

**“A STUDY ON EMPLOYEE STOCK OPTION PLANS OF SELECTED INDIAN COMPANIES  
LISTED AT NSE”**

**MASTERS OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**Submitted by**

**PRAGNYA K**

**Register No: P03CJ21M0049**

**IV SEMESTER MBA**

**Under the Guidance of**

**Prof. K S GOPAL**

**16CQFG013**



**DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION**

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

**SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT, BANGALORE-560078**

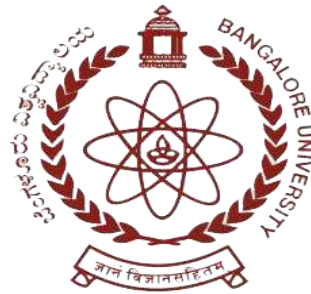
**Academic Year 2021-2023**

**“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  
Requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



**Submitted by**

**LAVANYA K G**

**Register Number: P03CJ21M0050**

**UNDER THE GUIDANCE OF**

**DR.B R VENKATESH**

**(Director)**



**Department of Management Studies (BU)**

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

**Shavige Malleswara Hills Kumarswamy Layout Bangalore- 560078**

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

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  
the Requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION**



**SUBMITTED BY  
KAVYA.R**

**Register No.: P03CJ21M0057  
4th SEMESTER MBA**

**UNDER THE GUIDANCE OF  
Dr. C B VENKATA KRISHNA PRASAD  
PROFESSOR  
Guide Reg. No. 18CQFG002**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE  
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE-560078  
Academic Year-2021-2023**

**A Study on the financial performance of Star Comfort Industries**  
**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

**ABHISHEK.G. GOWDA**

**REGNO: P03CJ21M0058**

UNDER THE GUIDANCE OF

**DR. B R Venkatesh**



Department of Management Studies (BU)

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

SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY

ACADEMIC YEAR 2022-2023

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

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

**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



Submitted by

**RAM RATHISH**

**REG NO. P03CJ21M0059**

**UNDER THE**

**GUIDANCE OF**

**DR. VIJAY KUMAR**

**DEPARTMENT OF MANAGEMENT STUDIES**

**(BU)**



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

**BANGALORE – 560078**

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

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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**Submitted by**

**YELUGOTI GANGA NAGA VISHNU**

**Reg No: P03CJ21M0062**

**UNDER THE GUIDANCE OF**

**Dr. Sumera Aluru**

**Assistant Professor**



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

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

Academic Year 2021-2023

A Project Report on

*“Keyword Optimization Strategies and its Effectiveness on  
Digi Infiniti 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**

**SAGAR. D. TARAL**

**Reg No: P03CJ21M0065**

**UNDER THE GUIDANCE OF**

**Dr. Srikanta Murthy**



**Department of Management Studies (BU)**

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

Shavige Malleshwara Hills, Kumarswamy Layout,  
Bangalore – 560078

(Academic Year: 2022-2023)

**A Project report on**

**“A Study on Brand Positioning and Customer Perception towards  
Fundermax”**

**Project report 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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**Register No.: P03CJ21M0067**

**4th SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Dr Vinish P**

**Associate Professor**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**  
**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE-560078**

**Academic Year-2021-2023**



**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**  
**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

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**Register No.: P03CJ21M0167**

**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Dr. J VIJAYA KUMAR**

**Professor**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**  
**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078**

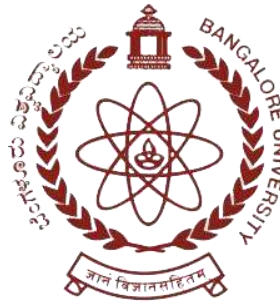
**“A STUDY ON EMPLOYEE SATISFACTION WITH  
SPECIAL REFERENCE TO MULTI-TECH FORGING  
TECHNOLOGIES”**

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

HARSHITHA DODDABELE

P03CJ21M0068

Under The Guidance Of

**Dr. B.R Venkatesh**

**Director**



DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

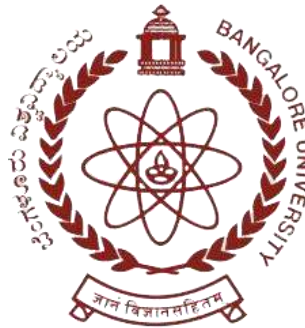
COMMERCE, BANGALORE- 560 064

2022-2023

**THE STUDY OF CASH FLOW STATEMENT IN BHARATHI  
CEMENT PVT LTD, KADAPA”**

PROJECT SUBMITTED TO BANGLORE UNIVERSITY IN PARTIAL  
FULLFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE  
DEGREE

MASTER OF BUSINESS ADMINISTRATION OF BANGALORE  
UNIVERSITY



SUBMITTED BY

M DHANUSH

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Under the guidance of

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DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE,

AND COMMERCE, BANGALORE-560064

ACADEMIC YEAR-2021-23

**“A STUDY ON COMPARATIVE ANALYSIS OF THE OLD AND  
NEW PERSONAL INCOME TAX REGIME IN INDIA”**

**A Project Submitted to the Bangalore University in partial  
fulfilment of the Requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



Submitted by

**MANOJ KUMAR G V**

**REG NO: P03CJ21M0070**

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Assistant professor

16CQFG013



Department of Management Studies (BU)

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

**SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT**

**BANGALORE UNIVERSITY**

**ACADEMIC YEAR-2021-2023**

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A PROJECT REPORT ON  
**“CRAFTING SUCCESS THROUGH KEYWORD RESEARCH,  
BOOKMARKING, & SITE PERFORMANCE ANALYSIS AT AVENTION  
TECHONOGLIES PRIVATE LIMITED, BANGALORE”**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

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**IV SEMESTER - MBA**

**UNDER THE GUIDANCE OF**

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**Associate Professor**



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

**SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT,  
BANGALORE-560078 (Academic year:2022-2023)**

**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  
BANGALORE UNIVERSITY**



**Submitted by**

**SANJAY S**

**Reg No: P03CJ21M0078**

**UNDER THE GUIDANCE OF**

**Prof. KADAMBINI KATKE**

**Assistant Professor**



**Department of management studies (BU)**

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

**SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT**

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

# **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**

**Omer N Farook**

**Register No: P03CJ21M0080**

**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Prof .Colonel Prasanna Kumar**



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

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

**Academic Year- 2021-2023**

A PROJECT REPORT ON

**“AN ANALYSIS OF CONSUMER’S ONLINE AND OFFLINE SHOPPING  
BEHAVIOUR, WITH SPECIFIC REFERENCE TO APPARELS CATEGORY”**

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



MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

**KEERTHANA S**

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IV SEMESTER - MBA

UNDER THE GUIDANCE OF

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Assistant Professor

MBA-BU



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT,

BANGALORE-560078 (Academic year:2022)



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  
fulfilment of the Requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION  
BANGALORE**



Submitted by

**ACHYUTH K.A**

**Reg No: P03CJ21M0083**

**UNDER THE GUIDANCE OF**

**Prof. Kadambini Katke**



**Department of management studies (BU)**

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

**SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT  
BANGALORE UNIVERSITY  
(Academic Year: 2022-2023)**

**“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  
requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



**Submitted by**

**AMRUTH R**

**P03CJ21M0084**

**UNDER THE GUIDANCE OF**

**Prof. Col PRASANNA KUMAR**



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

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2021-2023

**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

**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



**Submitted by**

**UZMA AFZAL KHAN**

**[P03CJ21M0090]**

**UNDER THE GUIDANCE OF**

**NAYANA T**

**ASSISTANT PROFESSOR**



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

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2021-2023

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  
for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



Submitted by

**PARAM POONACHA P**

**REG NO: P03CJ21M0097**

**UNDER THE GUIDANCE OF**

**PROF. DR. J VIJAYA KUMAR**



**Department of Management Studies (BU)**

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

**SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT BANGALORE**

**UNIVERSITY**

**2022-2023**

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

**ASHOK KOPPAD**

**Reg No: P03CJ21M0153**

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**Prof. Kadambini Katke**



**Department of management studies (BU)**

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

**SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT BANGALORE**

**UNIVERSITY**

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

**“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**

**GANESH HEGDE**

**(P03CJ21MO158)**

**UNDER THE GUIDANCE OF**

**PROF.K.S. GOPAL**



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

Shavige Malleshwara Hills, K.S Layout, Bangalore -560078

2021-2023

**“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**

**BANGALORE UNIVERSITY**

**Jnana Bharathi, Bengaluru – 560056**



Submitted by

**SHREYAS BHAT**

**(P03CJ21M0159)**

UNDER THE GUIDANCE OF

**Dr. Chetan Shetty**



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

Shavige Malleshwara Hills, K.S Layout, Bangalore -560078

2021-2023

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

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

**GANESH M.H**

**Register No: PO3CJ21M0033**

**IV SEMESTER - MBA**

**UNDER THE GUIDANCE OF**

**Dr. KADAMBINI KATKE**

**Professor**

**GUIDE REG NO: (16CQFG002)**



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

SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT,  
BANGALORE-560078 (Academic year:2022-2023)



**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**

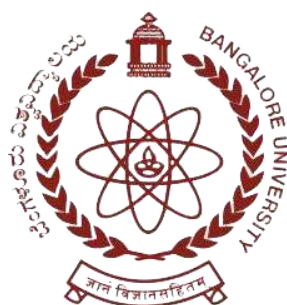
**“A Study on Forex Market and analysis of major currencies at  
StoneX”**

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**

**2021-2023**

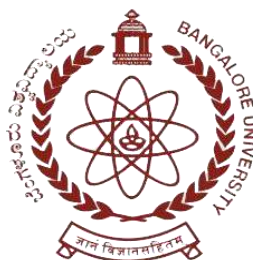
**“A STUDY ON INVESTORS’ PERCEPTION TOWARDS INVESTMENT  
IN STOCK MARKET”**

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**

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE**

**ANDCOMMERCE, BANGALORE- 560 064**

**2022-2023**

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**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

**SHREERAM B S**

**REGISTRE NUMBER: P03CJ21M0008**

**4th SEMESTER MBA**

**UNDER THE GUIDENCE OF**

**Dr. J VIJAYA KUMAR**

**ASSISTANT PROFESSOR**



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

**SHAVIGE MALLESHWARA HILLS, KS, LAYOUT,**

**BENGALURU-560078**

**ACADEMIC YEAR 2021-2023**

**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**

**DIGANTH INDRESH**

**Register No: P03CJ21M0011**

**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Mr K.S Gopal**

**Associate Professor**

**Guide Reg No:16CQFG013**



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

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

**Academic Year- 2021-2023**

**“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**

**DR. SUMERA ALURU**

**ASSISTANT PROFESSOR**



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

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

**BANGALORE – 560078**

**2021-2023**

**"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

**ARUN M**

**Register No.: P03CJ21M0015**

**UNDER THE GUIDANCE OF**

**Dr Sumera Aluru**

**Assistant Professor**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**  
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE-  
560078

Academic Year-2021-2023

**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  
MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

**SHEETAL.C**

**Register No: P03CJ21M0022**

**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**

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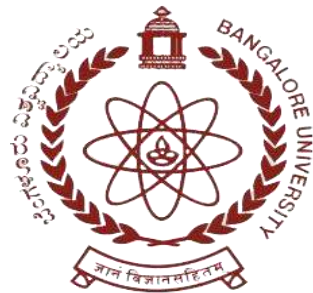


**“CRITICAL ANALYSIS OF INFLATION RATE AND ITS IMPACT ON  
PERSONAL FINANCE INTEREST RATES WITH REFERENCE TO  
TEAMWORK FINANCE SOLUTIONS, HARAYANA”**

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

**MASTER OF BUSINESS ADMINISTRATION**

**BANGALORE UNIVERSITY**



**Submitted by**

**TEJASWINI S G**

**Register Number: P03CJ21M0023**

**UNDER THE GUIDANCE OF**

**DR.SUMERA ALURU**

**(ASSISTANT PROFESSOR)**



**Department of Management Studies (BU)**

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

**Shavige Malleswara Hills Kumarswamy Layout Bangalore- 560078**

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

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**

**Prof. TEJASWINI L K**

**Assistant Professor**



**Department of management studies (BU)**

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

**SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT**

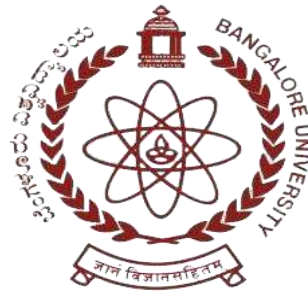
**BANGALORE UNIVERSITY (Academic Year: 2022-2023)**

**“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**

**BANGALORE UNIVERSITY**



**Submitted by**

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**UNDER THE GUIDANCE OF**

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

**Shavige Malleswara Hills Kumarswamy Layout Bangalore- 560078**

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

**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**



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

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

Academic Year- 2022-2023

**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  
Requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION  
BANGALORE UNIVERSITY**



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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE  
SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT  
BANGALORE UNIVERSITY (Academic Year: 2022-2023)**

**“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**

**BANGALORE UNIVERSITY**



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

Shavige Malleshwara hills, K.S Layout, Bangalore-560078

2021-2023

**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**

**BANGALORE UNIVERSITY**



Submitted by

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**UNDER THE**

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**(BU)**



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

**BANGALORE – 560078**

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

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

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**4th SEMESTER MBA**

**UNDER THE GUIDENCE OF**

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**16CQFG013**

**ASSISTANT PROFESSOR**



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

**SHAVIGE MALLESHWARA HILLS, KS, LAYOUT,**

**BENGALURU-560078**

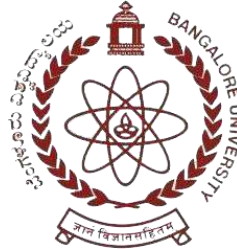
**ACADEMIC YEAR 2021-2023**



**“A STUDY ON PRODUCTION AND DISTRIBUTION OF COAL BY  
CENTRAL COALFIELD LIMITED”**

**MASTER OF BUSINESS ADMINISTRATION BANGALORE**

**UNIVERSITY**



**SUBMITTED BY**

**SANJU SIMRAN**

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**IV SEMESTER MBA UNDER  
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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND  
COMMERCE**

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

**ACADEMIC YEAR 2021-2023**

**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  
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

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

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

**BANGALORE - 560078 Academic Year 2022-2023**

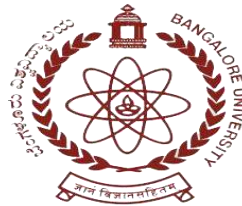
**“A STUDY ON CASH FLOW STATEMENT ANALYSIS OF HDFC BANK”**

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*

**KAVYA GUDIGAR**

**P03CJ21M0040**

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**DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION**

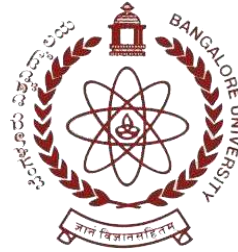
**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND**

**COMMERECE, BANGALORE- 560 064**

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

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**



**SUBMITTED BY  
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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE, AND  
COMMERCE**  
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE-  
560078  
ACADEMIC YEAR 2021-2023

**“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

BANGALORE UNIVERSITY



BY

**ANIL.N**

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**DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION.**

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

**BANGALORE- 560064**

**2022-2023**

# **“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**

**BANGALORE UNIVERSITY**



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

Shavige Malleshwara Hills, K.S Layout, Bangalore -560078

**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  
Requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION  
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SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT  
BANGALORE UNIVERSITY (Academic Year: 2022-2023)**

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  
Requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION  
BANGALORE UNIVERSITY**



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**Department of management studies (BU)**

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**SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT**

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



A Project Report on  
*“A Study on Options Trading Strategies with Reference to IT  
Stocks”*

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

Shavige Malleshwara Hills, Kumarswamy Layout,  
Bangalore – 560078

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

**“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  
Requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION  
BANGALORE UNIVERSITY**



**Submitted by  
YASHASHREE SHETTY  
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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE  
SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT  
BANGALORE UNIVERSITY (Academic Year: 2022-2023)**

**STUDY ON CHALLENGES OF CROSS BORDER PAYMENTS  
AT STONEX GROUP (GLOBAL PAYMENTS)**

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**



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**Department of Management Studies (BU)**

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

**Shavige Malleswara Hills Kumaraswamy Layout Bangalore- 560078**

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

**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  
BANGALORE UNIVERSITY**

SUBMITTED BY

**Shamrao**

**Register No: P03CJ21M0007  
IV SEMESTER MBA**

Under the Guidance of  
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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE  
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT,  
BANGALORE - 560078  
Academic Year 2022-2023

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  
the Requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

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

**SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT,  
BANGALORE-560078 (Academic year:2022-2023)**

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  
the Requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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

**SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT,  
BANGALORE-560078 (Academic year:2022-2023)**

A Project Report On  
**“A STUDY ON CAPITAL BUDGETING WITH REFERENCE TO INFINITUM  
GLOBAL”**

Dissertation submitted in partial fulfilment of the requirements for the award of the Degree of  
**MASTER OF BUSINESS ADMINISTRATION**

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Department of management studies(BU)

**DAYANANDASAGAR COLLEGE OF ARTS, SCIENCE AND COMMER**

Shavige Malleshwara Hills, K.S Layout, Bangalore-560078

2017-2019

**A PROJECT REPORT**  
**ON**  
**A STUDY ON MANAGERIAL ACCOUNTING STRATEGY AND ITS EFFECTIVENESS ON**  
**PROFITABILITY OF ENN KAY CONSTRUCTIONS PVT LTD, BANGALORE**

Of the PROJECT Submitted to

**BANGALORE UNIVERSITY**



For the award of the Degree of  
**MASTER OF BUSINESS ADMINISTRATION**



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

ShavigeMalleshwara Hills, K.S. layout, Layout, Bangalore – 560078

Academic Year- 2018-2019



A Project Report on

**“A STUDY ON OPTION STRATEGIES IN SELECTED EQUITY DERIVATIVES OF STOCK IN INDIAN OPTION MARKET AT DEALMONEY SECURITIES PRIVATE LTD, BANGALORE”.**

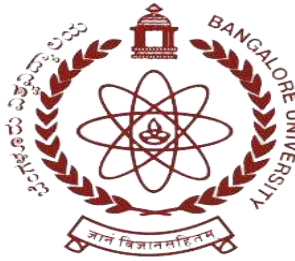


Dissertation submitted in partial fulfilment of the requirement  
For the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

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**BANGALORE UNIVERSITY**



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

Shavige Malleshwara Hills, K.S., Layout, Bangalore – 560078

Academic Year- 2018-2019

A project report on

**“A STUDY ON THE EFFECTIVENESS OF BUDGETORY AND  
COST CONTROL ALPHA COMMODITIES PVT. LTD”**

Dissertation Submitted to partial fulfilling of the requirements for the award of the degree of

MASTERS OF BUSINESS ADMINISTRATION

**BANGALORE UNIVERSITY**



SUBMITTED BY.

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**REG NO: 17CQCMD148**

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

**Shavige Malleshwara hills, K.S. Layout, Bangalore-560078**

ACCADEMIC YEAR: 2017-19

# A STUDY ON EMERGING TRENDS IN RECRUITMENT AND SELECTION PROCESS IN ETHIRAJ ASSOCIATES PVT LTD



**ETHIRAJ ASSOCIATES**  
*Donate for Success*

Dissertation Submitted in partial fulfillment of the requirements  
For the award of the degree of  
Master of Business Administration  
Bangalore University



By

**A.MAMATHA**

**Reg.No.17CQCMD001**

Under the Guidance of

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Assistant professor

**Guide Reg.No.16CQCFG008**



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

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560078

2017-2019

**A PROJECT REPORT ON**  
**“A STUDY ON FINANCIAL ANALYSIS AND PERFORMANCE OF**  
**GLOBAL EDGE SOFTWARE LTD, BANGALORE”**

Dissertation submitted in partial fulfilment of the requirements for the award of the  
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Submitted by

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Department of management studies(BU)

DAYANANDASAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE  
Shavige Malleshwara Hills, K.S Layout, Bangalore-560078

2017-2019

A Project Report on

**“A STUDY ON PERFORMANCE AND BUSINESS VALUATION OF  
SELECT COMPANIES ACROSS SECTORS: CARRIED OUT FOR RIGHT  
HORIZON FINANCIAL SERVICES”**

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

**MASTER OF BUSINESS ADMINISTRATION**

**OF**

**BANGALORE UNIVERSITY**



*Submitted by*

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Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2017-19

**“A STUDY ON EFFECTIVENESS OF TRAINING AT TVS MOTORS  
COMPANY”.**



Dissertation submitted in partial fulfilment of the requirements for the award of the

Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**OF**

**BANGALORE UNIVERSITY**



By

**AMOGHAVARSH DEVANNA NAYAK**

**Register No: 16CQCMD009**

Under the guidance of

**Dr. VIJAY KUMAR**

**Assistant Professor**

**Guide No: 16CQFG008**

A Dissertation Report On  
**“A STUDY ON NON FINANCIAL MOTIVATING FACTORS IN EMPLOYEE  
RETENTION AT ORIGAMICX DIGITAL MEDIA LLP BANGALORE”.**

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

**MASTER OF BUSINESS ADMINISTRATION**

**Of**

**BANGALORE UNIVERSITY**



By

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**Assistant Professor**

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**DEPARTMENT OF MANAGEMENT STUDIES**



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

**SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT**

**BANGALORE-560078**

**Bangalore University**

**(2017-2019)**

A Dissertation report on

**“A STUDY ON CUSTOMER PREFERENCE AND CHOICE  
BEHAVIOUR OF MARUTI SUZUKI NEXA CARS IN BENGALURU”**

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

Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**Bangalore University**



By

**SANDEEP R**

**Register No: 17CQCMD125**

Under the guidance of

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**(Assistant Professor)**



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

**Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560078**

Academic year 2018-19



A project on

**“A STUDY ON MANPOWER PLANNING IN RETAIL SECTOR  
WITH SPECIFIC REFERENCE TO RELIANCE INDUSTRY.”**



Dissertation submitted in partial fulfilment of the requirements for the award of  
the degree of

**MASTER OF BUSINESS ADMINISTRATION**

of

**BANGALORE UNIVERSITY**



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**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND  
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**Bangalore University**

2018-19

**“CONSUMER BEHAVIOR OF READY TO EAT FROZEN PRODUCTS  
AT CPF COMPANY IN BANGALORE CITY”**



A Dissertation Report On

**“CONSUMER BEHAVIOR OF READY TO EAT FROZEN PRODUCTS AT CPF COMPANY IN  
BANGALORE CITY”**



Dissertation submitted in partial fulfilment of the requirements for the  
award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**Bangalore University**



**BY**

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

**SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078**

2018-19

A PROJECT REPORT ON  
“SUPPLY CHAIN MANAGEMENT OF  
MUSHROOM INDUSTRY WITH REFERENCE TO METRO”



Dissertation submitted in partial fulfillment of the requirements for the award  
of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

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Shavige Malleshwara Hills, K.S. Layout, Bangalore – 560078

Academic Year- 2018-2019

A Project report on

**“A STUDY ON PERSONALIZATION CONCEPT IN HOSPITALITY AND IT’S IMPACT ON CUSTOMER SATISFACTION /RETENTION - A SPECIAL REFERENCE TO BRIGADE HOSPITALITY”.**

**Dissertation submitted 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 ANDCOMMERCE**

**SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078**

**Academic year 2018-19**

**“A STUDY ON EMPLOYEE ENGAGEMENT IN CRONJ IT  
TECHNOLOGIES PVT.LTD”**

Dissertation submitted in partial fulfilment of the requirements for the award of the degree  
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**MASTER OF BUSINESS ADMINISTRATION  
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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

Shavige Malleshwara Hills, K.S. layout, Bangalore – 560078

2018-2019

A Project on

**“A STUDY ON CUSTOMER EXPERIENCE TOWARDS HANDY BILLS  
SOFTWARE WITH RESPECT TO PROMENA LLP PVT. LTD.”**



Synopsis 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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**SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078**

Academic year 2017-19

A project report on

**“A STUDY ON THE EFFECTIVENESS OF BUDGETORY AND  
COST CONTROL ALPHA COMMODITIES PVT. LTD”**

Dissertation Submitted to partial fulfilling of the requirements for the award of the degree of

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

**Shavige Malleshwara hills, K.S. Layout, Bangalore-560078**

ACCADEMIC YEAR: 2017-19

**A Project Report On**

**“A STUDY ON FUNDAMENTAL ANALYSIS OF SWIFTANT IT  
SOLUTION INDIA PRIVATE LIMITED”**

Dissertation submitted in partial fulfilment of the requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

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**DAYANANDASAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

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2017-2019



**A PROJECT REPORT ON  
“FINANCIAL PERFORMANCE ANALYSIS AND EFFICIENCY OF  
CAPITAL EMPLOYED IN TREEWALKER TECHNOLOGIES PVT  
LTD. BANGALORE.”**

**Dissertation submitted in partial fulfillment 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  
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**Shavige Malleshwara Hills, K.S. Layout,  
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2017-2019**

A COMPARATIVE STUDY ON CONSUMER PERCEPTION OF RELIANCE JEWELS AND TANISHQ IN  
BANGALORE.

# "A COMPARATIVE STUDY ON CONSUMER PERCEPTION OF RELIANCE JEWELS AND TANISHQ IN BANGALORE"



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

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**MASTER OF BUSINESS ADMINISTRATION**

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**2017-2019**

**“A STUDY ON EMPLOYEE ENGAGEMENT IN CRONJ IT  
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Dissertation submitted in partial fulfilment of the requirements for the award of the degree  
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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

Shavige Malleshwara Hills, K.S. layout, Bangalore – 560078

2018-2019

**A STUDY ON  
“SERVICE PROVIDER BUSINESS MODEL OF  
AMAZON BUSINESS.IN WITH RESPECT TO ITS  
STAKEHOLDERS.”**



Dissertation submitted in partial fulfillment of the requirements for the  
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**MASTER OF BUSINESS ADMINISTRATION**

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Shavige Malleshwara Hills, K.S. Layout,  
Bangalore – 560078  
2017-2019

**“A STUDY ON JOB DESCRIPTIONS IN ORGANIZATIONAL  
STRUCTURE OF HINDUSTHAN COCA-COLA BEVERAGES PVT.,  
LTD BANGALORE”**



Dissertation submitted in partial fulfilment of the requirements for the award of the Degree  
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A Dissertation on

**“A Study on Effortless Functioning of Recruitment Process in OYO Life Pvt. Ltd  
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Submitted to Bangalore University on partial fulfillment of the requirements for the award of  
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2018-19

A Dissertation Report On

**“A STUDY AND ITS IMPACT OF INFORMATION TECHNOLOGY USAGE ON  
EMPLOYEES PERFORMANCE IN PRODUCTIVITY AT BATA INDIA LTD PEENYA  
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**DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

SHAVIGE MALLESHWARA HILLS, KUMARSWAMY LAYOUT BANGALORE– 560078

**BANGALORE UNIVERSITY (2017-19)**

**“A STUDY ON PERFORMANCE OF DEBT MUTUAL FUNDS  
WITH REFERENCE TO SELECTED COMPANIES TRADING IN  
NIFTY FIFTY AT DEALMONEY SECURITIES, BANGALORE”**

Dissertation submitted in partial fulfilment of the requirements for the

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**A PROJECT REPORT ON  
“FINANCIAL PERFORMANCE ANALYSIS AND EFFICIENCY OF  
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LTD. BANGALORE.”**

**Dissertation submitted in partial fulfillment of the requirements for the  
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**Shavige Malleshwara Hills, K.S. Layout,  
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2017-2019**

A Project on

**“A STUDY ON FUND FLOW, CASH FLOW AND RATIO  
ANALYSIS OF ULTRATECH CEMENT AT PRABHUDAS  
LILLADHER Pvt. Ltd. Bangalore”**

Dissertation submitted in partial fulfillment of the requirements for the award of the  
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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**  
Shavige Malleshwara Hills, Kumarswamy Layout, Bangalore-560078  
Academic Year 2018-19

A Project Report on

**“A STUDY ON CAPITAL STRUCTURE DECISION AND  
LEVERAGING EFFECT OF SELECTED PHARMA COMPANIES  
LISTED IN NIFTY AT DEALMONEY SECURITIES PRIVATE  
LTD,BANGALORE”**



Dissertation submitted in partial fulfilment of the requirement

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Shavige Malleshwara Hills, K.S., Layout, Bangalore – 560078

Academic Year- 2018-2019

**A PROJECT REPORT ON**  
**“A STUDY ON FINANCIAL ANALYSIS AND PERFORMANCE OF**  
**GLOBAL EDGE SOFTWARE LTD, BANGALORE”**

Dissertation submitted in partial fulfilment of the requirements for the award of the  
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2017-2019

To study the role of visual merchandising of puma; A case study on Bangalore.

**PROJECT ON**  
**“TO STUDY THE ROLE OF MERCHANDISING OF PUMA; A CASE STUDY ON**  
**BANGALORE”**

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



**BANGALORE UNIVERSITY**

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

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

**Academic Year- 2018-2020**

**PROJECT ON**  
**“A STUDY ON CONSUMER LOYALTY TOWARDS PATANJALI**  
**PRODUCTS”**

**Submitted to the Bangalore University in partial fulfilment of the**  
**Requirements for the award of the degree of**  
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**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078**

**Academic Year- 2018-2020**

**PROJECT REPORT**  
**ON**  
**‘RISK MANAGEMENT IN MICROFINANCE INSTITUTION WITH**  
**REFERENCE TO SAMASTA MFI ’**

**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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**SHAVIGE MALLESHWARA HILLS, K.S LAYOUT BANGALORE -560078**  
**Academic Year- 2018-2020**

Project Report On

**“A STUDY ON TECHNICAL ANALYSIS OF MERGED PRIVATE AND  
PUBLIC SECTOR BANKS IN INDIA”**

Submitted to **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 & COMMERCE**

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

**Academic Year- 2018-2020**



# **A COMPARATIVE STUDY ON TRADITIONAL AND DIGITAL MARKETING WITH SPECIAL REFERENCE TO COSMETIC PRODUCTS**

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 MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078

Academic year 2019-20

# **“CONSUMER BRAND PREFERENCE TOWARDS PURCHASE OF REDMI SMART PHONES IN BANGALORE”**

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

**MASTER OF BUSINESS ADMINISTRATION**



Bangalore University

SUBMITTED BY

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

SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078

Academic year 2018-2020.

# **A ROLE OF SOCIAL MEDIA ON CUSTOMER LOYALTY WITH RESPECT TO RELIANCE DIGITAL 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**



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**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE ANDCOMMERCE**

SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078

Academic year 2019-20

A Project Report on

**“A STUDY ON COMPARISON OF BANKRUPTCY PREDICTION MODELS.”**

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

MASTER OF BUSINESS ADMINISTRATION OF BANGALORE UNIVERSITY



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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hill, KS layout, Bangalore – 560078

Academic Year – 2018 – 2020

**PROJECT REPORT ON**

**“A study on impact of change in Repo Rate & Reverse Repo Rate on Bank Nifty”**

**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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**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078  
Academic Year- 2018-2020**

A Project On

**“A STUDY ON IMPACT OF INFORMATION TECHNOLOGY ON BANKING  
SERVICE SECTOR FROM THE CUSTOMER PERSPECTIVE”**

Submitted to:

**BANGALORE UNIVERSITY**



**For the award of the Degree of**

**MASTER OF BUSINESS ADMINISTRATION**

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

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

**ACADEMIC YEAR- 2018-2020**

A project on

**“A STUDY ON CUSTOMER PERCEPTIONS TOWARDS ELECTRONIC FOOD ORDERING - A COMPARITIVE STUDY BETWEEN ZOMATO AND SWIGGY FOOD ORDERING APPS”**

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

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

Academic Year- 2018-2020

**A STUDY ON E-RECRUITMENT TOOLS FOR EFFECTIVE  
MANAGEMENT OF RECRUITMENT LIFE-CYCLE: A STUDY WITH  
REFERENCE TO HR RECRUITERS IN BANGALORE**

Submitted to Bangalore University on partial fulfillment of the requirements for the award of  
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**BANGALORE UNIVERSITY**



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2018-20



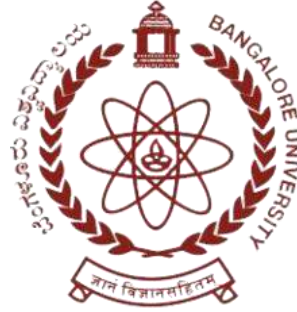
**A Project Report**

**On**

**“JOB SEEKERS PREFERENCE TOWARDS E-RECRUITMENT: A  
STUDY WITH REFERENCE TO YOUTH IN SOUTH BANGALORE”**

Submitted to Bangalore University in partial fulfilment of the requirements for the award of  
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Academic Year - 2018-2020

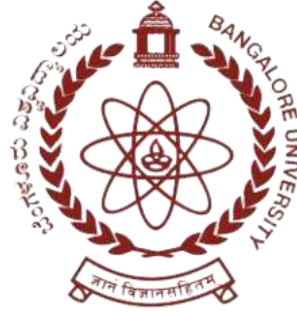
**A Project Report**

**On**

**“A study on implication of Artificial Intelligence and robots in the workforce and their impacts towards employment”**

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

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

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A Project on

**A Comparative Study on the Interface between the  
Employee Satisfaction and Employee Attrition in selected  
ITES-BPO units in Bangalore**

Project submitted in partial fulfilment of the requirements for the award of the degree of  
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**Academic Year- 2018-2020**

**A Project Report**  
**On**  
**“CROSS CULTURAL ISSUES IN HRM”**

Submitted to Bangalore University in partial fulfilment of the requirements for the award of  
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A PROJECT REPORT ON  
**“A STUDY ON WORK LIFE BALANCE OF EMPLOYEES OF IT COMPANIES IN  
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2018-2020

A Project Report on  
**“A Study on Consumer Awareness on Environmental issues and its  
Impact on Purchase Behavior of Green Products”**

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**GUIDE REG NO:**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**  
**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078**

**Academic Year- 2018-2020**

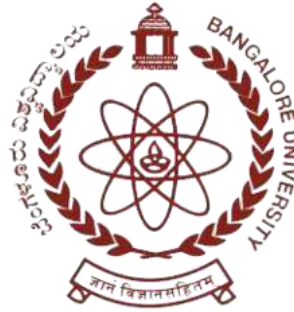
**A Project Report**

**On**

**“ROLE OF DIGITAL MARKETING IN HEALTHCARE: WITH REFERENCE TO  
COVID-19”**

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

**MASTER OF BUSINESS ADMINISTRATION OF BANGALORE UNIVERSITY**



Submitted By

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**Register No: 18CQCMD040**

Under The Guidance of

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Academic Year - 2018-2020

A Report on

“Customer preference on Protein powders in India (comparative study between ON nutrition and Muscleblaze)”

**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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**III SEMESTER MBA**

**UNDER THE GUIDANCE OF**

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**GUIDE REG. NO:**



A Project report on  
**“A COMPARITIVE STUDY ON IMPACT OF FINANCIAL RISK MANAGEMENT  
MEASURES ON FINANCIAL PERFORMANCE OF SELECTD BANKS”**

submitted in partial fulfilment of the requirements for the award of  
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**MASTER OF BUSINESS ADMINISTRATION**



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Academic year 2019-20.

A Project on

**“A Study on Performance Analysis of Exchange Traded Funds in India”**

Submitted to:

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For the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

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Shavige Malleshwara Hills, K.S. Layout, Bangalore – 560078

Academic Year- 2019-2020

**A Project Report**

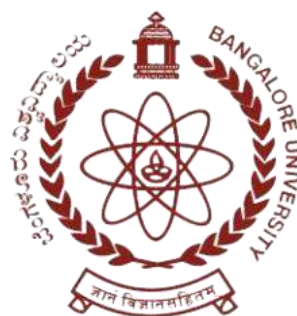
**On**

**“A COMPARATIVE STUDY OF CLOSE ENDED AND OPEN ENDED  
MUTUAL FUND SCHEMES IN INDIA”**

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

A Study conducted on

**“CAPITAL STRUCTURE DECISION OF SELECTED MANUFACTURING  
COMPANIES LISTED IN BSE”**

**Submitted 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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**Guide Reg. No16CQFG007**



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

**ShavigeMalleshwara Hills, Kumaraswamy Layout, Bangalore – 560078.**

**2019-2020**

A project report on  
“A study on customer satisfaction and customer expectation towards the  
services provided by Dream Destination”

Submitted to Bangalore University in partial fulfilment of the  
requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION



**BANGALORE UNIVERSITY**

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

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,  
BANGALORE-560078  
Academic Year- 2018-2020

A STUDY ON

**“LOGISTICS CHALLENGES OF ONLINE RETAIL BUSINESS DURING CRISIS A  
SPECIAL REFERENCE TO COVID-19”**

Project submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, K.S Layout, Bangalore-560078

2019-2020

**“A STUDY ON ADVERTISEMENT IMPACT ON CUSTOMER PERCEPTION AND THEIR BUYING BEHAVIOUR -A SPECIAL REFERENCE TO SMARTPHONES IN BANGALORE”**

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

**MASTER OF BUSINESS ADMINISTRATION**



**Bangalore University**

SUBMITTED BY

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**Guide number: 16CQFG002**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE  
SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE 560078**

Academic year 2019-2020

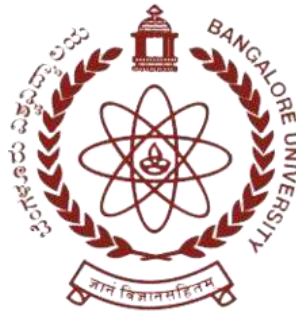
**A Project Report**

**On**

**“A STUDY ON EFFECTIVENESS ON ORGANIC SEARCH (OS) AND PAY PER  
CLICK (PPC) IN SEARCH ENGINE OPTIMIZATION (SEO): COMPARITIVE  
ANALYSIS”**

Submitted to Bangalore University in partial fulfilment of the requirements for the  
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**MASTER OF BUSINESS ADMINISTRATION OF BANGALORE UNIVERSITY**



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

Shavige Malleshwara Hills, K.S. layout, Bangalore – 560078  
Academic Year - 2018-2020



A Project on

**“A STUDY ON ANALYSIS OF VISUAL KEYWORD TOOLS FOR  
SEARCH ENGINE OPTIMIZATION”.**

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

**MASTER OF BUSINESS ADMINISTRATION BANGALORE UNIVERSITY**

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**Guide no:18CQF002**

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Academic Year: - 2019-2020

Project report on  
**A STUDY ON CONSUMER PERCEPTION AND ATTITUDE TOWARDS  
TELEMARKETING ACTIVITES IN BANGALORE CITY**

Submitted in partial fulfilment of the requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION OF  
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**DEPARTMENT OF MANAGEMENT STUDIES**



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

**SHAVIGE MALLESHWARA HILLS, KUMARASAWAMY LAYOUT  
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**Bangalore University**

**(2018-2020)**

**“A STUDY ON INTERNET MARKETING STRATEGIES APPROACHES AND  
CHALLENGES”.**

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

**MASTER OF BUSINESS ADMINISTRATION**

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**REG.NO: 18CQCMD015**

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

**SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT BANGALORE-560078**

**Bangalore University (2019-2020)**

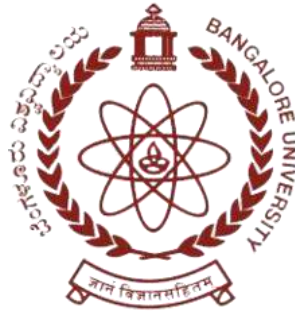
**A Project Report**

**On**

**“A STUDY ON EFFECTIVENESS OF BRANDING ON CONSUMER  
BEHAVIOUR: A SPECIAL REFERENCE TO FASHION INDUSTRY”**

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

Shavige Malleshwara Hills, K.S. layout, Bangalore – 560078

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**“BRAND AWARENESS AND BRAND TRUST TOWARDS  
BRAND LOYALTY WITH RESPECT TO E-COMMERCE IN  
BANGALORE CITY”**

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



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**ASSISTANT PROFESSOR**



**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE  
SHAVIGE MALLESHWARA HILLS KUMARSWAMY LAYOUT BANGALORE  
560078**

**ACADEMIC YEAR- 2020-2021**

A Dissertation Project on  
**“A STUDY ON CONSUMER DECISION MAKING BEHAVIOUR USING  
SCHIFFMANS MODEL, AT SHASHI SOAPS AND DETERGENTS,  
DAVANAGERE”**

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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**UNDER THE GUIDANCE**

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**Assistant professor**

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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE  
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE-560078**

**Academic Year: 2019-2021**

A Project Report On  
**“A STUDY TO DETERMINE THE VALUE OF E - LEARNING AND EVALUATE ITS  
EFFECTIVENESS WITH REFERENCES TO BYJU’S LEARNING APPLICATION”**

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  
AFRIDI ANJUM M A  
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**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Dr. C B VENKATA KRISHNA PRASAD  
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**GUIDEREG.NO.18CQFG002**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE  
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078  
Academic Year- 2020-2021**

**A STUDY ON CUSTOMER PERCEPTION AND ATTITUDE TOWARDS E-COMMERCE WITH A SPECIAL REFERENCE TO GROCERY RETAILING**

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**“A STUDY ON CUSTOMER PERCEPTION AND ATTITUDE TOWARDS E-COMMERCE WITH A SPECIAL REFERENCE TO GROCERY RETAILING”**

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

**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078  
Academic Year- 2019-2020**

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# **“A STUDY ON BRAND AWARENESS AND CUSTOMER PREFERENCE TOWARDS LINEN CLUB”**

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 MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE 560078

Academic year 2018-19.

**“A STUDY ON RISK, RETURN AND INVESTMENT ANALYSIS AT  
RELIANCE GENERAL INSURANCE”**

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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**BANGALORE UNIVERSITY**



**Submitted by,**

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

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

**Academic Year- 2019-2021**

# **“IMPACT OF COVID -19 ON ONLINE FOOD DELIVERY SERVICES”**

**Dissertation 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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**SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078**

**2019-21**

A Project Report On  
**“ROLE OF ONLINE ADVERTISING IN SEARCH  
ENGINE OPTIMIZATION: A CASE STUDY ON  
DIGITAL MARKETING WITH INDIAN CUSTOMERS”**

Submitted to the Bangalore University in partial fulfillment of the  
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Academic Year 2020-2021

**A Study on**  
**“CORPORATE ACTIONS AND ITS IMPACT ON VALUATION OF  
HEDGE FUND PORTFOLIO”**

**Dissertation submitted to the Bangalore University in partial fulfilment of the  
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**2019-21**

**“A STUDY ON PERFORMANCE ANALYSIS OF SELECTED  
MERGED BANKS IN INDIA”**

**Project submitted to the Bangalore University in partial fulfillment of the  
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The academic year 2020-21

**“A study on capital structure and its impact on profitability with special reference to selected pharmaceutical companies in India”**

**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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Academic Year- 2019-2021

A Project Report on  
**“A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON TRAFFIC  
GENERATION”**

submitted to the Bangalore University in partial fulfillment of the Requirements for  
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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2019-2021



A Project report on

**“A STUDY ON THE SIGNIFICANT ROLE OF CORPORATE GOVERNANCE ON  
SHARE-PURCHASE BEHAVIOUR OF INVESTORS IN A COMPANY”**

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

**MASTER OF BUSINESS ADMINISTRATION  
BANGALORE UNIVERSITY**



**Submitted by**

**CAROLYN WILLIAMS**

USN - 19CQCMD027

**Under The Guidance of**

**PROF. COL PRASANNA KUMAR**



**Dayananda Sagar College of Arts Science and Commerce Shavige Malleshwara**

Hills, K.S.Layout, Benagaluru – 560078 Academic Year 2020-2021

A Project Report on

**“A STUDY OF REVERSE MORTGAGE SCHEME IN INDIA”**

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

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**Register no.: 19CQCMD029**

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

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

Academic year- 2019-21

## **A PROJECT ON**

### **“A STUDY ON SUSTAINABLE GREEN MARKETING PRACTICES TO IMPROVE THE COMPETITIVE ADVANTAGE IN INDIAN FMCG SECTOR”**

Dissertation 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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REG.NO: 19CQCMD031**

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**DEPARTMENT OF MANAGEMENT STUDIES**



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

SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE 560078 Academic year  
2020-2021.

A Project Report On  
**“A STUDY ON DIGITAL TRANSACTIONS-EFFECTIVENESS AND CHALLENGES AT  
RURAL AREA BANGARPET”**

Project submitted to the Bangalore University in 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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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**  
**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE –**

**560078**

**Academic Year- 2020-2021**

A PROJECT REPORT ON

**“COMPARATIVE STUDY OF PURCHASING TRENDS PRE AND POST COVID -19 WITH SPECIAL REFERENCE TO JIOMART, BENGALURU REGION”**

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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SHAVIGE MALLESHWAR HILLS KUMARASWAMY LAYOUT BANGALORE-560078

Academic year 2019-2021

A Project Report on  
**“A STUDY ON EXPORT CHALLENGES IN COFFEE: A CASE  
STUDY OF CHIKMAGALUR INDIA”**

Dissertation 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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**GAGAN KT**

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**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE**  
SHAVIGE MALLESHWARA HILLS KUMARSWAMY LAYOUT BANGALORE 560078

Academic year- 2020-2021

A Project On  
**“A STUDY ON YOUTH’S ENGAGEMENT AND PERCEPTION TOWARDS ONLINE  
STREAMING SERVICES - WITH REFERENCE TO BANGALORE CITY”**

Submitted to:

**BANGALORE UNIVERSITY**



**For the award of the Degree of  
MASTER OF BUSINESS ADMINISTRATION**

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UNDER THE GUIDANCE OF:

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**GUIDE REGISTRATION NO: -**



**DEPARTMENT OF MANGEMENT STUDIES (BU)**

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

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

**ACADEMIC YEAR- 2019-2021**

**“A STUDY ON ASSESSMENT OF MARKETING THE MTR FOOD PRODUCTS  
AND INNOVATION STRATEGIES AND THEIR ADOPTION IN BANGLORE  
CITY”**

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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**GOWTHAM V**

**[19CQCMD042]**

**UNDER THE GUIDANCE OF**

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Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2019-21



A Project report on  
**“A STUDY ON CONSUMER PREFERENCE ON ONLINE PAYMENT  
WITH RESPECT TO PHONPE WITH SPECIAL REFERENCE  
KUMARASWAMY LAYOUT BANGALORE”**

submitted to 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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**DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2020-21

A PROJECT ON

**“A STUDY ON PORTFOLIO EVALUATION AND  
INVESTMENT DECISIONS”**

Project 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  
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Academic year 2019-2021

**A project report on**

**“STUDY ON ASSET AND LIABILITY MANAGEMENT WITH REFERENCE  
TO THE PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL  
DEVELOPMENT BANK.”**

**Project submitted to the Bangalore University in partial fulfillment of the  
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**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078**

**Academic Year- 2020-21**

**“A STUDY ON INFLUENCE OF CHATBOT IN ACHIEVING  
CUSTOMER SERVICE AND ENAGEMENT IN FOOD DELIVERY  
APPLICATION”**

Project report submitted to the Bangalore University in partial fulfilment of the  
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SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078

Academic year 2019-2021

A Project Report on  
**“A PROJECT ON CONSUMER PERCEPTION TOWARDS KTM  
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Submitted to the Bangalore University in partial fulfilment of the Requirements  
for the award of the degree of  
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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**  
(SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560-078)

Academic Year- 2019-2021

**“A Project Report on  
A STUDY ON IMPACT OF PROMOTION AND MARKETING  
STRATEGIES ADOPTED IN KIA MOTORS.”**

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

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SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT  
BANGALORE 560078  
Academic year 2021

A Project Report on  
**“A STUDY ON CONSUMER PURCHASE INTENTION TOWARDS  
READY-TO-EAT FOOD PRODUCTS IN BANGALORE”**

submitted to the Bangalore University in partial fulfilment of the  
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Bangalore University

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Under the guidance of

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**Director (MBA-BU)**



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

SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078

Academic year 2019-2021

**A STUDY ON CHATBOT TECHNOLOGY ATTRIBUTES ON CUSTOMER  
EXPERIENCE IN THE BANKING SECTOR**

Dissertation submitted to 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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**DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE**

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2020-21



**“Social media Marketing and consumer Buying Decisions-A study of online Consumers of electronic goods in Bangalore city”.**

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

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

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2020-21

**A STUDY ON CUSTOMER BUYING BEHAVIOR TOWARDS D-MART**

**A PROJECT ON**

**“A STUDY ON CUSTOMER BUYING BEHAVIOR TOWARDS D-MART”**  
Project 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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**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE**  
**SHAVIGE MALLESHWAR HILLS KUMARASWAMY LAYOUT BENGALURU-560078**  
Academic year 2019-2021

**“Study of customer satisfaction and impact of marketing for the automobile brand  
Maruti Suzuki”**

**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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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE  
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078  
Academic Year- 2020-2021**

A project report on

**“A STUDY ON CLAIM SETTLEMENT OF LIFE INSURANCE POLICIES OF TOP 5  
LIFE INSURANCE COMPANIES”**

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

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

Academic year- 2020-2021

“AN ANALYTICAL STUDY ON FINANCIAL PLANNING FOR SALARIED  
EMPLOYEE AND STRATEGIES FOR TAX SAVINGS”

A Project Report on

“AN ANALYTICAL STUDY ON FINANCIAL PLANNING FOR  
SALARIED EMPLOYEE AND STRATEGIES FOR TAX SAVINGS”

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



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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE  
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2020-21

**CHAPTER 1**  
**INTRODUCTION**

A Project report on  
**A STUDY ON CONSUMER BUYING AND INVESTING BEHAVIOUR IN  
MUTUAL FUNDS**

**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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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE  
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE**

**#560078 Academic Year 2019-2021**

**A Project Report on**

**“IMPACT OF GST ON FMCG SECTOR WITH REFERENCE TO INDIAN COMPANIES”**

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

**Academic Year- 2020-2021**



**A Project Report On**

**“A Study on Awareness of Gold Monetization Scheme”**

**Submitted to the Bangalore University in partial fulfillment of the  
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**MASTER OF BUSINESS ADMINISTRATION of Bangalore  
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**SHAVIGE MALLESHWARA HILLS KUMARSWAMY LAYOUT BANGALORE-560078**

**THE ACADEMIC YEAR 2019-2021**

A project report for  
**“A STUDY ON THE IMPACT OF LEVERAGE ON FINANCIAL PERFORMANCE OF  
SELECTED CEMENT COMPANIES IN INDIA”**

Submitted in the partial fulfilment of the requirements  
For the award of the degree of Master of Business Administration



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BANGALORE – 560078

**Academic Year- 2019-2021**

**“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT RETAIL; WITH SPECIAL REFERENCE TO BIG BAZAAR”**

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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**Submitted by**

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

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2019-21

**A Project Report on**  
**“A STUDY ON ADVERTISING STRATEGIES OF LG AIR CONDITIONERS”**

**Dissertation 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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**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE**  
**SHAVIGE MALLESHWARA HILLS KUMARSWAMY LAYOUT BANGALORE 560078**

**Academic year- 2020-2021**

# **“CONSUMPTION PATTERN OF FMCG PRODUCTS DURING COVID 19 TIGHT SPOT”**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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

**Academic Year 2020-2021**

A Project Report on  
**“A STUDY ON STATE BANK OF INDIA AND FINANCIAL  
PERFORMANCE”**

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



**BANGALORE UNIVERSITY**

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

**BENGALURU-560078**

**ACADEMIC YEAR 2020-2021**

**“A STUDY ON CONSUMER COMPLACENCY TOWARDS SWIGGY ONLINE  
FOOD DELIVERY APP”**

**Dissertation 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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**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,  
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**Academic Year- 2018-2020**

**"A STUDY ON STRESS MANAGEMENT OF EMPLOYEES IN IT INDUSTRY"**

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

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2020-21



A Project Report on

**An analysis of consumer behavior towards choosing a type of life insurance policy based on demography factors and the customer perception on different life insurance sales channels**

**MASTER OF BUSINESS ADMINISTRATION**



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**Academic Year- 2020-2021**

# **“IMPACT OF BRAND IMAGE ON CONSUMER BUYING BEHAVIOR TOWARDS KIA CARS WITH REFERENCE TO SHIVAMOGGA”**

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

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

**Academic Year- 2020-21**

**“A STUDY ON IMPACT OF NEUROMARKETING AND DIGITAL  
MARKETING ON FASHION INDUSTRY - A SPECIAL REFERENCE  
TO APPARELS”**

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



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

**Academic Year: 2019 - 2021**

A Project Report on

**“A COMPARATIVE STUDY ON SELECTED NON-BANKING  
FINANCIAL COMPANIES IN INDIA”**

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

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**ACADEMIC YEAR 2020-2021**

A Synopsis on  
**“A Study on the performance of Mutual funds in India with a  
comparative analysis of SBI and HDFC mutual funds”**

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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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078  
Academic Year- 2020-2021

**“A STUDY OF IMPACT OF SEM STRATEGIES ON  
CUSTOMERS NAVIGATION AND CONVERSION  
FUNNEL: A CONCEPTUAL FRAMEWORK.”**



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

Dissertation submitted in partial fulfillment of the requirements for the  
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**DAYANANDA SAGAR COLLEGE OF ARTS,  
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**Bangalore University**  
2019–2021

A Project on

**“Analysis of Volatility in Stock Price of BSE companies in India.”**

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



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

**Academic Year: 2019-2021**

**A Project Report On**  
**“A STUDY ON EMPLOYEE PENSION LIABILITIES**  
**AND**  
**PUBLIC SECTOR BANK FINANCING PATTERNS”**

**BY**

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**(USN: 19CQCMD108)**  
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**PROJECT REPORT SUBMITTED TO THE BANGALORE**  
**UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENTS**  
**FOR THE AWARD OF THE DEGREE OF**  
**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**PROF.NAYANA T**

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**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND**  
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**Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore – 560078**

**Academic year (2019-2021)**



**“A STUDY ON CREDIT MANAGEMENT IN RETAIL AND MSME  
BANKING IN BANK OF BARODA”**

Project report submitted to Bangalore University in partial fulfilment  
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Academic Year: 2019 – 2021

---

A Dissertation Report On

**A study on offline marketing methodologies during current pandemic**

Submitted in partial fulfilment of the requirements for the award of the  
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BANGALORE-560078**

**Bangalore University  
(2021-2022)**

A Project on

**“A COMPREHENSIVE STUDY ON PASSENGER CAR MARKET IN INDIA WITH DETAILED ANALYSIS OF CONSUMER PREFERENCES IN DIFFERENT MODEL SEGMENTS”**

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

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**BANGALORE UNIVERSITY SUBMITTED BY**

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A Project report on

“A COMPREHENSIVE STUDY ON IMPACT OF RETAIL BANKING IN INDIAN  
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Submitted to the Bangalore University in partial fulfillment of the  
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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

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Academic year – 2020-2021

A Project Report on

**“A STUDY ON RELATIONSHIP BETWEEN STOCK RETURN AND  
ITS TRADE VOLUME ON SELECTED COMPANIES IN NIFTY  
INDICIES”**

**Submitted to the Bangalore University in partial fulfilment of the  
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**Academic Year- 2019-2021**

A Project Report on

**“Financial Performance Analysis of Selected Rural Banks in India”.**

**Submitted to the Bangalore University in partial fulfilment of the  
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**IV SEMESTER MBA**

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**Nayana T**

**PROFESSOR**



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

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

**Academic Year- 2019-2021**

Project on  
**“A Study on impact of COVID-19 on Digital payments in India”.**  
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**

**SUBMITTED BY**

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**4<sup>th</sup> SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**PROF. BR Narasimha Murthy**

**Associate Professor**

**Guide Reg. NO:16CQF006**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**  
**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078**

**Academic Year- 2019-2021**

**PROJECT REPORT ON**

**“A STUDY ON SELECTION OF PORTFOLIO IN THE INDIAN  
CAPITAL MARKET (BSE) USING THE MODERN MARKOWITZ  
THEORY”**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

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**IV SEMESTER MBA**

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**GUIDE REG. NO: 16CQFG010**



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

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

**Academic Year - 2019-2021**



**A Project Report on**  
**A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS PRICE  
FLUCTUATION OF EDIBLE OIL AND ITS IMPACT ON THE SALES  
GROWTH OF SHRI SHIVAYOGI SIDDARAMESHWARA FLOUR MILL  
(SSSFM)**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

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**Register No.: 20CQCMD005**

**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

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

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

**Academic Year- 2020-2022**

**“A STUDY ON INVENTORY MANAGEMENT AND MATERIAL  
CONTROL TECHNIQUES AT SAI DESIGNER’S**

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**

**AISHWARYA YM**

**Reg no – 20CQCMD007**

Under the Guidance of

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**Assistant Professor**



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

**Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078**

**2020-2022**

**“CRITICAL FUNDAMENTAL ANALYSIS OF YOU V  
RESEARCH PRIVATE LIMITED”**

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



**BANGALORE UNIVERSITY**

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**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

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**Associate Professor**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE  
SHAVIGE MALLESHWARA HILLS, K.S LAYOUT, BANGALORE – 560078  
Academic Year- 2020-2022**

A project report on  
**“A Study regarding influence of Brand image on Consumer Behaviour,  
with special reference to Apple Private Limited India”**

Project report submitted to the Bangalore University in frictional satisfaction of  
the requirements of the honour of the level expert of

**MASTER OF BUSINESS ADMINISTRATION**

Submitted to:

**BANGLORE UNIVERSITY**



Submitted by

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**REG NO: 20CQCMD013**

Under the Guidance of

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Professor

**18CQFG0002**



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

SHAVIGE MALLESHWARA HILLS, K.S LAYOUT,

BANGALORE – 560016,

Academic Year: 2020-2022

A Project Report on

**“A STUDY ON CUSTOMER EXPECTATIONS, EXPERIENCE  
AND SATISFACTION LEVEL TOWARDS SERVICES  
PROVIDED AT ATER IN BANGALORE MARKET”**

Dissertation 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**

**NAME – Anuradha Gurumurthy**

**REG.NO: 20CQCMD014**

**4<sup>th</sup> Semester MBA**

**Under the guidance of  
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**DEPARTMENT OF MANAGEMENT STUDIES**



**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE  
SHAVIGE MALLESHWARA HILLS KUMARSWAMY LAYOUT BANGALORE 560078**

**Academic year- 2021-2022**

# **Impact of Work life Balance on Stress Management of employees at Miles Education**

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

## **MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**Submitted by**

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**Reg no – 20CQCMD019**

**Under the Guidance of  
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Guide no – 18CQFG006**



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

Shavige Malleshwara Hill, K.S.layout, Bangalore – 560078

Academic Year: 2020 – 2022

**“A STUDY ON IMPACT OF MARKETING STRATEGY ON THE VOLUME GROWTH OF LAST 3 YEARS  
OF PAVITHRA TOOLINGS PVT LTD.”**

Dissertation submitted to Bangalore University on partial fulfilment of the requirements

for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



**BANGALORE UNIVERSITY**

Submitted by

**AVINASH N**

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UNDER THE GUIDANCE OF

Prof. col Prasanna Kumar



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

Shavige Malleshwara Hills, K.S. Layout, Bangalore – 560078 Academic Year: 2020-2022

A Project Report On

**“A STUDY ON WORKING CAPITAL MANAGEMENT ON SURYA COLORS  
PRODUCT PRIVATE LIMITED”**

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

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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE  
SHAVIGE MALLESHWARA HILLS KUMARSWAMY LAYOUT BANGALORE-560078  
ACADEMIC SESSION: 2020-2022



A Project on  
**“A STUDY ON EFFECTIVENESS OF ONLINE TRAINING AND WORKING WITH  
VIRTUAL TEAMS IN GVR (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**



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**REGISTER No: 20CQCMD024**

**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Prof. VAIBHAV PATIL**

**ASSISTANT PROFESSOR**



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

Shavige Malleshwara Hills, K.S. Layout, Bangalore-560078  
Academic Year 2020-2022

A Project on  
**IMPACT OF CUSTOMER'S FEEDBACK ON MARKETING PERFORMANCE IN  
THE SERVICE INDUSTRY WITH REFERENCE TO L'Oréal UNISEX SALONS IN  
BANGALORE**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

**BHAVIKA M JAIN**

**Register No: 20CQCMD029**

**4th SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**PROF. COL PRASANNA KUMAR**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**  
**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078**  
**Academic Year- 2020-2022**

# **“Effect of Organizational Culture on Employee Wellbeing at KS&DL”**

Dissertation submitted to 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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**Register No: 20CQCMD030**

**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**INTERNAL GUIDE**

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**EXTERNAL GUIDE**

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**AGM (HRD & Welfare)**



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

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

**Academic Year: 2020-2022**

A Project Report on  
**“A STUDY ON EFFECTIVENESS OF E-BANKING  
SERVICES ON CUSTOMER SATISFACTION WITH  
SPECIAL REFERENCES TO ICICI BANK  
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**



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REG NO: 20CQCMD037

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SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY ACADEMIC YEAR-2020-2022

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A Project on  
**A STUDY ON EFFECTIVE EMPLOYEE ENGAGEMENT  
PROGRAMME AT TEACHNOOK**

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**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

DAN UBOLD

REG NO: 20CQCMD038

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Assistant professor



Department of Management Studies

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE  
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BANGALORE UNIVERSITY

2020-

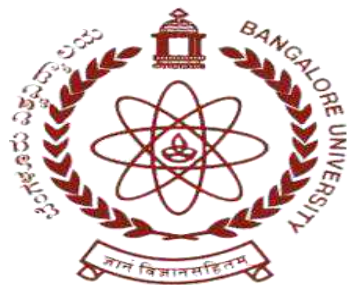
2022

A project report on  
**“A STUDY ON LIQUIDITY MANAGEMENT IN PRIME  
DEVELOPMENTS”**

Project 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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**PROFESSOR**



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

**SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT**

**BANGALORE UNIVERSITY (2020 – 2022)**

A Project on

**A Study on Consumer Insight Towards After Sales & Service Offered at  
John Deere – Basava Equipments**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Prof. Col Prasanna Kumar**



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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078  
Academic Year- 2020-2022

---

**IMPACT OF EMOTIONAL INTELLIGENCE ON STRESS  
MANAGEMENT OF EMPLOYEES: A STUDY WITH REFERENCE TO  
GAURAV COLLECTIONS**

**Project 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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**IV SEMESTER MBA**

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**Prof. Ameer Asra Ahmed**

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**GUIDE REG. NO: 18CQFG006**



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

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

**Academic Year: 2020-2022**



A Project Report on

**“A STUDY ON IMPACT OF 3D VIRTUAL TOURS AS  
MARKETTING STRATEGY AT BANGALORE REAL  
ESTATE COMPANY (BRC)”**

**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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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY ACADEMIC YEAR-2020-2022

**"A STUDY ON OPTIONS TRADING AND STRATEGIES ON NIFTY- 50  
STOCKS"**

**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**

**HARI PRASAD R**

**REG.NO: 20CQCMD050  
4 SEMESTER MBA**

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Assistant Professor**

**DEPARTMENT OF MANAGEMENT STUDIES**



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

**SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT BANGALORE-560078**

**Academic year- (2021-2022)**

**“A STUDY ON FINANCIAL PLANNING AND  
FORECASTING ON HDFC LIFE”**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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IV SEMESTER MBA

Under the Guidance of



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

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

Academic Year 2020-2022

A PROJECT ON

# **“ A Study on Effectiveness of Social Media Recruitment in IT Companies”**

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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**IV SEMESTER MBA**

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**Prof: VAIBHAV PATIL**

**GUIDE REG. NO:**



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

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

**Academic Year- 2018-2020**

A Project on

**A study on the effectiveness of Nestle's marketing campaign in reviving  
Maggie's reputation and market share in the industry after the ban in  
India**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Prof. Col Prasanna Kumar**



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

**Academic Year- 2020-2022**

**A Project Report on**

**“A STUDY ON THE SUCCESS OF LICIOUS’ E-COMMERCE STRATEGY IN BANGALORE MARKET &  
ITS INFLUENCE ON D2C BUSINESS IN THE RETAIL INDUSTRY”**

**Dissertation 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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**Under the guidance of**

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**DEPARTMENT OF MANAGEMENT STUDIES**



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

**SHAVIGE MALLESHWARA HILLS KUMARSWAMY LAYOUT BANGALORE 560078**

**2020-2022**

**SAFE WORKPLACE AND HEALTHY ENVIRONMENT PRACTICES WITH  
VARIOUS EMPLOYEE WELFARE SCHEME AT SHRI SHIVAYOGI  
SIDDARAMESHWARA FLOUR MILL**

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



Bangalore University

SUBMITTED BY

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Guide Number: 18CQFG006

Assistant Professor



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

SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078

Academic year 2021-2022

**A Project report on**  
**“A STUDY ON COMPARATIVE ANALYSIS OF SELECTED MUTUAL FUNDS” at**  
**Shalmala Securities**

Submitted to Bangalore university in partial fulfilment of the requirement for the award of the  
degree of

**MASTER OF BUSINESS ADMINISTRATION OF BANGALORE UNIVERSITY**



Submitted by

**MAITRI GURUPADA HEGDE**

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**Assistance professor**



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

Shavige Malleshwara Hill, K.S. Layout, Bangalore – 560078

Academic Year - 2020 – 2022



**A STUDY ON EFFECTIVE LIQUIDITY & PROFITABILITY  
MANAGEMENT AT SIRI TECHNO FABs”**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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**MALAVIKA KUMAR K.D**

**Register No: 20CQCMD067**

**IV SEMESTER MBA**

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

**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078 Academic Year- 2020-2022**

A Project Report on

**“The study on Influence of Chat bots in Achieving Customer Service and Engagement in Zomato food delivery application in Bangalore market”**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

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**Register No.: 20CQCMD072**

**IV SEMESTER MBA**

**UNDER THE GUIDANCE OF**

**Prof. Col Prasanna Kumar**



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

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

**BANGALORE – 560078**

**Academic Year- 2020-2022**

**A Project Report On**  
**“A STUDY ON FINANCIAL PLANNING FOR SALARIED EMPLOYEE AND FOR**  
**TAX SAVING AT INTEGRA MICRO SOFTWARE SERVICES (P)LTD,**  
**BENGALURU CITY ”**

Submitted to Bangalore university in partial fulfilment of the requirement for the award of  
the degree

**MASTER OF BUSINESS ADMINISTRATION OF BANGALORE UNIVERSITY**



Submitted by

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**Reg no – 20CQCMD073**

Under the Guidance of

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

Shavige Malleshwara Hill, K.S.layout, Bangalore – 560078

Academic Year – 2020 - 2022

A project Report on

**“A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR  
OF CUSTOMER WITH REFERENCE TO VOLTAS PVT LTD”**

**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**

**MUNIRAJU K**

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**UNDER THE GUIDENCE OF**

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**Assistant Professor**



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

**SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE 560078**

**Academic year 2021-2022**

A Project Report On  
**“A STUDY ON PERFORMANCE OF SELECTED EQUITY MUTUAL FUNDS IN  
INDIA AT SHAREKHANS LTD”**

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



Submitted by  
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SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT  
BANGLORE UNIVERSITY

2020-2022

Project Report on

**“A STUDY ON ADVANCED FUNDAMENTAL  
ANALYSIS TOOLS USED BY TYCHO INVESTING ON  
PHARMACEUTICAL COMPANIES”**

Submitted to the Bangalore University in Partial Fulfillment of the Requirements  
for the Award of the Degree of

**MASTERS OF BUSINESS ADMINISTRATION**



Submitted By:

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Reg No: 20CQCMD080

Under the Guidance of

**Dr. Sumera Aluru**

Professor



**Dayananda Sagar College of Arts, Science & Commerce**

Shavige Malleshwara Hills, K.S Layout, Bangalore-560078

Academic Year

2021-2022

Project Report On  
**“A STUDY OF IMPACT OF STOCK SPLIT ANNOUNCEMENT EFFECT ON  
STOCK PRICES OF SELECTED INDIAN COMPANIES”**

**Project report 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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Submitted by  
**NAVEEN CHOUDARY**  
REG NO: **20CQCMD081**  
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Assistant professor



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SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT  
BANGLORE UNIVERSITY  
2021-2022

A project report on

**A STUDY ON THE IMPACT OF DIGITAL MARKETING ON THE  
REVENUE GROWTH OF DUNZO APP IN LAST TWO YEARS**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

SUBMITTED BY

**NIKETHANA R BHATTA**

Register No.: 20CQCMD085

**IV SEMESTER MBA**

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COMMERCE**

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

Academic Year- 2020-2022



**A Project Report on**  
**A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM**  
**(HRIS) PRODUCTIVITY OF EAGLE WEAR**

**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**

**NITHIN NARESH R K**

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

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

**Academic Year: 2020-2022**

**“A STUDY ON RISK AND RETURN OF SELECTED BLUE CHIPS COMPANY  
STOCKS AT SHAREKHAN LTD”**

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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Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2022-23

**“A STUDY ON INVENTORY VALUATION AND MANAGEMENT AT  
HASMAG EQUIPMENTS PVT LTD”**

Dissertation submitted to Bangalore University on partial fulfillment of the requirements for the  
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**MASTER OF BUSINESS ADMINISTRATION BANGALORE  
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2020-22

**A study on**  
**A STUDY OF CONSUMERS PERCEPTION AND SATISFACTION**  
**LEVELS WITH SERVICES OF BIG BASKET ON ITS COMPARISION TO**  
**BLINKIT SERVICES**

**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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(Academic Year: 2020-22)

A Project Report On  
**“IMPACT OF AFTER SALES SERVICES ON CUSTOMER  
REVISIT INTENTION AT KIA MOTORS”**

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



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**SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT**

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**ACADEMIC YEAR: 2020 – 2022**

**“A STUDY ON ROLE OF CUSTOMER GRIEVANCES MANAGEMENT IN  
CUSTOMER RETENTION”**

**Project report submitted to Bangalore university in partial fulfilment of the  
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**MASTER OF BUSINESS ADMINISTRATION**



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

**Academic Year – 2021 – 2022**

**A Project Report On**

**"A STUDY ON WORKING CAPITAL MANAGEMENT OF PROFICIO BUSINESS  
SOLUTION PRIVATE LIMITED"**



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

**Academic Year 2020-2022**

**A Project Report on**  
**MARKETING RESEARCH AS A TOOL FOR PROFITABILITY IN SHRI**  
**SHIVAYOGI SIDDARAMESHWARA FLOUR MILL (SSFM)**

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



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**Academic Year- 2020-2022**



**“A STUDY ON USER BEHAVIOR IN RELATION TO WEBSITE  
CONVERSIONS”**

Submitted to Bangalore University in partial fulfilment of the requirement for the award of  
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Shavige Malleshwara Hill, K.S. layout, Bangalore – 560078

Academic Year – 2021 – 2022

A Project Report On  
**Impact of Packaging on Generation Y's  
Consumer Behavior**



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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Academic Year 2020-2022

Project report on  
**“RISK MANAGEMENT IN BANKING SECTOR”**

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



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Academic year 2021-22

A Research Report On

“ IMPACT ON DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR WITH  
REFERENCE TO FMCG PRODUCTS”

Synopsis submitted to the Bangalore University in partial  
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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE –  
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Academic Year- 2020-2022

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“A PROJECT REPORT ON DEVELOPMENT OF RURAL DISTRIBUTION  
CHANNEL FOR TATA CONSUMER PRODUCT LIMITED”

Report submitted to the Bangalore University in partial fulfillment of the requirements  
for the award of the degree of  
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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT

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2021-2022

**“MUTUAL FUNDS AND PORTFOLIO MANAGEMENT OF  
HDFC ASSET MANAGEMENT COMPANY”**

**Synopsis submitted to the Bangalore University in partial fulfilment of the  
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**Academic year 2021-22**

A Project on  
**A Study on Customer Perception with Reference to Udayaravi Enterprises**

Submitted to Bangalore university in partial fulfilment  
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(Academic Year: 2020-2022)

**IMPACT OF ORGANIZATIONAL SUPPORT ON EMPLOYEE  
WELL-BEING: A STUDY WITH REFERENCE TO BHARAT  
SILKS**

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



**Bangalore University**

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**SHAVIGE MALLESHWAR HILLS KUMARSWAMY LAYOUT BANGALORE-560078  
Academic year 2020-2022**



# **“A Study on Financial Performance of Muthoot Finance in Bangalore”**

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

**BANGALORE UNIVERSITY**



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Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2020-22

**“Impact of Product Packaging on Customer Perception and Purchase Decision”**

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

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

**Academic Year: 2020-2022**

**IMPACT OF BRAND AWARENESS AND BRAND TRUST TOWARDS  
BRAND LOYALTY IN E-COMMERCE WITH REFERENCE TO  
FMCG PRODUCTS AT COJECTIVE COMPANY**

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

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

**560078 Academic Year: 2019-2021**

“ROLE OF EMPLOYER BRANDING IN RECRUITING AND RETAINING THE  
TALENTED HUMAN CAPITAL IN IT INDUSTRY”

Dissertation submitted to Bangalore University on partial fulfillment of the requirements  
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Academic Year: 2020-2022

A Project Report on

“DEVELOPMENT STRATEGY ON BRAND AWARENESS WITH SPECIAL  
REFERENCE TO DECATHLON, BANGALORE”

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

Requirements for the award of the degree of

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SHAVIGE MALLESHWARA HILLS KUMARSWAMY LAYOUT BANGALORE 560078

Academic year 2020-22.

A Project Report on  
**"A STUDY ON CREDIT EVALUATION OF LOANS AND ADVANCES  
OF APOORVA SOUHARDA CO-OPERATIVE LTD"**

Report submitted to the Bangalore University for partial fulfillment of the Requirements for  
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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE -560078

Academic Year- 2020-2022

**EFFECT OF BRAND AWARENESS AND DIGITAL  
MARKETING ON ORGANIZATIONAL PERFORMANCE: A  
STUDY WITH REFERENCE TO COJECTIVE COMPANY**

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

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**Academic Year: 2020-2022**

A Project Report on  
"A PRICE COMPETATIVE ANALYSIS OF KMF VS OTHER BRANDS"  
Submitted to the Bangalore University in partial fulfilment of the Requirements for  
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MASTER OF BUSINESS ADMINISTRATION



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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE –  
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Academic Year- 2020-2022



A Dissertation Report on  
**“Employee commitment and its impact on job performance: A study with  
special reference to Whizzy Logistics Pvt. Ltd”**

Submitted in partial fulfilment of the requirement for the award of the Degree of  
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DEPARTMENT OF MANAGEMENT STUDIES**

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078  
Academic Year: 2020-2022

“A STUDY ON EMPLOYEE SATISFACTION WITH REFERENCE TO BOSCH  
BANGALORE”

MASTER OF BUSINESS ADMINISTRATION



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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE-560078  
Academic Year 2020-2022

A Project Report on  
“A STUDY ON FINANCIAL ANALYSIS THROUGH FUND  
FLOW STATEMENT AT  
CHARZERA TECH PRIVATE LIMITED”

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

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SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY ACADEMIC YEAR-2020-2022

Project on  
“INFLUENCE OF POST SALES SUPPORT AND CUSTOMER  
FEEDBACK MANAGEMENT ON CLIENT LOYALTY- PERCEPTION  
OF LEADING PHARMACEUTICAL CLIENTS WITH REFERENCE TO  
SHAMBHAVI GROUPS”

Synopsis submitted to the Bangalore University in partial fulfillment of the requirements for the  
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ACADEMIC YEAR 2021-22

**“A STUDY ON BRAND AWARENESS AND BRAND PREFERENCE OF  
RURAL CONSUMERS TOWARDS TVS MOTORS.”**

submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the  
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**Academic Year- 2020-2022**

A Project On  
"An Analysis of Financial Statements of Spike Aerotek Pvt. Ltd"  
Project submitted to Bangalore University in partial fulfillment of the requirements  
For the award of the degree of

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Academic year - 2021-2022

“A STUDY ON LOAN ASSESSEMENT CRITERIA FOR MSME FINANCING ”

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

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2020-22

**“A Study of Organizational Culture and its Impact on Affective  
Commitment at Sri Bhagyalakshmi Commercial Corporation”**

Dissertation submitted to Bangalore University in partial fulfillment of  
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**Academic Year: 2020-2022**





**Role of social media on parents online contest buying decision:  
a special reference to WIZKIDS CARNIVAL**

**Submitted to the Bangalore University in partial fulfillment of the  
Requirements for the award of the degree of  
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**SHAVIGEMALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE –560078  
Academic Year- 2020-2022**

A Project on

**EFFECT OF SOCIAL MEDIA AND BRAND EQUITY  
ON ONLINE PURCHASE INTENTION IN  
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Project submitted to the Bangalore University in partial fulfillment of the  
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**Academic Year- 2020-2022**

A Project Report On

A STUDY ON ADVERTISEMENT AND ITS IMPACT ON SALES AT  
BAJAJ ALLIANZ LIFE INSURANCE COMPANY LTD, HASSAN

Project report submitted to the Bangalore University in partial fulfillment  
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ACADEMIC YEAR: 2020 – 2022

“A PERFORMANCE APPRAISAL AND EVALUATION  
OF THE EMPLOYEES IN BLUE HYUNDAI.”

Submitted to the Bangalore University in partial fulfillment of the  
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Academic Year- 2020-2022

**A Study on Cost and Revenue analysis with reference  
to Bangalore Metropolitan Transport Corporation**

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**Academic Year – 2021-2022**

## A Project Report On

A STUDY ON IMPACT OF PROMOTIONAL ACTIVITIES OF BYJU'S WITH SPECIAL REFERENCE TO DISCOVERY SCHOOL SUPER LEAGUE (DSSL).

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

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SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT BANGALORE

UNIVERSITY

ACADEMIC YEAR: 2020 – 2022

“A STUDY ON COMPARATIVE ANALYSIS OF MUTUAL FUNDS –  
PRIVATE SECTOR V/S PUBLIC SECTOR”

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

MASTER OF BUSINESS ADMINISTRATION



Bangalore University

SUBMITTED BY

YUKTHI H U

Register No: 20CQCMD172

UNDER THE GUIDANCE OF

PROF. K S GOPAL

Guide No: 16CQFG013



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE  
SHAVIGE MALLESHWARA HILLS, K.S LAYOUT, BANGALORE - 560078

Academic Year – 2021 – 2022



A Project on  
A Study on Customer perception towards buying luxury apartments in Bangalore  
Project report submitted to the Bangalore University in partial fulfilment of the Requirements for the  
award of the degree of

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

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IV SEMESTER MBA

UNDER THE GUIDANCE OF

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE  
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078

Academic Year- 2020-2022

# **“EFFECTIVENESS OF REWARD SYSTEM ON MOTIVATIONAL LEVEL OF EMPLOYEES”**

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



**BANGALORE UNIVERSITY**

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**PROFESSOR VAIBHAV PATIL**



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

**Academic Year – 2020-2022**

**A PROJECT ON**  
**A STUDY ON CUSTOMER PREFERENCES OF**  
**TWO-WHEELER BUYERS, WITH SPECIAL REFERENCE TO**  
**MARKETING STRATEGIES OF ROYAL ENFIELD BIKES**

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

**MASTER OF BUSINESS ADMINISTRATION**



**BANGALORE UNIVERSITY**

**SUBMITTED BY**

**SHUBHAM MALIPATIL**

**Register No: 20CQCMD179**

**IV SEMESTER MBA**

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**Mr. SHASHIKUMAR.C. R**

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

**SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT**

**BANGALORE UNIVERSITY**

**2020-2022**