

CERTIFICATE

This is to certify that the present study is based on my original research work and my indebtedness to others' works, publications, etc. wherever cited in this study has been duly acknowledged at appropriate places.

This work has not been submitted either in part or in full for the award of any diploma or degree in any other university/ institute, and is now being submitted for evaluation in partial fulfillment for the requirement of the two-year full time post-graduate degree in management (Finance and marketing).

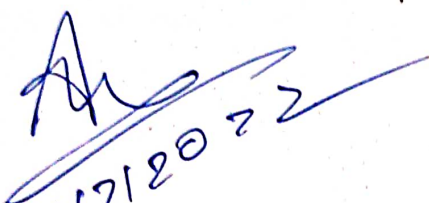

18/7/2022



Signature of the Student

DECLARATION

I Afsana Roll 20001703003, of MBA 4th SEM of J.C. Bose University of Science and Technology Faridabad, hereby declare that this project on "EFFECTIVENESS OF TRAINING AND DEVELOPMENT" is the outcome of my own research and the same has not been submitted to any other institute for the award of any other degree.


8/7/2022

AFSANA

20001703003

Afsana

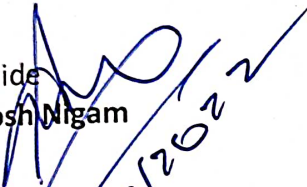
DECLARATION

I the undersigned, hereby declare that the project report entitled " **Perceptual Mapping Of Different Brands Of Mobile Handsets**" written and submitted by me to the YMCA University, in partial fulfillment of the requirement for the award of degree of Masters of Business Administration (MBA 4rd Semester) under the guidance of faculty member.

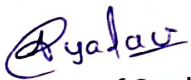
Date

Place

Faculty guide
Dr. Ashutosh Nigam



18/7/2022

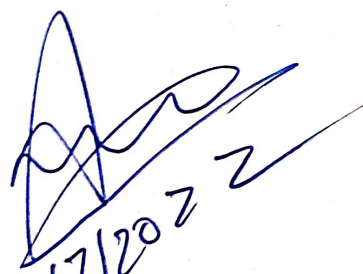


(Signature of Student
Akash
Akash

DECLARATION

I, **Akash Gola** hereby declare that the Project Work entitled "" is my own work and has been conducted under the supervision of **Dr. Ashutosh Nigam** Submitted to J.C. Bose University of Science and Technology, YMCA, Faridabad in partial fulfillment of the requirement for the award of Master's Degree in Business Management and that the report represents independent and original work on the part of the candidate.

I further declare that to the best of my knowledge; the Project does not contain any part of any work which has been submitted for the award of any degree/diploma either in this College or anywhere else.


18/7/2022



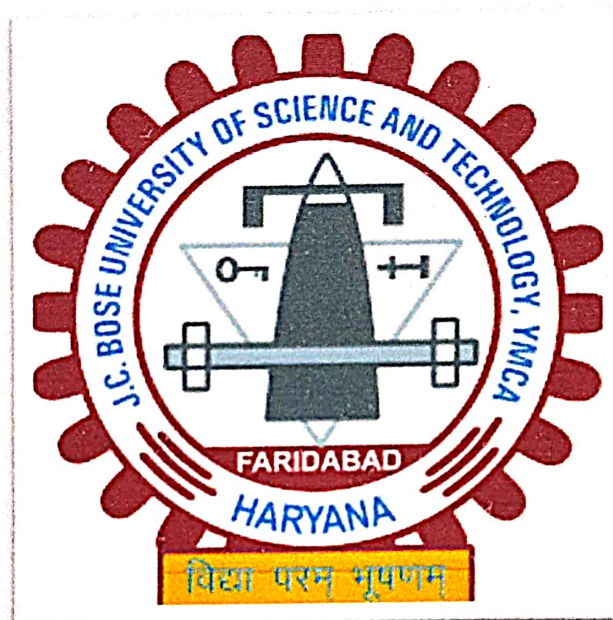
Akash Gola
20001703005
MBA(2020-2022)

A Project Report on
**“Impact of Mergers and Acquisitions on Profitability Ratios of selected
Banks”**

Submitted to

J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA

FARIDABAD, HARYANA



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

Master of Business Administration

Submitted by

ANJALI RANI (20001703006)

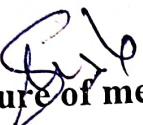
(2020-2022)


Bose
(Mentor)

Anjali

DECLARATION

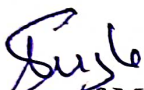
The is titled "Research Report on Marketing Strategies Followed by Nike & Reebok" is conducted under the guidance of Dr. Manisha Goel. This work is conducted in partial fulfilment of Master of Business Administration from JC Bose University of Science and Technology, Faridabad. I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

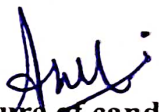

Signature of mentor


[Anshul]

DECLARATION

I, Anu hereby declare that the project entitled "Role of relationship marketing in improving brand loyalty in luxury Fashion segment and improving customer satisfaction" is a record of an original work done by me. I further declare that the work reported in this project has not been submitted in any form as a part of any other project. The study was undertaken as a part of the course curriculum of MBA 4th Semester, J.C. Bose University of Science and Technology, YMCA.


Signature of Mentor


Signature of candidate

DECLARATION

I hereby declare that the Project Work with the title **STUDY ON NEW ERA GST: IT'S AWARENESS AND IMPACT ON SMALL AND MEDIUM BUSINESS** submitted by me for the partial fulfillment of the degree of **MASTERS of BUSINESS ADMINISTRATION**, is my original work and has not been submitted earlier to any other University /Institution for the fulfillment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

Signature of Guide:

DR. Manisha Goel



Signature of student:

Ayushi

2000170309

Place:

Date:

DECLARATION

I, **CHETAN SHARMA**, hereby declare that the project report entitled “**A STUDY ON THE CONSUMPTION OF OTT PLATFORMS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Dr. MANISHA GOEL** in the partial fulfillment of the award of the Bachelor of Business Administration of “J.C Bose University of science and Technology, YMCA, Faridabad”

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, or other similar title of any other university or institute.

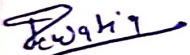
Chetan Sharma

[CHETAN SHARMA]
Master of Business Administration
Roll No.-20001703010

Sub

STUDENT'S CERTIFICATE

Certified that this project report is prepared by me on the topic “**IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR**”) under the guidance of Assistant Professor Dr. Rachna in partial fulfillment of the requirement for the award of Degree of Master of Business Administration (Marketing and International Business) from J.C. Bose University of Science & Technology YMCA, Faridabad.


Signature

DEEPAK


Signature

Dr. RACHNA AGRAWAL

STUDENT'S CERTIFICATE

Certified that this project report is prepared by me on the topic "A Comparative Analysis of Financial Products of Private and Public Sector Bank " under the guidance of Professor **Dr. Rachna Agrawal** in partial fulfillment of the requirement for the award of Degree of Master of Business Administration (Marketing and Finance) from J.C. Bose University of Science & Technology YMCA, Faridabad.

Signature:

Deepak

(Student)

Deepak


Signature:

Dr. RachnaAgrawal

(Professor)

CERTIFICATE OF COMPLETION

This is to certify that **Diksha**, enrollment number **20001703013**, pursuing **MBA (General)** from **JC Bose University Science and Technology, YMCA** has successfully completed the research project on "**A study on consumer preference on Aviation sector**" under my supervision and guidance.s


Dr. Rachna Aggarwal

(mentor)


Diksha

CERTIFICATE

This is to certify that the project report entitled on “**Comparative Analysis of ULIP with other Investment Avenues**” for the Academic Year 2020-2022 Submitted to J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, FARIDABAD in partial fulfilment of the requirement for the award of Degree of **Master of Business Administration (MBA)** is original work carried out by Garima Sahdev. The matter embodied in this project is genuine work done by the student and has not been submitted to any other University/Institute for the partial fulfilment of the required study.

Garima Sahdev

Dr. Rachna Agarwal

(Department Of Management Studies)

CERTIFICATE

This is to certify that the project titled "Use network marketing with digital marketing submitted for partial fulfillment of the MBA program (Faculty of Management Studies, J.C. Bose University of Science and Technology YMCA), embodies original work done by me conducted during Sem. IV of the program.

Agarwal



Dr. Rachna Agarwal

(Department of Management Studies)

CERTIFICATE

This is to certify that HARSHIT DIXIT, Roll no - 20001703017 has completed the research project title "COMPARATIVE RATIO ANALYSIS OF L&T INFOTECH, INFOSYS, TCS AND WIPRO" under my guidance.



Dr. Rupali Madan

CERTIFICATE

This is to certify that HARSHIT GARG – 20001703018 has completed the research project title “RECRUITMENT AND SELECTION” under my guidance.



Dr. Rupali Madan



J.C. BOSE UNIVERSITY OF SCIENCE AND
TECHNOLOGY

Department of Management Studies

Certificate

This is to certify that Mr. Jitender Yadav Enrolment No. 20001703019, student of Department of management studies has successfully completed his Research Project on "A Study on Eco-tourism and its Sustainability in India" and submitted to Dr. Rupali Madan under her guidance and supervision.

RW
15/07/2022

Dr. Rupali Madan
Asst. Professor
Dept. of Management
Studies
JC Bose University of
Science and Technology,
UMCA

Research Project Report

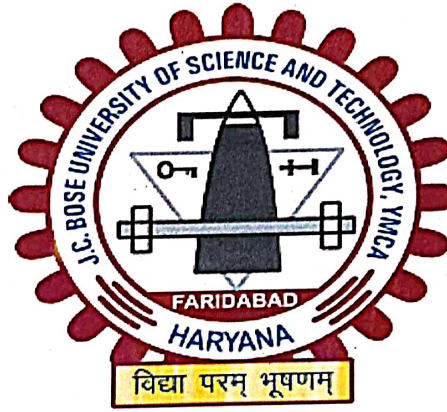
on

ADVERTISING IN MULTIPLEX INDUSTRY

Submitted to

J.C. Bose University of Science & Technology
for partial fulfillment of the requirement of degree in

Master of Business Administration



Session: 2020 - 22

Submitted To:-
CONTROLLER OF EXAMINATION
(J.C. Bose University of Science & Technology)
Faridabad

Submitted by:-
Jyoti
MBA 3rd Sem.
Roll No. 20001703020

UNDER SUPERVISION OF: Dr. Rupali Madam

CERTIFICATE

This is to certify that the research project report is submitted by Kajal Thakur Roll No (20001703022) Student of MBA 4th Semester of JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA FARIDABAD ON TOPIC “**CONSUMER SATISFACTION FOR SERVICES PROVIDED BY DIFFERENT TRAVEL AGENCY** “ has completed the research report in the partial fulfilment of award of 2 year degree of Master of Business Administration Batch 2020-2022 .

Place:

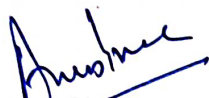
Date:

Faculty guide

Anushree
(D.A. Anushree Chauhan)

CERTIFICATE

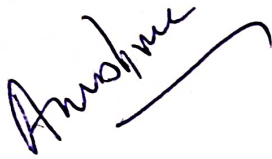
This is to certify the research Project titled “ A Study on Customer Acquisition & Marketing Strategies of Mc Donald’s” submitted by Kapil Roll No. 20001703023 to J.C. Bose University Of Science & Technology, Ymca Faridabad for the award of the degree of Masters of Business Administration is carried out by him under my supervision.



Dr. Anushree Chauhan

CERTIFICATE

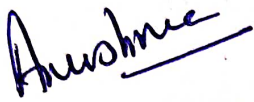
This is to be certified that MR. Karan Singh of MBA bearing enrollment number 20001703024 of batch 2020 2022 has made this project report titled "A STUDY ON MARKET RESEARCH ON CUSTOMER PERCEPTION OF HYUNDAI SANTRO INDIA LIMITED" under my guidance and supervision.



Dr. Anushree Chauhan

CERTIFICATE OF COMPLETION

This is to certify that Khushboo Jindal pursuing MBA from JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY has completed her project on the topic "A STUDY ON USAGE OF E- BANKING IN INDIA"



DR ANUSHREE CHAUHAN

ASSISTANT PROFESSOR

CERTIFICATE FROM SUPERVISOR

This is to certify that **Kumari Vaishali**, roll number 20001703026, has completed her project titled “**Assessing customer satisfaction is on online banking service**” under my guidance for the academic year 2020-2022



Dr. Anushree Chauhan

Assistant Professor

Department Of Management Studies

**A PROJECT REPORT
ON
A STUDY OF CONSUMER BEHAVIOUR ON IMITATED PRODUCTS**

**REPORT SUBMITTED TO JC BOSE UNIVERSITY OF SCIENCE AND
TECHNOLOGY**



**BY
LALIT KUMAR**

20001703027

**IN THE PARTIAL FULFILMENT OF REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION.**

SESSION: 2020-2022

ACKNOWLEDGEMENT

With regard to my Project On Impact Of Covid 19 I would like to thank each and every one who offered help, guideline and support whenever required.

I am extremely grateful to my guide, **Dr. Neha Goel** for their valuable guidance and timely suggestions. I would like to thank all faculty members of **JCBOSEust** for the valuable guidance & support.

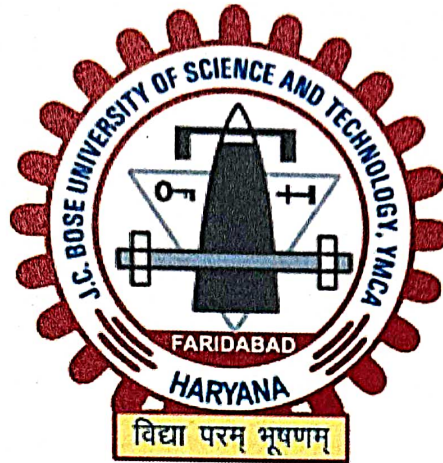
I would also like to extend my thanks to my members and friends for their support.

Manpreet Singh

Manpreet Singh
20001703028



J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY



RESEARCH REPORT

ON

ANALYSIS OF CUSTOMER SATISFACTION

of Rajdoot Cables pvt. ltd.

A report submitted in partial fulfilment of requirement of MBA
programme.

SUBMITTED TO:

Name: Dr. Neha Goel
Designation: Mentor
Location: Faridabad

SUBMITTED BY:

MAYANK RAWAT
(20001703029)
MBA 3B
Batch: 2020-22

ACKNOWLEDGEMENT

An independent project is a contradiction in terms. Every project involves contribution of many people. This project also bears the imprints of many people and it is a pleasure for me to acknowledge and thank all of them.

I am deeply indebted to **Dr Neha Goyal** who acted as a mentor and guide, providing knowledge and giving me his valuable time out of his busy schedule, at every step throughout the project. It is only because of him this project came into being. I also take the opportunity to express my sincere gratitude to each and every person, who directly or indirectly helped me throughout the project and without anyone of them this project would not have been possible.

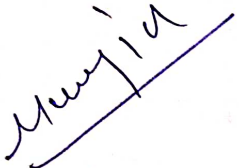
The immense learning from this project would be indelible forever.


(Mentor's Signature)

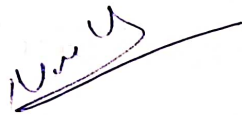
Dr Neha Goyal

Acknowledgement

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. I have taken effort in this project report. However, it would not have been possible without the kind support and help of many individual and organization. A special gratitude I give to my university mentor **DR. NEHA GOYAL** whose contribution in stimulating suggestion and encouragement, helped me to coordinate my project specially in writing this report.




(MUNAJIR)



CERTIFICATE


This is to certify the research Project titled “A STUDY ON IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR” submitted by MUSKAN RAJPUT , roll no. 20001703032 to “J.C. Bose University of Science and Technology, YMCA Faridabad” for the award of the degree of master of business administration (specialization in marketing management and supply chain management) is carried out by her under my supervision.


Dr. Rajiv Sindawani

Department of Management Studies

CERTIFICATE

This is to certify that the research MUSKAN VERMA Roll No. 20001703033 has completed research project titled "RATIO ANALYSIS" under my guidance.



DR. RAJIV SINDWANI

CERTIFICATE

This is to certify that the project report entitled 'A study on Venture Capital Finance in Automotive Industry' submitted by NAVEEN SIHAG ,roll no. 20001703034 to "J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY for the degree of masters of business administration has been carried out under my guidance.



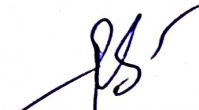
Signature of Guide:

Name of the Guide: Dr. Rajiv Sindwani

Department: Department of Management Studies

CERTIFICATE

This is to certify that the research Neetu Panchal Rol No. 20001703035 has completed research project titled "Consumer Perception towards Reliance Jio" under my guidance.


(Dr. RAJIV SINDWANI)

CERTIFICATE

This is to certify that the NEHA, Roll no – 20001703036 has completed the research project report title “EFFECT OF ADVERTISEMENT ON THE CONSUMPTION OF FAST FOOD” under my guidance .



Dr Rajiv Sindwani

Acknowledgement

I am writing this project report/Dissertation for the program of Master of Business Administration (MBA) for J.C. BOSE UNIVERSITY of SCIENCE & TECHNOLOGY, YMCA, FARIDABAD.

It has been a great challenge but plenty of learning and opportunities to gain a huge amount of knowledge on the way of writing this report. I could not have completed my project without the constant guidance and assistance of Dr. Jyotsana Chawla, my faculty guide who helped me along the way and was always prepared to give me feedback and guidelines whenever I needed it.

Neha Sharma

Neha Sharma

20001703038

Dr. Jyotsana Chawla
14/07/2022

Acknowledgement

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. I have taken effort in this project report. However, it would not have been possible without the kind support and help of many individual and organisation. A special gratitude I give to my university mentor **DR. Jyotsana Chawla** whose contribution in stimulating suggestion and encouragement, helped me to coordinate my project specially in writing this report.

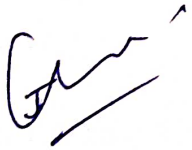
Nikhil.

(Nikhil Kumar)

Jyotsana

Certificate

This is to certify that NISHA PUNIA, student of J.C BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA has completed her project work during her academic year 2020-2022, under my guidance and supervision in partial fulfilment of Master of Business Administration.



Dr. Jyotsana Chawla

Assistant Professor

Department of Management Studies

JC BOSE University of Science & Technology, YMCA

ACKNOWLEDGEMENT

An independent project is a contradiction in terms. Every project involves contribution of many people. This project also bears the imprints of many people and it is a pleasure for me to acknowledge and thank all of them.


I am deeply indebted to **Dr Jyotsana chawla** who acted as a mentor and guide, providing knowledge and giving me his valuable time out of his busy schedule, at every step throughout the project. I also take the opportunity to express my sincere gratitude to each and every person, who directly or indirectly helped me throughout the project and without anyone of them this project would not have been possible.

The immense learning from this project would be indelible forever.

A handwritten signature in blue ink, appearing to be 'Ghu' with a horizontal line underneath.

Declaration

This is to certify that I, Pratik Chawla had completed the project titled Study of India-China Trade Relationship under the supervision of DR. RENU AGGARWAL in the partial fulfilment of the requirement for the award of degree of MBA from J.C Bose University of Science and Technology YMCA, Faridabad.


15/7/22



PRATIK CHAWLA


Roll no. 20001703042

Masters of business administration

Date: 11 July 2022

CERTIFICATE

This is to certify the research Project titled ““A Study on Marketing Strategies of **Mc Donald’s**” submitted by Poonam Panchal roll no. 20001703043 to “J.C Bose University of Science and Technology, YMCA, Faridabad” for the award of the degree of Maters of Business Administration is carried out by her under my supervision.


15/7/24
(Supervisor)

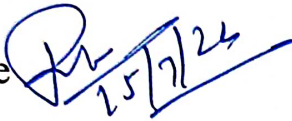
CERTIFICATE

This is to certify that the research project report is submitted by Pratul Kumar Tripathi Roll No (20001703044) Student of MBA 4th Semester of JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA FARIDABAD ON TOPIC "A Study on Students Buying Behaviour Towards Laptop " has completed the research report in the partial fulfilment of award of 2 year degree of Master of Business Administration Batch 2020-2022 . *Under my guidance*

Place:

Date:

Faculty guide



Renu Agrawal
25/7/24

Dr Renu Agrawal

CERTIFICATE

This is to certify that the project report entitled on "Safety and Welfare Measures of corporate Employees at Faridabad" for the Academic Year 2020-2022 Submitted to J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, FARIDABAD in partial fulfilment of the requirement for the award of Degree of Master of Business Administration (MBA) is ~~work~~ carried out by Rahul Chopra. *under my guidance.*



Dr. Renu Aggarwal

Assistant Professor

Department Of Management Studies

CERTIFICATE

This is to certify that Ravi Kumar Rohilla, Roll no – 20001703047 has completed the research project title “Ambuja Cement PVT LTD ” under my guidance.

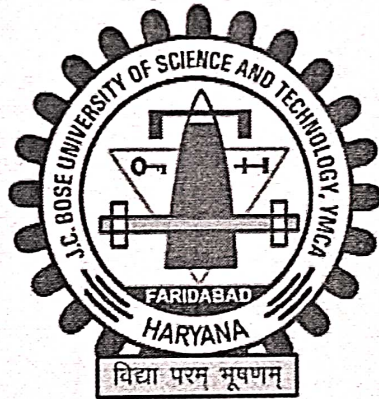
A handwritten signature in blue ink, appearing to read 'Sapna', with a horizontal line extending to the right.

DR. SAPNA TANEJA

A RESEARCH REPORT
ON
“A STUDY ON CONSUMER BUYING BEHAVIOUR
TOWARD ONLINE GROCERY SHOPPING”

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

Master of Business Administration
(MBA)



Sapna

UNDER THE SUPERVISION OF:
DR. SAPNA TANEJA

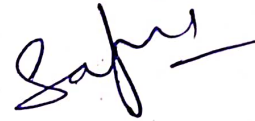
SUBMITTED BY:
RENU KUMARI
20001703048
MBA(B)

Department of Management studies
J.C BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY
YMCA

Session 2020- 2022

ACKNOWLEDGEMENT

This is to certify that the project work entitled study on digital marketing and its impact on revenue generation submitted to J.C. Bose University in partial fulfillment of the requirements for the award of the degree of Master of Business Administration in marketing is a record of the original work done by Rishabh Sharma under my supervision and guidance and this project work has not formed the basis for the award of Degree or similar title to any candidate of any University.



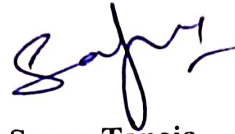
Signature of Student.

Signature of Guide.



CERTIFICATE

This is to certify that the work entitled, "A Study on Employer & Employee Relationship of Corporate employees of Faridabad" has been carried out by "Riya Ghansela" under my direction and supervision.

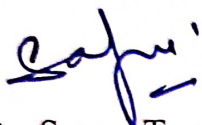


Ms. Sapna Taneja
Assistant Professor
Department of Management Studies,
J C Bose University of Science and Technology

Date: _____
Place: Faridabad

CERTIFICATE

This is to certify the research Project titled "CUSTOMER SATISFACTION TOWARDS FAST FOOD PRODUCTS OF TACO BELL" submitted by Mr. Rohit Goel, roll no. 20001703051, MBA - 4 B, student of J.C. Bose University of Science and Technology, YMCA Faridabad for the award of degree of MBA is carried out by her under my supervision. The above statement made by the candidate is correct to the best to my knowledge.



Dr. Sapna Taneja

CERTIFICATE

This is to certify that research project "Comparative Analysis of Product and Services of Axis Bank and It's Competitors" is submitted by Mr. Rohit Singh, student of MBA (II) – 4th Semester of J.C. Bose University of Science and Technology, YMCA. He has completed his research report in partial fulfilment for the award of the 2 year degree of Masters of Business Administration, Batch 2020-2022.


Place: *Faridabad*
Date: *15 July 2022*

Gunjan
Dr. Gunjan Gumber
Faculty Guide

CERTIFICATE

This is to certify that research project "A STUDY ON THE IMPACT OF ONLINE RETAILING ON THE TRADITIONAL FORM OF RETAIL BUSINESS" is submitted by Mr. SACHIN CHAUHAN, student of MBA (II) – 4th Sem of J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, has completed his research report in partial fulfilment for the award of the 2 year degree of Masters of Business Administration, Batch 2020-2022.

Date 15/7/22
Place Faridabad.


Dr. Gunjan Gumber
Faculty Guide

CERTIFICATE

This is to certify that research project "**Readiness of Indian customers towards Eco-friendly food packaging in online food deliveries**" is submitted by Mr. Sagar Sethi, student of MBA (II) – 4th Sem of J.C.BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, has completed his research report in partial fulfillment for the award of the 2 year degree of Masters of Business Administration, Batch 2020-2022.

Place *Faizabad.*

Date

Gunjan
15/7/22

Dr. Gunjan Gumber

Faculty Guide

CERTIFICATE

This is to certify that SATISH, student of J.C BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA has completed her project work during her academic year 2020-2022, under my guidance and supervision in partial fulfilment of Master of Business Administration.

Signature

Gunjan
15/7/22

Dr. Gunjan gumber

Place : Faridabad

Department of management studies

CERTIFICATE

This is to certify that research project "CONSUMER PERCEPTION TOWARDS DIFFERENT SOCIAL MEDIA PLATFORMS" is submitted by Mr. SATYWAN CHAUHAN, student of MBA (II) – 4th Sem of J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, has completed his research report in partial fulfillment for the award of the 2-year degree of Masters of Business Administration, Batch 2020-2022.

Place *Faizidabad.*
Date


Dr. Gunjan Gumber
Faculty Guide

Gunjan
15/7/22

CERTIFICATE

This is to certify that research project "Study on Customer Satisfaction with reference to Kotak Mahindra Life Insurance" is submitted by Ms. Shivani, student of MBA (II) – 4th Semester of J.C. Bose University of Science and Technology, YMCA. She has completed her research report in partial fulfilment for the award of the 2 year degree of Masters of Business Administration, Batch 2020-2022.

Place : *Faizalabad*
Date : *15 July 2022*


Dr. Gunjan Gumber
Faculty Guide

Certificate

This is to certify that Simran Gupta, Roll number (20001703058) has completed the project titled "Customer Satisfaction Towards Fashion Apparel" under my guidance.

Signature:



Mr. Vikas Kumar

(Assistant Professor)

Department of Management Studies

J. C. BOSE University of Science & Technology, YMCA

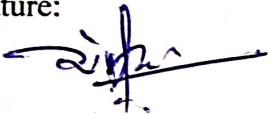
Signature: Simran Gupta

Simran Gupta

CERTIFICATE

This is to certify that Stuti Sharma, Roll number (20001703059) has completed the project titled "CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE COSMETIC STORES" under my guidance.

Signature:



Mr. Vikas Kumar

(Assistant Professor)

Department of Management Studies

J.C. Bose University of Science & Technology



Signature:

Stuti Sharma

CERTIFICATE

This is to certify that the work entitled, "Comparison of Digital Payments system & their Impacts during Covid" has been carried out by "Surbhi Thakkar" under my direction and supervision.

Date: 14-07-22
Place: Faridabad



Mr. Vikas Kumar
Assistant Professor
Department of Management Studies
J C Bose University of Science and Technology

CERTIFICATE

This is to certify that the dissertation report titled "Effect of online food market over offline food market" submitted by Sweta Singh student of MBA for the partial fulfilment of the Master in Business Administration, embodies the bonafied work done by her under my supervision. I also declare that this dissertation report is a result of her effort and no part of this report work has been published earlier for any degree or diploma for any institute or university



Mr. Vikas Kumar

(Assistant Professor)

J.C. Bose University Of Science Technology, YMCA

CERTIFICATE

This is to certify that the dissertation report titled "**Importance of customer relationship management in digital magazine industry**" submitted by **Tanisha** student of MBA for the partial fulfilment of the Master in Business Administration, embodies the bonafied work done by her under my supervision. I also declare that this dissertation report is a result of her effort and no part of this report work has been published earlier for any degree or diploma for any institute or university.



Mr. Vikas Kumar

(Assistant Professor)


J.C. Bose University Of Science Technology, YMCA

STUDENT'S CERTIFICATE

Certified that this project report is prepared by me on the topic "A Comparative Study Of Offline Retail Stores in Delhi (NCR)" under the guidance of assistant professor Mr. Vikas Kumar in partial fulfillment of the requirement for the award of Degree of Master of Business Administration (Marketing and International Business) from J.C. Bose University of Science & Technology YMCA, Faridabad.


Signature: 15/07/22

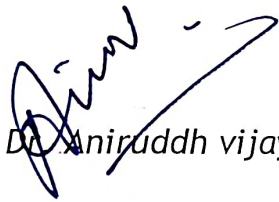
TANYA GOSWAMI


Signature: 15/07/2022

MR. VIKAS KUMAR
(Assistant Professor)

CERTIFICATE

This is to certify the research Project titled "A STUDY ON THE IMPACT OF SOLID WASTE MANAGEMENT IN FARIDABAD" submitted by Twinkle Bharadwaj (20001703064) to "J.C. Bose University of Science and Technology, YMCA Faridabad" for the award of the degree of master of business administration (specialization in marketing and International Business) is carried out by her under my supervision.



Dr. Aniruddh vijay

Department of Management Studies

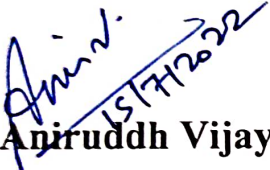
CERTIFICATE (ISSUED BY THE COLLEGE)

DATE: 15/7/2022

CERTIFICATE

This is to certify that the Research Project entitled "MARKETING STRATEGY OF V-MART AND VISHAL MEGA MART: - A COMPARATIVE STUDY" submitted by Miss. Vishakha Singla Roll No. 20001703065 has been done under my guidance and supervision in partial fulfillment of the requirement for the award of Master of Business Administration.

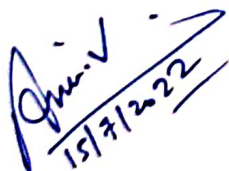
To the best of my knowledge, the work and analysis mentioned in this Project Dissertation have been undertaken by the candidate herself and necessary references have been recognized and acknowledged in the text of the report.


Dr. Aniruddh Vijay

CERTIFICATE

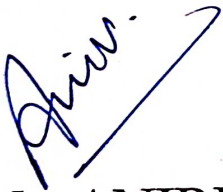
This is to certify that the research project report entitled on "CONSUMER BEHAVIOUR FOR ORGANIC COSMETICS" for the Academic Year 2020-2022 Submitted to J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, FARIDABAD in partial fulfillment of the requirement for the award of Degree of Master of Business Administration (MBA) is original work carried out by Yashika Jindal. The matter embodied in this project is genuine work done by the student and has not been submitted to this University or any other University/Institute for the partial fulfillment of the required study.

Place: Faridabad


15/7/2022

CERTIFICATE

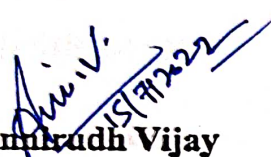
This is to certify that BHASKAR, Roll no – 20001703067 has completed the research project title “BRAND TRUST AND BRAND LOYALTY” under my guidance.



Mr. ANIRUDH VIJAY

CERTIFICATE

This is to certify the research Project titled “**A STUDY ON IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR**” submit by Nidhi,
Roll No.- 20001703068 MBA-II to “**J.C. Bose University of Science and Technology, YMCA Faridabad**” for the award of the degree of master of business administration (specialization in Marketing Management and Finance Management) is carried out by her under my supervision.


Dr. Amruth Vijay

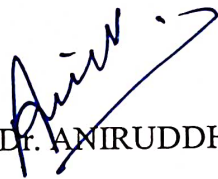
Department of Management Studies

CERTIFICATE

This is to certify that research project -CUSTOMER SATISFACTION TOWARDS INTERNET BANKING is submitted by TARUN KUMAR, student of MBA (II) – 4th Semester of J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA has completed his research report in partial fulfillment for the award of the 2-year degree of Masters of BusinessAdministration, Batch 2020-2022.

Place

Date


Dr. ANIRUDDH VIJAY
Faculty Guide