

**A SUMMER TRAINING PROJECT REPORT
ON**

**A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF DEGREE OF**

BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



Submitted By

**YUVRAJ SINGH
Roll No.: 201050012023
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session : 2022-2023

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023

CERTIFICATE

This is to certify that the project report entitled **CUSTOMER SERVICE-MAX RETAIL** by **SHIVAM KUMAR VARMA** a student of J.S.UNIVERSITY SHIKOHABAD, Second year in master of business administration(MBA) in partial fulfilment, requirement for MBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.

Head of department

M. OMVEER SINGH

MANAGEMENT DEPARTMENT,
J.S.UNIVERSITY SHIKOHABAD FIROZABAD

Under the guidance of

Ms. ARCHANA KUMARI

MANAGEMENT DEPARTMENT
J.S.UNIVERSITY SHIKOHABAD ,FIROZABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON
CUSTOMER SERVICE MAX RETAIL**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
DEPARTMENT OF MANAGEMENT**



Submitted By

**SHIVAM KUMAR VARMA
Roll No.: 211040112051
MBA III SEMESTER**

Guided by :

Ms. ARCHANA KUMARI

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session : 2022-2023

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023

CERTIFICATE

This is to certify that the project report entitled "**A Study On Marketing Strategy Of One Plus**" submitted by **Mahima Sharma**, a student of J.S. UNIVERSITY SHIKOHABAD, Second year in Bachelor of business administration (BBA) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.



Head of department

ER. OMVEER SINGH

DEPARTMENT OF MANAGEMENT

J.S. UNIVERSITY SHIKOHABAD FIROZABAD



Under the guidance of

Archana Kumari

DEPARTMENT OF MANAGEMENT

J.S. UNIVERSITY SHIKOHABAD, FIROZABAD

EXTERNAL EXAMINER

**SUMMER TRAINING PROJECT REPORT
(BBA-56)
ON**

"(A STUDY ON MARKETING STRATEGY OF ONE PLUS)"

**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
Er. Omveer Singh
Head of The Department
Department of Management Studies

Submitted By
Mahima Sharma
BBA- 5th Sem
Roll No- 201050012009

**JS UNIVERSITY SHIKOHABAD
(Established by the Govt. OF UP.)
Session (2022-2023)**

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023
CERTIFICATE

This is to certify that the project report entitled "A STUDY ON DIGITAL MARKETING AND IT'S IMPACT ON REVENUE GENERATION" submitted by RIYA KUSHAWAH a student of J.S.UNIVERSITY SHIKOHABAD, Second year in Bachelor of Business Administration (BBA) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.

Head of department
Mr.OMVEER SINGH
(Assistant professor)
Department of management
J.S.UNIVERSITY SHIKOHABAD (FZB)
(FZB)

Under the guidance of
Mr.Vikash Kumar Shakya
(Assistant professor)
department of management
J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON**

**A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF DEGREE OF**

BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



Submitted By

**RIYA KUSHAWAH
Roll No.: 201050012014
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session : 2022-2023

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023
CERTIFICATE

This is to certify that the project report entitled “A STUDY ON DIGITAL MARKETING AND IT’S IMPACT ON REVENUE GENERATION” submitted by KUNAL GUPTA a student of J.S.UNIVERSITY SHIKOHABAD, Second year in Bachelor of Business Administration (BBA) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.

Head of department
Mr.OMVEER SINGH
(Assistant professor)
Department of management
J.S.UNIVERSITY SHIKOHABAD (FZB)
(FZB)

Under the guidance of
Mr.Vikash Kumar Shakya
(Assistant professor)
department of management
J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON**

**A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF DEGREE OF**

BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



Submitted By

**KUNAL GUPTA
Roll No.: 201050012025
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session : 2022-2023

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON DIGITAL MARKETING AND IT’S IMPACT ON REVENUE GENERATION**” submitted by **MOHD KAIF** a student of **J.S.UNIVERSTY SHIKOHABAD**, Second year in Bachelor of Business Administration (**BBA**) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session **2022-2023**, the external examiner has checked and taken oral viva-voice on the same.

Head of department
Mr.OMVEER SINGH
(Assistant professor)
Department of management
J.S.UNIVERSITY SHIKOHABAD (FZB)
(FZB)

Under the guidance of
Mr.Vikash Kumar Shakya
(Assistant professor)
department of management
J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON
A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

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



Submitted By

**MOHD KAIF
Roll No.: 201050012011
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session : 2022-2023

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT

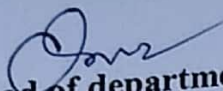


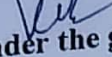
MAINPURI ROAD SHIKOHABAD, FIROZABAD (U.P.)
(PH. 05676-235572)

SESSION: 2022-2023
CERTIFICATE

This is to certify that the project report entitled "A STUDY ON DIGITAL MARKETING AND IT'S IMPACT ON REVENUE GENERATION" submitted by SHIVNAMDAN a student of J.S.UNIVERSITY SHIKOHABAD, Second year in Bachelor of Business Administration (BBA) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.


Head of department
Mr.OMVEER SINGH
(Assistant professor)
Department of management
J.S.UNIVERSITY SHIKOHABAD (FZB)
(FZB)


Under the guidance of
Mr.Vikash Kumar Shakya
(Assistant professor)
department of management
J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON**

**A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF DEGREE OF**

BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



Submitted By

**SHIVNAMDAN
Roll No.: 201050012031
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session : 2022-2023

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023
CERTIFICATE

This is to certify that the project report entitled “A STUDY ON DIGITAL MARKETING AND IT’S IMPACT ON REVENUE GENERATION” submitted by RONIT KARDAM a student of J.S.UNIVERSITY SHIKOHABAD, Second year in Bachelor of Business Administration (BBA) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.

Head of department
Mr.OMVEER SINGH
(Assistant professor)
Department of management
J.S.UNIVERSITY SHIKOHABAD (FZB)
(FZB)

Under the guidance of
Mr.Vikash Kumar Shakya
(Assistant professor)
department of management
J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON
A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

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



Submitted By

**RONIT KARDAM
Roll No.: 201050012015
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session : 2022-2023

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023

CERTIFICATE

This is to certify that the project report entitled "SUMMER TRAINING REPORT " submitted by MAYANK SHEKHAR a student of J.S.UNIVERSITY SHIKOHABAD, Second year in Bachelor of business administration(BBA) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.

Head of department
ER. OMVEER SINGH
DEPARTMENT OF MANAGEMENT
SHIKOHABAD FIROZABAD

Under the guidance of
MRS.ARCHNA KUMARI
ASSISTANT PROFESSOR J.S.UNIVERSITY
J.S.UNIVERSITY SHIKOHABAD , FIROZABAD

**SUMMER TRAINING PROJECT REPORT
(BBA-56)
ON**

Human Resource Management

**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
Er. Omveer Singh
Head of The Department
Department of Management Studies

Submitted By
Mayank Shekhar
BBA- 5th Sem
Roll No- 201050012010

**JS UNIVERSITY SHIKOHABAD
(Established by the Govt. OF UP)
Session (2022-2023)**

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023

CERTIFICATE


This is to certify that the project report entitled "A STUDY ON DIGITAL MARKETING AND IT'S IMPACT ON REVENUE GENERATION" submitted by NIKHIL RATHOUR a student of J.S.UNIVERSITY SHIKOHABAD, Second year in Bachelor of Business Administration (BBA) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.

Head of department

Mr.OMVEER SINGH
(Assistant professor)
Department of management
J.S.UNIVERSITY SHIKOHABAD (FZB)
(FZB)

Under the guidance of


Mr.Vikash Kumar Shakya
(Assistant professor)
department of management
J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON**

**A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF DEGREE OF**

BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



Submitted By

**NIKHIL RATHOUR
Roll No.: 201050012012
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT




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

SESSION: 2022-2023
CERTIFICATE

This is to certify that the project report entitled “A STUDY ON DIGITAL MARKETING AND IT’S IMPACT ON REVENUE GENERATION” submitted by AYUSH JAIN a student of J.S.UNIVERSITY SHIKOHABAD, Second year in Bachelor of Business Administration (BBA) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.

Head of department
Mr.OMVEER SINGH
(Assistant professor)
Department of management
J.S.UNIVERSITY SHIKOHABAD (FZB)
(FZB)


Under the guidance of
Mr.Vikash Kumar Shakya
(Assistant professor)
department of management
J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON**

**A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

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



Submitted By

**AYUSH JAIN
Roll No.: 201050012006
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session : 2022-2023

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



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

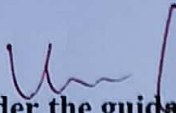
SESSION: 2022-2023

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON DIGITAL MARKETING AND IT’S IMPACT ON REVENUE GENERATION**” submitted by **SHOURYA PRATAP SINGH** a student of **J.S.UNIVERSITY SHIKOHABAD**, Second year in Bachelor of Business Administration (**BBA**) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session **2022-2023**, the external examiner has checked and taken oral viva-voice on the same.

Head of department
Mr.OMVEER SINGH
(Assistant professor)
Department of management
J.S.UNIVERSITY SHIKOHABAD (FZB)
(FZB)


Under the guidance of
Mr.Vikash Kumar Shakya
(Assistant professor)
department of management
J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON**

**A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF DEGREE OF**

BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



Submitted By

**SHOURYA PRATAP SINGH
Roll No.: 201050012019
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session : 2022-2023

J S UNIVERSITY SHIKOHABAD

DEPARTMENT OF MANAGEMENT



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

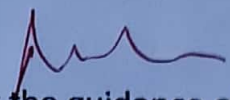
SESSION: 2022-2023

CERTIFICATE

This is to certify that the project report entitled "Human Resource Management In Banking Sector "State Bank Of India "" submitted by **Dauli** , a student of J.S.UNIVERSTY SHIKOHABAD, Second year in Bachelor of business administration(BBA) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session 2022-2023, the external examiner has checked and taken oral viva-voice on the same.

Head of department
ER. OMVEER SINGH
DEPARTMENT OF MANAGEMENT
J.S.UNIVERSITY SHIKOHABAD FIROZABAD


Under the guidance of
Archna Kumari
DEPARTMENT OF MANAGEMENT
J.S.UNIVERSITY SHIKOHABAD ,FIROZABAD

EXTERNAL EXAMINER

**SUMMER TRAINING PROJECT REPORT
(BBA-56)
ON**

Human Resource Management in Banking Sector

**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
Er. Omveer Singh
Head of The Department
Department of Management Studies

Submitted By
Dauli
BBA- 5th Sem
Roll No- 201050012007

**JS UNIVERSITY SHIKOHABAD
(Established by the Govt. OF UP)
Session (2022-2023)**

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023
CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON DIGITAL MARKETING AND IT’S IMPACT ON REVENUE GENERATION**” submitted by **PRIYANSH GARG** a student of **J.S.UNIVERSTY SHIKOHABAD**, Second year in Bachelor of Business Administration (**BBA**) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session **2022-2023**, the external examiner has checked and taken oral viva-voice on the same.

Head of department

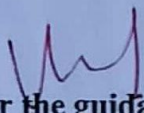
Mr.OMVEER SINGH

(Assistant professor)

Department of management

J.S.UNIVERSITY SHIKOHABAD (FZB)

(FZB)


Under the guidance of

Mr.Vikash Kumar Shakya

(Assistant professor)

department of management

J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER

**A SUMMER TRAINING PROJECT REPORT
ON**

**A STUDY ON DIGITAL MARKETING AND IT'S
IMPACT ON REVENUE GENERATION**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF DEGREE OF**

BACHELOR OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT



Submitted By

**PRIYANSH GARG
Roll No.: 201050012013
BBA V SEMESTER**

Guided by :

Mr. VIKASH KUMAR SHAKYA

Submitted to :

**Er. OMVEER SINGH
Head of Department
Department of Management
Studies**

JS UNIVERSITY SHIKOHABAD

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

Session 2022-2023

J S UNIVERSITY SHIKOHABAD
DEPARTMENT OF MANAGEMENT



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

SESSION: 2022-2023

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON DIGITAL MARKETING AND IT’S IMPACT ON REVENUE GENERATION**” submitted by **YUVRAJ SINGH** a student of **J.S.UNIVERSITY SHIKOHABAD**, Second year in Bachelor of Business Administration (**BBA**) in partial fulfilment, requirement for BBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session **2022-2023**, the external examiner has checked and taken oral viva-voice on the same.

Head of department

Mr.OMVEER SINGH

(Assistant professor)

Department of management

J.S.UNIVERSITY SHIKOHABAD (FZB)

(FZB)

Under the guidance of

Mr.Vikash Kumar Shakya

(Assistant professor)

department of management

J.S.UNIVERSITY SHIKOHABAD

EXTERNAL EXAMINER