Rupanshi*  
(RUPANSHI)

**A PROJECT REPORT**  
**ON**  
**“ A STUDY ON CUSTOMER PERCEPTION**  
**TOWARDS E-BANKING”**



**MAHARSHI DAYANAND UNIVERSITY**

(In partial fulfillment of the requirement for the award of the degree of bachelor  
of business administration)

**SESSION : 2022-23**

**SUBMITTED BY :**

**SAPNA**

**BBA(6<sup>th</sup> SEMESTER)**

**UNIVERSITY ROLL NO :**

4116222

**GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

We hereby declare that the Project report entitled, "A Study On Customer Perception Towards E-Banking." is a genuine work undertaken by me under the supervision of Dr. Kavita Batra ma'am commerce department Government P.G. College For Women, Rohtak.

Sapna  
(SAPNA)



**PROJECT REPORT**  
**ON**  
**MARKETING STRATEGY OF HALDIRAM'S**

Submitted in the partial fulfillment for the award of required degree of the  
**BACHELOR OF BUSINESS ADMINISTRATION**



**MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

**(2022-2023)**

**SUBMITTED BY**

Shreya gupta

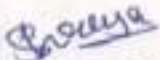
BBA (6<sup>th</sup> Semester)

University ROLL NO.-4116423

**GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea / data / fact / source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

  
Signature of the Student

(SHREYA)

# **PROJECT REPORT**

**ON**

## **COMPARATIVE ANALYSIS BETWEEN ZOMATO AND SWIGGY**



**MAHARSHI DAYANAND UNIVERSITY**

**(IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF  
THE DEGREE OF BACHELORS OF BUSINESS ADMINISTRATION )**

**SESSION : 2022 -2023**

**SUBMITTED BY -**

**SONIKA**

**BBA (6TH SEM )**

**UNIVERSITY ROLL NO**

4116424

**GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I am Sonika Roll no 4116424, 6th sem student of BBA hereby declare that the project report titled comparative analysis between zomato and swiggy is an original piece of work done by me and has not been submitted in any other institute/university for the award of degree of BACHELORS OF BUSINESS ADMINISTRATION.  
I have followed the guidelines provided by the university in writing the report.

Sonika  
SONIKA



**A PROJECT REPORT**  
**ON**  
**“A COMPARISON OF MUTUAL FUND IN**  
**INDIA ”**



**MAHARSHI DAYANAND UNIVERSITY**

Submitted in partial fulfillment of the requirement for the  
award of the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**  
(SESSION 2022-2023)

**Submitted By:**

**Tamanna**

**BBA 6<sup>th</sup> Sem.**

**University Roll no: 4116425**

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I Tamanna of B.B.A (6th SEMESTER) University. Roll No: 4116425 of GOVT. P.G. College for Women, Rohtak hereby declare that the Project Report entitled "**COMPARISION OF MUTUAL FUND IN INDIA**" is an original work undertaken by me under the supervision of Mrs. SUNISHA SEHGAL commerce department GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK. This Project Report has not been submitted for the requirements for the award of any degree or diploma to any Institute or University.

  
Tamanna

A Project Report  
on  
"A STUDY ON CUSTOMER PERCEPTION  
TOWARDS SAMSUNG MOBILE"



**Maharshi Dayanand University**

*Submitted in partial fulfillment of the requirement for the award of the degree of*  
**BACHELOR OF BUSINESS ADMINISTRATION**

**SESSION -2022-23**

**SUBMITTED BY:**

Teena

BBA 6<sup>th</sup> SEM.

University Roll No.

4116426

**(Govt. PG College for women, Rohtak)**

## DECLARATION

I, TEENA, hereby declare that the project work entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS SAMSUNG MOBILE" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mrs, Sunisha Sehgal, Department of Commerce.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Roll No. - 4116426

Teena

Teena

BBA(6<sup>th</sup> Sem.)



**A STUDY OF EMPLOYEE SATISFACTION  
AT ELUVATHINGAL INDUSTRIES**

**Submitted in the partial fulfillment for the requirement for the  
award of Degree**

**BACHELOR OF BUSINESS ADMINISTRATION**



**Submitted to:  
Ms. Sakshi  
Assistant Professor  
(BBA Deptt. )**

**Submitted by:  
Vandana  
BBA  
Roll No: 4116427**

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**

## DECLARATION

I, Vandana hereby declare that the project work entitled "A STUDY ON EMPLOYEE SATISFACTION AT ELUVATHINGAL INDUSTRIES" is a record of independent and bonafide project carried out by me under the supervision and guidance of Ms. Sakshi, Asst. Professor, Department of Commerce, govt. PG College for Women

The information and data given in the report is authentic to the best of knowledge. The report has not been previously submitted for the award of Degree, Diploma, Associate ship or other similar title of any other university institute.

Vandana

Place: Rohtak

Date:

*Vandana*