

Project Report

ON

TATA MOTORS

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

To

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Ms. Rashi Singhal

Submitted by

Aanya Sachan

BBA 2nd Semester

Roll no – SM/BB/2101/003

Certificate



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Aanya Sachan, Roll No. SM/BB/2101/003, from BBA 2nd semester of the School of Business Management hereby declare that the Project Report entitled TATA Motors.

All help received by Ms Rashi Singhal from various sources have been duly acknowledged.

No part of this report has been submitted elsewhere for award of any other degree

Supervision By

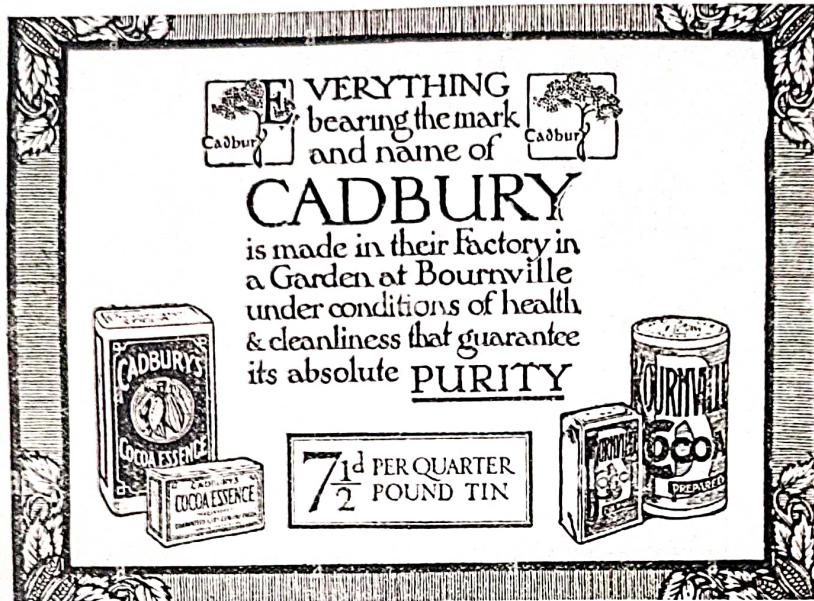
Ms. Rashi Singhal

Department: SBM

Submitted By

Aarya Sachan

Roll No. SM/BB/2101/003



Cadbury

Submitted in the partial fulfillment of the requirement for the award of the Degree
of Bachelors of Business Administration

SUBMITTED BY:

Aadi Soni

(BBA 2nd Semester)

Under Guidance of:

Ms. Rashi Singhal



NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Aadi Soni, Roll No. SM/BB/2101/001 . from BBA 2nd semester of the School of Business Management hereby declare that the Project Report entitled Beginning of Cadbury.

All help received by Ms Rashi Singhal from various sources have been duly acknowledged.

No part of this report has been submitted elsewhere for award of any other degree

Supervision By
Ms. Rashi Singhal
Department
SBM

Submitted By
Aadi Soni
Roll No. SM/BB/2101/001

Project Report

ON

ROYAL ENFIELD MOTORCYCLES LIMITED

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

BBA

TO

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



Under the Guidance of

MRS. RASHI SINGHAL

Submitted by

ABHAY PRATAP SINGH

BBA II semester

SM\BB\2101\004

SESSION 2021-2022



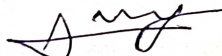
NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I **ABHAY PRATAP SINGH**, Roll No - **SM\BB\2101\004** from **BBA II semester** of the School of Business Management hereby declare that the Project Report entitled **ON ROYAL ENFIELD MOTORCYCLES LIMITED**

at **NOIDA INTERNATIONAL UNIVERSITY** is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 01|06|2022


Signature of the Student

Certified that the Project Report submitted in partial fulfilment of BBA(Bachelors Of Business Administration) To be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Abhay Pratap Singh, Roll No. SM\BB\2101\004 has been completed under my guidance and is Satisfactory

Date: 13.6.22


Signature of the Faculty

Name of the guide:

Ms. Rashi Singh
Designation Assistant Prof.



**INDUSTRY INTEGRATED PROJECT ON
PROFITABILITY AND OPERATIONAL
EFFICIENCY OF BANKS IN INDIA**

Under The Guidance Of:

Mrs. Rashi Singhal

Submitted by

Abhishek Sharma

BBA+MBA INTEGRATED 8TH SEM

SM/BB-MB/1801/001



**NOIDA
INTERNATIONAL
UNIVERSITY**

TO WHOM IT MAY CONCERN

I Abhishek Sharma Roll No.: SM/BB-MB/1801/001 from
BBA+MBA Integrated 8th Sem of School of Business

**Management hereby declare that the Project Report entitled
Profitability and Operational Efficiency of Banks in India at
Noida International University is an original work and the
same has not been submitted to any other Institute for the
award of any other degree.**

Date: 13.6.22

Abhishek Sharma
Signature of Student:

Abhishek Sharma

PROJECT REPORT

ON

AMAZON LIMITED

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

BBA (GENERAL)

TO

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Mrs. Rashi Singhal

Submitted by

Name of Student :

ADARSH KUMAR

Program & Sem. :

BBA II SEMESTER

Roll no : SM/ BB/2101/005

Session : 2021-2022



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I ADARSH KUMAR, Roll No. SM/BB/2101/005 from BBA II SEMESTER of the School of Business Management hereby declare that the Project Report entitled **AMAZON LIMITED** at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 03/06/2022

Adarsh Kumar
Signature of the Student

Certified that the Project Report submitted in partial fulfilment of (Bachelors of Business Administration) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Adarsh Kumar, Roll No. SM/BB/2101/005 has been completed under my guidance and is Satisfactory.

Date: 13.6.22

Rashi Singh
Signature of the Faculty Guide
Name of the Guide:
Designation

Project Report

ON

"A STUDY ON ONLINE PAYMENT APPLICATION IN INDIA WITH
REFERENCE TO AMAZON"

amazon

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

Bachelor Of Business Administration (BBA)

To

**NOIDA
UNIVERSITY,
NAGAR**



**INTERNATIONAL
GAUTAM BUDH**

NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Ms.RASHI SINGHAL

**Submitted by: AFFAN
CHAUDHARY**

**Program & Sem: BBA 2nd sem
Roll no: SM/BB/21012/006**

2021-22



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Alfon Chaudhary, Roll No. SM/BB/21012/006 from program & sem. of the School of Business Management hereby declare that the Project Report entitled A study on online Payment Application in India with Ref. to Amazon at NCR is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date:

Signature of the Student

Certified that the Project Report submitted in partial fulfilment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Alfon Chaudhary, Roll No. SM/BB/21012/006 has been completed under my guidance and is Satisfactory.

Date: 13-6-22

Rashi Singhal
Signature of the Faculty Guide
Name of the Guide:
Designation Assistant Professor

Project Report

ON
SITUATION ANALYSIS REPORT (KITKAT)

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

of

BBA(GENERAL)

To



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Dr. RASHI SINGHAL

Submitted by

AHMAD SADAM BARYALAI

BBA (GENERAL) 1st YEAR

SM/BB/2101/007

SESSION 2021-2022



NOIDA
INTERNATIONAL
UNIVERSITY

NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I AHMAD SADAM BARYALAI Roll No. (SM/BB/2101/007) from BBA(GENRAL). Program from the School of Business Management hereby declare that the Project Report entitled_ "SITUATION ANALYSIS REPORT (KITKAT)"

at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 13-6-22

Ahmad Sadam
Signature of the Student

Certified that the Project Report submitted in partial fulfilment of BUSSINESS ADMINISTRATION (BBA1st YEAR) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Ahmad Sadam Baryala Roll No. SM/BB/2101/007 has been completed under my guidance and is Satisfactory.

Date: 13-6-22

Signature: Rashi Singhal
Guide:
Designation: Assistant Professor

Project Report

ON

TITLE OF PROJECT REPORT

*Submitted in partial fulfillment of the requirements for the award of the degree of
to study the growth of sales of nykaa products*

NAME OF PROGRAM

To

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Name of Faculty Guide

Rashi Singhal

Submitted by

Name of Student Ankit Kumar

Program & Sem. BBA 2nd

Roll no SH/BB/2101/008

Session 2021-22



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Ankit Kumar, Roll No. SM/BB/2101/008 from program & sem. of the School of Business Management hereby declare that the Project Report entitled to study the growth of sales of nykaa products at _____ is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 7/6/22

Ankit
Signature of the Student

Certified that the Project Report submitted in partial fulfilment of Bachelor of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Ankit Kumar, Roll No. SM/BB/2101/008 has been completed under my guidance and is Satisfactory.

Date: 13.6.22

Rashi Singhal
Signature of the Faculty Guide
Name of the Guide: Rashi Singhal
Designation Assistant Prof.

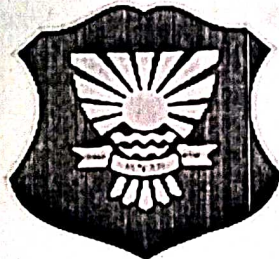
Project Report

ON

ROYAL ENFIELD : EICHER MOTORS LIMITED

*Submitted in partial fulfillment of the
requirements for the award of the degree*
BBA(GENERAL)

To



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

NAMRATA TRIPATHI

Submitted by

ANUBHABKUMAR JHA

BBA (GEN.) 1ST YEAR

SM/BB/2101/009



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I am Anubhab Kumar Jha, Roll No.- SM/BB/2101/009 from BBA(Gen.)
program of the School of Business Management hereby declare that the
Project Report entitled ROYAL ENFIELD : EICHER MOTORS LIMITED

At Noida International University, It is an original work and the same has not
been submitted to any other Institute for the award of any other degree.

Date: 30/05/2022
Anubhab Kumar Jha

Certified that the Project Report submitted in partial fulfilment of Bachelor of
Business Administration to be awarded by Noida International University,
Gautam Budh Nagar (U.P.) by Anubhab Kumar Jha, Roll No. SM/BB/2101009
has been completed under my guidance and is Satisfactory.

Date: 18.6.22

Signature of the Faculty Guide:

Name of the Guide: Namita Tripathi

Designation: Assistant Professor

Project Report

ON

TITLE OF PROJECT REPORT

A Study on consumer Perception and Satisfaction towards Royal Enfield.
Submitted in partial fulfillment of the requirements for the award of the degree of

NAME OF PROGRAM

To

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Name of Faculty Guide

Rashi Singhal

Submitted by Anshu Haldar

Name of Student

Program & Sem. II

Roll no SH/RB/201/010

Session :- 2021 - 2022



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Asghorup Halder, Roll No. SM/BB/210/010 from program & sem. of the School of Business Management hereby declare that the Project Report entitled Submitted in partial fulfillment of the requirements at _____ is an original work and the same has not been submitted to any other Institute for the award of any other degree.

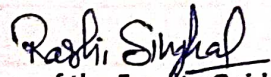
Date: 7/6/22


Signature of the Student

Bachelor

Certified that the Project Report submitted in partial fulfilment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Asghorup Halder, Roll No. SM/BB/210/010 has been completed under my guidance and is Satisfactory.

Date: 13.6.22


Signature of the Faculty Guide
Name of the Guide: Rashi Singhal
Designation Assistant Professor

Project Report

ON

The Growth Of The Indian Automobile Industry: Analysis Of The Roles Of Government

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

BBA(GENERAL)

To



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Mr. Amandeep Singh

Submitted by

Ashutosh Kumar
BBA (GEN.) 1ST YEAR
SM/BB/2101/034

Session 2022-2023



Page no-1

Page no-2

NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I'm Ashutosh kumar (Roll No. SM/BB/2101/034) as a student of BBA(GENERAL) Program from School of Business Management hereby declare that the Project Report entitled "The growth of the Indian Automobile Industry"

at NOIDA INTERNATIONAL UNIVERSITY. It is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 13.6-22

Ashutosh Kumar.
Signature of the
Student

Certified that the Project Report submitted in partial fulfilment of Bachelor of Business Administration (BBA 1st YEAR) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Ashutosh Kumar, Roll No. SM/BB/2101/034 has been completed under my guidance and is Satisfactory.

Date: 13.6-22

Aman
Signature

(Amandeep Singh)

Name of the
Guide:
Mr. Amandeep Singh

Project Report

ON

Online Marketing Industry

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

BACHELORS OF BUSINESS APPLICATION

To

**NOIDA
UNIVERSITY,
NAGAR**

**INTERNATIONAL
GAUTAM BUDH**



Under the Guidance of

RASHI SINGHAL

Submitted by

AYUSH SINGH

BBA

SM/BB/2101/011

2021-22

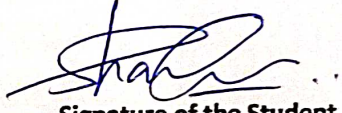


NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

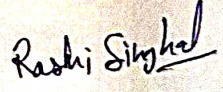
I AYUSH SINGH, Roll No. SM/BB/2101/011 from BBA-2nd SEMESTER of the School of Business Management hereby declare that the Project Report entitled Online marketing Industry at NIU is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 6th June 2022

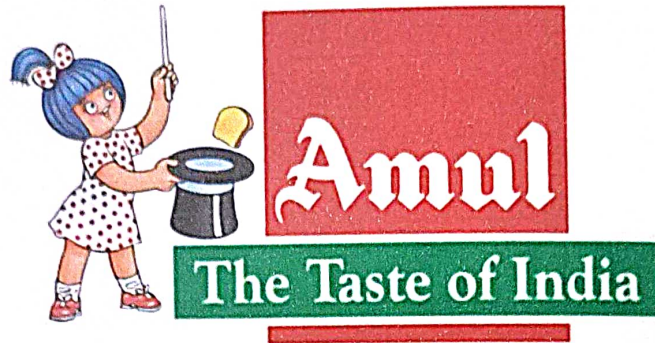

Signature of the Student

Certified that the Project Report submitted in partial fulfilment of BBA (Name of Program) to be awarded by Noida International University, GautamBudh Nagar (U.P.) by Ayush Singh, Roll No. SM/BB/2101/011 has been completed under my guidance and is Satisfactory.

Date: 15-6-22


Signature of the Faculty Guide
Name of the Guide:
Designation Assistant Professor

**A PROJECT REPORT
ON
AMUL THE TASTE OF INDIA**



SUBMITTED BY:

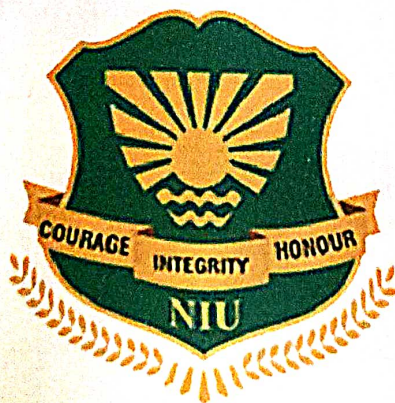
AYUSHI GUPTA

BBA GENERAL

IInd SEM

UNDER THE GUIDANCE OF:

Mrs. RASHI SINGHAL



NOIDA INTERNATIONAL UNIVERSITY

NOIDA INTERNATIONAL UNIVERSITY

To Whom it May Concern

I Ayushi Gupta Roll No SM/BB/2101/012 from BBA General 2nd Semester of the school of Business management here by declare that the project report on Promotion & Distribution of consumer buying pattern towards amul milk is an original work and the same has not been submitted to any other insitute for the reward of any other degree.

Date: 03/06/2022

^{Ayushi}
Signature of the student

Certificate that the project report submitted in partial fulfillment of school of Business management (BBA General) to be awarded by noida international university Gautam Buddh Nagar (UP) by Ayushi Gupta SM/BB/2101/012 has been completed under my guidance and its satisfactory.

Date 03/06/2022

Rashi Singhal
Signature of faculty guide

Name of the Guide:
Mrs: Rashi Singhal

PROJECT REPORT
ON
INFOSYS LIMITED

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

BBA (GENERAL)
TO

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Mrs. Rashi Singhal

Submitted by

**Name of Student :
DHANVANT KUMAR**

**Program & Sem. :
BBA II SEMESTER**

Roll no : SM/ BB/2101/014

Session : 2021-2022

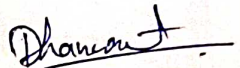


NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

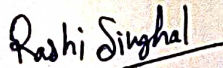
I DHANVANT KUMAR, Roll No. SM/BB/2101/014 from BBA IISEMESTER of the School of Business Management hereby declare that the Project Report entitled **INFOSYS LIMITED** at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other institute for the award of any other degree.

Date: 03/06/2022


Signature of the Student

Certified that the Project Report submitted in partial fulfilment of (Bachelors of Business Administration) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Dhavant Kumar Roll No. SM/BB/2101/014 has been completed under my guidance and is Satisfactory.

Date: 13-6-22


Signature of the Faculty Guide
Name of the Guide:
Designation Assistant Professor

Project Report

ON

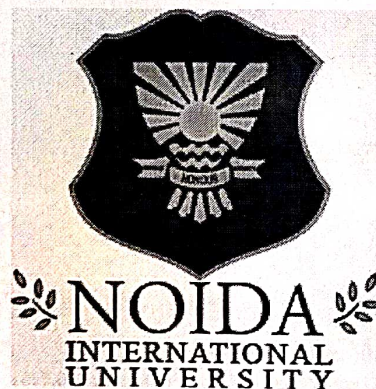
TATA CHEMICALS LIMITED

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

of

BBA(GENERAL)

To

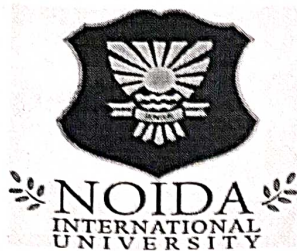


Under the Guidance of
RASHI SINGHAL

Submitted by
**GAURAV
KUMAR**
BBA (GEN.) 1ST

Session ~~2021~~-2022
2023

Page no-1



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I'm GAURAV KUMAR (Roll No. SM/BB/2101/016) as a student of BBA(GENERAL) Program from School of Business Management hereby declare that the Project Report entitled "TATA CHEMICAL LIMITED"

at NOIDA INTERNATIONAL UNIVERSITY. It is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 13.6.22

Signature of the
Student

Certified that the Project Report submitted in partial fulfilment of Bachelor of Business Administration (BBA 1st YEAR) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Gaurav Kumar
Roll
No. SM/BB/2101/016 has been completed under my guidance and is
Satisfactory.

Date: 13.6.22

Rashi Singhal
Signature

(RASHI SINGHAL)

Name of
the
Guide: RASHI
SINGHAL
Designation: Assistant
Professor

Project Report

ON

AUTOMOBILE SECTOR OF INDIA

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

BBA (GENERAL)



NOIDA INTERNATIONAL UNIVERSITY

Under the Guidance of

Name of Faculty Guide

Ms. Rashmi Singh

Submitted by

Harshit Agarwal

BBA(general), 2nd semester (1st year)

SM/BB/2101/018

Session: 2021-22



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Harshit Agarwal, Roll No. SM/BB/2101/018 from BBA (general), 2nd semester, of the School of Business Management hereby declare that the Project Report entitled Automobile Sector Of India at 28th may 2022 is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 28th may 2022

Harshit Agarwal
Signature of the Student

Certified that the Project Report submitted in partial fulfilment of BBA (GENERAL) ~~Master of Business Administration (Name of Program)~~ to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Harshit Agarwal, Roll No. SM/BB/2101/018 has been completed under my guidance and is Satisfactory:

Date:

Rashmi Singhal
Signature of the Faculty Guide
Name of the Guide: Rashmi Singhal
Designation Assistant Professor

Project Report

ON

RESEARCH ON CASHLESS ECONOMY : PAYTM

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

BBA(GENERAL)

To



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

DR. NAMRATA TRIPATHI

Submitted by
HARSHIT SETHI
BBA (GEN.) 1ST YEAR
SM/BB/2101/019

Session 2021-2022

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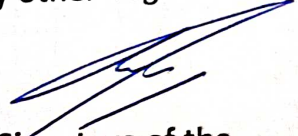
NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I'm HARSHIT SETHI (Roll No. SM/BB/2101/019) as a student of BBA(GENERAL) Program from School of Business Management hereby declare that the Project Report entitled "RESEARCH ON CASHLESS ECONOMY: PAYTM"

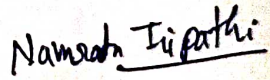
at NOIDA INTERNATIONAL UNIVERSITY. It is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 6-6-2022


Signature of the
Student

Certified that the Project Report submitted in partial fulfilment of Bachelor of Business Administration (BBA 1st YEAR) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Harshit Sethi, Roll No. SM/BB/2101/019 has been completed under my guidance and is Satisfactory.

Date: 6-6-22


Signature

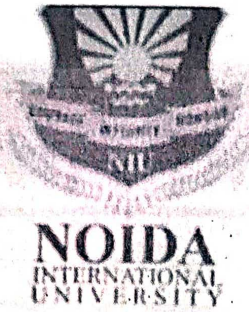
(NAMRATA TRIPATHI)

Name of the
Guide:

DR. NAMRATA
TRIPATHI

Designation:

BUSINESS ADMINISTRATION (BBA 1st YEAR) TO BE AWARDED BY NOIDA INTERNATIONAL UNIVERSITY



Bachelors in Business Administration

Mumbai Dabbewala

SUBMITTED TO:
Ms. Rashi Singh

SUBMITTED BY
Karan Parmar

Certificate



NOIDA INTERNATIONAL UNIVERSITY

I Karan Parmar Roll.no SM/BB/2101/020 from BBA 2nd semester of the School of Business Management hereby declare that the Project Report entitled MUMBAI DABBAWALA All help received by Ms. Rashi Singhal from various sources have been acknowledged. No part of this report has been submitted elsewhere for award of any other degree.

Supervision By
Ms. Rashi Singhal
Department: SBM

Submitted By
Karan Parmar
Roll No. SM/BB/2101/020

PROJECT RESEARCH REPORT

ON

Study of Identifying factors behind decreasing market share and study of consumer behaviour

SUBMITTED FOR PARTIAL FULFILMENT OF THE DEGREE OF



BACHELOR OF BUSINESS ADMINISTRATION

BY

KARISHMA SHISHODIA

(ROLL NO. - SM/BB/2101/020)

Under the supervision

Of

MR. Amandeep Singh

Assistant professor

Noida international university

CERTIFICATE

This is to certify that karishma shishodia has completed her summer internship at. Mother Dairy , and has submitted this project report entitled identifying factors behind decreasing market share and a study of consumer behaviour of towards partial fulfilment of the requirements for the award of the Master of Business Administration

This report is the result of her own work and to the best of my knowledge no part of it has earlier comprised any other report, monograph, dissertation or book . This project was carried out under my overall supervision .

Date: 13.6.22

Place: Delhi

--

guide

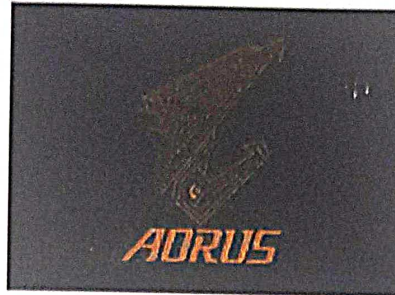
(Amandeep Singh)

Amandeep

Internal faculty

Project Report

ON



GIGABYTE (aorus)

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

*for the
degree of*

**BACHELOR OF
ADMINISTRATION**

To

NOIDA



NOIDA
INTERNATIONAL
UNIVERSITY

BUSINESS

INTERNATIONAL

UNIVERSITY, GAUTAM BUDH

Under the Guidance of

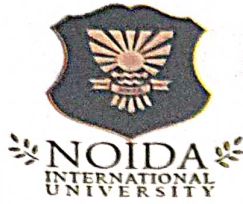
Mr Amandeep singh

Submitted by

Leon alvin

BBA 2nd sem.

Roll no SM/BB/2101/023



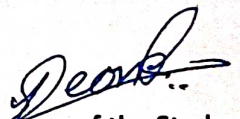
Session 2021-2022

NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

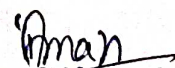
I Leon Alvin, Roll No. SMBA2101023 from program & sem. of the School of Business Management hereby declare that the Project Report entitled airgabyke at NUP is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 13/06/22


Signature of the Student

Certified that the Project Report submitted in partial fulfilment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Leon Alvin, Roll No. SMBA2101023 has been completed under my guidance and is Satisfactory.

Date: 13.6.22


Signature of the Faculty Guide
Name of the Guide:
Designation

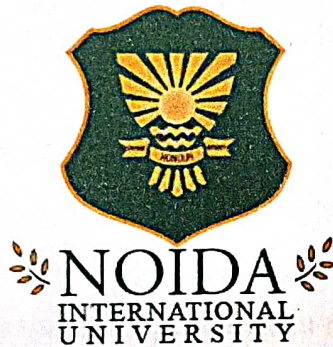
Industry Integrated Project

ON

"Advertising- An effective promotional tool for marketing new products"

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

BBA+MBA (Integrated)



To

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR

Under the Guidance of

Ms. Rashi Singhal

Submitted by

Name of Student- Manmohan Verma

Program & Sem.- B.B.A+M.B.A.(8TH)

Roll No.- SM/BB-MB/1801/003

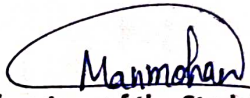


NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Manmohan Verma Roll No. SM/BB-MB/1801/003 from BBA+MBA(Integrated) 8th Semester of the School of Business Management hereby declare that the Industry Integrated Report entitled "Advertising- An effective promotional tool for marketing new products" at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

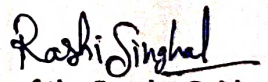
Date: 04/06/2022


Signature of the Student

Manmohan Verma

Certified that the Industry Integrated Report submitted in partial fulfilment of BBA+MBA to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Manmohan Verma Roll No. SM/BB-MB/1801/003 has been completed under my guidance and is Satisfactory.

Date: 04/06/2022


Signature of the Faculty Guide
Name of the Guide: Ms. Rashi Singhal
Designation Assistant professor

Project Report

ON

MARKETING STRATEGIES OF MAHINDRA TRACTORS"

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

BACHELOR OF BUSINESS ADMINISTRATION

To

**NOIDA INTERNATIONAL UNIVERSITY,
GAUTAM BUDH NAGAR**



Under the Guidance of
Ms. Raashi Ma'am

Submitted by
Pawan Singh
Program & Sem.BBA 2nd Sem
Roll No. SM/BB/2101/025

Session 2021-2022



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Pawan Singh Roll No. SM/BB/2101/025 from BBA 2nd Sem. of the School of Business Management hereby declare that the Project Report entitled Marketing Strategies of Mahindra Tractors is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 13.6.22

Pawan
Signature of the Student

Certified that the Project Report submitted in partial fulfilment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Pawan Singh , Roll No. SM/BB/2101/025 has been completed under my guidance and is Satisfactory.

Date: 13/6/22

Rashi Singh
Signature of the Faculty Guide
Name of the Guide:
Ms. Raashi Ma'am
Designation. Prof. Assistant
Professor

A Project Report

ON

Potential and Future of Dairy Industry

An Insight of Mother Dairy

Submitted to:

NOIDA INTERNATIONAL UNIVERSITY

In Partial fulfilment of the requirement
of the award for degree of
Bachelor of Business Administration

under the guidance of

Ms. Rashmi Singhal.
Class Coordinator

Submitted By:
Priachi Chauhan

Second Semester 2022.

CERTIFICATE

I hereby Certify that the work which is being Presented in the BBA. Project Report Entitled "An Insight of Mother Dairy", in Partial fulfilment of the requirements for the award of the Bachelor of Business Administration and submitted to Noida International University, Greater Noida is an authentic record of my own work carried out during second semester under the supervision of Prof. Amandeep Singh.

The Assistance rendered during the study has been truly knowledge

Place : Greater Noida

Date : 13-06-2022

Rashi Singhal

Authorised Signature
Assistant Professor
SBM

Project Report

ON

HINDUSTAN UNILEVER LIMITED [HUL]

*Submitted in partial fulfillment of the
requirements for the award of the degree of*
BACHELOR OF BUSINESS ADMINISTRATION-2

TO

NOIDA INTERNATIONAL UNIVERSITY

GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

UNDER THE GUIDANCE OF :

Mr. Amandeep Singh

SUBMITTED BY:

R.Hema Nandini

BBA -II

SM/BB/2 101/029



To Whom It May Concern

I RUDRARAJU HEMA NANDINI, Roll No. SM/BB/2101/029 from BBA-2. of the School of Business Management hereby declare that the Project Report entitled HINDUSTAN UNILEVER LIMITED at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date:

Signature of the Student

Certified that the Project Report submitted in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION [SEMESTER-2] to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Hema Nandini, Roll No. SM/BB/2101/029 has been completed under my guidance and is Satisfactory.

Date: 13.6.22

Aman
Signature of the Faculty Guide

Name of the Guide : AMANDEEP SINGH

Designation :

Project Report

ON

TESLA

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

BBA (GENERAL)

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Name of Faculty Guide

Ms. Rashmi Singhal

Submitted by

Name of Student Shakeel - Ahmed

Program & Sem. BBA 2nd Sem

Roll no SM/BB/2101/031



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Shakeel Ahmed, Roll No. SM/BB/210/031 from program & sem. of the School of Business Management hereby declare that the Project Report entitled Tesla at 28 may 2022 is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 13.6.22

Signature of the Student

Certified that the Project Report submitted in partial fulfilment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by _____, Roll No. _____ has been completed under my guidance and is Satisfactory.

Date: 13.6.22

Signature of the Faculty Guide
Name of the Guide: Designation

Project Report

ON

A STUDY ON CONSUMER PERCEPTION TOWARDS ON THE PATANJALI PRO.
TITLE OF PROJECT REPORT

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

NAME OF PROGRAM

To

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Name of Faculty Guide

Rashi Singhal

Submitted by

Name of Student *Vishal*
Program & Sem. *BBA 2nd sem*
Roll no *SM/BB/2101/032*

Session 2021-22



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Vishal Yadav, Roll No. SM/BB/2101/032 from program & sem. of the School of Business Management hereby declare that the Project Report entitled A study on consumer Perception towards on the Patanjali Product is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 6th of June 2022

Vishal

Signature of the Student

Certified that the Project Report submitted in partial fulfilment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Vishal Yadav, Roll No. SM/BB/2101/032 has been completed under my guidance and is Satisfactory.

Date: 13/6/22

Rashi Singh

Signature of the Faculty Guide

Name of the Guide: *Rashi Singh*

Designation: *Assistant Professor*

Project Report

ON

Customer satisfaction and Industry analysis

Royal Enfield

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

BACHELOR OF BUSINESS ADMINISTRATION

To

**NOIDA
UNIVERSITY,
NAGAR**



NOIDA
INTERNATIONAL
UNIVERSITY

**INTERNATIONAL
GAUTAM BUDH**

*Under the
Guidance of*

Amandeep Singh

Submitted by
Name of Student-
YASH SETH
Program & Sem.
BBA(GENERAL)-2



Session

NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I YASH SETH, Roll No. SM/BB/2101/033 from program & sem. of the School of Business Management hereby declare that the Project Report entitled INDUSTRY ANALYSIS ON ROYAL ENFIELD (BBA-GENERAL) IInd Sem. at NIU - (GAUTAM BUDH NAGAR) is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date:
Student

Signature of the

Certified that the Project Report submitted in partial fulfilment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Yash Seth, Roll No. SM/BB/2101/033 has been completed under my guidance and is Satisfactory.

Date: 13-6-22
Guide

Name of the Guide: Amandeep Singh

Signature of the Faculty

Designation

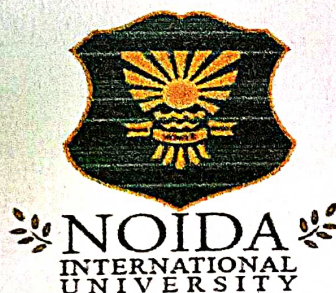
Project Report
ON
IMPACT OF SOCIAL MEDIA
ON
CONSUMER'S BUYING DECISIONS

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

To

NOIDA INTERNATIONAL UNIVERSITY

GAUTAM BUDH NAGAR



Under the Guidance
Dr. Yamini Pandey
Assistant Professor

Submitted by
Zibran Mohammed
BBA 6th Sem
ROLL NO.
SM/BB/1602/007




NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

Zibran Mohammed

I _____, Roll No. SM180116021⁰⁰⁷ from BBA 6th Sem of the school of Business Management hereby declare that the project entitled Impact of Social Media on Consumer's Buying Decision at Noida International University is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 29/4/19

Signature of 

Certified that the Project Report submitted in partial fulfilment of Bachelor of Business Administration to be awarded by Noida International University, Gautam Budh Nagar (U.P) by Zibran Mshammed, Roll No. SM180116021007 has been completed under my guidance and is satisfactory.

Date: 15.06.22


Signature of the faculty:

Name of the faculty (Dr. Yamini Pandey)

Designation Associate Professor

INDUSTRY INTEGRATED REPORT
ON
“STUDY OF INDIAN RETAIL INDUSTRY
With Special Reference to unorganized retail Format”

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

MASTERS OF BUSINESS ADMINISTRATION
TO
NOIDA INTERNATIONAL UNIVERSITY, GAUTAM
BUDH NAGAR



Under the Guidance of
DR. YAMINI PANDEY

Submitted by

ABDUL BARI HILAMAN

MBA & 4TH SEMESTER

Roll no: 20027007

2021-2022



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I **ABDUL BARI HILAMAN**, Roll No. **SM/MB/2001/001** from **MBA & 4TH SEMESTER** of the School of Business Management hereby declare that the **Industry Integrated Report** entitled "**STUDY OF INDIAN RETAIL INDUSTRY With Special Reference to unorganized retail Format**" at **NOIDA INTERNATIONAL UNIVERSITY** is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15.6.22

Signature of the Student

Certified that the Industry Integrated Report submitted in partial fulfillment of **Master of Business Administration** to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by **ABDUL BARI HILAMAN**, Roll No. **SM/MB/2001/001** has been completed under my guidance and is Satisfactory.

Date: 15.6.22
Guide

Signature of the Faculty
Name of the Guide:

Designation Associate Professor

INDUSTRY INTEGRATED PROJECT REPORT

ON

“Impact of covid-19 on marketing practices of FMCG industry in INDIA”

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

Master of Business Administration

To

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of
MR. Rahul Kapoor

Submitted by
Aparna Tiwari
MBA & 4th SEM
Roll no: SM/MB/2001/015

2020-2022



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

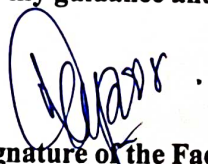
I Aparna Tiwari, Roll No. SM/MB/2001/015 from MBA & 4TH SEM. of the School of Business Management hereby declare that the Industry Integrated Project Report entitled Impact of COVID-19 on marketing practices of FMCG industry in INDIA at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15/06/22


Signature of the Student

Certified that the Industry Integrated Project Report submitted in partial fulfilment of Master of Business Administration to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Aparna Tiwari, Roll No. SM/MB/2001/015 has been completed under my guidance and is Satisfactory.

Date: 15/06/22


Signature of the Faculty Guide
Name of the Guide: Mr. Rahul Kapoor
Designation : Assistant Professor

INDUSTRY INTEGRATED REPORT

ON

HUMAN RESOURCE INFORMATION SYSTEM IN RELIANCE COMMUNICATION

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

MASTERS OF BUSINESS ADMINISTRATION

To

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



Under the Guidance of

Prof. Anil Verma

Submitted by

Diksha Kumari

MBA & 4TH SEM

Roll no: SM/MB/2001/021

2021-2022



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I DIKSHA KUMARI, Roll No. SM/MB/2001/from MBA & 4TH SEM. of the School of Business Management hereby declare that the Industry Integrated Report entitled HUMAN RESOURCE INFORMATION SYSTEM IN RELIANCE COMMUNICATION at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15-06-22
of the Student

Diksha Kumari
Signature

Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by DIKSHA KUMARI, Roll No. SM/MB/2001/021 has been completed under my guidance and is Satisfactory.

Date: 15-6-22
Faculty Guide

Anil Verma
Signature of the
ANIL VERMA
Name of the
Guide:
Designation: Assistant
Professor

INTEGRATED PROJECT REPORT

ON

“MARKETING STRATEGIES OF ADIDAS”



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

MASTER OF BUSINESS OF ADMINISTRATION

TO

**NOIDA
UNIVERSITY,
NAGAR**



**INTERNATIONAL
GAUTAM BUDH**

Under the Guidance of

Dr. YAMINI PANDEY

**SESSION
2020-2022**

Submitted by

DIVYANSHOO

MBA /4th Sem.

Roll no.SM/MB/2001/002



DECLARATION

NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I DIVYANSHOO, Roll No. SM/MB/2001/002_from MBA/4th sem. of the School of Business Management by declare that the Industry Integrated Report entitled_ "MARKETING STRATEGIES OF ADIDAS"

at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15/06/2022

Divyansho
Signature of the Student

Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration (MBA) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by DIVYANSHOO, Roll No. SM/MB/2001/002 has been completed under my guidance and is Satisfactory.

Date: 15-06-22

[Signature]
Signature of the Faculty Guide.

Name of the Guide. Dr. Yamini Pandey

Designation. *[Signature]* Associate Professor

Industry Related Project

ON

SERVICE GAP ANALYSIS OF CONSUMER'S EXPECTATIONS AND THEIR EXPERIENCES POST COVID: AN EMPIRICAL STUDY OF RESTAURANTS & CAFES IN DELHI

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

MBA

To

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Submitted by

Janet Nene Alaribe

MBA (Financial & Marketing)

IVth Semester

Roll no- SM/MB/2001/003

Session

2022

Under the Guidance of

Dr. Yamini Pandey

Table of Contents



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Janet Nene Alaribe, Roll No. SM/MB/2001/013 from MBA IVth Semester, of the School of Business Management hereby declare that the Project Report entitled SERVICE GAP ANALYSIS OF CONSUMER'S EXPECTATIONS AND THEIR EXPERIENCES POST COVID: AN EMPIRICAL STUDY OF RESTAURANTS & CAFES IN DELHI at South Delhi is an original work and the same has not been submitted to any other Institute for the award of any other degree.

janet

Date: 15-06-22

Signature of the Student

Certified that the Project Report submitted in partial fulfillment of Masters of Business Administration (MBA) to be awarded by Noida International University, GautamBudh Nagar (U.P.) by Janet Nene Alaribe, Roll No. SM/MB/2001/003 has been completed under my guidance and is Satisfactory.

J

Date: 15-06-22

Signature of the Faculty Guide

Name of the Guide: Dr. Yamini Pandey
Designation: Assistant Professor of SBM Associate

PROJECT REPORT

ON

**“A STUDY ON EMPLOYEES JOB SATISFACTION AT
METRO CASH AND CARRY”**

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

Master of Business Administration (M.B.A.)

To



NOIDA
INTERNATIONAL
UNIVERSITY

**NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH
NAGAR**

**Submitted by:
KARNPAL SINGH VERMA
MBA IV**

Under the Guidance of

SH ANIL VERMA

Submitted by

**Name of Student: KARNPAL SINGH VERMA
Program & Sem. MBA IV
Roll no : SM/MB/2001/016**



NOIDA
INTERNATIONAL
UNIVERSITY

NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I KARNPAL SINGH VERMA, Roll No. SM/MB/2001/016 from program & sem. MBA IV of the School of Business Management hereby declare that the Summer Training Project Report entitle

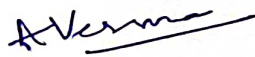
Employees satisfaction in Metro cash and carry is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 08 Jun 2022


Signature of the Student

Certified that the Summer Training Project Report submitted In partial fulfilment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by KARNPAL SINGH VERMA, Roll No. SM/MB/2001/016 has been completed under my guidance and is Satisfactory.

Date: 8-6-22


Signature of the Faculty Guide
Name of the Guide: SH ANIL VERMA
Designation: Asst Prof

INDUSTRY INTEGRATED REPORT

ON

“ANALYSIS OF RURAL MARKETING AND ITS IMPACT ON FMCG PRODUCTS”

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

MASTERS OF BUSINESS ADMINISTRATION

To

**NOIDA INTERNATIONAL UNIVERSITY, GAUTAM
BUDH NAGAR**



Under the Guidance of
MR. Prof. Rahul Kapoor

Submitted by
Kuna Viswanath
MBA & 4th semester
Roll no: SM/MB/2001/013

2021-2022

ACKNOWLEDGMENT



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I KUNA VISWANATH, Roll No. SM/MB/2001/013 from MBA & 4TH SEM. of the School of Business Management hereby declare that the Industry Integrated Report entitled ANALYSIS OF RURAL MARKETING AND ITS IMPACT ON FMCG PRODUCTS at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date : 15-06-22

Signature of the Student

Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by KUNA VISWANATH, Roll No. SM/MB/2001/013 has been completed under my guidance and is Satisfactory.

Date: 15-06.22
Guide

Signature of the Faculty

Name of the Guide:
Designation

**INDUSTRY INTEGRATED PROJECT
ON**

“INVESTORS RESPONSE TOWARDS MAHINDRA FINANCE”

**AT
MAHINDRA & MAHINDRA FINANCIAL SERVICES LIMITED**

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

MASTER OF BUSINESS ADMINISTRATION

To

**NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH
NAGAR**



Under the Guidance of

Dr. YAMINI PANDEY

Submitted by

MADAN MOHAN

MBA /4th Sem.

Roll no.SM/MB/2001/005

**SESSION
2020-2022**

DECLARATION



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

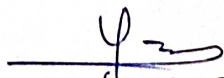
I MADAN MOHAN, Roll No. SM/MB/2001/005 from MBA/4th sem. of the School of Business Management by declare that the Industry Integrated Report entitled INVESTORS RESPONSE TOWARDS MAHINDRA FINANCE at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15/06/22


Signature of the Student

Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration (MBA) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by MADAN MOHAN, Roll No. SM/MB/2001/005 has been completed under my guidance and is Satisfactory.

Date: 15.6.22


Signature of the Faculty Guide.
Name of the Guide.
Designation. Associate Professor

INDUSTRY INTEGRATED REPORT

**ON
TRAINING AND DEVELOPMENT
AT
PARLE AGRO, MUMBAI**

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

**NOIDA INTERNATIONAL UNIVERSITY,
GAUTAM BUDH NAGAR**



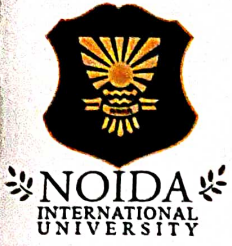
Session

2021-22

NOIDA INTERNATIONAL UNIVERSITY

**Under the Guidance of
Name : Anil Verma**

**Submitted by
Name : Manish Kumar Goyal
MBA 4TH Sem.
Roll no: SM/MB/2001/025**

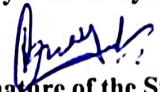


NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Manish Kumar Goyal, Roll No: SM/MB/2001/025 from Master of Business Administration & 4TH sem. of the School of Business Management hereby declare that the Industry Integrated Report entitled Training and Development at PARLE AGRO, Mumbai is an original work and the same has not been submitted to any other Institute for the award of any other degree. This work is based on secondary data analysis.

Date: 21 July, 2022


Signature of the Student

Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration to be awarded by Noida International University, GautamBudh Nagar (U.P.) by Manish Kumar Goyal, Roll No: SM/MB/2001/025 has been completed under my guidance and is Satisfactory.

Date: 21-07-22


Signature of the Faculty Guide

Name of the Guide: Anil Verma

INDUSTRY RELATEDS PROJECT REPORT

ON

**“MARKETING STRATEGIES
A STUDY IN RELATION TO MOTHER DAIRY”**

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

Masters of Business Administration

To

**NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH
NAGAR**



*Under the Guidance of
Dr.Prof.YAMINI PANDEY*

*Submitted by:
Mohammad Yousaf Tokhie
MBA 4TH SEMESTER
Roll no.: SM/MB/2001/007*

2021-2022

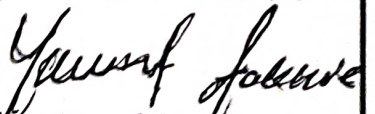


NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern


I MOHAMMAD YOUSAF TOKHIE, Roll No. SM/MB/2001/007 from MBA/4TH SEM. of the School of Business Management hereby declare that the Summer Training Project Report entitled **MARKETING STRATEGIE A STUDY IN RELATION TO MOTHER DAIRY** at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15-6-22


Signature of the Student

Certified that the Summer Training Project Report submitted in partial fulfilment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by MOHAMMAD YOUSAF TOKHIE , Roll No. SM/MB/2001/007 has been completed under my guidance and is Satisfactory.

Date: 15-6-22


Signature of the Faculty Guide
Name of the Guide:
Designation Associate Professor

INDUSTRY INTEGRATED REPORT

ON

IMPACT OF OUTSOURCING HR ACTIVITIES
ON PRODUCTIVITY OF ORGANISATION

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

MASTERS OF BUSINESS ADMINISTRATION

To

**NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH
NAGAR**



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of
PROF. ANIL VERMA

Submitted by
NIDHI VERMA
MBA & 4TH SEM
Roll no SM/MB/2001/017

2021-2022

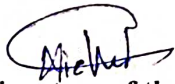


NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern


I NIDHI VERMA, Roll No. SM/MB/2001/017 from MBA & 4TH SEM of the School of Business Management hereby declare that the Industry Integrated Report entitled IMPACT OF OUTSOURCING HR ACTIVITIES ON PRODUCTIVITY OF ORGANISATION at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15/06/22


Signature of the Student

Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by NIDHI VERMA, Roll No. SM/MB/2001/017 has been completed under my guidance and is Satisfactory.

Date: 15/06/22


Signature of the Faculty Guide
Name of the Guide: ANIL VERMA
Designation Assistant Professor

INDUSTRY INTEGRATED REPORT
ON
A STUDY ON SALES AND DISTRIBUTION OF HALDIRAM

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

MASTER OF BUSINESS ADMINISTRATION

To

**NOIDA INTERNATIONAL
UNIVERSITY,**

GAUTAM BUDH NAGAR



Submitted by
Rohit singh
MBA & 4th SEM
ROLL NO.
SM/MB/2001/018

Under the
Guidance of PROF.
ANIL VERMA



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I AM ROHIT SINGH, Roll No. SM/MB/2001/018 from MBA/4TH sem. of the School of Business Management hereby declare that the **INDUSTRY INTEGRATED REPORT**


Entitled A STUDY IN SALES AND DISTRUBITON OF HALDIRAM INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15-05-2022,
Student


Signature of the

Certified that the Industry integrated Report submitted in partial fulfilment of Master of Business Administration to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by ROHIT SINGH, Roll No. SM/MB/2001/018 has been completed under my guidance and is Satisfactory.

Date: 15.6.22
Guide


Signature of the Faculty

Name of the ANIL VERMA

Guide:

Designation ASSTT. PROFESSOR

SUMMER TRAINING PROJECT REPORT

ON

The study of Magicpin business operations in India.

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

NAME OF PROGRAM

To

NOIDA INTERNATIONAL UNIVERSITY, GAUTAM BUDH NAGAR

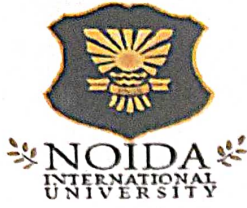


NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of
MR. RAHUL KAPOOR
Name of Industry Guide
MAGICPIN COMPANY

Submitted by
SACHIN KUMAR DWIVEDI
MBA(finance & marketing) 4th
sem.
Roll no :- SM/MB/2001/009

Session
2021-22



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Sachin kumar dwivedi Roll No. SM/MB/2001/009 from MBA (Finance & Marketing) 4th SEM. of the School of Business Management hereby declare that the Summer Training Project Report entitled MAGIC PIN COMPANY

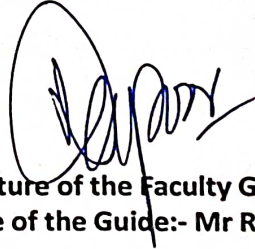
_____ at Delhi: NCR _____ is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15-6-22

Sachin Kumar Dwivedi
Signature of the Student

Certified that the Summer Training Project Report submitted in partial fulfilment of Master of Business Administration (MAGICPIN COMPANY) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Sachin kumar dwivedi , Roll No. SM/MB/2001/009 has been completed under my guidance and is Satisfactory.

Date: 15-6-22


Signature of the Faculty Guide
Name of the Guide:- Mr Rahul
kapoor
Designation:- Faculty guide

INDUSTRY INTEGRATED REPORT
ON
AN ANALYSIS OF MUTUAL FUND
OF
RELIANCE MONEY

RELIANCE
Money

Anil Dhirubhai Ambani Group

For the partial fulfilment of the requirement

For the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

**NOIDA INTERNATIONAL UNIVERSITY, GAUTAM
BUDH NAGAR**



NOIDA
INTERNATIONAL
UNIVERSITY

Under the Guidance of

Name of Faculty Guide – Mr Anil
Sharma.

Submitted by

Name of Student- Saumya
Shukla.

Program & Sem. MBA – 4 SEM
Roll no – SM/MB/2001/019



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Saumya Shukla, Roll No. SM/MB/2001/019 from program & sem. of the School of Business Management hereby declare that the Industry Integrated Report entitled _____ at _____ is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15-06-22
the Student S

Saumya
Signature of

Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration (Name of Program) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by _____, Roll No. _____ has been completed under my guidance and is Satisfactory.

Date: 15-6-22
Faculty Guide

Signature of the A. Verma
Name of the ANIL VERMA
Guide:
Designation ASSTT. PROFESSOR

A Research Report
on
“Social Media Marketing in India”

Submitted for
Partial fulfillment of the award of degree of Master of
Business Administration
Batch 2020-22

Under the Guidance of
Mr. Rahul Kapoor

Submitted By
Siddhant Mohapatra

NOIDA INTERNATIONAL UNIVERSITY
GREATER NOIDA

STUDENT DECLARATION

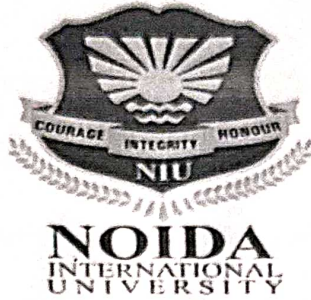
I, Siddhant Mohapatra declare that the project report entitled "**Social Media Marketing in India**" under the guidance of **Mr. Rahul Kapoor** in the partial fulfillment of the requirement for the award of the degree of Masters in Business Administration from NOIDA INTERNATIONAL UNIVERSITY, GREATER NOIDA. This is an original work and I have not submitted it earlier elsewhere.

A handwritten signature in blue ink, appearing to read 'Siddhant', with a horizontal line underneath it.

Siddhant Mohapatra

INDUSTRY INTEGRATED PROJECT REPORTS
ON
“A STUDY ON FINANCIAL ANALYSIS AT AXIS BANK LTD.”

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



Under the Guidance of
Mr. Rahul Kapoor
Assistant Professor

Submitted by
Name of Student: Simran Malhotra
Program & Sem.: MBA, 4th Semester
Roll no: SM/MB/2001/011

Session 2020-22

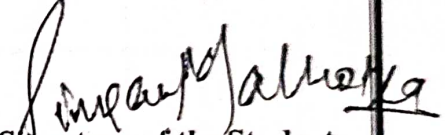


NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern


I, SIMRAN MALHOTRA, Roll No. SM/MB/2001/011 from of the School of Business Management hereby declare that the Project Report entitled "A STUDY ON FINANCIAL ANALYSIS AT AXIS BANK LTD" at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: MAY 31ST, 2022


Signature of the Student

Certified that the Project Report submitted in partial fulfilment of MBA to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Simran Malhotra, Roll No. SM/MB/2001/011 has been completed under my guidance and is Satisfactory.

Date: MAY 31ST, 2022


Signature of the Faculty Guide

Name of the Guide: Mr. Rahul Kapoor
Designation: Assistant Professor

INDUSTRY INTEGRATED REPORT
ON
“Study of Consumer Behavior and Attitude towards the
Cellular Services with special reference to
RELIANCE JIO”

Reliance



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

To

NOIDA INTERNATIONAL UNIVERSITY,
GAUTAM BUDH NAGAR



NOIDA
INTERNATIONAL
UNIVERSITY

Session 2021-22

Under the Guidance of
Name: Rahul Kapoor


Submitted by
Name: Tanaya debbarma
MBA 4TH Sem.
Roll no: SM/MB/2001/012

NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

I Tanaya Debbarma, Roll No: SM/MB/2001/012 from Master of Business Administration & 4TH sem. of the School of Business Management hereby declare that the Industry Integrated Report entitled Training and Development at Vision Plus Private Limited Delhi is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15-06-22


Signature of the
Student

Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration (MBA) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Tanaya Debbarma, Roll No. SM/MB/2001/012 has been completed under my guidance and is Satisfactory.

Date: 15-06-22



Signature of the Faculty
Guide

Name of the Guide: Rahul Kapoor

INDUSTRY INTEGRATED REPORT

ON

SUCCESS STORY OF A START UP- OLA CABS

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

To

NOIDA
INTERNATIONAL
GAUTAM BUDDH



NOIDA
INTERNATIONAL
UNIVERSITY

UNIVERSITY,
NAGAR

Under the Guidance of

Name:-  Rashmi singhal

Submitted by

Name of Student: Vaibhav Singh
chauhan

Program & Sem. BBA&MBA 8th

Roll no:-SM/BB-MB/1801/006



Session:-2018-22

NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

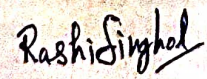
I Vaibhav Singh chauhan, Roll No.-SM/BB-MB/1801/006 from BBA&MBA & 8th. of the School of Business Management hereby declare that the Industry Integrated Report entitled _Success Story of a Start-up – A Case Study of OLA Cabs_ at NOIDA INTERNATIONAL UNIVERSITY is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date:
Student Vaibhav Singh chauhan


Signature of the

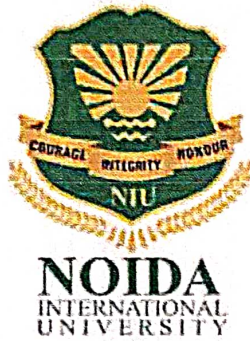
Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration (BBA&MBA INTEGRATED) to be awarded by Noida International University, Gautam Budh Nagar (U.P.) by Vaibhav Singh chauhan, Roll No. SM/BB-MB/1801/006 has been completed under my guidance and is Satisfactory.

Signature of the

Faculty Guide 
Name of the Guide: ~~Dr~~ Rashmi singhal
Designation : ~~Lecturer~~ Assistant Professor

INDUSTRY INTEGRATED REPORT
ON
TRAINING AND DEVELOPMENT

Submitted in partial fulfillment of the requirements for the award of
the degree of
To
NOIDA INTERNATIONAL UNIVERSITY,
GAUTAM BUDH NAGAR



Session 2021-22

Under the Guidance of
Name: Anil Verma

Submitted by
Name: Yashodhara Rao
MBA 4TH Sem.
Roll no: SM/MB/2001/020



NOIDA INTERNATIONAL UNIVERSITY

To Whom It May Concern

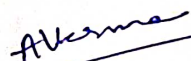
I Yashodhara Rao, Roll No: SM/MB/2001/020 from Master of Business Administration & 4TH sem. of the School of Business Management hereby declare that the Industry Integrated Report entitled Training and Development at Vision Plus Private Limited Delhi is an original work and the same has not been submitted to any other Institute for the award of any other degree.

Date: 15-06-22


Signature of the Student

Certified that the Industry Integrated Report submitted in partial fulfillment of Master of Business Administration (MBA) to be awarded by Noida International University, GautamBudh Nagar (U.P.) by Yashodhara Rao, Roll No. SM/MB/2001/020 has been completed under my guidance and is Satisfactory.

Date: 15-06-22


Signature of the Faculty Guide

Name of the Guide: Anil Verma

To Whom It May Concern

It is hereby notified that following students from School of Business Management of Noida International University, Greater Noida, have successfully completed their two week training program on “Client Relation Management” conducted at Reliance General Insurance Co. Ltd., New Delhi, from December 27th, 2021 to January 10th, 2022.

S. No.	Roll No.	Name
1	SM/BA-ECO/1901/001	AMISHA SARKAR
2	SM/BA-ECO/1901/002	BASAME FORCHI WENDY-IVY WANSOH
3	SM/BA-ECO/1901/004	GUNJAN KALRA
4	SM/BA-ECO/1901/005	IBRAHIM MT UMAR
5	SM/BA-ECO/1901/006	MASOOD NOORZAI

Good Luck.



Pradeep Kumar
Reliance General Insurance Co. Ltd.
New Delhi -110044.

An ISO 9001:2008 Certified Company

Reliance General Insurance Company Limited

Registered Office : H Block, 1st Floor, Dhirubhai Ambani Knowledge City, Navi Mumbai – 400710 **Corporate Office :** Reliance Centre, South Wing, 4th Floor, Off Western Express Highway, Santacruz (East), Mumbai – 400055 **Corporate Identity Number (CIN):** U66603MH2000PLC128300.

A RELIANCE CAPITAL COMPANY

November 20th, 2021

To whomsoever it may concern

It is to certify that listed students (Batch-1) from School of Business Management of Noida International University, have done their internship on "Industrial Skill Management" from October 10th, 2021 to November 09th, 2021.

S. No.	Name
1	ANSHUL GUPTA
2	BANU TUMBA EMMANUELLA
3	BILALUDDIN
4	DEEPANKAR
5	FOLAD
6	GAURAV SHARMA
7	HASEBULLAH QALANDARZAI ZARMINA
8	HUMAYOUN NAEMZADA
9	JASWANTH J
10	JUHI JHA
11	KHALID SHAH SHAH
12	LALIT CHOUDHARY

We wish all the best for their future endeavors.

Ritesh Jha

Ritesh Jha

Vice President

Ref: JD/IT/2022/1-14

Date: 10/02/2022

Certificate of appreciation

Dear All,

It is hereby notified that you all have successfully completed your 2 months internship on "Customer based survey program" from the 1st December, 2021 to 31st January, 2022 from Just Dial Ltd. Noida.

S. NO.	NAME
1	NIPUL AGGARWAL
2	PRASHANT KUMAR THAKUR
3	PRASANT KUMAR SINGH
4	RANJEET KUMAR SINGH
5	SANTOSHI SINGH KUSHWAHA
6	SHIVANSHU SINGH
7	SHREYASH DIXIT
8	SUSHANT VASHISTH
9	TAMIM OMARI
10	VARSHA
11	RITIKA NEGI
12	SHAHBAZ KHAN
13	NYARATH JOHN NYAWELO AKOL
14	ABHISHEK SINGH

We thank you for your interest in our organization.



Mudra Rastogi
Just Dial Ltd. Noida.

BOARD INFINITY COMPANY

Vashi, Navi-Mumbai

April 30th, 2022

To whomsoever it may concern

It is to certify that listed students from School of Business Management of Noida International University, have done their internship on “Trading market” form March 25th, 2022 to April 24th, 2022.

S. No.	Name
1	ABHISHEK SINGH
2	ANJALI ROUT
3	ARYAN NIRWAN
4	HAFIZ
5	MUSKAN SINGH
6	SAMARAT
7	SAURAV PANWAR
8	VEENA BHATI
9	VEERU SINGH
10	MRIDU SHEEL

We wish all the best for their future endeavors.

Best Regards,



Sumesh

(Director - Board Infinity)

Date: 20/04/2022

To whomsoever it may concern

It is here notified that following students from the Noida International University have joined our organization as a trainee from the 15/02/2022 to 14/04/2022.

S.No.	Name	Enrollment No.
1	AISHA MUHAMMAD	SM/BB/1801/035
2	ABDUL MOHSIN AL ANSARI	SM/BB/1901/001
3	ADARSH KUMR RAJAK	SM/BB/1901/002
4	ADITYA SINGH	SM/BB/1901/003
5	AKASH CHAUHAN	SM/BB/1901/004
6	MADAN KUMAR	SM/BB/1901/020
7	MATIN DELAWAR	SM/BB/1901/021
8	MOHSIM KHAN	SM/BB/1901/022
9	MUSTAFA QASIMI	SM/BB/1901/023
10	NASIR AHMAD RFAT	SM/BB/1901/024

We wish you all best of luck for future endeavors.



Ravish N

Bajaj Finance Limited

April 20th, 2022

To whomsoever it may concern

It is to certify that listed students (Batch-2) from School of Business Management of Noida International University, have done their internship on "Industrial Skill Management" from March 15th, 2022 to April 14th, 2022.

S. No.	Name
1	ABDUL BARI
2	DIVYANSHOO
3	JANET NENE ALARIBE
4	DIKSHA KUMARI
5	ZABIULLAH MAKHDOM ZADA
6	HARSH VARDHAN SINGH
7	HIMANSHU SINGH
8	DEEPA CHAUHAN
9	PARUL CHAUHAN
10	SAYED ADIBULLAH AHMADI

We wish all the best for their future endeavors.

Ritesh Jha

Ritesh Jha

Vice President

March 20, 2022

To Whomsoever It May Concern

It is hereby notified that following students from School of Business Management of Noida International University, Greater Noida, have successfully completed their two weeks (December 27th, 2021 to January 10th, 2022) training program from our organization.

S. No.	Name
1	Aniket Sharma
2	Anjali Kashyap
3	Puneet Verma
4	Chakali Chandra Dev
5	Chibuzor Stephen Esowanne
6	Farhat Farooq
7	Fauzan Ahmad Musalman
8	Garima Khanka
9	Kalyani Bhatt
10	Karunya Sharma

With Best Wishes,



Rishu Garg
Officer In charge

November 10th, 2021

To whomsoever it may concern

It is to certify that listed students (Batch-1) from School of Business Management of Noida International University, have done their one week training program on “Industrial Management and Customer Relation” from October 27th, 2021 to November 05th, 2021.

S. No.	Name
1	Vaibhav Singh Chauhan
2	Harish Chauhan
3	Sayed Shabab Padshah
4	Vivek Upadhyay
5	Asmail
6	Nadeem Alvi
7	Divesh Ranjan
8	Simran Singh
9	Md Arib Ashar
10	Fateh Ali Khan
11	Rishav Kumar Tyagi
12	Ruchika Joshi

We hope to have a successful professional relationship with you and wish you all the very best for your future.



Maria Rubina Felix
3rdFlix Visual Effects Private Limited

3rdFlix Visual Effects Private Limited

H. No. : 8-2-293/82/A/233,234,235, Sy. No. 403/1 (old) 120 (New), 4th Floor 2 & 3, Empire Square, Road No. 36, Jubilee Hills,
Hyderabad, Telangana 500034

Website: www.practically.com , CIN: U80301TG2018PTC122638

November 20th, 2021

To whomsoever it may concern

It is to certify that listed students (Batch-2) from School of Business Management of Noida International University, have done their one week training program on “Industrial Management and Customer Relation” from November 07th, 2021 to November 14th, 2021.

S. No.	Name
1	Abhishek Pratap Singh
2	Mohammad Eesa Saadat
3	Shreshi Raj
4	Simran Gupta
5	Uchenna Gibson Adibe
6	Amit Tyagi
7	Kharell Misakabo Bompaka
8	Kuna Vishwanath
9	Aparna Tiwari
10	Karnpal Singh Verma
11	Obehi Blessing Oserhebhen
12	Prashant Giri

We hope to have a successful professional relationship with you and wish you all the very best for your future.



Maria Rubina Felix
3rdFlix Visual Effects Private Limited

3rdFlix Visual Effects Private Limited

H. No. : 8-2-293/82/A/233,234,235, Sy. No. 403/1 (old) 120 (New), 4th Floor 2 & 3, Empire Square, Road No. 36, Jubilee Hills,
Hyderabad, Telangana 500034

Website: www.practically.com , CIN: U80301TG2018PTC122638



Date: 04/04/2022

Certificate of appreciation

Dear All,

It is hereby notify that you all have successfully completed your 15 days training program on “Customer Care and Management” from the 15st March, 2022 to 31st March, 2022 from Spectrum Talent Management.

S. NO.	NAME
1	Avinash Kumar Tripathi
2	Prasanna Kumar Bhartiya
3	Abhimanyu
4	Deepak Pal
5	Harsh Shekhar
6	Jagrati Sharma
7	Mithun Kumar Rao
8	Roshan Kumar
9	Sweta Rashmi Srivastava
10	Udit Chaudhary
11	Ayush Shekhar
12	Mukul Raj Shekhar
13	Shashank Mani Tripathy
14	Piyush Pranjali
15	Devansh Gupta

We thank you for your interest in our organization.

Warm Wishes

SHREYA SINGH
Executive, Spectrum Talent Management

Date: 20/05/2022

To whomsoever it may concern

It is here certify that the enlisted students from the Noida International University have successfully completed two week training program entitled "Financial Management" in our organization.

Duration: 01/05/2022 to 14/05/2022.

S.No.	Name	Enrollment No.
1	Aditi Dhiman	SM/BC-H/2101/012
2	Aachal Rajkumar Singh	SM/BC-H/2101/014
3	Ritika Singh	SM/BC-H/2101/016
4	Harsh Vardhan Pratap Shahi	SM/BC-H/2001/003
5	Anushka Gupta	SM/BC-H/2101/004
6	Abhinesh Singh	SM/BC-H/2101/002
7	Anuragini	SM/BC-H/2101/003
8	Aryan Mangal	SM/BC-H/2101/005
9	Janvi Tyagi	SM/BC-H/2101/006
10	Komal Nagar	SM/BC-H/2101/007
11	Onyedika Emmanuel Nwafor	SM/BC-H/2101/008
12	Syed Aman Ali	SM/BC-H/2101/011
13	Abhishek Yadav	SM/BC-H/2001/001
14	Divyansh Singh	SM/BC-H/2001/002
15	Romansi	SM/BC-H/2001/004
16	Sheetal	SM/BC-H/2001/005

We wish you all best of luck for future endeavors.



Ravish N

Bajaj Finance Limited

Corporate Office: 4th Floor, Bajaj Finserv Corporate Office, Off Pune-Ahmednagar Road, Viman Nagar, Pune 411014, Maharashtra, India
Registered Office: Mumbai - Pune Road, Akurdi, Pune - 411 035, Maharashtra, India

Tel: +91 20 30405060
Fax: +91 20 30405020
Corporate ID No.:
L65910MH1987PLC042961

www.bajajfinserv.in/finance

