

Government PG College for Women, Rohtak

Titles of Project Report

BBA 6th Sem 2023-24

BBAN 606

Sr no.	University roll no.	Name	Title of project
1	1115081	Aakansha	Marketing strategy of puma at puma shoes
2	1115082	Amisha	Consumer satisfaction study of Tanishq jewelers
3	1115083	Anjali	Marketing strategies of one plus and its effectiveness on consumers
4	1115084	Anjali	New techniques in human resource management
5	1115085	Anjali	Expository travels on recruitment
6	1115086	Bhawna	A comparative analysis of BSE and NSE with special reference to risk and returns
7	1115087	Bhumika	Customer satisfaction from E-banking service with a study of HDFC bank
8	1115088	Chanchal	Customer satisfaction towards the product & service of Axis bank
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10	1115090	Himanshi	Customer awareness and usage of e-banking through mobile at Dena bank of India
11	1115091	Hina	Customer satisfaction on lenskart
12	1115092	Isha	A study to ascertain the stress level of employees
13	1115093	Janvi	A study on Home loan
14	1115094	Karishma	Consumer satisfaction towards telegram app
15	1115095	Khushboo	Consumer preference towards Coca Cola products
16	1115096	Khushbu	Consumer behaviour at Vishal mega mart
17	1115097	Khushbu	Role of social media marketing in today's business
18	1115098	Khushi	A study on consumer behaviour in selecting mobile phone
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30	1115110	Nisha	Consumer perception and behavioural study for pantallons pvt label
31	1115111	Pooja	A study on Employee satisfaction in success steel structure
32	1115112	Pooja Devi	A study on customer satisfaction towards online shopping in amazon
33	1115113	Pramila	Customer satisfaction towards chocolates
34	1115114	Preeti	Impact of GST on various construction projects
35	1115115	Preeti	Impact of online advertising on consumer Buying decision
36	1115116	Princy	Consumer satisfaction towards Honda two wheelers
37	1115117	Priya	A study on Online payment Applications in India with special reference to Amazon Pay
38	1115118	Rakhi	Evaluation of internet marketing & its impacts
39	1115119	Ritika	Market analysis and sales development of Amul milk
40	1115120	Ritika	Marketing analysis of VI limited
41	1115121	Rozy	Comparative analysis of smartphone with reference to Apple and Samsung
42	1115122	Sakshi	A study on consumer behaviour with reference to Big Bazar
43	1115123	Sakshi	Market analysis of Zomato
44	1115124	Sakshi	Customer satisfaction towards Nestle
45	1115125	Swati	A study on Customer satisfaction towards fast food outlet with reference to Domino's and Pizza Hut
46	1115126	Varsha	Customer satisfaction on Maruti Suzuki (Jagmohan Motors Pvt Ltd.)
47	1115127	Varsha	Effect of goods and service Tax (GST) on consumer perception
48	1115128	Varsha	Comparative study b/w amazon and Flipkart India
49	1115129	Vinita	Influence of social media marketing on brand image of Mamaearth

Signature

Signature



PROJECT REPORT
ON
MARKETING STRATEGY OF PUMA AT PUMA SHOES

Submitted in partial fulfilment of the award of degree of
BACHELOR OF BUSINESS ADMINISTRATION



MAHARSHI DAYANAND UNIVERSITY

(SESSION- 2023-2024)

SUBMITTED BY:

AAKANSHA

BBA 6TH SEMESTER

UNIVERSITY ROLLNO.- 1115081

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am Aakansha, a student of ~~Sixth~~ semester, Bachelor of Business Administration. Roll no. 111 5081 of "Government P.G. College for Women, Rohtak", under the Maharshi Dayanand University, Rohtak that the Project Report entitled on "MARKETING STRATEGY OF PUMA AT PUMA SHOES" being submitted by me in original piece of work done by me. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfilment of the requirements for the award of any requirements or the award of any other degree or Diploma to any other college/university.

Aakansha

AAKANSHA



**A
PROJECT REPORT
ON
CONSUMER SATISFACTION STUDY OF
TANISHQ JEWELERS**

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

Bachelor of Business Administration



MAHARSHI DAYANAND UNIVERSITY

(SESSION;2023-2024)

Submitted By-

AMISHA

**BBA6th Semester
University Roll no.**

1115082



DECLARATION

I am Amisha, a student of 6th semester, **Bachelor of Business Administration**, Roll No. _____ & from "**GOVT. P.G. COLLEGE FOR WOMEN ROHTAK 124001**", under the MAHARSHI DAYANAND UNIVERSITY, ROHTAK that the project report on "**Coustomer Satsaftion Study of Tanishq Jewlwrs** " being submitted by me in original piece of work done by me. The matter presented have not been copied from any other existing report. It has not been submitted for the fulfilment of the requirements for the award of any other degree or Diploma to any other college/ university.

Amisha
Amisha

A
PROJECT REPORT
ON

Marketing strategies of Oneplus and its effectiveness on consumers

Submitted in the partial fulfilment of requirement for the award of degree of
Bachelor's of Business Administration

Session - 2023-24



MAHARSHI DAYANAND UNIVERSITY, ROHTAK

Submitted By-
Anjali
BBA- 6th Sem.
Roll no. 1115083

GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am **Anjali**, a student of 6th semester, **Bachelor of Business Administration**, Roll No. 115683 & from "**GOVT. P.G. COLLEGE FOR WOMEN ROHTAK 124001**", under the **MAHARSHI DAYANAND UNIVERSITY, ROHTAK** that the project report on "**marketing strategies of oneplus and its effectiveness on consumers**" being submitted by me in original piece of work done by me. The matter presented have not been copied from any other existing report. It has not been submitted for the fulfilment of the requirements for the award of any other degree or Diploma to any other college/ university.

Anjali
Anjali

PROJECT REPORT
ON
NEW TECHNIQUES IN HUMAN RESOURCE MANAGEMENT

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

Bachelor of Business Administration



Maharshi Dayanand University

(Session: 2023-2024)

SUBMITTED BY :

ANJALI

BBA 6TH SEMESTER

UNIVERSITY ROLL NO : 1115084

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I hereby declare that the project report , entitled "NEW TECHNIQUE IN HUMAN RESOURCE MANAGEMENT", submitted to the GOVERNMENT PG COLLEGE FOR WOMEN , ROHTAK in partial fulfillment of the requirements for the award of the Degree of BBA is a record of original research work undergone by me under the supervision and guidance of Mrs Kavita.

ANJALI

BBA 6th sem

ROLL NO-1115084

Anjali

A Project Report

EXPOCITY TRAVELS

ON

RECRUITMENT

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

Bachelor of Business Administration



MAHARSHI DAYANAND UNIVERSITY

(Session: 2023-2024)

Submitted

by-Anjali

BBA 6th semester

University roll no.

1115085

GOVERNMENT P. G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I Anjali Roll No.: 1115085 hereby declare that, the project entitled "Recruitment" assigned to me for the partial fulfillment of BBA degree from Govt. P.G. College for Women, Rohtak, Maharshi Dayanand University, Rohtak. The work is originally completed by me and the information provided in the study is authentic to the best of my knowledge. This study has not been submitted to any other institution or university for the award of any other degree.

Anjali

Anjali

A COMPARATIVE ANALYSIS OF BSE AND NSE WITH SPECIAL REFERENCE TO RISK AND RETURNS

Submitted in partial fulfilment of the requirements for the award of

BACHELOR OF BUSINESS ADMINISTRATION



MAHARSHI DAYANAND UNIVERSITY

(SESSION 2022-2024)

SUBMITTED By: Bhawna

BBA 6TH SEMESTER

UNIVERSITY ROLL NO. 1115086



GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK 124001



DECLARATION

I am Bhawna a student of sixth semester, Bachelor of Business Administration. Roll no. 1211331010001- "Government P.G. College for women, Rohtak", under the Maharshi Dayanand University, Rohtak that the Project Report entitled on being submitted by me in original piece of work done be me. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfillment of the requirements for the award of any degree or Diploma to any other college /university.

PROJECT REPORT
ON
CUSTOMER SATISFACTION FROM E-BANKING SERVICES WITH A STUDY
OF HDFC BANK

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



MAHARSHI DAYANAND UNIVERSITY
(SESSION – 2023-2024)

SUBMITTED BY:
BHUMIKA
BBA 6TH SEMESTER
UNIVERSITY ROLL NO.
1115087

GOVT.P.G.COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I Bhumika, of B.B.A (6th SEMESTER) University Roll no.1115087 of "GOVT. P.G COLLEGE FOR WOMEN, ROHTAK" under the Maharshi Dayanand University, Rohtak declare that the project Report entitled on

"CUSTOMER SATISFACTION FROM E-BANKING SERVICES WITH THE STUDY OF HDFC BANK ." being submitted by me in original piece of work done by me under the supervision of Mrs. Sakshi commerce department GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfillment of the requirement for the award of any requirement of the awards of any degree or diploma to any other college/university.

Bhumika
BHUMIKA

PROJECT REPORT
ON
CUSTOMER SATISFACTION TOWARDS THE PRODUCT AND SERVICES
OF AXIS BANK

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



MAHARSHI DAYANAND UNIVERSITY
(SESSION – 2023-2024)

SUBMITTED BY:
CHANCHAL
BBA 6TH SEMESTER
UNIVERSITY ROLL NO.
1115088

GOVT.P.G.COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I Chanchal, of B.B.A (6th SEMESTER) University Roll no.1115088 of "GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK" under the Maharshi Dayanand University, Rohtak declare that the project Report entitled on

"CUSTOMER SATISFACTION TOWARDS THE PRODUCT AND SERVICES OF AXIS BANK ." being submitted by me in original piece of work done by me under the supervision of Mrs. Sakshi commerce department GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfillment of the requirement for the award of any requirement of the awards of any degree or diploma to any other college/university.

Chanchal
CHANCHAL

PROJECT REPORT

On

“MARKETING STRATEGY OF ICICI BANK”



Maharishi Dayanand University

Session: 2023-2024

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE

AWARD OF THE DEGREE

BACHOLER OF BUSINESS ADMINISTRATION

SUBMITTED BY:

GOURI

1211331010040

115089

STUDENT'S DECLARATION

I hereby declared that the project report is done .This is submitted in partial fulfillment of the requirement for the degree of bachelor of business administration program.

Date: 1/05/24

BBA6thSEM.

A handwritten signature in black ink, appearing to read 'govey' or similar, written in a cursive style.

Project Report
on
Coutomer Awareness and usage of E-Banking through
Moblie at Dena Bank of India

Submitted in partial fulfillment of the requirement for the
award of degree of
Bachelor of Business Administration



MAHARSHI DAYANAND UNIVERSITY

(Session: 2023-2024)

Submitted by-

Himanshi

BBA 6th semester

University Roll.no.

5158 1115090

GOVERNMENT P. G. COLLEGE FOR WOMEN, ROHTAK



DECLARATION

I Himanshi Roll No. 1115090 hereby declare that, the project entitled “**Customer Awareness and usage of E-banking through mobile at Dena Bank of India**” assigned to me for the partial fulfillment of BBA degree from Govt. P.G. College for Women, Rohtak, Maharshi Dayanand University, Rohtak. The work is originally completed by me and the information provided in the study is authentic to the best of my knowledge. This study has not been submitted to any other institution or university for the award of any other degree.

Himanshi
Himanshi

**A PROJECT REPORT
ON
CUSTOMER SATISFACTION ON LENSkart**



Submitted in the partial fulfilment of Bachelor of Business
Administration

SESSION: 2023-24

MAHARSHI DAYANAND UNIVERSITY, ROHTAK



Submitted by: Hina
BBA 6th semester
Class Roll no:
1211331010005
University Roll no:
1115091

GOVERNMENT PG COLLEGE FOR WOMEN (Rohtak)

DECLARATION

I Hina, Of B.B.A (6th SEMESTER) University. Roll No: 1115091 "Maharshi Dayanand University, Rohtak" hereby declare that the Project Report entitled "Customer satisfaction on Lenskart" 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.

Hina

Hina

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- 2023-2024)

SUBMITTED BY:

Isha

BBA (6TH SEM)

University Roll No.

1115092

GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am ISHA ,a student of Sixth semester , Bachelor of Business Administration, Roll no. 1115092.

"Government P.G. College for Women, Rohtak ", under the Maharshi Dayanand University, Rohtak that the project report entitled on "a study of customer satisfaction with respect with respect to the green marketing and green products " being submitted by me in original piece of work on by me. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfillment of the requirements for the award of any requirements for the award of any other degree or diploma to any other college/university.

ISHA

ISHA

**PROJECT REPORT
ON
HOME LOAN**

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



Bachelor of Business Administration

MAHARSHI DAYANAND UNIVERSITY

(Session: 2023-2024)

Submitted by-

Janvi

BBA 6th semester

University roll no.

1115093

GOVERNMENT P. G. COLLEGE FOR WOMEN, ROHTAK



ACKNOWLEDGEMENT

I am a student of BBA 6th Sem from GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK has Completed this Project report under the guidance and Supervision of Working on the project on "A STUDY ON HOME LOANS)" was source of immense knowledge to me. I would like to express my profound gratitude to those who have contributed to complete the project on "A STUDY ON HOME LOANS)".

I would like to express my special thanks to our mentor for her time and efforts she provided throughout the year. Your useful advice and suggestions were helpful to me during the project's completion. In this respect, I am eternally grateful to you. I would like to acknowledge that this project was completed entirely by me and not by someone else.

Janvi Malik

Janvi

PROJECT REPORT

ON

Consumer satisfaction towards Telegram app

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

Bachelor of Business Administration



Maharshi Dayanand University

(Session: 2023-2024)

SUBMITTED BY : KARISHMA

BBA 6TH SEMESTER

UNIVERSITY ROLL NO : 1115094

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am Karishma, a student of 6th semester, **Bachelor of Business Administration**, Roll NO. 1115094, hereby declare that, the project certified **"Consumer satisfaction towards telegram app"** assigned to me for the partial fulfillment of BBA degree from **"Govt. P.G. College for Women, Rohtak"**, under the **MAHARSHI DAYANAND UNIVERSITY, ROHTAK**. The work is originally completed by me and the information provided in the study is authentic to the best of my knowledge. This study has not been submitted to any other institution or university for the award of any other degree.

Karishma

Karishma

PROJECT REPORT
ON
“ CONSUMER PREFERENCE TOWARDS COCA-COLA PRODUCTS ”



SUBMITTED TO
MAHARSHI DAYANAND UNIVERSITY , ROHTAK

In the partial fulfillment of the
requirement for the degree of
Bachelor of Business Administration

SUBMITTED BY

KHUSHBOO

CLASS – BBA 6th SEMESTER

UNIVERSITY ROLL NO.

1115095

GOVERNMENT PG COLLEGE FOR WOMEN, ROHTAK

(2023-2024)



DECLARATION

I am khushboo Roll no. 1115095 here by declare that the project entitled "CONSUMER PREFERENCE TOWARDS COCA-COLA PRODUCTS " assigned to me for the partial fulfillment of BBA degree from Govt.PG College for Women , Rohtak Maharshi Dayanand University , Rohtak. The work is originally completed by me and the information provided in the study is authentic to the best of my knowledge . This study has not been submitted to any other institution or University for the award of any other degree .

Khushboo
KHUSHBOO

A
PROJECT REPORT
ON
CONSUMER BEHAVIOUR AT VISHAL MEGA MART

Submitted in partial fulfillment of the requirement for the award of a degree of
Bachelor of Business Administration



MAHARASHI DAYANAND UNIVERSITY
Session-2023-2024

GOVT. P.G. COLLEGE FOR WOMEN
ROHTAK (HARYANA)

SUBMITTED BY –

KHUSBHU

BBA(6TH) SEM

University Roll no- 1115096



DECLARATION

This is to certify that Ms.KHUSBHU, a student of BBA. 6th semester has completed her Research Project Report titled "A study of sales promotion and its effectiveness- a case study of Vishal Mega Mart" assigned by BBA Department and under my supervision.

It is further certified that she has personally prepared this report that is the result of her personal survey / observation. It is of the standard expected to BBA. Student and hence recommended for the evaluation.

Khushbu

PROJECT REPORT
ON
"ROLE OF SOCIAL MEDIA MARKETING IN TODAY'S
BUSINESS"



SUBMITTED TO
MAHARSHI DAYANAND UNIVERSITY , ROHTAK
IN THE PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY
KHUSHBU YADAV
CLASS-BBA 6TH SEMESTER
ROLL NO . 1211331010021

UNIVERSITY ROLL NO. 1115097

GOVERNMENT PG COLLEGE FOR WOMEN , ROHTAK

(2023-2024)

DECLARATION

I hereby declare that the project report , entitled "ROLE OF SOCIAL MEDIA MARKETING IN TODAY'S BUSINESS ", submitted to the GOVERNMENT PG COLLEGE FOR WOMEN , ROHTAK in partial fulfillment of the requirements for the award of the Degree of BBA is a record of original research work undergone by me under the supervision and guidance of Mrs. Kavita .

This is to certify that the statement made by me is true to the best of my teacher's knowledge and belief .

Khushbu

KHUSHBU

BBA 6th sem

Roll no. 1211331010021

PROJECT REPORT
ON
A STUDY ON COMSUMER BEHAVIOUR IN
SELECTING MOBILE PHONE

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



MAHARSHI DAYANAND UNIVERSITY, ROHTAK

SESSION (2023-2024)

SUBMITTED BY:
KHUSHI
BBA- 6th SEMESTER
UNIVERSITY ROLL NO – 1115098

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

This is to declare that I, **KHUSHI**, student of BBA, have personally worked on the project entitled '**A study on consumer behavior in selecting mobile phone**'. The data mentioned in this report were obtained during genuine work done and collected by me. The data or information obtained from primary (first hand sources) and any alternative sources are absolutely acknowledged. The result and analysis embodied during this project has not been submitted to any other university or institute for the award of any degree.



KHUSHI

ROLL NO. 1115098

A
PROJECT REPORT
ON

IMPACT OF E-COMMERCE ON CONSUMERS' BUYING BEHAVIOUR WITH REF. TO ELECTRONIC PRODUCTS

Submitted in the partial fulfilment of requirement for the award of degree of
Bachelor's of Business Administration

Session - 2023-24



MAHARSHI DAYANAND UNIVERSITY, ROHTAK

Submitted By-
Khushi Girdhar
BBA- 6th Sem.
Roll no. 1115099

GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK



DECLARATION

I am **Khushi Girdhar**, a student of 6th semester, **Bachelor of Business Administration**, Roll No. **1115099** from "**GOVT. P.G. COLLEGE FOR WOMEN ROHTAK 124001**", under the **MAHARSHI DAYANAND UNIVERSITY, ROHTAK** that the project report on "**Impact of E-commerce on consumers' buying behaviour with ref. to electronic products**" being submitted by me in original piece of work done by me. The matter presented have not been copied from any other existing report. It has not been submitted for the fulfilment of the requirements for the award of any other degree or Diploma to any other college/ university.

Khushi

Khushi Girdhar

A PROJECT REPORT ON
“A STUDY ON CUSTOMER AWARENESS TOWARDS
E-Banking Services



MAHARSHI DAYANAND UNIVERSITY

Submitted in partial fulfilment of the requirement for the
award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION
(SESSION 2023-2024)

SUBMITTED BY:

Krishma

BBA (6th SEM)

University. Roll No:1115100

GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I **krishma**, Of B.B.A (6th SEMESTER) University. Roll No: 1115100 of GOVT. P.G. College for Women, Rohtak hereby declare that the Project Report entitled "a study on customer satisfaction with e-banking is an original work undertaken by me under the supervision of 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.

Krishma

(**krishma**)

BBA (6th SEM)

Project Report

On

(Customer Perception towards Mutual Fund as a tool of Investment)

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
AWARD OF THE DEGREE OF
Bachelor of Business Administration



Session : 2023-2024

MAHARSHI DAYANAND UNIVERSITY

Submitted By: -

Name : Kusum

University Roll No. 1115101

GOVT. P.G. COLLEGE FOR WOMEN
ROHTAK

STUDENT'S DECLARATION

I declare that the Report on "**Customer Perception towards Mutual Fund as a tool of Investment**" is an original work done by me in accordance with the guidelines prescribed by **Govt. P.G. College for Women** for preparation of Project Report and the work has not been submitted anywhere else for review.

Kusum

Kusum

Roll. No. -1115101

PROJECT REPORT
ON
“CUSTOMERS PREFERENCE TOWARDS MOBILE
BRAND ”



MAHARASHI DAYANAND UNIVERSITY ,ROHTAK

(SUBMITTED IN THE PARTIAL FULFILLMENTS OF REQUIREMENTS
FOR THE DEGREE OF BACHELOR IN BUSINESS ADMISNISTRATION)

SESSION 2023-2024

SUBMITTED BY:

Lovely

BBA 6TH SEM

UNIVERSITY ROLL

NO:1115102

GOVERNMENT P.G COLLEGE FOR WOMEN'S, ROHTAK



DECLARATION

I hereby declare that my Project Report titled "A STUDY ON CUSTOMERS PREFERENCE FOR MOBILE BRAND " is bonafied record of the project work which I have submitted to Government P.G Girls college for women's in partial fulfillment of the credit requirements for the degree of Bachelor of Business Administration is my authentic work . This project report has not been copied from any other papers, journal, or book has not been submitted to any educational institute or otherwise for the award of any certificate, diploma, degree or recognition.

This is an authentic piece of work and in case there is any query regarding the same, I shall be held responsible for answering any queries in this regarding.

Lovely

Lovely

BBA 6TH SEM

COLLEGE ROLL NO.: 1211331010035

UNIVERSITY ROLL NO.1115102

PROJECT REPORT
ON
A STUDY ON MARKETING STRATEGIES AND
BRAND LOYALTY OF HALDIRAM'S IN INDIA

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



MAHARSHI DAYANAND UNIVERSITY, ROHTAK
SESSION (2023-2024)

Submitted by:
MANJU
BBA- 6th SEMESTER
UNIVERSITY ROLL NO -1115103

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

This is to declare that I, MANJU, student of BBA, have personally worked on the project entitled 'Marketing strategies and brand loyalty of Haldiram's in India'. The data mentioned in this report were obtained during genuine work done and collected by me. The data or information obtained from primary (first hand sources) and any alternative sources are absolutely acknowledged. The result and analysis embodied during this project has not been submitted to any other university or institute for the award of any degree.

MANJU

Manju

ROLL NO. 1115103

Project Report
on
Education loan with a Reference of Bank of Baroda

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

Bachelor of Business Administration



MAHARSHI DAYANAND UNIVERSITY

(Session: 2023-2024)

Submitted by-

Megha

BBA 6th semester

University roll no.

1115104

GOVERNMENT P. G. COLLEGE FOR WOMEN, ROHTAK



DECLARATION

I Megha Roll No. 1115104 hereby declare that, the project entitled “Education laon wIth refernce of Bankof Baroda” assigned to me for the partial fulfillment of BBA degree from Govt. P.G. College for Women,Rohtak, Maharshi Dayanand University, Rohtak. The work is originally completed by me and the information provided in the study is authentic to the best of my knowledge. This study has not been submitted to any other institution or university for the award of any other degree.


Megha

A PROJECT REPORT
ON
INNOVATION OF ADVERTISING

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

Bachelor of Business Administration



MAHARSHI DAYANAND UNIVERSITY
Section (2023-2024)

Submitted By :
Muskan
BBA 6th semester
University roll no. -1115105

GOVERNMENT P.G COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am Muskan, a student of Bachelor of Business Administration, Roll No:1115105 of "Government P.G. College for Women, Rohtak", under the Maharishi Dayanand University, Rohtak that the Project Report entitled on "**Innovation of Advertising**" being submitted by me in an original place of work done by me. The matter presented has not been copied from any other existing report. However, Extracts of this literature has been used for this report has been duly acknowledged providing details of such literature in these references. Also, this Project Report has not been submitted for the fulfillment of the requirements for the award of any other Degree or Diploma to any other college/institution/university.

Muskan

Muskan

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

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



MAHARSHI DAYANAND UNIVERSITY

(SESSION 2023-2024)

SUBMITTED BY: NANCY

BBA 6th SEMESTER

UNIVERSITY ROLL

NO. 1115106

GOVERNMENT. P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am Nancy, of B.B.A (6th Semester) University Roll No: 1115106 of "Government. P.G. College for Women, Rohtak" under the Maharshi Dayanand University hereby declare that the Project Report entitled "A STUDY ON CUSTOMER SATISFACATION WITH RESPECT TO THE GREEN MARKETING AND GREEN PRODUCTS" is an original piece of work done by me.

This Project Report has not been submitted for the requirements for the award of any degree or diploma to any Institute or University.

Nancy
Nancy

A STUDY ON CONSUMER SATISFACTION TOWARDS RELIANCE AND JIO

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



MAHARSHI DAYANAND UNIVERSITY
(SESSION - 2023-2024)

**SUBMITTED BY - NEHA
BBA 6th SEMESTER
UNIVERSITY ROLL. NO -
1115107**

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK



DECLARATION

I am Neha, a student of sixth semester, Bachelor of Business Administration. Roll no. 1115107 of "Government P.G. COLLEGE FOR WOMEN, ROHTAK", under the Maharshi Dayanand University, Rohtak that the project report entitled on **"CUSTOMER SATISFACTION TOWARDS RELIANCE AND JIO"** Submitted by me in original piece of work done by me. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfillment of the requirements for the award of any other degree or diploma to any other college / University.

Neha

NEHA

PROJECT REPORT
ON
A STUDY ON CONSUMER PREFERENCE TOWARDS
CADBURY PRODUCTS

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

BACHELOR'S OF BUSINESS ADMINISTRATION

MAHARISHI DAYANAND UNIVERSITY



(Session 2023-2024)

Submitted by-Nidhi

BBA 6th semester

University Roll no -1115108

GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I, Nidhi, Roll no. 1115108 of BBA 6TH 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's of business administration at Maharishi Dayanand University, Rohtak.



Nidhi

A
PROJECT REPORT
ON
CONSUMER SATISFACTION TOWARDS
SAMSUNG PHONES

Submitted in partial fulfilment of the requirement for the award of
degree of
Bachelor of Business Administration



MAHARSHI DAYANAND UNIVERSITY
(SESSION;2023-2024)

Submitted By-

NIKKI

BBA6th Semester
University Roll no.
1115109



DECLARATION

I NIKKI Roll no. 1115109 here by declare that project entitled'' **A Study on Consumer Satisfaction towards Samsung Phones**

“assigned to me for the partial fulfillment of BBA degree from Govt, P.G. Collage for Wome Rohtak, Maharshi Dayanand University, Rohtak. The work is originally completed by me and the information provided in the study is authentic to the best of my knowledge. This study has not been submitted to any other institution or university for the award of any other degree

NIKKI

**PROJECT REPORT
ON
CONSUMER PERCEPTION AND BEHAVIOURAL STUDY
FOR PANTALOONS P.VT LABEL**

Submitted in partial fulfillment of the requirement for the award of a degree of

BACHELOR OF BUSINESS ADMINISTRATION
2021-2024



MAHARASHI DAYANAND UNIVERSITY
Session-2023-2024

Submitted by: Nisha
Roll No: 1211331010014
BBA-6th Sem.
University Roll No: 1115110

GOVERNMENT P.G COLLEGE FOR WOMEN(ROHTAK)

Declaration

I hereby declare that the work presented in the project titled "Consumer Perception and Behavioural Study for Pantaloons Pvt. Label" is authentic, original, and the outcome of my own contribution and research efforts. This project was conducted under the guidance of Pantaloors Rohtak. No part of this work has been submitted for the fulfillment of any other degree or qualification.

Nisha



A PROJECT ON
A STUDY ON EMPLOYEE SATISFACTION IN
SUCCESS STEEL STRUCTURE

Submitted in partial fulfilment of the requirement of the award

Of the degree of

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)



MAHARSHI DAYANAND UNIVERSITY
(SESSION 2023-2024)

SUBMITTED BY- POOJA

BBA 6TH SEMESTER

UNIVERSITY ROLL- 1115111

GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am Pooja a student of Sixth semester Bachelor of Business roll no. 1115111 of Govt. P.G. College For Women Rohtak' under the MDU Rohtak and the project report entail on "(Employee satisfaction in success steel structure customer)" being submitted by me in original piece of work done by me. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfilment of the requirement for the award of any.

Requirement for any other degree or diploma to any other college / university.

Date: 1-5-24

Place: Rohtak

Pooja
Pooja

PROJECT REPORT
ON
A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE
SHOPPING IN AMAZON

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



MAHARSHI DAYANAND UNIVERSITY

(SESSION - 2023-2024)

SUBMITTED BY:

POOJA DEVI

BBA 6TH SEMESTER

UNIVERSITY ROLL NO.

1115112

GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am Pooja Devi a student of 6th semester, Bachelor of Business Administration Roll no. 1115112 Of "Government P.G. College for WOMEN, Rohtak", under the Maharshi Dayanand University, Rohtak that the Project Report entitled on " A STYDY ON CUSTOMER STISFACTION TOWRDS ONLINE SHOPPING IN AMAZON" being submitted by me in original piece of work done by me. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfillment of the requirement for the award of any requirement of the awards of any degree or Diploma to any other college/university.

Pooja Devi

POOJA DEVI

PROJECT REPORT
ON
CUSTOMER SATISFACTION TOWARDS CHOCOLATES
Submitted in partial fulfilment of the award of degree of
BACHELOR OF BUSINESS ADMINISTRATION



MAHARSHI DAYANAND UNIVERSITY

(SESSION- 2023-2024)

SUBMITTED BY:

PRAMILA

BBA 6TH SEMESTER

UNIVERSITY ROLL NO.-1115113

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am Pramila, a student of ^{Sixth} ~~fourth~~ semester, **Bachelor of Business Administration**. Roll no. 1115113 of "**Government P.G. College for Women, Rohtak**", under the Maharshi Dayanand University, Rohtak that the Project-Report entitled on "**Customer Satisfaction Toward Chocolate**" being submitted by me in original piece of work done by me. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfilment of the requirements for the award of any requirements or the award of any other degree or Diploma to any other college/university.

Pramila

PRAMILA

A PROJECT ON
“ IMPACT OF GST ON VARIOUS CONSTRUCTION PROJECTS ”

Submitted in partial fulfillment of the requirement of the award of degree of

BACHELOR OF BUSINESS ADMINISTRATION



MAHARSHI DAYANAND UNIVERSITY

SESSION (2023 - 2024)

SUBMITTED BY :
PREETI
BBA 6th SEMESTER
UNIVERSITY ROLL NO.
- 1115114



GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK 124001



DECLARATION

I am **Preeti** , a student of sixth semester , **BACHELOR OF BUSINESS ADMINISTRATIVE** .

Roll no. 1115114 "**GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK** " , under the Maharshi Dayanand University. Rohtak that the Project Report Entitled on "**IMPACT OF GST ON VARIOUS CONSTRUCTION PROJECTS** " was submitted by me in the original piece of work done by me. The matter presented has been not copied from any other existing report. It has not been submitted for the fulfillment of the requirement for the award for any requirements for the award of any degree or Diploma to any other College / University.

Preeti

PREETI

**PROJECT REPORT ON
IMPACT OF ONLINE ADVERTISING
ON CONSUMER'S BUYING DECISION**



MAHARSHI DAYANAND UNIVERSITY

**Submitted in partial fulfillment of the requirement for the
award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION
(SESSION 2023-2024)**

SUBMITTED BY:

Preeti BBA (6th sem)

College Roll no. - 1211331010006

University Roll no. - 1115115

GOVT. P.G COLLEGE FOR WOMEN , ROHTAK



DECLARATION

I Preeti, Of B.B.A (6th SEMESTER) Roll No: .121133101006 of GOVT. P.G. College for Women, Rohtak hereby declare that the Project Report entitled "Impact of online advertising on consumer buying decision " 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.

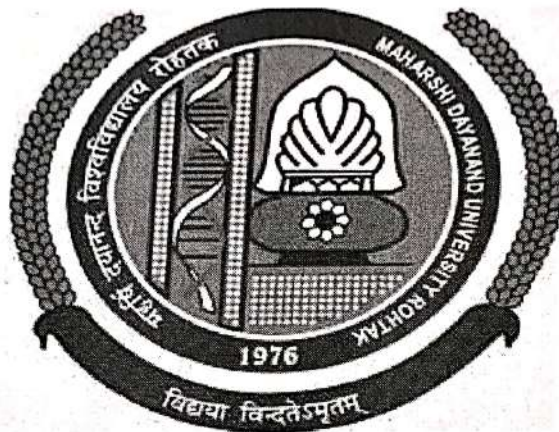
Preeti

PREETI

A
PROJECT REPORT
ON
CONSUMER SATISFACTION TOWARDS
HONDA TWO WHEELER

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

Bachelor of Business Administration



MAHARSHI DAYANAND UNIVERSITY

(SESSION; 2023-2024)

Submitted By-

PRINCY

BBA 6th Semester
University Roll no.

1115116

• DECLARATION

- I Princy Roll no. 1115116 hereby declare that the project entitled. A study on consumer satisfaction towards Honda two wheeler " assigned to me for the partial fulfillment of BBA degree form Govt.P.C college for women, Rohtak, Maharshi Dayanand University, Rohtak. The work is originally completed by me and the information provided in the study is authentic to the
- To the best of my knowledge . This study has not been submitted to any other institution or university for award other degree.



Project Report

On

(Customer Perception towards Mutual Fund as a tool of Investment)

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
AWARD OF THE DEGREE OF
Bachelor of Business Administration



Session : 2023-2024

MAHARSHI DAYANAND UNIVERSITY

Submitted By: -

Name : Priya

University Roll No. 1115117

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

STUDENT'S DECLARATION

I declare that the Report on "**Customer Perception towards Mutual Fund as a tool of Investment**" is an original work done by me in accordance with the guidelines prescribed by **Govt. P.G. College for Women** for preparation of Project Report and the work has not been submitted anywhere else for review.

Priya

Roll. No. -1115117

Priya

PROJECT REPORT
ON
“EVOLUTION OF INTERNET MARKETING AND IMPACTS ”



SUBMITTED TO
MAHARSHI DAYANAND UNIVERSITY, ROHTAK

In the partial fulfillment of the
requirement for the degree of
Bachelor of Business Administration

SUBMITTED BY

RAKHI

CLASS – BBA 6th SEMESTER

UNIVERSITY ROLL NO.

1115118

GOVERNMENT PG COLLEGE FOR WOMEN, ROHTAK

(2023-2024)



DECLARATION

I am Rakhi Roll no. 1115118 here by declare that the project entitled "EVOLUTION OF INTERNET MARKETING AND IMPACTS" assigned to me for the partial fulfillment of BBA degree from Govt.PG College for Women , Rohtak Maharshi Dayanand University , Rohtak. The work is originally completed by me and the information provided in the study is authentic to the best of my knowledge . This study has not been submitted to any other institution or University for the award of any other degree .

Rakhi
RAKHI

PROJECT REPORT

ON

MARKET ANALYSIS & SALES DEVELOPMENT OF AMUL MILK

Submitted in partial fulfillment of the requirement

For the award of degree of

Bachleor of Business Administration



MAHARSHI DAYANAND UNIVERSITY

SESSION (2024 -2025)

Submitted by-

Ritika

BBA 6TH Semester

University roll no.

1115119

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK



DECLARATION

I Ritika Roll no. 1115119 hereby declare that the project entitled "**Market Analysis & Sales Development Of Amul Milk**" assigned to me for the partial fulfillment of BBA degree from Govt. P.G. College for Women. Rohtak Maharshi Dayanand University, Rohtak. The work is originally completed by me and the information provided in the study is authentic to the best of my knowledge. This study has not been submitted to any other institution or university for the award of any other degree.

Ritika

Ritika

Project Report

ON

Marketing analysis of VI limited

Submitted in partial fulfilment of the award of degree of

BACHELOR'S OF BUSINESS ADMINISTRATION



MAHARSHI DAYANAND UNIVERSITY

(Session 2023-2024)

Submitted To:

Maharshi Dayanand University

Submitted By: Ritika

(BBA 6th Semester)

University Roll No.

1145120

GOVT. PG COLLEGE FOR WOMEN, ROHTAK



DECLARATION

I Ritika, of BBA 3rd YEAR (6TH SEMESTER) OF GOVT. P.G COLLEGE FOR WOMEN, ROHTAK hereby declare that the project report entitled "Marketing analysis of VI limited" is a original work and the same has not been submitted to any other institute for the award of any degree/diploma.

Ritika
(RITIKA)

A PROJECT REPORT ON
“Comparative analysis of Smartphone with reference to
Apple and Samsung”



MAHARSHI DAYANAND UNIVERSITY

Submitted in partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION
(SESSION 2023-2024)

SUBMITTED BY:

Rozy

BBA (6th SEM)

University. Roll No: 1115121

GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I Rozy hereby declare that all the information furnished in this PROJECT, is my original work containing authentic facts. This piece of work is only being submitted to Govt. P.G. College Rohtak in the partial fulfillment for the degree of BBA.



ROZY

PROJECT REPORT
ON
A STUDY ON CONSUMER BEHAVIOUR WITH REFERENCE TO
BIG BAZAAR

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

2021-2024



MAHARASHI DAYANAND UNIVERSITY
Session-2023-2024

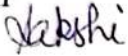
Submitted by: Sakshi
Roll No: 1211331010013
BBA-6th Sem
University Roll No: 1115122

GOVERNMENT P.G COLLEGE FOR WOMEN [ROHTAK]

Declaration

I hereby declare that the work presented in the project titled " A STUDY ON CONSUMER BEHAVIOUR WITH REFERENCE TO BIG BAZAAR" is authentic, original, and the outcome of my own contribution and research efforts. This project was conducted under the guidance of Big Bazaar, Rohtak. No part of this work has been submitted for the fulfillment of any other degree or qualification.

Sakshi



Project report

On Market analysis of ZOMATO

Submitted in partial fulfillment of the requirement for the award of degree of
Bachelor of Business Administration



MAHARSHI DAYANAND UNIVERSITY

(Session: 2023-24)

Submitted by:

Sakshi

BBA 6th semester

Roll no. 1115123

GOVERNMENT P. G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I Sakshi Roll No. 1115123 hereby declare that, the project entitled "Market Analysis of Zomato" assigned to me for the partial fulfillment of BBA degree from Govt. P.G. College for Women, Rohtak Maharshi Dayanand University, Rohtak. The work is originally completed by me and the information provided in the study is authentic to the best of my knowledge. This study has not been submitted to any other institution or university for the award of any other degree.



Sakshi

PROJECT REPORT
ON
Customer Satisfaction
Towards
NESTLE

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

BACHELOR OF BUSINESS ADMINISTRATION



MAHARISHI DAYANAND UNIVERSITY
(Session 2023 -2024)

Submitted by:

Sakshi

BBA 6th Semester

RollNo-1211331010037

University Roll No - 1115124

Govt. PG College for Women, Rohtak



DECLARATION

I Varsha , a student of Sixth Semester, Bachelor of Business Administration Roll No. 1115127 of Govt. PG College for women , Rohtak under the Maharshi Dayanand University, Rohtak declare that the Project Report entitled effects of goods and services tax(GST) on consumer perception being submitted by me is an original piece of work done by me. The matter presented has not been copied from any other existing report. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references. Also, this Project Report has not been submitted for the fulfillment of the requirements for the award of any other Degree or Diploma to any other college/institution/University.



Varsha

A PROJECT REPORT
ON
A STUDY ON CUSTOMER SATISFACTION TOWARDS FAST-FOOD
OUTLETS WITH REFERENCE TO DOMINO'S AND PIZZA HUT
Submitted in partial fulfilment of the requirements for the award of
BACHELOR OF BUSINESS ADMINISTRATION



MAHARSHI DAYANAND UNIVERSITY

(SESSION 2023-2024)

SUBMITTED By: SWATI

BBA 6TH SEMESTER

UNIVERSITY ROLL NO.1115125



GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK 124001

DECLARATION

I am Swati a student of sixth semester, Bachelor of Business Administration. Roll no. 1211331010022- "Government P.G. College for women, Rohtak", under the Maharshi Dayanand University, Rohtak that the Project Report entitled on being submitted by me in original piece of work done be me. The matter presented has not been copied from any other existing report. It has not been submitted for the fulfillment of the requirements for the award of any degree or Diploma to any other college /university.

PROJECT REPORT
ON
CUSTOMER SATISFACTION

AT
MARUTI SUZUKI (JAGMOHAN MOTORS PRIVATE LIMITED)
Submitted in partial fulfillment of the requirement for the award of degree of
BACHELOR OF BUSINESS ADMINISTRATION



MAHARSHI DAYANAND UNIVERSITY
(SESSION – 2023-2024)

SUBMITTED BY:

VARSHA

BBA 6TH SEMESTER

UNIVERSITY ROLL NO. 296741-

1115126

GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK

DECLARATION

I am VARSHA .a student of 6th Semester, Bachelor of Business Administration, Roll no. ~~5718872~~ 1115126 "Government P.G. College for Women, Rohtak ", under the Maharshi Dayanand University,Rohtak that the project report entitled on CUSTOMER SATISFACTION being submitted by me in original piece of worked on by me. The matter presented has not been copied from any other existing repot. It has not been submitted for the fulfillment of the requirements for the award of any requirements for the award of any other degree or diploma to any other college/university.

Varsha
VARSHA

Project Report

On

“Effects of goods and services tax (GST) on consumer perception”

Submitted In partial fulfillment of the requirement for the award of the degree of
Bachelor of Business Administration



MAHARSHI DAYANAND UNIVERSITY
(Session 2023-2024)

Submitted by :

Varsha
BBA 6th sem
University Roll no. – 1115127
Roll no:-1211331010036

Govt. PG college for women, Rohtak

Declaration

I am Sakshi, roll no. 1115124 , a student of 6th semester Bachelor of Business Administration of college Govt. P.G college for women, Rohtak, under the Maharishi Dayanand University, Rohtak declare that the project report entitled " Customer Satisfaction towards nestle" being submitted by me in original piece of work done by me. The matter presented has not been copied from any other existing report.

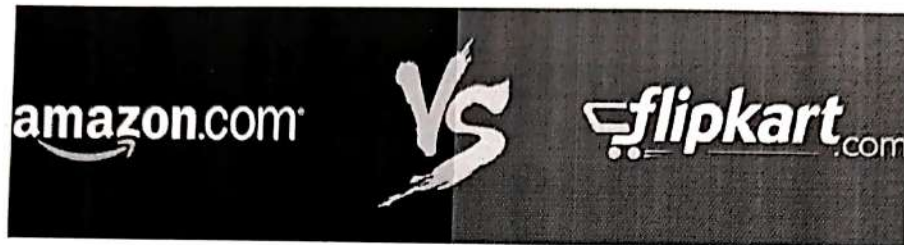
It has not been submitted for the fulfillment of the requirement for the award of any requirements for the award of any other degree or diploma to any other college/University.



Sakshi

A PROJECT REPORT

ON



"COMPARITIVE STUDY BETWEEN FLIPKART AND AMAZON INDIA"

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:

VARSHA

BBA 6TH SEMESTER

UNIVERSITY ROLL NO. 1115128



GOVT. 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.

Project Report

On

(Influence of social media marketing on Brand Image of Mamaearth)

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF
THE DEGREE OF
Bachelor of Business Administration**



Session : 2023-2024

MAHARSHI DAYANAND UNIVERSITY

Submitted By: -

Name : Vinita

University Roll No. 1115129

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



DECLARATION

I hereby declare that this project report entitled "Influence of Social Media Marketing on Brand Image of Mamacarth" was carried out by me for the degree of B.B.A. 6th Sem. University Roll No. 1115129. The interpretations put forth are based on my reading and understanding of the original texts and they are not published anywhere in any form. The other books, articles and websites, which I have made use of are acknowledged at the respective place in the text. This research report is not submitted for any other degree or diploma in any other University.

Vinita