

# **DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

**Kumaraswamy Layout, Bangalore-560 078, Karnataka**

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**Department of MBA**

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**MBA BATCH 2021-23**

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**PROJECT REPORT PROOF**

**Total Number of Students:156**

A project on

**“Impact Of Digital Marketing On purchasing Behaviour Of Consumers In Bengaluru ”**

Project report submitted to the Bangalore University in partial  
fulfillment of the requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



Bangalore University

SUBMITTED BY

PAVAN.H

4th SEMESTER MBA

USN NO: P03CJ21M0001

UNDER THE GUIDANCE OF

DR. C. B.V. KRISHNA PRASAD



**DAYANAND SAGAR COLLEGE OF ARTS SCIENCE & COMMERCE**

**SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT**

**BANGALORE-560078**

**Academic Year-2022-2023**



*Venka*  
**DIRECTOR**  
Dayananda Sagar College  
of Arts, Science & Commerce  
Shavige Malleleshwar Hills  
Kumaraswamy Layout  
Bangalore - 560 078

**“A Study on Forex Market and analysis of major currencies at  
StoneX”**

A synopsis submitted to the Bangalore University in partial fulfillment of  
the requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

**OF**

**BANGALORE UNIVERSITY**



*By*

**TANMAY C SAPRA**

**P03CJ21M0002**

Under the Guidance of

**Prof. B.R.N Murthy**



**DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION**

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND**

**COMMERCE, BANGALORE- 560 064**



*N. S. S.*  
**DIRECTOR**  
Dayananda Sagar College  
of Arts, Science & Commerce  
Shriya Isalimwara Hills  
Kannaraswamy Layout  
BANGALORE - 560 073

A Project Report on  
"A STUDY ON SOCIALLY RESPONSIBLE INVESTMENT  
PERFORMANCE AND INVESTOR BEHAVIOR WITH REFERENCE TO  
ADITYA TRADING SOLUTIONS"

Dissertation submitted to the Bangalore University on partial  
fulfillment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY



Submitted by

AKBARI SARANG NILESHBHAI

Reg No: P03CJ21M0003

UNDER THE GUIDANCE OF

DR. SUMERA ALURU

Assistant Professor



Department of Management Studies (BU)

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(Academic Year: 2022-2023)

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**DIRECTOR**  
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**A STUDY ON**  
**"AUDIT AND ACCOUNTING PROCEDURE AT SPANIDEA SYSTEMS**  
**PRIVATE LIMITED"**  
**PROJECT REPORT SUBMITTED TO THE BANGALORE UNIVERSITY**  
**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE**  
**AWARD OF THE DEGREE OF**  
**MASTER OF BUSINESS ADMINISTRATION**  
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**SUBMITTED BY**

**RAKSHITHA S**

**REG NO: P03CJ21M0004**

**UNDER THE GUIDANCE OF**  
**MS. NAYANA T**  
**ASSISTANT PROFESSOR**



**DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION**  
**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND**  
**COMMERCE**

**SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT,**  
**BANGALORE - 560064**

**ACADEMIC YEAR: 2021 - 2023**

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**DIRECTOR**  
**Dayananda Sagar College**  
**of Arts, Science & Commerce**  
**Shavige Malleswara Hills**  
**Kumaraswamy Layout**  
**BANGALORE - 560064**

**“A STUDY ON INVESTORS’ PERCEPTION TOWARDS INVESTMENT  
IN STOCK MARKET”**

A project submitted to the Bangalore University in partial fulfilment of the  
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

**OF**

**BANGALORE UNIVERSITY**



**BY**

**VINAY N KORABU**

**P03CJ21M0005**

Under the Guidance of

**Prof. B R NARASIMHA MURTHY**



**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

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**Director**  
Dayananda Sagar College  
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Bangalore - 560 071

**"A STUDY ON FINANCIAL PERFORMANCE AT HINDUSTAN  
AERONAUTICS LIMITED"**

Dissertation submitted to Bangalore University on partial fulfillment of the  
requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

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**PRAJWAL**

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**Mr. SHASHIKUMAR C R**

**ASSISTANT PROFESSOR**



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**DIRECTOR**  
Dayanand Sagar College  
of Arts, Science & Commerce  
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BANGALORE - 560078



A Project Report on  
**“A STUDY ON FUTURE SCOPE OF ENTERPRISE  
RESOURCE PLANNING (ERP) AND SUPPLY CHAIN  
MANAGEMENT (SCM) IN FMCG INDUSTRY OF INDIA”**

Submitted to the Bangalore University in partial fulfilment of the  
Requirements for the award of the degree of



**MASTER OF BUSINESS ADMINISTRATION  
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SUBMITTED BY

**Shamrao**

**Register No: P03CJ21M0007  
IV SEMESTER MBA**

Under the Guidance of  
**PROF. COL. PRASANNA KUMAR**  
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**DIRECTOR**  
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K.S. Layout, Bangalore-78



A Project Report on

**“A STUDY ON EMPLOYEE ENGAGEMENT WITH REFERENCE TO  
HCL TECHNOLOGY LTD”**

Report submitted to the Bangalore University in partial fulfillment of the Requirements  
for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



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**SUBMITTED BY**

**SHREERAM B S**

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**ACADEMIC YEAR 2021-2023**

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*Shreeram B S*  
**SHREERAM B S**

**"INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT IN  
RETAIL, PETROLEUM AND HOSPITALITY INDUSTRY"**

Dissertation submitted to Bangalore University on partial fulfillment of the  
requirements for the award of the Degree of

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**BANGALORE UNIVERSITY**



**Submitted by**

**SRENIKA SUNIL MAHLSEKAR**

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2021-2023

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**DIRECTOR**  
Dayananda Sagar College  
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K.S. Layout, Bangalore - 560078

**"ADAPTING TO THE DIGITAL AGE: EXPLORING E-  
LEARNING'S EFFECTIVENESS IN EMPLOYEE  
DEVELOPMENT FOR TECH PROFESSIONALS IN  
BANGALORE"**

Dissertation submitted to the Bangalore university in partial fulfilment of the requirements for  
the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



**Submitted By**

**MANJUSHA P**

**Reg No: P03CJ21M0010**

**Under the guidance of**

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**A STUDY ON THE IMPACT OF GST ON SMALL AND MEDIUM  
ENTERPRISES**

Project submitted to Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

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**Register No: P03CJ21M0011**

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**UNDER THE GUIDANCE OF**

**Mr K.S Gopal**

**Associate Professor**

**Guide Reg No: 16CQFG013**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

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**“STUDY ON COMPARATIVE ANALYSIS OF  
PROMINENT SUSTAINABILITY INDICES OF BSE  
AND NSE WITH REFERENCE TO BIZCON  
SERVICES (SEARCHBOURNE CONSULTING  
PRIVATE LIMITED)”**

Dissertation synopsis submitted in partial fulfillment of the requirements for the  
award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

**VINAY K A**

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**Associate Professor**



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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

**KUMARASWAMY LAYOUT, BANGALORE - 560078**



**"A STUDY ON CORPORATE GOVERNANCE AND CSR  
REPORTING OF SELECT COMPANIES IN INDIA WITH  
REFERENCE TO BIZCON SERVICES LTD"**

DISSERTATION SUBMITTED TO BANGALORE UNIVERSITY IN PARTIAL  
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE  
DEGREE OF

**MASTER OF BUSINESS ADMINISTRATION**



**SUBMITTED BY**

**YOGINI K BHANDARKAR**

**REG NO: P03CJ21M0013**

**UNDER THE GUIDANCE OF**

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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

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**“A STUDY ON EMPLOYEE ATTRITION WITH REFERENCE TO  
ITC LIMITED, BANGALORE”**

Dissertation submitted to Bangalore University on partial fulfillment of the  
requirements for the award of Degree of

**MASTER OF BUSINESS ADMINISTRATION  
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Submitted by

**AISHWARYA P KOVALLIMATH**

**REG NO. P03CJ21M0014**

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**DEPARTMENT OF MANAGEMENT STUDIES (BU)**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

**BANGALORE – 560078**

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**DIRECTOR**  
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**"A STUDY ON ADVANCED COMPARATIVE FINANCIAL  
STATEMENT ANALYSIS FOR STRATEGIC DECISION MAKING  
AT WAYCOOL FOODS AND PRODUCTS PRIVATE LIMITED."**

Dissertation report submitted to the Bangalore University in partial  
fulfilment of the Requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



SUBMITTED BY

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Register No.: P03CJ21M0015

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Academic Year 2021-2023

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**DIRECTOR**  
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A Project Report on  
**A Comparative Analysis on Customer Satisfaction of Reliance Jio  
and Airtel Service Providers in Bangalore**

submitted to the Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



Submitted by

**Prema J M**

Reg No: P03CJ21M0016

UNDER THE GUIDANCE OF

**Prof. Col PRASANNA KUMAR**



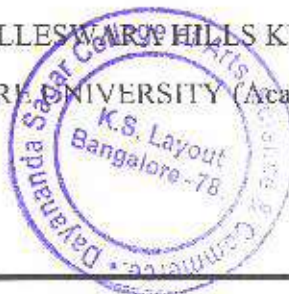
Department of management studies (BU)

**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND  
COMMERCE**

SHAVIGE MALLESWAR HILLS KUMARSWAMY LAYOUT

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*Vaibhava*  
DIRECTOR  
Dayananda Sagar College  
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Shavige Mallikarjuna Hills  
Kumaraswamy Layout  
Bangalore - 560 073

**"A STUDY ON CUSTOMS DUTY STRATEGY OF BHARATH  
ELECTRONICS LIMITED(BEL) COMPANY'S IMPORT AND EXPORT  
OPERATIONS"**

Dissertation submitted to the Bangalore University in partial fulfillment of the  
requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



**SUBMITTED BY**

**GURUPRASAD J R**

**USN NUMBER: P03CJ21M0017**

**FOURTH SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**MR. SHASHI KUMAR C R**

**(ASSISTANT PROFESSOR)**



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**DIRECTOR**  
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Bangalore - 560078

**“A STUDY ON ROLE OF DISTRIBUTED LEADERSHIP IN CAPACITY  
BUILDING AND VOLUNTARY PARTICIPATION LEADING TO  
ORGANIZATION DEVELOPMENT AT SANJEEVANI  
MULTISPECIALITY HOSPITAL”**

Synopsis submitted to the Bangalore University in partial fulfillment of the  
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

**OF**

**BANGALORE UNIVERSITY**



**BY**

**DIVYA D. SINGI**

**P03CJ21M0018**

Under the Guidance of

**DR. B R VENKATESH**

**Professor**



**DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION**

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**COMMERCE, BANGALORE- 560 064**

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**DIRECTOR**  
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BANGALORE - 560 078



A STUDY ON COST ESTIMATION FOR QUALIFICATION TESTING OF LED  
LIGHTS IN CEMILAC

Project report on

**“A Study on cost estimation for qualification testing of  
airborne LED lights in CEMILAC DRDO”**

Project report submitted to the Bangalore university in partial  
fulfillment of the requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION  
BANGALORE UNIVERSITY**



Submitted by  
**REVATHLM**

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Prof. BR Narasimha Murthy  
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Department of MBA (BU)

**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND  
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2021-23

DSCASC-MBA-BU



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**DIRECTOR**  
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# **“A STUDY ON TATA POWER SOLAR SYSTEM LIMITED BANGALORE”**

Dissertation submitted to Bangalore University on partial fulfillment of the requirements  
for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



**Submitted by**

**PRADEEP.A**

**Reg No: P03CJ21M0020**

**UNDER THE GUIDANCE OF**

**NAYANA T**

**ASSISTANT PROFESSOR**



**Department of Management studies**

**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE**

**AND COMMERCE**

**SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT**

**BANGALORE UNIVERSITY**

**Academic Year: 2023-2024**

**DSCASC- BU**

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**DIRECTOR**  
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**COLLEGE JOB APPLICANT'S INTENTION TO  
REFUSE JOB OFFER: A STUDY WITH REFERENCE TO DEVTOWN  
PRIVATE LIMITED.**

**Submitted to Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of  
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**4<sup>th</sup> SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Dr. AMEER ASRA AHMED**

**Associate Professor**

**GUIDE REG. NO: 18CQFG006**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE - 560078**

**Academic Year: 2021-2023**



**DIRECTOR**  
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**“CRITICAL ANALYSIS OF INFLATION RATE AND ITS IMPACT ON  
PERSONAL FINANCE INTEREST RATES WITH REFERENCE TO  
TEAMWORK FINANCE SOLUTIONS, HARAYANA”**

Project report submitted to the Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

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Submitted by

**TEJASWINI S G**

Register Number: P03CJ21M0023

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Department of Management Studies (BU)

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(ACADEMIC YEAR: 2022-2023)

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DIRECTOR  
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Hills, Kumaraswamy  
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A Project Report on

**“A STUDY ON CAUSAL RELATIONSHIP AND RISK-RETURN ON  
FUTURES CONTRACTS CONCERNING FMCG STOCK FUTURES”**

Dissertation submitted to the Bangalore University on partial fulfillment of the  
requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



**Bangalore University**  
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Submitted by

**MAHATHI ARKANATH**

**Reg No: P03CJ21M0024**

UNDER THE GUIDANCE OF

**Dr. Chetan Shetty**

**Associate Professor**



Department of Management Studies (BU)

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

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(Academic Year: 2022-2023)



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**DIRECTOR**  
Dayananda Sagar College  
of Arts, Science & Commerce  
Shavige Malleshwara Hills  
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A Project On

**EFFECTIVENESS OF DIGITAL LEARNING IN CAREER ADVANCEMENT: A STUDY  
PERTAINING TO UPGRAD**

submitted to the Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



Submitted by

**SHARATH KUMAR**

Reg No: P03CJ21M0025

UNDER THE GUIDANCE OF

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Assistant Professor



Department of management studies (BU)

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**BANGALORE UNIVERSITY (Academic Year: 2022-2023)**



*Tejashwini*  
Director  
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**“A STUDY ON ORGANISATIONAL COMMUNICATION AND  
CULTURE ON EMPLOYEE AND ITS IMPACT ON EMPLOYEE  
PERFORMANCE”**

Project report submitted to the Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

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**Submitted by**

**YASH L JAIN**

**Register Number: P03CJ21M0026**

**UNDER THE GUIDANCE OF**

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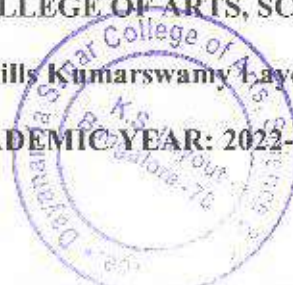
**Department of Management Studies (BU)**

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**(ACADEMIC YEAR: 2022-2023)**

*Yash L Jain*



*Vaibhav Patil*  
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A Study on relationship between employee commitment and organizational performance with reference to QUESS Corp Ltd.

**"A Study on relationship between employee commitment and organizational performance with reference to QUESS Corp Ltd"**

Project Report submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

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**IV SEMESTER MBA**

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**Associate Professor**

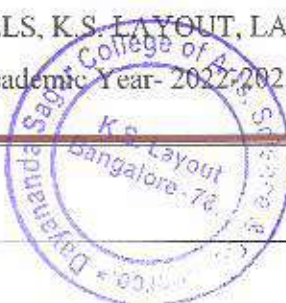


**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

**SHAVIGE MALLIESHWARA HILLS, K.S. LAYOUT, BANGALORE - 560078**

**Academic Year- 2022-2023**

**Dept MBA-BU DSCASC**



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K.S. Layout, Bangalore - 560078  
Page 1

**Bringing Brand Awareness of Women's Health Hygiene Organic Products  
Using Social Media Marketing**

Synopsis submitted to Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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**UNDER THE GUIDANCE OF**

**DR. SRIKANTA MURTHY**



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**Academic Year- 2022-2023**



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**A Project on Evaluating the OLA electric two-wheeler market potential in  
Bengaluru through user perception; A Market Research for Bizcat management  
Consultancy.**

**Project submitted to Bangalore University in partial fulfillment of the  
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**“A STUDY ON APPLICANTS PERCEPTIONS OF ARTIFICIAL  
INTELLIGENCE IN RECRUITMENT PROCESS AT FUTURE  
ROLE INC.”**

Synopsis submitted to the Bangalore University in partial fulfillment of  
the Requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION  
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**A STUDY ON WORK-LIFE BALANCE AND ITS IMPACT ON  
EMPLOYEE PERFORMANCE**

Dissertation submitted to Bangalore University on partial fulfillment of the  
requirements for the award of Degree of

**MASTER OF BUSINESS ADMINISTRATION  
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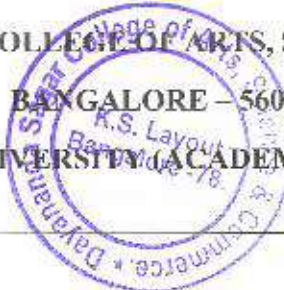


**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

**BANGALORE - 560078**

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A PROJECT REPORT ON  
"A PROJECT TO STUDY THE CUSTOMER SATISFACTION OF  
TOYOTA LTD"

Project submitted to the Bangalore University in partial fulfilment of  
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A Project Report on

**"A STUDY ON COST MANAGEMENT AND COST REDUCTION  
TECHNIQUES IN TATA ADVANCED SYSTEM LIMITED"**

**(SUBSIDIARY OF TATA POWER)**

Report submitted to the Bangalore University in partial fulfilment of the  
Requirements for the award of the degree of

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**BANGALORE UNIVERSITY**

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**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS  
USING DUPONT AND ECONOMIC VALUE ADDED(EVA) AT  
JBM OGIHARA AUTOMOTIVE INDIA LIMITED”**

Dissertation submitted to Bangalore University on partial fulfilment of the  
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**A STUDY ON FUND MANAGEMENT OF HDFC BANK**

A Project report on

**A STUDY ON FUND MANAGEMENT OF HDFC BANK**

Project submitted to the Bangalore university in partial fulfilment of the  
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**“A STUDY ON PRODUCTION AND DISTRIBUTION OF COAL BY  
CENTRAL COALFIELD LIMITED”**

**MASTER OF BUSINESS ADMINISTRATION BANGALORE  
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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND  
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A Project Report On

**“IMPACT OF SOCIAL MEDIA MARKETING SERVICE WITH  
SPECIAL REFERENCE TO MEDIA CONNECT”**

A project submitted to the Bangalore University in partial fulfilment of the  
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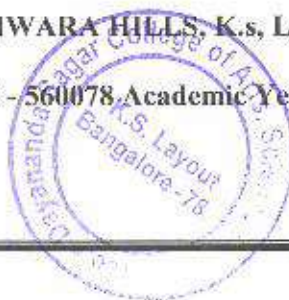
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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

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**“A STUDY ON CAPITAL STRUCTURE AND ITS IMPACT ON  
PROFITABILITY WITH REFERNECE TO VRL LOGISTICS LTD.”**

A project submitted to the Bangalore University in partial fulfilment of the  
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

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**“A STUDY ON CASH FLOW STATEMENT ANALYSIS OF HDFC BANK”**

Submitted to the Bangalore University in partial fulfillment of the requirement for  
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**“A STUDY ON WORK CULTURE AND ITS INFLUENCE ON  
EMPLOYEE PRODUCTIVITY AT BEML LTD”**

Project report submitted to the Bangalore University in partial fulfillment of the  
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**MASTER OF BUSINESS ADMINISTRATION  
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A Project Report on  
**“A STUDY ON EFFECTIVENESS OF SERVICE QUALITY  
DIMENSIONS IN HOTEL INDUSTRY WITH REFERENCE TO  
TINTON ADVENTURE RESORT”**

**MASTER OF BUSINESS ADMINISTRATION  
BANGALORE UNIVERSITY**



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**"A PROJECT REPORT ON ROLE OF DATA DRIVEN MARKETING IN SEGMENTAION,  
TARGETING AND POSITIONING STRTAGIES: A CONCEPTUAL REVIEW."**

A PROJECT SUBMITTED TO THE BANGALORE UNIVERSITY IN PARTIAL  
FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION

OF

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**"A STUDY ON EFFECTIVENESS OF GRIEVANCE HANDLING MECHANISM  
AT SUREWORKS INFOTECH PRIVATE LTD."**

Synopsis submitted to the Bangalore University in partial fulfillment of the requirements  
for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



**Bangalore University**  
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# **“A STUDY ON BLOCKCHAIN TECHNOLOGY IN BANKING SECTOR”**

Dissertation submitted to Bangalore University on partial fulfilment of the  
requirement for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

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# **A STUDY ON EMPLOYEE WELFARE MEASURE AT BHEL**

Dissertation submitted to Bangalore University on partial fulfillment of the requirements  
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**A Project Report on Work life Balance of employees in TCS, Bengaluru; A Market  
Research for Bizcat management Consultancy.**

**Project submitted to Bangalore University in partial fulfillment of the  
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A Synopsis On  
**Role of market research technologies in marketing strategy optimisation: a  
special reference to big data**

Synopsis submitted to the Bangalore University in partial fulfillment of the  
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**"A STUDY ON EMPLOYEE STOCK OPTION PLANS OF SELECTED INDIAN COMPANIES  
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**“A Study on Impact of Work-Life Balance on Job Satisfaction and  
Employee Retention”**

Project report submitted to the Bangalore University in partial fulfillment of the  
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A PROJECT REPORT ON  
“ROLE OF RELATIONSHIP MARKETING IN CUSTOMER  
SATISFACTION AND RETENTION: A CASE STUDY OF BAJAJ  
AUTOMOBILES”

Project submitted to the Bangalore University in partial fulfilment of  
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**“A STUDY ON PERFORMANCE ANALYSIS OF  
SELECTED MUTUAL FUND COMPANIES”**

**A Project Submitted to the Bangalore University in partial  
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# STUDY ON COST ANALYSIS OF VOLVO CE INDIA PRIVATE LIMITED

Submitted to the Bangalore University on partial fulfilment of the Requirements for the award of the

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**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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A Project report on

**“A Study on Marketing Strategy of One Plus and Its Effects On Consumers”**

**Project report submitted to the Bangalore University in partial fulfilment of  
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**A Study on the financial performance of Star Comfort Industries**

Project report submitted to the Bangalore University in partial fulfillment of the

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**A STUDY ON EMPLOYEE SATISFACTION ON IT COMPANIES  
HAVING SPECIAL FOCUS ON COREEL TECHNOLOGIES**

Dissertation submitted to Bangalore University on partial fulfillment of the  
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**DEPARTMENT OF MANAGEMENT STUDIES**

**(BU)**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

**BANGALORE - 560078**

**BANGALORE UNIVERSITY (ACADEMIC YEAR - 2021 - 23)**

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1 Arts Science & Commerce  
2 B.A. - 1st Year  
3 - 4 B.A. - 2nd Year  
5 - 6 B.A. - 3rd Year  
7 - 8 B.A. - 4th Year  
9 - 10 B.A. - 5th Year  
11 - 12 B.A. - 6th Year  
13 - 14 B.A. - 7th Year  
15 - 16 B.A. - 8th Year  
17 - 18 B.A. - 9th Year  
19 - 20 B.A. - 10th Year  
21 - 22 B.A. - 11th Year  
23 - 24 B.A. - 12th Year  
25 - 26 B.A. - 13th Year  
27 - 28 B.A. - 14th Year  
29 - 30 B.A. - 15th Year  
31 - 32 B.A. - 16th Year  
33 - 34 B.A. - 17th Year  
35 - 36 B.A. - 18th Year  
37 - 38 B.A. - 19th Year  
39 - 40 B.A. - 20th Year  
41 - 42 B.A. - 21st Year  
43 - 44 B.A. - 22nd Year  
45 - 46 B.A. - 23rd Year  
47 - 48 B.A. - 24th Year  
49 - 50 B.A. - 25th Year  
51 - 52 B.A. - 26th Year  
53 - 54 B.A. - 27th Year  
55 - 56 B.A. - 28th Year  
57 - 58 B.A. - 29th Year  
59 - 60 B.A. - 30th Year  
61 - 62 B.A. - 31st Year  
63 - 64 B.A. - 32nd Year  
65 - 66 B.A. - 33rd Year  
67 - 68 B.A. - 34th Year  
69 - 70 B.A. - 35th Year  
71 - 72 B.A. - 36th Year  
73 - 74 B.A. - 37th Year  
75 - 76 B.A. - 38th Year  
77 - 78 B.A. - 39th Year  
79 - 80 B.A. - 40th Year  
81 - 82 B.A. - 41st Year  
83 - 84 B.A. - 42nd Year  
85 - 86 B.A. - 43rd Year  
87 - 88 B.A. - 44th Year  
89 - 90 B.A. - 45th Year  
91 - 92 B.A. - 46th Year  
93 - 94 B.A. - 47th Year  
95 - 96 B.A. - 48th Year  
97 - 98 B.A. - 49th Year  
99 - 100 B.A. - 50th Year

*G. Vijay Kumar*



A Project On

**A STUDY ON EFFICIENCY OF EMPLOYEE HIRING, CANDIDATE QUANTITY, COST OF  
HIRE AND EFFICIENCY OF RECRUITMENT AND SELECTION PROCESS**

**Synopsis submitted to the Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



Submitted by

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*V. Suresh*  
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**"A STUDY ON ROLE OF NBFCs IN ACCELERATING FINANCIAL INCLUSION WITH  
REFERENCE TO MUTHOOT FINANCE BANGALORE"**

A project report on

**"A STUDY ON ROLE OF NBFCs IN ACCELERATING FINANCIAL INCLUSION  
WITH REFERENCE TO MUTHOOT FINANCE BANGALORE"**

Submitted to the Bangalore University in partial fulfillment of the requirement for the award of  
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**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



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A STUDY ON STOCK EVALUATION OF CONTINENTAL AUTOMOTIVES  
PRIVATE LIMITED COMPANY\*\*

Synopsis submitted to the Bangalore University in partial  
fulfilment of therequirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



**Bangalore University**  
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**“A STUDY ON INVESTORS AND INVESTMENTS IN JRG  
SECURITIES LTD. BENGALURU”**

Dissertation submitted to Bangalore University on partial fulfillment of the  
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A PROJECT REPORT ON  
"A STUDY ON THE ROLE OF GAMIFICATION IN DIGITAL  
MARKETING CAMPAIGNS"

Project submitted to the Bangalore University in partial fulfilment of  
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**“A STUDY ON EMPLOYEE SATISFACTION WITH  
SPECIAL REFERENCE TO MULTI-TECH FORGING  
TECHNOLOGIES”**

A Project submitted to the Bangalore University in partial fulfilment of  
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**2022-2023**

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**A PROJECT REPORT ON**  
**A STUDY IF THE IMPACT OF CADBURY'S ADVERTISEMENT**  
**CAMPAIGN ON THEIR CUSTOMER ACOUISITION AND SALES**  
**VOLUME IN INDIA IN LAST 5 YEARS**

Submitted in partial fulfilment of the Requirements for the award of the  
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**A Project Report on**  
**“A PRICE COMPETITIVE ANALYSIS OF NANDINI VS**  
**OTHER LEADING BRANDS IN DHARWAD CITY”**

Submitted to the Bangalore University in partial fulfilment of the Requirements  
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**MASTERS OF BUSINESS ADMINISTRATION**



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**A Project Report on**  
**A Study On Consumer Attitude And Satisfaction Level Towards The**  
**Services Offered By The Indian Railways In Past 3 Years**

Submitted to the Bangalore University in partial fulfilment of the Requirements for  
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A Project Report on  
**"A STUDY ON PERFORMANCE OF SELECTED EQUITY MUTUAL  
FUNDS IN INDIA AT SHAREKHAN LTD"**

Submitted to the Bangalore University partial in fulfilment of the requirements for  
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**CREATIVE PERFORMANCE BEHAVIOR: A COMPARATIVE  
STUDY BETWEEN WORK FROM HOME AND WORK FROM  
OFFICE EMPLOYEES.**

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

**MASTER OF BUSINESS ADMINISTRATION**

**OF**

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**REG NO. P03CJ21M0077**

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**DEPARTMENT OF MANAGEMENT STUDIES (BU)**



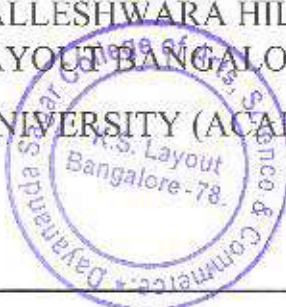
**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND  
COMMERCE**

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**LAYOUT BANGALORE - 560078**

**BANGALORE UNIVERSITY (ACADEMIC YEAR - 2021-23)**

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Dayananda Sagar College of Arts, Science & Commerce  
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Kumaraswamy Layout  
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**Role of Employer Branding in Attracting, Recruiting  
and Employee Retention in IT Industry.**

**Project submitted to Bangalore University in partial fulfillment of  
the Requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION  
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**“A STUDY ON MEASURING SERVQUAL AND CUSTOMER  
SATISFACTION IN FUEL STATION WITH REFERENCE TO SATTVA  
FUELS IN DABASPET”**

**Dissertation submitted to Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION**

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*P. Kumar*



**DAYANANDA SAGAR COLLEGE  
OF ARTS, SCIENCE & COMMERCE  
SHAVIGE MALLESWARA LALLS  
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BANGALORE - 78**



# **A Study of Digital Marketing Strategies for Enhancing Customer Engagement and Loyalty on Instagram among Indian Consumers**

Synopsis submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the degree of

## **MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

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**Register No: P03CJ21M0080**

**IV SEMESTER MBA**

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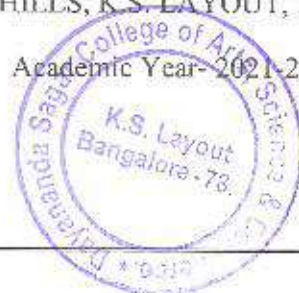
**Prof. Colonel Prasanna Kumar**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE - 560078**

**Academic Year- 2021-2023**



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K.S. Layout, Bangalore-78  
BANGALORE - 560078

**A STUDY ON POST COVID PURCHASING BEHAVIOUR OF  
MILLENNIAL CONSUMERS OF RAYMOND LTD WITH SPECIAL  
REFERENCE TO THEIR NEW-AGE OFFERINGS"**

Synopsis submitted to the Bangalore University in partial fulfillment of the  
requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



Submitted by

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A Project On

**ROLE OF BRAND AWARENESS AND BRAND TRUST IN  
BUILDING BRAND LOYALTY IN ONLINE BUSINESS: A  
REFERENCE TO FMCG**

Synopsis submitted to the Bangalore University in partial  
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**“A STUDY TO ANALYSE THE SUPPLY CHAIN MANAGEMENT  
PRACTICES ADOPTED BY DARSHAN INTERNATIONAL, AND ITS  
IMPACT ON THEIR BOTTOM-LINE”**

Dissertation submitted to Bangalore University on partial fulfillment of the  
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**Submitted by**

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**“A STUDY ON MARUTI SUZUKI MARKET SEGMENTATION  
STRATEGY AND ITS IMPACT ON SALES GROWTH IN INDIA”**

Project report submitted to the Bangalore University in partial fulfilment of the  
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A Project Report on

**“ENHANCING CORPORATE SOCIAL RESPONSIBILITY THROUGH IMPACTFUL  
CAUSE-RELATED MARKETING INITIATIVES: MEASURING THE CAMPAIGN  
EFFECTIVENESS FOR YOUR DESIGN STORE LTD, BANGALORE”**

Dissertation submitted to Bangalore University on partial fulfillment of the requirements for  
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A Project Report on  
**A Study on Product Portfolio Performance of Jagath Pharma  
Industry LTD Bangalore**  
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A Project Report On

**“Impact Of Organizational Culture On Employee Retention In IT Industry”**

Project submitted to the Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of

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**An Analysis of Stock Prices of BSE Selected Stocks Using the CAPM Model**

Dissertation submitted to Bangalore University on partial fulfillment of the requirements for the award of the Degree of

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2021-2023

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**A STUDY ON LENDING PROCESS OF MAHINDRA AND  
MAHINDRA FINANCE PVT LTD**

Dissertation submitted to Bangalore University on partial fulfillment of the  
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A Project Report on  
**“ A Study On Cash Management And Treasury Operation  
At Hindustan Aeronautics Limited (HAL)”**

Submitted to the Bangalore University in partial fulfillment of the  
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A Project Report on

**“A STUDY ON STRESS MANAGEMENT PRACTICES  
WITH SPECIAL REFERENCE TO  
ORACLE CORPORATION BANGALORE”**

Report submitted to the Bangalore University in partial fulfillment of the Requirements  
for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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**ACADEMIC YEAR 2021-2023**

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A Project on  
**"A STUDY ON EMPLOYEE ATTITUDE TOWARDS  
MONETARY AND NON- MONETARY INCENTIVES AT BEML  
LTD."**

Submitted to the Bangalore University in partial fulfilment of the Requirements  
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**“EXPLORING GENERATION Z CONSUMER BRAND  
PERCEPTION OF OKINAWA AEROTECH PRIVATE LTD,  
BENGALURU”**

A project submitted to the Bangalore University in partial fulfilment of the  
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**MASTER OF BUSINESS ADMINISTRATION**

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**"A STUDY ON CONSUMER BEHAVIOUR TOWARDS  
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**"A STUDY ON BRAND MANAGEMENT AND INFLUENCE OF PHYSICIAN  
REFERRALS ON HOSPITAL"**

Dissertation submitted to Bangalore University on partial fulfillment of the requirements for  
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**A Project report on**  
**Reward system and its impact on employees performance: A study with**  
**respect to Qess Corp Ltd.**

**submitted to Bangalore University in partial fulfillment of the**  
**Requirements for the award of the degree of**  
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**ROLE OF PSYCHOLOGICAL SAFETY ON EMPLOYEE  
WELL-BEING WITH REFERENCE TO COGNIZANT  
TECHNOLOGY SOLUTIONS INDIA PVT LTD**

Report submitted to the Bangalore University in partial fulfillment of the  
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**MASTER OF BUSINESS ADMINISTRATION**



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**“ANAYLSING CURRENT MARKET LANDSCAPE AND  
ANTICIPATING FUTURE DEMAND FOR HDFC MUTUAL  
FUNDS, IN MANGALORE CITY”**

Dissertation submitted to Bangalore University on partial fulfilment of  
the requirement for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
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A Project Report on

**“STUDY ON RETAIL SALES FORECASTING AND  
INVENTORY MANAGEMENT AT FENESTA”**

Project submitted to the Bangalore University on partial fulfillment of the requirement  
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**MASTER OF BUSINESS ADMINISTRATION**

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**“A STUDY ON EMPLOYEE RETENTION AT  
DECATHLON, BANNERGHATTA, BANGALORE”**

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**“A STUDY ON EVALUATION OF INTRA-DAILY VOLUME  
MODELING AND PREDICTION FOR ALGORITHMIC  
TRADING USING VWAP WITH REFERENCE TO  
J.P. MORGAN CHASE & CO”**

A Dissertation report submitted to the Bangalore University in partial  
fulfilment of the requirements for the award of the degree of

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**“A STUDY ON IMPACT OF WORK LIFE BALANCE  
ON PERFORMANCE OF EMPLOYEES WITH  
REFERENCE TO DEVTOWN”**

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**"A study to analyse the effect of material management techniques on production planning process of Darshan International Company, Chamrajpet"**

Dissertation submitted to Bangalore University on partial fulfilment of the requirements for the award of the Degree of

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A Project Report on

**"A STUDY ON EMPLOYEE ENGAGEMENT WITH  
REFERENCE TO SHANTHALA SPHEROCAST PVT  
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Report submitted to the Bangalore University in partial fulfillment of the Requirements for the  
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A PROJECT REPORT ON  
"ANALYSIS OF THE MARKETING STRATEGY OF NIKE IN LAST 5 YEARS ON  
THEIR CONSUMER BEHAVIOUR TOWARDS THEIR YOUTH  
FOOTWEAR SEGMENT"

Project submitted to the Bangalore University in partial fulfillment of the Requirements for  
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**INFLUENCE OF EMPLOYEE DIVERSITY AND INCLUSIVITY ON  
WORKFORCE COMMITMENT**

**Dissertation submitted to the Bangalore University in partial fulfillment  
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**MASTER OF BUSINESS ADMINISTRATION**

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**Academic Year: 2021-2023**

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A Project on  
**"A STUDY ON IMPACT OF EMPLOYER-EMPLOYEE  
RELATIONSHIP ON JOB SATISFICATION WITH SPECIAL  
REFERENCE TO DESERT STORM TECHNOLOGIES PVT. LTD"**

A Dissertation submitted to the Bangalore University in partial fulfilment of  
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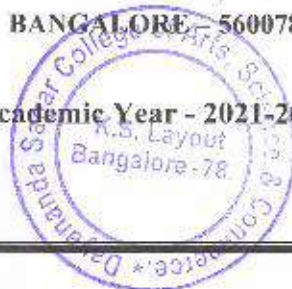
Assistant Professor



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**EMPLOYEE PERSONALITY AND ITS INFLUENCE ON  
THEIR PERCEPTION OF FAIRNESS IN WORKPLACE**

**MASTER OF BUSINESS ADMINISTRATION**



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**“A Study on Training and Development practices with special  
reference to Quess Corp Bangalore”**

Dissertation submitted to Bangalore University on partial fulfillment of the  
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# **“IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE RETENTION IN IT INDUSTRY”**

Dissertation submitted to Bangalore University on partial fulfillment of  
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A Project On

**ROLE OF DIGITAL MARKETING ACTIVITIES IN CUSTOMER  
INTENTIONS: PERSPECTIVE OF KSF-9 CORPORATE SERVICES Pvt.  
Ltd.**

**Project submitted to the Bangalore University in partial fulfilment of the  
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**“A STUDY ON RECRUITMENT AND SELECTION  
PROCESS AT RADIANT MANPOWER SERVICES”**

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**A STUDY ON**  
**"A STUDY ON MEASURING THE EFFICIENCY & EFFECTIVENESS**  
**OF DIGITAL RECRUITMENT"**  
**PROJECT REPORT SUBMITTED TO THE BANGALORE UNIVERSITY**  
**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE**  
**AWARD OF THE DEGREE OF**  
**MASTER OF BUSINESS ADMINISTRATION**  
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A Project Report on

**" A STUDY ON PRODUCT PLANNING, TOTAL QUALITY MANAGEMENT AND  
PRODUCT DISTRIBUTION WITH REFERENCE TO SAMRUDDHI INDUSTRIES "**

Submitted to Bangalore University in partial fulfillment of the Requirements for the  
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A Project Report on  
**“A STUDY ON EMPLOYER BRANDING WITH SPECIAL  
REFERENCE TO TECH MAHINDRA LTD”**

Report submitted to the Bangalore University in partial fulfilment of the  
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**THE EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL STRATEGY  
INFLUENCING CONSUMER DECISION MAKING PROCESS**

Synopsis submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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**IMPACT OF LEADER AFFILIATIVE HUMOUR STYLE ON  
ENHANCING THE ENGAGEMENT AMONG THE NEW  
GENERATION EMPLOYEES**

Project submitted to the Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



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**“PATIENT WAITING EXPERIENCE DURING  
SERVICE ENCOUNTERS AT DIVINE  
SPECIALITY HOSPITAL, BANGALORE”**

Dissertation submitted to Bangalore University on partial fulfillment of  
the requirement for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
BANGALORE UNIVERSITY**



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**ORGANIZATIONAL CULTURE AND ITS INFLUENCE ON DIVERSITY AND  
INCLUSION IN WORKPLACE.**

**Synopsis submitted to Bangalore University in partial fulfillment of the Requirements  
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"A Study on brand promotion and it's impact with reference to media connect"

A project Report on

**"A STUDY ON BRAND PROMOTION AND ITS IMPACT WITH  
REFERENCE TO MEDIA CONNECT"**

**Project submitted to the Bangalore university for partial  
fulfilment of requirement for the award of degree of  
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A PROJECT ON  
“A STUDY ON THE EFFECTIVE STRATEGIES ON MANAGEMENT OF  
INVENTORY AND BUDGET CONTROLLING AT HARIPRIYA HEARING  
SOLUTIONS PVT LTD”

Project submitted to Bangalore University in partial fulfillment of the Requirements  
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**“INVESTOR PERCEPTION AND PREFERENCE TOWARDS IMPACT  
INVESTING THROUGH CARBON TRADING AT BIZCON SERVICES”**  
**DISSERTATION SUBMITTED TO BANGALORE UNIVERSITY ON  
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A STUDY ON  
"FINANCIAL IMPLICATIONS OF SUPPLY CHAIN MANAGEMENT AT  
RADIAL INDIA PRIVATE LIMITED"  
PROJECT REPORT SUBMITTED TO THE BANGALORE UNIVERSITY  
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**"A STUDY ON BUDGETING AND FORECASTING ANALYSIS OF  
REFLEX FOOTWEAR"**

Dissertation submitted to Bangalore University on partial fulfilment of the  
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A Project report on  
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Climate Priorities”**

Dissertation submitted in partial fulfillment of the requirements for the  
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Project Report on

**A STUDY ON EMPLOYEE ENGAGEMENT PRACTISES AT HIMATSINGKA  
SEIDE LIMITED**

Project submitted to the Bangalore University in partial fulfillment of the  
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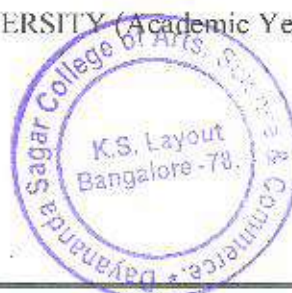
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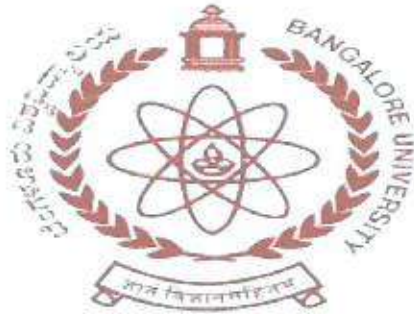
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**“A STUDY ON ROLE OF DIGITAL MARKETING PRACTISE ON  
ONLINE BUYING BEHAVIOUR:A SPECIAL REFERENCE TO  
ELECTRONIC PRODUCTS IN BANGLORE.”**

**A PROJECT REPORT SUBMITTED TO THE BANGLORE UNIVERSITY IN PARTIAL  
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Project Report on

**“Impact of Employee Relation on Job Satisfaction with  
reference to Toyota Kirloskar motor pvt.ltd”**

**Synopsis submitted to the Bangalore University in partial fulfillment of the  
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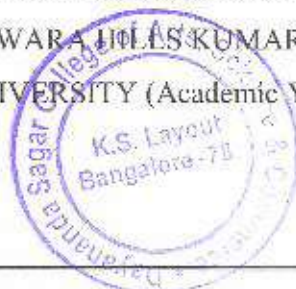
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**“AN EMPIRICAL STUDY ON INVESTORS’  
BEHAVIOURAL FINANCE IN GOLD INVESTMENT  
ALTERNATIVES AND UNDERSTANDING  
PREFERENCES AND DECISION-MAKING”**

**MASTER OF BUSINESS ADMINISTRATION**



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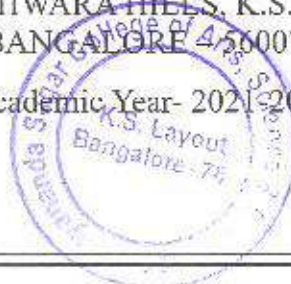
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**Mental Health and its Impact on Employee Workplace**

**Productivity**

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**JOB CRAFTING AND ITS IMPACT ON WORK ENGAGEMENT IN  
VIRTUAL TEAMS**

**Project submitted to Bangalore University in partial fulfillment of the  
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**“IMPACT OF NEURO MARKETING ON CONSUMER BUYING  
BEHAVIOR ON RELIANCE DIGITAL”**

A project submitted to the Bangalore University in partial fulfilment of the  
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**“A Study on Asset Allocation Preferences in Personal Wealth  
Management at Chris Wealth Management”**

Project submitted to Bangalore University in partial fulfillment of the

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**A STUDY ON MARKETING STRATEGIES OF USHA  
ARMOUR PRIVATE LIMITED BANGALORE**

A synopsis submitted to the Bangalore University in partial fulfilment  
of the requirement for the award of the degree of

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**A Project Report On**

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A Project Report on

**“A STUDY AND IMPACT OF WORK FROM HOME ON EMPLOYEE  
PRODUCTIVITY WITH REFERENCE TO TATA CONSULTANCY  
SERVICE PRIVATE LTD AT BANGALORE”**

Report submitted to the Bangalore University in partial fulfillment of the Requirements  
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A PROJECT REPORT ON

**“A Study on Leveraging Influencer Marketing to Drive  
Brand Engagement with respect to Nike”**

Project report submitted to Bangalore University in partial fulfillment of  
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Academic Year- 2021-2023



A Project Report on

**“A STUDY ON INVESTING THE EMPLOYEES PERFORMANCE  
APPRAISAL AND ITS EFFECTS ON WORKERS MOTIVATION AT  
DARSHAN INTERNATIONAL”**

Submitted to Bangalore University in partial fulfillment of the Requirements for the award  
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**UNDER THE GUIDANCE OF**

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**“A STUDY OF DAIRY PRODUCTS IN HORECA SEGMENT WITH  
SPECIAL REFERENCE TO ARNA MILK FOODS”**

Dissertation submitted to Bangalore University on partial fulfillment of the  
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2021-2023

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# **“A STUDY ON THE IMPACT OF UPGRADES AND DOWNGRADES ISSUED BY PROFESSIONAL STOCK ANALYSTS ON SHARE PRICES OF SELECT STOCKS”**

Project submitted to the Bangalore University in partial fulfillment of the  
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**MASTER OF BUSINESS ADMINISTRATION**



**Submitted By  
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Shavige Malleshwara Hills  
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B-101/102/103/104/105/106/107/108/109/110/111/112/113/114/115/116/117/118/119/120/121/122/123/124/125/126/127/128/129/130/131/132/133/134/135/136/137/138/139/140/141/142/143/144/145/146/147/148/149/150/151/152/153/154/155/156/157/158/159/160/161/162/163/164/165/166/167/168/169/170/171/172/173/174/175/176/177/178/179/180/181/182/183/184/185/186/187/188/189/190/191/192/193/194/195/196/197/198/199/200/201/202/203/204/205/206/207/208/209/210/211/212/213/214/215/216/217/218/219/220/221/222/223/224/225/226/227/228/229/230/231/232/233/234/235/236/237/238/239/240/241/242/243/244/245/246/247/248/249/250/251/252/253/254/255/256/257/258/259/260/261/262/263/264/265/266/267/268/269/270/271/272/273/274/275/276/277/278/279/280/281/282/283/284/285/286/287/288/289/290/291/292/293/294/295/296/297/298/299/300/301/302/303/304/305/306/307/308/309/310/311/312/313/314/315/316/317/318/319/320/321/322/323/324/325/326/327/328/329/330/331/332/333/334/335/336/337/338/339/340/341/342/343/344/345/346/347/348/349/350/351/352/353/354/355/356/357/358/359/360/361/362/363/364/365/366/367/368/369/370/371/372/373/374/375/376/377/378/379/380/381/382/383/384/385/386/387/388/389/390/391/392/393/394/395/396/397/398/399/400/401/402/403/404/405/406/407/408/409/410/411/412/413/414/415/416/417/418/419/420/421/422/423/424/425/426/427/428/429/430/431/432/433/434/435/436/437/438/439/440/441/442/443/444/445/446/447/448/449/450/451/452/453/454/455/456/457/458/459/460/461/462/463/464/465/466/467/468/469/470/471/472/473/474/475/476/477/478/479/480/481/482/483/484/485/486/487/488/489/490/491/492/493/494/495/496/497/498/499/500/501/502/503/504/505/506/507/508/509/510/511/512/513/514/515/516/517/518/519/520/521/522/523/524/525/526/527/528/529/530/531/532/533/534/535/536/537/538/539/540/541/542/543/544/545/546/547/548/549/550/551/552/553/554/555/556/557/558/559/560/561/562/563/564/565/566/567/568/569/570/571/572/573/574/575/576/577/578/579/580/581/582/583/584/585/586/587/588/589/590/591/592/593/594/595/596/597/598/599/600/601/602/603/604/605/606/607/608/609/610/611/612/613/614/615/616/617/618/619/620/621/622/623/624/625/626/627/628/629/630/631/632/633/634/635/636/637/638/639/640/641/642/643/644/645/646/647/648/649/650/651/652/653/654/655/656/657/658/659/660/661/662/663/664/665/666/667/668/669/670/671/672/673/674/675/676/677/678/679/680/681/682/683/684/685/686/687/688/689/690/691/692/693/694/695/696/697/698/699/700/701/702/703/704/705/706/707/708/709/710/711/712/713/714/715/716/717/718/719/720/721/722/723/724/725/726/727/728/729/730/731/732/733/734/735/736/737/738/739/740/741/742/743/744/745/746/747/748/749/750/751/752/753/754/755/756/757/758/759/760/761/762/763/764/765/766/767/768/769/770/771/772/773/774/775/776/777/778/779/780/781/782/783/784/785/786/787/788/789/790/791/792/793/794/795/796/797/798/799/800/801/802/803/804/805/806/807/808/809/810/811/812/813/814/815/816/817/818/819/820/821/822/823/824/825/826/827/828/829/830/831/832/833/834/835/836/837/838/839/840/841/842/843/844/845/846/847/848/849/850/851/852/853/854/855/856/857/858/859/860/861/862/863/864/865/866/867/868/869/870/871/872/873/874/875/876/877/878/879/880/881/882/883/884/885/886/887/888/889/890/891/892/893/894/895/896/897/898/899/900/901/902/903/904/905/906/907/908/909/910/911/912/913/914/915/916/917/918/919/920/921/922/923/924/925/926/927/928/929/930/931/932/933/934/935/936/937/938/939/940/941/942/943/944/945/946/947/948/949/950/951/952/953/954/955/956/957/958/959/960/961/962/963/964/965/966/967/968/969/970/971/972/973/974/975/976/977/978/979/980/981/982/983/984/985/986/987/988/989/990/991/992/993/994/995/996/997/998/999/1000/1001/1002/1003/1004/1005/1006/1007/1008/1009/1010/1011/1012/1013/1014/1015/1016/1017/1018/1019/1020/1021/1022/1023/1024/1025/1026/1027/1028/1029/1030/1031/1032/1033/1034/1035/1036/1037/1038/1039/1040/1041/1042/1043/1044/1045/1046/1047/1048/1049/1050/1051/1052/1053/1054/1055/1056/1057/1058/1059/1060/1061/1062/1063/1064/1065/1066/1067/1068/1069/1070/1071/1072/1073/1074/1075/1076/1077/1078/1079/1080/1081/1082/1083/1084/1085/1086/1087/1088/1089/1090/1091/1092/1093/1094/1095/1096/1097/1098/1099/1100/1101/1102/1103/1104/1105/1106/1107/1108/1109/1110/1111/1112/1113/1114/1115/1116/1117/1118/1119/1120/1121/1122/1123/1124/1125/1126/1127/1128/1129/1130/1131/1132/1133/1134/1135/1136/1137/1138/1139/1140/1141/1142/1143/1144/1145/1146/1147/1148/1149/1150/1151/1152/1153/1154/1155/1156/1157/1158/1159/1160/1161/1162/1163/1164/1165/1166/1167/1168/1169/1170/1171/1172/1173/1174/1175/1176/1177/1178/1179/1180/1181/1182/1183/1184/1185/1186/1187/1188/1189/1190/1191/1192/1193/1194/1195/1196/1197/1198/1199/1200/1201/1202/1203/1204/1205/1206/1207/1208/1209/1210/1211/1212/1213/1214/1215/1216/1217/1218/1219/1220/1221/1222/1223/1224/1225/1226/1227/1228/1229/1230/1231/1232/1233/1234/1235/1236/1237/1238/1239/1240/1241/1242/1243/1244/1245/1246/1247/1248/1249/1250/1251/1252/1253/1254/1255/1256/1257/1258/1259/1260/1261/1262/1263/1264/1265/1266/1267/1268/1269/1270/1271/1272/1273/1274/1275/1276/1277/1278/1279/12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**“A STUDY ON FORECASTING ANALYSIS WITH  
REFERENCE TO VRL”**

A project submitted to the Bangalore University in partial fulfillment  
of the requirement for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

**SHWETHA C K**

**Reg No: P03CJ21M0152**

**UNDER THE GUIDANCE OF**

**Dr. CHETAN SHETTY  
ASSOSIATE PROFESSOR**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,**

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**Academic Year 2021-23**



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A Project On

**A STUDY ON COMPARISON OF CUSTOMER SATISFACTION AMONG THE  
USERS OF GOOGLE PAY AND AMAZON PAY.**

Synopsis submitted to the Bangalore University in partial fulfilment of the  
Requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE**



Submitted by

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Department of management studies (BU)

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**UNIVERSITY**

(Academic Year: 2022-2023)

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**“A Study on the Effect of Stock Split Announcement on the Stock Price of  
Selected Indian Companies”**

A Project submitted to the Bangalore University in partial fulfilment of the  
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



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**NAYANA T**

**Assistant Professor**



**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND**

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**2022-2023**

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A Project Report on  
**“A STUDY ON THE EFFECTS OF SOCIAL MEDIA MARKETING ON  
NEW PRODUCT AWARENESS AND BRAND DEVELOPMENT ”**

Project submitted to the Bangalore university in fulfilment of the  
Requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

SUBMITTED BY  
**SAYED SUHAIB AHMED**

**Register No : P03CJ21M0155**

**IV SEMESTER MBA**

UNDER THE GUIDANCE OF

**Prof. Tejaswini L K**

**Assistant Professor**



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**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE - 560078**

**Academic Year (2022-2023)**



*Tejswini*  
**DIRECTOR**  
Dayananda Sagar College  
of Arts, Science & Commerce  
Shavige Malleeshwara Hills  
K.S. Layout, Bangalore - 560078

# **“ROLE OF SUPERVISORY SUPPORT IN MANAGING THE EMPLOYEE MENTAL HEALTH AND PRODUCTIVITY AT VIJAY ELECTRICS”**

Project submitted to the Bangalore University in partial fulfilment of the requirements for the award of the degree of

## **MASTER OF BUSINESS ADMINISTRATION**



Submitted by

**SHARANYA M**

Reg No: P03CJ21M0156

UNDER THE GUIDANCE OF

**Dr. B R Venkatesh**

**Professor**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078**

Academic Year-2019-2021

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K.S. 25th Cross, 22nd Cross  
Bangalore - 560078



**A study on impact of social media on Business and Company Image.**

Project submitted to the Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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**Prof. Tejaswini**

**Assistant Professor**

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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078**

**Academic Year- 2019-2021**



*Handwritten signature*  
Dayananda Sagar College  
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Shavige Malleshwara Hills  
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**"A STUDY ON FINANCIAL PERFORMANCE OF  
NAMASTE EXPORTS LTD, USING ALTMAN  
Z SCORE MODEL"**

Dissertation submitted to Bangalore University on partial fulfilment of the  
requirement for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



**Submitted by**

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**UNDER THE GUIDANCE OF**

**PROF.K.S. GOPAL**



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Vishu  
2021-2023  
Dayananda Sagar College  
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# **“A STUDY ON VALUATION OF STOCKS IN AUTO AND ANCILLARY INDUSTRY AGAINST SENSEX AND AUTO SENSEX”**

Dissertation submitted to Bangalore University on partial fulfilment of the  
requirement for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

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2021-2023



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**DIRECTOR**  
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A Project Report on  
*"A Study on Options Trading Strategies with Reference to IT  
Stocks"*

Dissertation submitted to the Bangalore University on partial  
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**ROLE OF PSYCHOLOGICAL CAPITAL IN INFLUENCING THE  
WORK ENGAGEMENT OF EMPLOYEES AT EDELWEISS  
BROKING LTD**

**Project report submitted to the Bangalore University in partial fulfilment  
of the Requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

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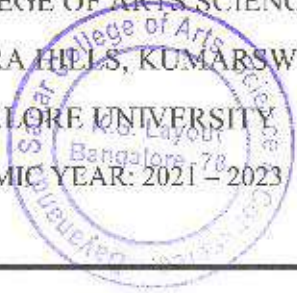
**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

**SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT**

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**ACADEMIC YEAR: 2021 - 2023**

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A PROJECT REPORT ON

**“A study on the Challenges of Rural Marketing and the role of  
Digital Technology”**

**Project submitted to the Bangalore University in partial fulfilment of  
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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE &  
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**SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT,  
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*Dr. K. K.*



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**Influence of Work Stressors on Psychological Distress among employees; a  
Demographic Perspective: A Study with respect to Societe Generale GSC**

Report submitted to the Bangalore University in partial fulfilment of the Requirements for the award of  
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**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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**“ANALYSING COSTUMER SATISFACTION AND LOYALTY IN  
COMMERCIAL CONSTRUCTION PROJECT BY RAMALINGAM  
CONSTRUCTION COMPANY PVT LTD”**

**Dissertation submitted to Bangalore University in partial fulfillment of the  
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**STUDY ON CHALLENGES OF CROSS BORDER PAYMENTS  
AT STONEX GROUP (GLOBAL PAYMENTS)**

PROJECT report submitted to the Bangalore University in partial fulfillment of the  
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**MASTER OF BUSINESS ADMINISTRATION**

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(ACADEMIC YEAR: 2022-2023)





**A Project Report on**  
**“A STUDY ON EFFECTS OF ORGANIZATIONAL CULTURE AND EMPLOYEE BEHAVIOR IN**  
**HYUNDAI MOTORS, BANGALORE”**

**Synopsis submitted to the Bangalore University in partial fulfilment of the**  
**Requirements for the award of the degree of**  
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**POSITIVE PSYCHOLOGY AS A STRATEGY TO COMBAT STRESS: A  
STUDY WITH REFERENCE TO MEDIA CONNECT**



Submitted to the Bangalore University in partial fulfilment of the  
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**MASTER OF BUSINESS ADMINISTRATION**

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Academic Year 2020-2021

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A Project report on

**“A study on building brand awareness among demographic  
segmentation using social media marketing for Kotak Mahindra  
Bank”**

**Project report submitted to the Bangalore University in partial fulfillment  
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MASTER OF BUSINESS ADMINISTRATION**



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**UNDER THE GUIDANCE OF**

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*Neelika*  
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**Influence of Incivility at workplace and narcissistic rivalry on employee turnover intentions: A study with respect to Quess Corp Ltd.**

Report submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



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**ACADEMIC YEAR 2021-2023**

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BANGALORE - 560078

**A REPORT ON**  
**"A STUDY ON EXPLORING THE PERSPECTIVES OF**  
**FINANCIAL INVESTORS TOWARDS GREEN BONDS AT**  
**ICICI BANK"**

Project submitted to the Bangalore University in partial fulfilment of  
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**560078**

**Academic Year- 2021-2023**



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**DIRECTOR**  
Dayananda Sagar College  
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Shavige Malleshwara Hills  
Bangalore - 560078

A Project Report on  
**" BRAND AWARENESS, BRAND PREFERENCE, BRAND LOYALTY AND CUSTOMER  
SATISFACTION TOWARDS HUL – FMCG'S – A STUDY WITH REFERENCE TO  
CONSUMERS IN TIRUCHIRAPALLI"**

Dissertation submitted to Bangalore University on partial fulfilment of the

requirements for the award of a Degree of

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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A Project Report on  
**"A COMPREHENSIVE STUDY ON ELEVATING  
BRAND AWARENESS FOR ESHWAR AGRO TECH"**

Submitted to Bangalore University in partial fulfillment of the Requirements  
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A Project Report on

**“A Study on Budgetary Control and Techniques with Reference to SHIMUL, Shivamogga.”**

Submitted to the Bangalore University in Partial Fulfilment of the Requirements  
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**ATTITUDE AND PERCEPTION OF EMPLOYEES AND EMPLOYERS  
TOWARDS REMOTE WORKING**

Submitted to Bangalore University in partial fulfilment of the Requirements for  
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A Project Report on  
A STUDY ON COMPARATIVE ANALYSIS OF RETURNS OF  
CHEMICAL SECTOR STOCKS TO CHANGE IN CRUDE OIL  
PRICE

Dissertation submitted to the Bangalore University in partial fulfillment  
of the requirements for the award of the degree of

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**Bangalore University**  
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Submitted by

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A Project Report on  
**“A STUDY ON FINANCIAL PLANNING FOR  
SALARIED EMPLOYEES & TAX SAVING  
STRATEGIES AT ITC LIMITED”**

Submitted to the Bangalore University in partial fulfillment of the  
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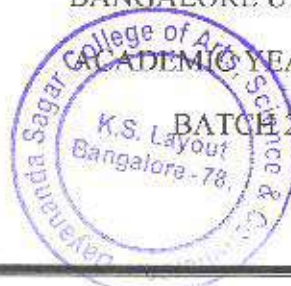
**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

**SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT**

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**ACADEMIC YEAR-2021-2023**

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A project report on  
**“A Study on Receivable Management At The Himalaya Wellness Company”**

Dissertation submitted to Bangalore University on partial fulfillment of the requirements for  
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**“A STUDY ON WORKING CAPITAL MANAGEMENT  
WITH SPECIAL REFERENCE TO JBM AUTO LTD”**

A project submitted to the Bangalore University in partial fulfilment of  
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**“Empirical study on consumer value and satisfaction at Darshan  
International Company, Chamarajpet”**

Dissertation submitted to Bangalore University on partial fulfilment of the requirements for  
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