

A PROJECT REPORT
ON
GRIEVANCE HANDLING IN DAWAR FOOTWEAR
INDUSTRY

SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



SUBMITTED BY
SURYAKANT
B.B.A. Vth Sem.
Roll No. 181050025016

GUIDED BY
MS. SHIKHA DIWAKAR

SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Grievance handling in Dawar Footwear Industry" submitted by Suryakant, a student of J.S.UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

A PROJECT REPORT

ON

EMPLOYEE RETENTION IN PRIVATE SECTOR

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
NIKHIL KUMAR**

B.B.A. 7th Sem.

Roll No. 181050025002

GUIDED BY

MS. SHIKHA DIWAKAR

SUBMITTED TO

MS. SHIKHA DIWAKAR

DEPARTMENT OF MANAGEMENT

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Employee retention in private sector" submitted by Nikhil Kumar, a student of J.S. UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
STUDY OF CONSUMER BEHAVIOR TOWARDS
CADBURY & NESTLE CHOCOLATES**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
RANJANA YADAV
B.B.A. Vth Sem.
Roll No. 181050025012**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Study of consumer behaviour towards Cadbury & Nestle chocolates" submitted by Ranjana Yadav, a student of J.S.UNIVERSTY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
SALES AND ADVERTISEMENT OF SAMSUNG**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
ABHIRAJ SINGH
B.B.A. Vth Sem.
Roll No. 181050025001**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Sales and Advertisement of Samsung" submitted by Abhiraj Singh, a student of J.S.UNIVERSTY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 202-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
TO STUDY THE MARKETING STRATEGIES AND
BRAND LOYALTY OF HALDIRAM'S**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
SUSHEEL KUMAR
B.B.A. Vth Sem.
Roll No. 181050025017**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "**To study the marketing strategies and brand loyalty of Haldiram's**" submitted by Susheel Kumar, a student of J.S.UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
MARKETING STRATEGIES OF VISHAL MEGA MART**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
AJAY YADAV
B.B.A. Vth Sem.
Roll No. 181050025002**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD
(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)
Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled “**Marketing strategies of Vishal Mega Mart**” submitted by Ajay Yadav, a student of J.S.UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 202-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

A PROJECT REPORT
ON
WEB DESIGNING AND SOCIAL MEDIA ENGAGEMENT
OF DIGITAL MARKETING

SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



SUBMITTED BY
SUMIT YADAV
B.B.A. Vth Sem.
Roll No. 181050025022

GUIDED BY
MS. SHIKHA DIWAKAR

SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Web designing and social media engagement of digital marketing" submitted by Sumit Yadav, a student of J.S.UNIVERSTY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

A PROJECT REPORT

**ON
STUDY OF CUSTOMER SATISFACTION AT BIG BAZAAR &
PROVIDE MEASURES FOR RETAINING CUSTOMERS**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
KUNTEE**

B.B.A. Vth Sem.

Roll No. 181050025008

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Study of customer satisfaction at Big Bazaar & provide measures for retaining customers" submitted by Kuntee, a student of J.S. UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
CONSUMER BUYING BEHAVIOR OF GODREJ HOME
APPLIANCES THROUGH DIRECT SALES**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
SUMIT YADAV
B.B.A. Vth Sem.
Roll No. 181050025020**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Consumer buying behaviour of Godrej Home Appliances through direct sales" submitted by Sumit Yadav, a student of J.S. UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
MARKETING STRATEGIES OF COCA-COLA**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
MAHIN KHAN
B.B.A. Vth Sem.
Roll No. 181050025003**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Marketing Strategies of Coca-cola" submitted by Mahin Khan, a student of J.S. UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
SALE AND DISTRIBUTION OF ASHOK LEYLAND**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
ISHU YADAV
B.B.A. Vth Sem.
Roll No. 181050025004**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "**Sales and distribution of Ashok Leyland**" submitted by Ishu Yadav, a student of J.S.UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

A PROJECT REPORT
ON
CUSTOMER SATISFACTION OF BANKING SERVICE
REFERENCE TO STATE BANK OF INDIA

SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



SUBMITTED BY
NAVEEN BAGHEL
B.B.A. Vth Sem.
Roll No. 181050025010

GUIDED BY
MS. SHIKHA DIWAKAR

SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "**Customer satisfaction of banking service reference to State Bank of India**" submitted by Naveen Baghel, a student of J.S. UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

A PROJECT REPORT
ON
MARKETING STRATEGIES OF PEPSI
SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION
DEPARTMENT OF MANAGEMENT



SUBMITTED BY
KM NAINA
B.B.A. Vth Sem.
Roll No. 181050025006

GUIDED BY
MS. SHIKHA DIWAKAR

SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT

JS UNIVERSITY SHIKOHABAD
(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)
Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Marketing strategies of Pepsi" submitted by Km Naina, a student of J.S.UNIVERSTY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 202-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

A PROJECT REPORT

ON

MARKETING STRATEGIES OF PEPSI

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



SUBMITTED BY

KM NAINA

B.B.A. Vth Sem.

Roll No. 181050025006

GUIDED BY

MS. SHIKHA DIWAKAR

SUBMITTED TO

MS. SHIKHA DIWAKAR

DEPARTMENT OF MANAGEMENT

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Marketing strategies of Pepsi" submitted by Km Naina, a student of J.S.UNIVERSTY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 202-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
CUSTOMER SATISFACTION STRATEGIES OF IDEA**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
MANISH BHARDWAJ
B.B.A. Vth Sem.
Roll No. 181050025023**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Customer satisfaction strategies of Tea" submitted by Manish Bhardwaj, a student of J.S. UNIVERSITY SHIKOHABAD, Vth sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad U.P.)

During the academic session 202-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT;
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
CUSTOMER SATISFACTION LEVEL OF MAHINDRA
TWO WHEELERS**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
KAJAL YADAV
B.B.A. Vth Sem.
Roll No. 181050025005**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Customer satisfaction level of Mahindra two wheelers" submitted by Kajal Yadav, a student of J.S. UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfillment, requirement for Degree Bachelor of Business Administration from the J.S. University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
A BRIEF STUDY OF DISTRIBUTION CHANNEL OF
PAINTS WITH
PARTICULAR REFERENCE TO NEROLAC PAINTS LTD.**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



SUBMITTED BY

ANWEEN KUMAR

B.B.A. Vth Sem.

Roll No. 181050025011

GUIDED BY

MS. SHIKHA DIWAKAR

SUBMITTED TO

MS. SHIKHA DIWAKAR

DEPARTMENT OF MANAGEMENT

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "A Brief Study of Distribution Channel of Paints with particular reference to Nerolac paints Ltd." submitted by Naveen Kumar, a student of J.S. UNIVERSITY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**A PROJECT REPORT
ON
CUSTOMER SATISFACTION OF AMUL INDUSTRY**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
NAMAN YADAV
B.B.A. Vth Sem.
Roll No. 181050025009**

**GUIDED BY
MS. SHIKHA DIWAKAR**

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "**Customer Satisfaction of Amul Industry**" submitted by Naman Yadav, a student of J.S.UNIVERSTY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabar (U.P.)

During the academic session 2020-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER

**SUMMER TRAINING PROJECT REPORT
ON**

**"A Study On Customer Services
Provided By Big Bazaar"**

**SUBMITTED IN THE PARTIAL FULFILLMENT TOWARDS THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION
DEPARTMENT OF MANAGEMENT**



**Guided By
Ms. Archana Kumari
(Assistant Professor)**

**Submitted To
Ms. Shikha Diwakar
Head Of The Department
Department Of Management Studies**

**Submitted By
Ashwani Kumar
BBA V Sem
Roll No.- 191050012009**

**J.S UNIVERSITY SHIKOHABAD
(Established by the Govt. Of U.P. and recognized as per section 2(f) of UGC Act, 1956)
Session: 2021-2022**

J.S UNIVERSITY, SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD(U.P)
(PH: 05676-235572)

Certificate

This is to Certify that the summer training project title “A Study On Customer Services Provided By Big Bazaar” submitted by Ashwani Kumar Roll No:191050012009 for the partial fulfillment of the requirement of Bachelor of Business Administration Degree (Batch 2019-2022) as per the requirement of the BBA curriculum from J.S University, Shikohabad, embodies the bonafide work done by him/her under my supervision.

Shikha Diwakar
(HOD-Management Department)

Archana Kumari
(Asst. Professor)

Date:

Place:

**A PROJECT REPORT
ON**

**SALES AND DISTRIBUTION CHANNEL OF
ARVIND HYUNDAI**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF
BACHELOR OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



**SUBMITTED BY
KOMAL YADAV**

B.B.A. 4th Sem.

Roll No. 181050025007

GUIDED BY

MS. SHIKHA DIWAKAR

**SUBMITTED TO
MS. SHIKHA DIWAKAR
DEPARTMENT OF MANAGEMENT**

JS UNIVERSITY SHIKOHABAD

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

Session (2020-2021)

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2020-2021

CERTIFICATE

This is to certify that the project report entitled "Sales and distribution channel of Arvind Hyundal" submitted by Komal Yadav, a student of J.S.UNIVERSTY SHIKOHABAD, Vth Sem in Management Business Studies in partial fulfilment, requirement for Degree Bachelor of Business Administration from the J S University Shikohabad Firozabad (U.P.)

During the academic session 202-2021, the external examiner has checked and taken oral viva-voice on the same

Head of department,
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT,
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of
MISS. Shikha Diwakar
MANAGEMENT DEPARTMENT
J.S. UNIVERSITY SHIKOHABAD FIROZABAD

EXTERNAL EXAMINER