

**MBA B Batch (2021-23)**  
**Research Project Report Certificates**

21001703001	AAKANKSHA
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**DECLARATION**

I, AAKANKSHA, hereby declare that the project work entitled "**A STUDY ON IMPACT OF COMPARATIVE ADVERTISEMENT ON CONSUMER BEHAVIOUR**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Dr. Ashutosh Nigam**, DEAN, Department of Management Studies, 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, Associateship or other similar title of any other university or institute.

Place: Faridabad

Date: \_\_\_\_\_

*Ashutosh Nigam*  
*3/5/2023*

*Aakanksha*

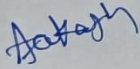
AAKANKSHA

21001703001

21001703003	AKASH
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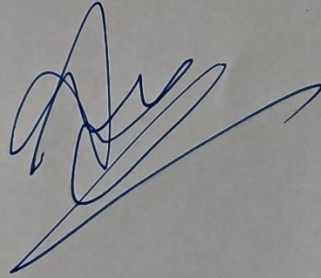
## **Declaration**

This is to certify that I, **AKASH** had completed the project titled “ **A STUDY OF NPA IN PRIVATE BANKS** ” under the supervision of **DR. ASHUTOSH NIGAM** 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. This is an authentic piece of work and I had neither copied nor submitted it earlier elsewhere.



**AKASH**

**21001703003**



### CERTIFICATE

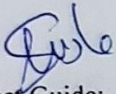
This is to certify that the research project report entitled on  
**"CONSUMER PREFERENCES FOR ORGANIC COSMETICS"** for the  
Academic Year 2021-2023 Submitted to J.C. BOSE UNIVERSITY OF  
SCIENCE AND TECHNOLOGY, YMCA, FARIDABAD in partial fulfillment of  
the requirement for the award of Degree of Master of Business  
Administration (MBA) is original work carried out by Akash Chauhan.  
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 fulfilment of the required study.



21001703005	AMAN JAIN
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## CERTIFICATE

This is to certify that Mr. AMAN JAIN (Roll No. 21001703005) is a bona fide student of the J.C. Bose University of Science and Technology, YMCA Faridabad and this project report titled "STUDY ON CONSUMER BUYING BEHAVIOUR AND PREFERENCES TOWARDS MOBILE PHONES", has been prepared by him under my guidelines and I am completely satisfied with the work and his work is successfully submitted in partial fulfillment of the requirements for the award of the degree of Masters of Business Administration.



Project Guide:

Dr. Manisha Goyal

Associate Professor

(Dept. of Management Studies)

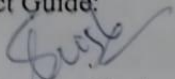
Signature:

21001703006	ANIL KUMAR MEENA
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**CERTIFICATE**

This is to certify that Mr. Anil Kumar Meena (Roll No. 21001703006) is a bona fide student of the J.C. Bose University of Science and Technology, YMCA Faridabad and this project report titled "**LEVEL OF CUSTOMER SATISFACTION IN HYNDAI AS COMPARE TO TATA MOTORS**", has been prepared by him under my guidelines and I am completely satisfied with the work and his work is successfully submitted in partial fulfillment of the requirements for the award of the degree of Masters of Business Administration.

Project Guide:



**Dr. Manisha Goel**  
(Associate Professor)  
(Dept. of Management Studies)

Signature:



21001703007	ANJALI SINGH
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**CERTIFICATE**

This is to certify that Project Report, titled “**A STUDY ON MANAGEMENT OF WORKING CAPITAL OF FASHION INDUSTRY**” embodies the original work done by ANJALI SINGH under University Roll No 21001703007 in partial fulfillment of the course requirement of MBA 4<sup>th</sup> Semester in session 2021-2023.



DR.MANISHA GOEL  
(Project Guide)  
Associate Professor  
Department of Business Administration  
J.C. Bose University of Science & Technology

21001703008

ANKUSH TANEJA

J.C. Bose University of Science & Technology,  
YMCA, Faridabad- 121006 (Haryana)

**CERTIFICATE**

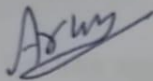
This is to certify that the work entitled, "A study on gold as an investment commodity" has been carried out by "Ankush Taneja" under my direction and supervision.

Date: 03/05/23  
Place: Faridabad

  
**Dr. Manisha Goel**  
Assistant Professor  
Department of Management  
Studies,  
J C Bose University of Science and Technology

## DECLARATION

I, **Arun kumar**, student of Master of Business Administration (MBA) of J. C. Bose University of Science and Technology, YMCA Faridabad. I hereby declare that I have successfully completed this project on "Consumer buying behaviour Towards EV (Electric Vehicle) in India" as a part of my 'Research Project'.



**Submitted By**

**(Arun kumar)**






21001703010

CHANCHAL ARYA

**DECLARATION**

I hereby declare that the project report entitled "**E-COMMERCE AND ITS IMPACT ON E-RETAIL MARKET IN INDIA**" has been submitted in the partial fulfilment of the requirement of the degree "**Master in Business Administration**".



(SIGNATURE)

**Chanchal Arya**

**MBA 2<sup>nd</sup> Year**

**Roll No. 21001703010**



21001703011

DEEPAK KUMAR

DECLARATION

This is to certify that I, **DEEPAK KUMAR** student of MBA 4th sem., have completed the Research Report titled "*A Study on the effective promotional strategy influencing customer for the products of Big Bazaar and D-mart*" under the guidance of "**Dr. RACHNA AGGARWAL**" (Associate Professor) of the department of management in partial fulfilment of the requirement for the award of Degree of Masters of Business Administration at 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.



**Deepak kumar**  
(Student's Signature)

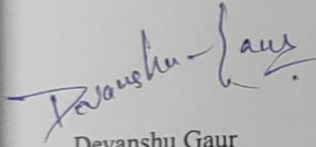


21001703012

DEVANSHU GAUR

## Declaration

I, Devanshu Gaur, hereby declare that the project entitled "Consumer Behavior towards Hyundai Cars" 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.



Devanshu Gaur

MBA B

21001703012



Dr. Rachna Aggarwal

Assistant Professor

Department of Management studies

J.C. Bose University of Science and Technology

YMCA Faridabad

21001703013

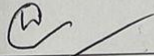
DHEERAJ VATS

**CERTIFICATE**

This is to certify that the work entitled, "USE OF MOBIL PAYMENT  
BY CONSUMERS" has been carried out by "Dheeraj Vats" under my  
direction and supervision.

Date: 02/05/23

Place: Faridabad



**DR. RUPALI MADAN**

Assistant Professor

Department of Management Studies,

J. C. Bose University of Science and

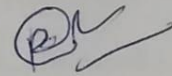
Technology, YMCA

21001703014	DIVYA
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## CERTIFICATE

This is to certify that the above-mentioned project titled “Study of Challenges and opportunities for over the top (OTT) media streaming companies” submitted by DIVYA of MBA -4B (batch-2021-2023) has been carried out under my supervision.

Project Guide



Dr. RUPALI MADAN

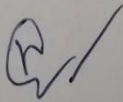
J.C. Bose University of Science and Technology,

YMCA, Faridabad

21001703015	DIVYA SHARMA
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## CERTIFICATE

This is to certify that Divya, have completed the project titled “ A Study of Work Life Balance of Employees in Corporate Sectors” under my supervision and guidance in partial fulfillment of Masters of Business Administrations.



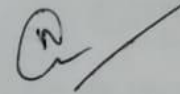
Dr. Rupali Madan



21001703016	FAIZ HUSSAIN
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## CERTIFICATE

I **Dr. RUPALI MADAN** hereby certify that **FAIZ HUSSAIN** student of **Masters of Business Administration** at J.C. Bose University of Science and Technology, YMCA, Faridabad, Haryana has completed the Research project "**COMPARATIVE STUDY OF HDFC STANDARD LIFE INSURANCE WITH LIFE INSURANCE CORPORATION**".



**Dr. RUPALI MADAN**  
**Assistant Professor**

**Department of Management Studies**

21001703017

GARIMAA KANSAL

## CERTIFICATE

This is to certify that work entitled “ A comparative study on the consumer preference of smart phone brand with special reference to Apple and Samsung” was carried out under my supervision.

Date: 2. May. 2023

Place: Faridabad

Student Name :- Garima Kansal  
Roll no :- 21001703017



**Dr. Neha Goyal**

**Assistant Professor**

**Department Of Management Studies**

**J.C.Bose University Of Science And Technology, Ymca**

21001703018

GURSANJOG SINGH

**J.C. Bose University of Science & Technology, YMCA,  
Faridabad- 121006 (Haryana)**

**CERTIFICATE**

This is to certify that the work entitled, "A study of consumer perception towards the electric vehicle" has been carried out by "**Gursanjog Singh**" under my direction and supervision.

Date: 2. May. 2023

Place: Faridabad



**Dr. Neha Goyal**

**Assistant Professor**

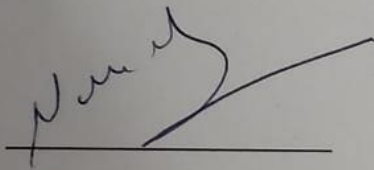
**Department of Management Studies,**

**J C Bose University of Science and Technology**

21001703019	HIMANSHI KANSAL
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## CERTIFICATE

This is to certify that the project report entitled on “**A comparative financial analysis of major iron and steels companies of India**” for the **Academic Year 2021-2023** 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 Himanshi Kansal. 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.

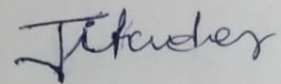
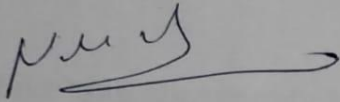


Dr. Neha Goyal

(Department of Management Studies)

### CERTIFICATE

This is to certify that, Jitender is a student of the J. C. Bose University of Science & Technology, YMCA hereby declare that the Report entitled "A STUDY ON CONSUMER BUYING BEHAVIOR OF LG BRAND" under my guidance for the academic year 2021-2023.

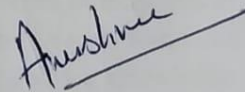


Jitender

21001703021	JITENDER JANITH
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## CERTIFICATE

I **Dr. Anushree chauhan** hereby certify that **Jitender jainth** student of Masters of Business Administration at J C Bose University of Science and Technology, YMCA, Faridabad, Haryana has completed the Research project on **Managing Customer Relationships through CRM- in QRG Hospital.**



**Dr. Anushree Chauhan**

**ASSISTANT Professor**  
**Department of Management Studies**



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

## PROJECT REPORT

ON

### Influence of Brand Equity on the Purchase Intention towards Domestic and Foreign Brands Of cosmetics



SUBMITTED TO:

Dr. Anushree chauhan

*Anushree*

SUBMITTED BY:

KAJAL

MBA -4(b)

Roll no.-21001703022

21001703023

KESHAV GARG


## CERTIFICATE

This is to certify that the project report entitled on "Comparative Study of Online Over Traditional Method of Learning " for the Academic Year 2021-2023 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 Keshav Garg.

The course was completed on ..... and consisted of.....

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.

This certificate acknowledges that the participant has demonstrated a satisfactory understanding of the course material and has met all the requirements for successful completion of the course.

  
Dr. Anushree Chauhan  
(Department of Management Studies)

Date of Issuance-

21001703024

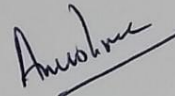
KIRTI GARG

**J.C. Bose University of Science & Technology,  
YMCA, Faridabad- 121006 (Haryana)**

**CERTIFICATE**

This is to certify that the work entitled, "**HOW INDIAN COMPANIES CAN USE THE INDIAN DIASPORA TO ENTER THE GERMAN MARKET**" has been carried out by Kirti Garg under my direction and supervision.

**Date: 28/04/2023  
Place:Faridabad**



**Dr. Anushree Chauhan  
Assistant Professor  
Department of Management Studies,  
J C Bose University of Science and Technology**

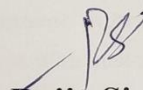
21001703025	KRISHAN
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**J.C Bose University of Science and Technology**

**CERTIFICATE (ISSUED BY THE COLLEGE)**

**CERTIFICATE**

This is to certify that the Project Report entitled as **consumer satisfaction on online shopping** Submitted by KRISHAN Roll No. 21001703025 has been done under my guidance and supervision in partial fulfillment of the requirement for the award of Master of Business Administration.

  
**Dr. Rajiv Sindwani**

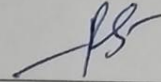
21001703026	KRITIK JHAMB
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## CERTIFICATE

This is to certify that the work entitled " A Comparative Study Of ULIP With Other Investment Avenues" carried out by Kritik Jhamb Roll no. 21001703026 was under my supervision.

Date: 4-05-23

Place: Faridabad



Dr. Rajiv Sindwani

Assistant professor

J.C. Bose University of Science And Technology, YMCA

21001703027

KRITIKA VERMA

J.C. Bose University of Science & Technology, YMCA,  
Faridabad- 121006 (Haryana)

**CERTIFICATE**

This is to certify that the work entitled, "**A study to analyze the impact of social media marketing on brand awareness**" has been carried out by "**Kritika Verma**" under my direction and supervision.

**Date:** \_\_\_\_\_  
**Place:** Faridabad

  
**Dr. Rajiv Sindwani**  
Assistant Professor

**Department of Management  
Studies,**  
J C Bose University of Science and Technology



21001703028

KULDEEP SINGH SHEKHAWAT

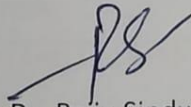
J.C. Bose University of Science & Technology, YMCA,  
Faridabad- 121006 (Haryana)

**CERTIFICATE**

This is to certify that the work entitled, "A study on investors's behavior on portfolio construction" has been carried out by "Kuldeep Singh Shekhawat" under my direction and supervision.

Date: \_\_\_\_\_

**Place: Faridabad**



Dr. Rajiv Sindwani  
**Assistant Professor**

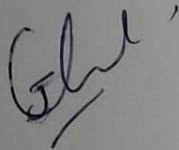
Department of Management Studies,  
**J C Bose University of Science and Technology**

## 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.

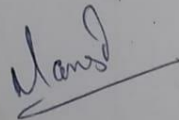
I am deeply indebted to **Dr Jyotsana Chawla** who acted as a mentor and guide, providing knowledge and giving me her valuable time out of his busy schedule, at every step throughout the project. It is only because of her this project came into being. I also take the opportunity to express my sincere 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.



## DECLARATION

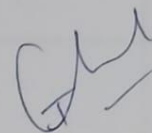
I, Mansi hereby declare that the project entitled "**Impact of Green Marketing Strategies on Consumer Buying Behaviour**" is a record of work done by me. The study was undertaken as a part of the course curriculum of MBA 4th semester.



**MANSI**

MBA 4<sup>th</sup> Sem

21001703030



**Dr. Jyotsana Chawala**

(Assistant Professor)

Department of Management studies

21001703031

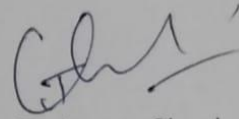
MEHAK BHADANA

**CERTIFICATE**

This is to certify that the work entitled, "**private and public mutual fund**" has been carried out by "**Mehak**" under my direction and supervision.

Date: \_\_\_\_\_

Place: Faridabad



Dr. Jyotsna Chawla

Assistant Professor

Department of Management Studies,

J.C Bose University of Science and Technology

21001703032

MOHIT SOUROT

## CERTIFICATE



YMCA,  
Faridabad-121006  
(Haryana)  
Batch (2021-2023)

### CERTIFICATE

This is to certify that the work entitled, "AWARENESS AND ACCEPTABILITY OF CENTRAL BANK DIGITAL CURRENCY OF INDIA AMONG INVESTORS" has been carried out by "MOHIT SOUROT" under my direction and supervision.

Date: 02-05-23

Place: Faridabad

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**DR. JYOTSANA CHAWLA**  
Assistant Professor  
Department of Management Studies,  
J. C. Bose University of Science and  
Technology, YMCA

**PROJECT REPORT**  
**ON**  
**MARKETING STRATEGIES OF AC AT AIRCON**  
**ENGINEERS**

**SUBMITTED BY**

MONIKA

ROLL NO: 21001703033

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

**Project Report Submitted to**

**Dr. Renu Aggarwal**

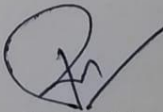
**J.C.BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA**  
**FARIDABAD**



**CERTIFICATE**

This is to certify that research project “COMPARISON OF CONSUMER PERCEPTION ON ONLINE AND OFFLINE SHOPPING” is submitted by MUSKAN , student of MBA (2) – 4th Sem of J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, has completed her research report in partial fulfillment for the award of the 2 year degree of Masters of Business Administration, Batch 2K21-2K23.

Place:

  
Faculty Guide:

Date: 2<sup>th</sup> MAY, 2023

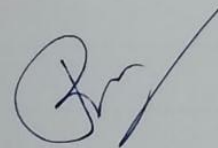
Renu Aggarwal



21001703035	MUSKAN
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CERTIFICATE

I Dr. Renu Aggrawal hereby certify that Muskan (Roll no. 21001703035) has completed project titled "Consumer behaviour in online retail" under my supervision.



Dr. Renu Aggrawal  
Department of management studies

21001703036

NEHA RANI

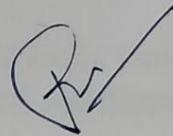
**J.C. Bose University of Science & Technology, YMCA,  
Faridabad- 121006 (Haryana)**

**CERTIFICATE**

This is to certify that the work entitled, “**Investment Knowledge among college students**” has been carried out by “**Neha**” under my direction and supervision.

**Date:** \_\_\_\_\_

**Place:** Faridabad



**Ms. Renu Aggarwal  
Assistant Professor  
Department of Management Studies,  
J C Bose University of Science and  
Technology**

+

21001703037

NEHA ROY

## DECLARATION

I Neha Roy, roll no. 21001703037 of J.C. BOSE University of Science and Technology, YMCA Faridabad, hereby declare that the presented report for entitled " A study on consumer buying preference towards branded and non-branded gold jewellery" is a result of my own work and my indebtedness to other work publications, references, if any have been duly acknowledged.

I also confirm that, this report is only prepared for academic requirement not for any other purpose.

*Neha Roy*

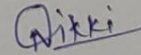
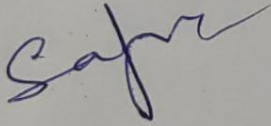
*Safar*  
29/4/23

21001703038	NIKKI NAGAR
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## DECLARATION

I Declare that the "Project Report on Analysis of Financial Statements - TATA MOTORS" is conducted under the guidance of **Dr. Sapna Taneja** of JCBUST, Faridabad.

This work is conducted in partial fulfillment of **Masters of Business Administration** from JCBUST, 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.



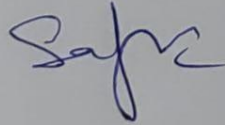
[Nikki Nagar]

**DECLARATION**

I here-by declare that the project with title "A Study on impact of cryptocurrency on investors and Indian economy", has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by, J.C Bose University of Science & Technology, YMCA, Faridabad, and this has not submitted for anyother examination or any university and does not form the part of any other course undertaken by me.

**Place: Faridabad**

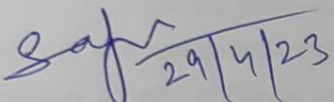
**Date:** 04-05-2023

  
(Nitesh Goyal)

21001703040	PAWAN
-------------	-------

### CERTIFICATE

This is to certify that the Project entitled "**A Study on Consumer Preference for Branded Shoes**" submitted in partial fulfillment of the requirement for the award of the degree of "MASTER OF BUSINESS ADMINISTRATION" to "JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY YMCA, Faridabad" is a record of bonafide research work carried out under my supervision and guidance.

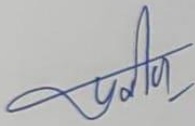
  
29/4/23  
Project Guide:  
Dr. Sapna Taneja  
Assistance Professor  
(Dept. of management studies)  
Signature

Student Name: Pawan  
Roll no: 21001703040

21001703041	POOJA YADAV
-------------	-------------

**CERTIFICATE**

This is to certify that Ms. POOJA YADAV (Roll No. 21001703041) is a bona fide student of the J.C. Bose University of Science and Technology, YMCA Faridabad and this project report titled "**STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS IMITATE PRODUCTS**", has been prepared by her under my guidelines and I am completely satisfied with the work and her work is successfully submitted in partial fulfilment of the requirements for the award of the degree of Masters of Business Administration.



Project Guide:

**Dr. Parveen Kumar**

**Assistant Professor**

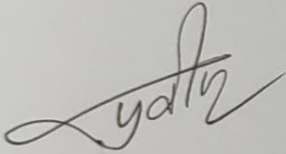
(Dept. of Management Studies)



21001703042	PRAGYA KUMARI
-------------	---------------

### CERTIFICATE

This is to certify that Ms. Pragya (Roll No. 21001703042) is a bona fide student of the J.C. Bose University of Science and Technology, YMCA Faridabad and this project report titled “**Comparative Analysis of Consumer Behavior Towards selected FMCG products**”, has been prepared by her under my guidelines and I am completely satisfied with the work and her work is successfully submitted in partial fulfillment of the requirements for the award of the degree of Masters of Business Administration.



Project Guide:

**Dr. Parveen Kumar**  
**(Assistant Professor)**  
(Dept. of Management Studies)

21001703043	PRERNA
-------------	--------

### CERTIFICATE

This is to certify the research Project titled "**A STUDY OF CONSUMER BEHAVIOUR TOWARDS BRANDED VS NON-BRANDED PRODUCTS**" submitted by **PRERNA**, Roll no. **21001703043**, 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. Parveen Kumar  
Assistant Professor  
Department of Management Studies

21001703044

PRINCE KUMAR VIRMANI

## DECLARATION

I do hereby declare that this project with entitled "A Study on comparative financial analysis of Nestle and Cadbury" Submitted by me for the award of Masters in Business Administration in JCBUST is a record of my research work. The plagiarism of this report has not been checked.

*Prince*

[Prince kumar Virmani]

*Dr. C. S. / 2/5/23*

21001703045	PRINCE YADAV
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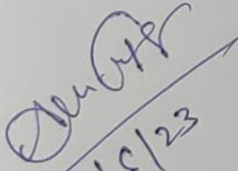
## DECLARATION

I do hereby declare that this project work entitled "**A STUDY OF EFFECTIVENESS OF PROMOTIONAL STRATEGIES BY OPPO**" submitted by me for the award of **Masters in Business Administration** in JCBUST is a record of my research work. The plagiarism of this report has not been checked.

Utmost care has been taken to make this report error free. However this report consists of certain limitations due to small sample and perception of the respondents. I sincerely apologise for the same.

Name: Prince Yadav

Roll No: 21001703045

  
02/05/23

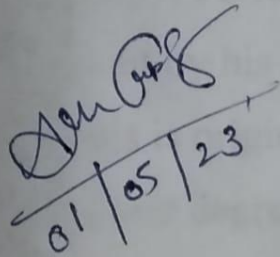
## ACKNOWLEDGEMENT

Research is one of the most important parts of the curriculum of any professional course both as link between theory and actual industrial practices. I therefore consider myself fortunate to receive this research on esteemed organization **MINDA CORP. LTD.**

I would like thank the management of **MINDA CORP. LTD.** for the wholehearted co-operation and guidance extended by them which made my research report possible. I confirm that the plagiarism of this report has not been checked.

I am also thankful to...**Dr. Arti Gupta** of **JCBUST, Faridabad** for supporting me in preparing project report.

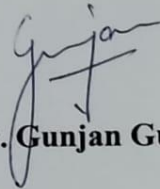
(Rajat)

  
01/05/23

21001703047	RAKESH SINGH
-------------	--------------

## CERTIFICATE

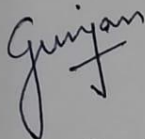
This is to certify that dissertation entitled "CONSUMER PERCEPTION AND PRESCRIPTION FOR SPORTS SHOES" which is submitted by RAKESH SINGH ( 21001703047 ) in partial fulfilment of the requirement for the award of the degree of Masters of Business Administration, JC Bose University of Science and Technology, Faridabad is an authentic record of his own work carried out by him under my guidance. The matter embodied in this thesis is original and has not been submitted for the award of any other degree.

  
[ Dr. Gunjan Gumber ]

21001703048	RICHA KARAN
-------------	----------------

## CERTIFICATE

This is to that certify the research project titled "**CONSUMER BEHAVIOUR OF MILLENNIALS TOWARDS INSURANCE**" submitted by Richa Karan, Roll No. 21001703048 to "J.C. Bose University of Science and Technology, YMCA Faridabad" for the award of the degree of Master of Business Administration is carried out by her under my supervision.



Dr. Gunjan Gumber

Department of Management Studies



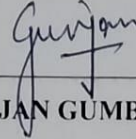
21001703049

RITESH  
YADAV

## CERTIFICATE

This is to certify that the work entitled, "**CUSTOMER RELATIONSHIP MANAGEMENT IN GOVERNMENT HOSPITAL**" submitted by Ritesh Yadav, Roll No. 21001703049 to "J.C. Bose University of Science and Technology, YMCA Faridabad" for the award of the degree of Master of Business Administration is carried out by him under my supervision.

Date: 2 May 2023  
Place: Faridabad



---

**DR. GUNJAN GUMBER**

Assistant Professor

Department of Management Studies,

J. C. Bose University of Science and

Technology, YMCA

21001703050

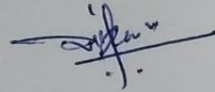
RIYA  
BHARDWAJ

**J.C. Bose University of Science & Technology, YMCA,  
Faridabad - 121006 (Haryana)**

**CERTIFICATE**

This is to certify that the work entitled, “**A Comparative Study on the Customer Satisfaction Level towards Netflix and Amazon Prime Video**” has been carried out by **Riya Bhardwaj** under my direction and supervision.

**Date:** 02/05/2023  
**Place:** Faridabad



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

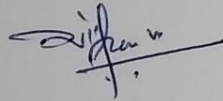
21001703051

RIYA  
CHUGH

**J.C. Bose University of Science & Technology, YMCA,  
Faridabad- 121006 (Haryana)**

**CERTIFICATE**

This is to certify that the work entitled, “A Comparative Study on Buying Behavior of Working and Non-Working Women towards Online Shopping” has been carried out by “Riya Chugh” under my direction and supervision.



**Date:** 02/05/2023.

**Place:** Faridabad

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

21001703052

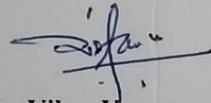
RIYANSHI  
PARUTHI

**J.C. Bose University of Science & Technology, YMCA,  
Faridabad- 121006 (Haryana)**

**CERTIFICATE**

This is to certify that the work entitled, "**Comparative Analysis of Mutual Funds in Public and Private Sector**" has been carried out by "**Riyanshi Paruthi**" under my direction and supervision.

Date: 03/05/2023  
Place: Faridabad



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

21001703053

ROHIT

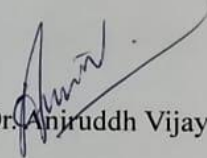
**J.C. Bose University of Science & Technology, YMCA,  
Faridabad - 121006 (Haryana)**

**CERTIFICATE**

This is to certify that the work entitled, "**A Comparative Study on Causes and Effects of Unemployment in Faridabad**" has been carried out by **Rohit** under my direction and supervision.

Date: 03/05/2023

Place: Faridabad

  
Dr. Aniruddh Vijay  
Assistant Professor

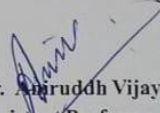
Department of Management Studies,  
J C Bose University of Science and Technology

J.C. Bose University of Science & Technology,  
YMCA, Faridabad- 121006 (Haryana)

CERTIFICATE

This is to certify that the work entitled, "Impact of E Commerce on Retail Industry" has been carried out by **Rohit** under my direction and supervision..

Date: 28/04/2023  
Place: Faridabad

  
Dr. Anuruddh Vijay  
Assistant Professor  
Department of Management Studies,  
J C Bose University of Science and Technology

21001703055	RUPAL
-------------	-------



**A comparative study on the opportunities and challenges in adoption of electric vehicles in future**

*A research project submitted in partial fulfilment of the requirements for degree of*

**Master of business administration (MBA)**

**(2021-2023)**

**BY**

**RUPAL**

**21001703055**



**SUBMITTED TO- Dr. ANIRUDDH WIJAY**

**ASSISTANT PROFESSOR**

**Department of management studies**

**J.C. Bose university of science & technology, YMCA Faridabad  
121006(Haryana)**

21001703056

SACHIN  
KUMAR

**RESEARCH REPORT  
ON**

**A COMPARATIVE STUDY ON  
CUSTOMER SATISFACTION BETWEEN  
AMAZON AND FLIPKART**

**SUBMITTED IN THE PARTIAL FULFILMENT FOR  
THE  
REQUIREMENT FOR THE AWARD OF A DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION (MBA)  
(2021-2023)**



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

UNDER THE GUIDANCE OF: DR. ANIRUDDH VIJAY  
(Faculty of Management dept.)

SUBMITTED BY: SACHIN KUMAR

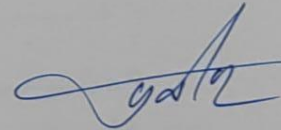
21001703056

MBA 4(B)

21001703057	SAKSHI SINGLA
-------------	---------------

### CERTIFICATE

This is to be certified that Ms. Sakshi Singla of MBA bearing enrollment number 21001703057 of batch 2021-2023 has made this project report titled "ADAPTABILITY OF OTT PLATFORMS AMONG GENERATION Z IN NCR REGION" under my guidance and supervision. The report is submitted in compliance with the university norms and has not been submitted for award of any degree/diploma in any university /institution. Her work is completely genuine and original.

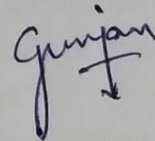


Dr. Parveen Kumar  
Assistant Professor  
Department of Management Studies

21001703058	SAQIB HUSSAIN
-------------	------------------

### Certificate

This is to certify that the research project titled "Impact of Social Media Reviews on Hospital's Brand Image and Patient's Decision Making" is submitted by Saqib Hussain, Roll no.21001703058, MBA -4B, student of J.C. Bose University of Science and Technology, YMCA Faridabad for the award of degree of Masters of Business Administration (Marketing & International Business) is carried out by him under my supervision.



**Dr. Gunjan Gumber**

**Assistant Professor**

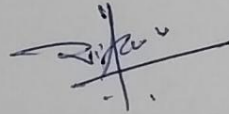
21001703060	SHIVANI
-------------	---------

**J.C. Bose University of Science & Technology, YMCA,  
Faridabad- 121006 (Haryana)**

**CERTIFICATE**

This is to certify that the work entitled, “A study on impact of social media on consumer buying behaviour” has been carried out by “Shivani” under my direction and supervision.

**Date:** 02/05/2023  
**Place:** Faridabad



**Mr. Vikas Kumar**  
**Assistant Professor**  
**Department of Management Studies,**  
**J C Bose University of Science & tech.**

21001703061

SHWETA  
JHA

## CERTIFICATE



YMCA,  
Faridabad-121006  
(Haryana)  
Batch (2021-2023)

### CERTIFICATE

This is to certify that the work entitled, "COMPARATIVE ANALYSIS OF NON-PERFORMING ASSETS IN PUBLIC AND PRIVATE SECTOR BANKS" has been carried out by "Shweta Jha" under my direction and supervision.

Date: \_\_\_\_\_

Place: Faridabad

Student Name :- Shweta Jha  
Roll no :- 21001703061

*Shruti*  
*3/5/2023*  
\_\_\_\_\_  
DR. SHRUTI MALIK

Assistant Professor

Department of Management Studies,  
J. C. Bose University of Science and  
Technology, YMCA

21001703062

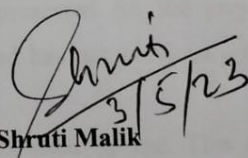
SMRITI  
BHITALWAL

**CERTIFICATE**

This is to certify that smriti bhitalwal, have completed the project titled “ study of consumer buying behaviour of Samsung” under my supervision and guidance in partial fulfillment of masters of business administrations.

**Date:**

**Place: Faridabad**

  
3/5/23  
**Dr. Shruti Malik**

**(Assistant Professor)**



21001703063

SUPRIYA  
THOMAS

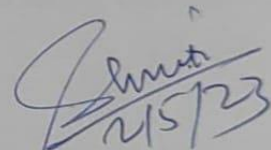
**CERTIFICATE**

This is to certify that the work entitled, "**A Comparative study on product awareness on two major FMCG Brands in India "Nestlé and Britannia"**" has been carried out by "Supriya Thomas" under my direction and supervision.

Supriya  
21001703063

Date: 2/5/23

Place: Faridabad



**Dr. Shruti Malik**

**Professor**

**Department of Management Studies  
J. C. Bose University of Science and**

**Technology, YMCA**



21001703064

SURAJ  
PRAKASH  
SINGHAL

CERTIFICATE

This is to certify that the Project Work entitled "**Comparative Ratio Analysis of L&T Infotech, Infosys, TCS and Wipro**" submitted by **SURAJ PRAKASH SINGHAL** to J. C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, in partial fulfillment of requirement for the award of the Master of Business Administration degree is an original piece of work and may be submitted for evaluation. The assistance rendered during the study has been duly acknowledged. No part of this work has been submitted for any other degree.

Place: Faridabad

Dated: 17 May 2023.

  
DR. SHRUTI MALIK

21001703065

SURBHI  
MITTAL

## CERTIFICATE

This is to certify that the project titled " A Study on Relationship between Brand Awareness and Repeated Purchases" for partial fulfillment of the MBA program (faculty of management studies), J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY), embodies the original work done by me. The plagiarism of this report has not been checked.

*Surbhi*

Signature of the student

Name: Surbhi Mittal

Roll No. 21001703065

*Dr. Arti Gupta*  
01/5/23

Signature of the Faculty Guide

Name: Dr. Arti Gupta

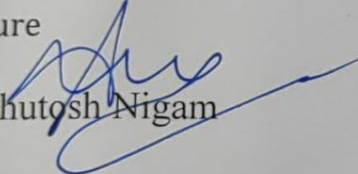
Designation: Assistant Professor

21001703066	TARUN KUMAR
-------------	----------------

## CERTIFICATE

This is to certify that **Tarun kumar**, roll number **21001703066**, has completed her project titled "Studying of the Customer Relationship Management In Maruti Suzuki (NEXA) India Limited" under my guidance for the academic year 2021-2023.

Signature

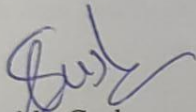
  
Dr. Ashutosh Nigam

Professor

21001703067	VAIBHAV RAWAT
-------------	------------------

## Certificate

This is to certify that vaibhav rawat, Roll number (21001703067) has completed the project titled "CUSTOMER PREFERENCE ON CADBURY & NESTLE" under my guidance.



Dr. Manisha Goel

chairperson

Department of Business Studies

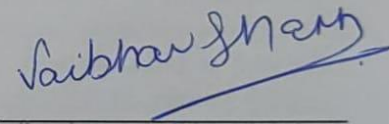
J. C. BOSE University of Science & Technology, YMCA

21001703068

VAIBHAV  
JHAMB

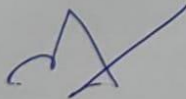
## DECLARATION

This is to certify that I, **VAIBHAV JHAMB** student of MBA 4th sem., have completed the Research Report titled "Readiness of Indian customers towards Eco-friendly food packaging in online food deliveries" under the guidance of "Dr. RACHNA AGRAWAL" of the department of management in partial fulfilment of the requirement for the award of Degree of Masters of Business Administration at 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.



(Student's Signature)

**VAIBHAV JHAMB**

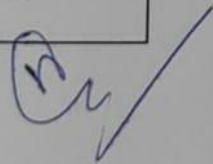


**A PROJECT DISSERTATION REPORT**  
**ON**  
**STUDY ON FINANCIAL ANALYSIS AT MARUTI SUZUKI**

*Submitted to:-*  
*Controller of Examination*  
*JC BOSE UST, FARIDABAD*  
In Partial Fulfillment for the Award of Degree of  
*MASTER OF BUSINESS ADMINISTRATION*  
(2021-2023)



**Under the Guidance of:-**  
**Dr. Rupali Madan**



**Submitted by:-**  
**Vaishali**  
**21001703069**

21001703070

VIVEK DHIMAN

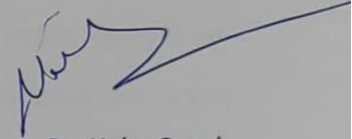
J.C. Bose University of Science & Technology, YMCA, Faridabad- 121006  
(Haryana)

**CERTIFICATE**

This is to certify that the work entitled, "**A study to analyse the current trends in consumer behaviour and the paradox of choice in marketplace**" has been carried out by "**Vivek Dhiman**" under my direction and supervision.

Date: *2. May. 2023*

Place: Faridabad



Dr. Neha Goyal

**Assistant Professor**

Department of Management Studies,  
J C Bose University of Science and Technology, YMCA, Faridabad



20001703016

Hamid

**“A STUDY OF IMPACT OF ADVERTISING IN B2B MARKETING”**

**Project report submitted**

**In partial fulfilment of the requirement for the award of the degree of**

**Masters of business administered**

**(2020-2022)**

**Submitted From**

**HAMID (20001703016)**

**Under the supervision of**

**Dr. RUPALI MADAN**



**ASSISTANT PROFESSOR**



**JC Bose University of Science and Technology YMCA**

**Faridabad**



# 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 Goyal  
**Designation:** Mentor  
**Location:** Faridabad

**SUBMITTED BY:**

**MAYANK  
RAWAT  
(20001703029)  
MBA 4B  
Batch: 2020-22**