

A
Report
On

**"EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOUR-A STUDY IN
RELATION TO FASHION INDUSTRY"**

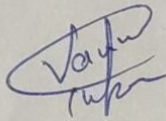
Submitted To
PUNJAB UNIVERSITY

In partial fulfillment of the requirement for the Award of the degree of Bachelor of
Business Management (BBA)

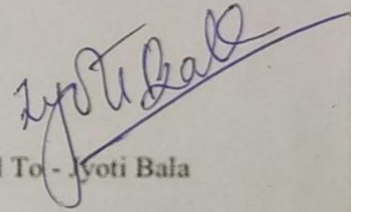
Submitted By:

Vaneet Thakur.

Rol.No -19046426



Submitted To - Jyoti Bala



SD COLLEGE

**TOPIC: "IMPACT OF WORD OF MOUTH
TOWARDS THE RESTAURANTS INDUSTRY"**



PROJECT REPORT

**SUBMITTED FOR THE AWARD OF DEGREE
BACHELORS OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT

S.D. COLLEGE, HOSHIARPUR

MAY 2022

Tushar
Submitted by: - TUSHAR

Jyoti Bala
Submitted to: - PROF. JYOTI BALA

University Roll no: - 19046415

A

Project Report On



“CUSTOMER SATISFACTION TOWARDS AIRTEL”
A STUDY DISTRICT HOSHIARPUR

Submitted to

PANJAB UNIVERSITY CHANDIGARH



In partial fulfilment of the requirement for the
Award of degree of

BACHELOR OF BUSINESS ADMINISTRATION

GUIDED BY

Assistant Prof. JYOTI BALA

Jyoti Bala
11/05/22

Shorya Bagga
SUBMITTED BY

SHORYA BAGGA
B.B.A 6TH SEMESTER
Roll No. 19046423
SESSION 2021-2022

S D COLLEGE HOSHIARPUR

**A
PROJECT REPORT
ON
“A STUDY OF CONSUMER PREFERENCE
REGARDING COCA COLA & IT’S PRODUCT”**



Under the guidance of:
Mrs. Jyoti Bala
(Head Of Management)

Submitted by:
Shivam Chaubey
Roll No. 19046422

**SUBMITTED AT
S.D. COLLEGE, HOSHIARPUR**



**A PROJECT REPORT ON
“BRANDING STRATEGIES OF SAMSUNG
MOBILE PHONES IN AMBALA & HOSHIARPUR”**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT OF
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME
OF S.D. COLLEGE, HOSHIARPUR.**

SUBMITTED BY: MUSKAN JAIN

Muskan Jain

ROLL NO- 19046413

UNDER THE GUIDANCE OF:

MRS. JYOTI BALA

Jyoti Bala
11/5/22

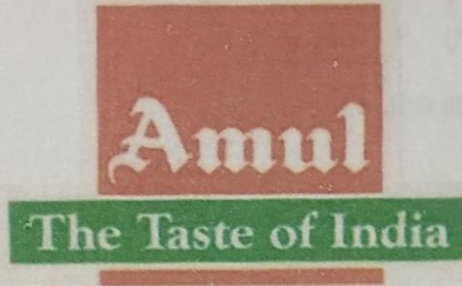


**SANATAN DHARAMA COLLEGE
HOSHIARPUR (PB.)**

SD COLLEGE, HOSHIARPUR



SUMMER TRAINING REPORT ON "CONSUMER BEHAVIOR & SATISFACTION" FOR



"GUJRAT CO-OPERATIVE MILK MARKETING FEDERATION
LTD." BY

Name - Rishab Jain *Rishab Jain*
Class - BBA 6th Sem
Roll no. - 19046420

Bachelor in Business Administration

Rishab Jain

Project Report

on

“A Study on Customer Satisfaction at HDFC Bank.”

Submitted to

SANATAN DHARAMA COLLEGE, HOSHIARPUR



In partial fulfillment of the requirements for the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Submitted By
Priyanka
19046419

Priyanka

Supervisor
Mrs. Jyoti Bala

Jyoti Bala
1115722

Department of Management

SANATAN DHARMA COLLEGE, HOSHIARPUR

2021-2022

PROJECT REPORT

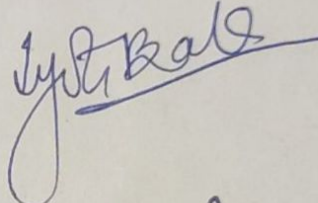
ON

Study of Consumer Behaviour with reference to marble market

SUBMITTED IN PARTIAL FULFILLMENT FOR THE
AWARD OF THE DEGREE OF BACHELOR'S OF
BUSINESS ADMINISTRATION

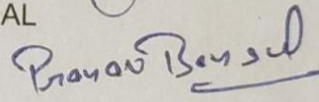
UNDER THE GUIDANCE OF

PROF. JYOTI BALA



SUBMITTED BY:

PRANAV BANSAL



6th Semester

UNIVERSITY ROLL NO.

(19046418)

(SESSION- 2021-2022)



(S.D. COLLEGE ,HOSHIARPUR)

AFFILIATED TO

PANJAB UNIVERSITY CHANDIGARH U.T

RESEARCH PROJECT REPORT

(BBA-324)

On

**ANALYSIS REPORT
ON "COVID-19
PANDEMIC INDIA**

Towards partial fulfilment of
Bachelor of Business Administration (BBA)
DEPARTMENT OF MANAGEMENT
(S.D. COLLEGE, HOSHIARPUR)
(SESSION-2021-22)



SUBMITTED BY: - *Palak Khanna*

Palak Khanna
UNIVERSITY ROLL NO: -
19046415

SUBMITTED TO:
PROF. JYOTI BALA

Jyoti Bala

A

Project Study Report

Titled

"COMPERATIVE ANALYSIS OF PRODUCTS & SERVICES OFAXIS BANK WITH ITS
COMPETITORS"

In partial fulfillment of Summer Internship for the award of the degree of
Bachelors of Business Administration (BBA)

Session (2019-2022)

S.D COLLEGE HOSHIARPUR



Submitted by

Namish Malik

NAMISH MALIK

REGISTRATION NO:

19046414

Submitted to

Prof. JYOTI BALA

Jyoti Bala

**STUDY OF CUSTOMERS PROFILE AND CUSTOMER SATISFACTION
AT VISHAL MEGA MART**



SURVEY REPORT SUBMITTED TO S.D.COLLEGE , HOSHIARPUR



In partial fulfillment of the requirements for the degree of
BACHELOR'S OF BUSINESS ADMINISTRATION

SUBMITTED BY,

MANU THAKUR.

(19046411)

Manu Thakur

SUPERVISOR

MRS. JYOTI BALA

Jyoti Bala

DEPARTMENT OF MANAGEMENT

SD COLLEGE (2022) 6th sem

A Research Project

Report ON

To study impact of The Online Learning on the students of higher
education

(Submitted in partial fulfillment of the requirement for the award of
degree of business administration)

(2021-2022)



Under supervision of : Jyoti bala (Assistant professor)

Submitted by : Manpreet kaur

Roll no . 19046410

SD college Hoshiarpur

A comprehensive report on
**A Study to Identify Determinants of Perceived
Brand Trustworthiness Amidst Covid- 19**



**PROJECT REPORT
SUBMITTED FOR THE AWARD OF DEGREE
BACHELORS OF BUSINESS ADMINISTRATION
DEPARTMENT OF MANAGEMENT
S.D. COLLEGE, HOSHIARPUR
MAY 2022**

Submitted By:-MANPREET KAUR
Rollno:-19046409

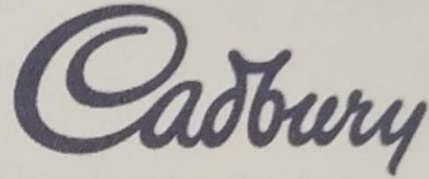
Submitted To:-*Jyoti Bala*
PROF. JYOTI BALA

RESEARCH PROJECT REPORT

(BBA-324)

On

**A STUDY ON CUSTOMER PREFERENCE TOWARDS CADBURY'S
AND NESTLE CHOCOLATES IN HOSHIARPUR**



Towards partial fulfilment of
Bachelor of Business Administration (BBA)
DEPARTMENT OF MANAGEMENT
(S.D. COLLEGE, HOSHIARPUR)
(SESSION-2021-22)



SUBMITTED BY: -

MANAS PURI

Manas Puri

UNIVERSITY ROLL NO: -

19046408

SUBMITTED TO: *Jyoti Bala*

PROF. JYOTI BALA

Jyoti Bala
9/5/22

Project Report On

“Marketing Strategies and Brand Loyalty of Haldiram in India”

Report submitted in partial fulfilment of the requirement

For the award of the degree of BBA Batch (2021-22)

Submitted By:

KUNAL SHARMA
BBA VI SEMESTER

Under the Guidance of:

MISS JYOTI



S. D. COLLEGE, HOSHIARPUR

Project Dissertation

A STUDY ON THE SATISFACTION LEVEL OF CONSUMERS ON E-COMMERCE WEBSITES IN INDIA

Submitted By

Kumkum Singh *Kumkum Singh*

(19046406)

Under the Guidance of

Mrs. Jyoti Bala

Professor

Jyoti Bala
11/5/22



DEPARTMENT OF MANAGEMENT

SD COLLEGE, HOSHIARPUR

2022



PANJAB UNIVERSITY

Established under the Panjab University Act VII of 1947
- enacted by the Government of India

Project Report on Zomato



Guided by:

Ms. Jyoti Manhas

Submitted by:

Karandeep Singh

B.B.A 6th Semester

Roll no. 19046405

(I)

RESEARCH PROJECT REPORT

(BBA-324)

On

**A STUDY ON MARKET ANALYSIS OF AIRTEL, EXTRACTING
REVENUE THROUGH PROJECTS LIKE AIRTEL MONEY, AND**

Towards partial fulfilment of
Bachelor of Business Administration (BBA)
DEPARTMENT OF MANAGEMENT
(S.D. COLLEGE, HOSHIARPUR)
(SESSION-2021-22)



SUBMITTED BY: -

KAJAL THAKUR *kejaj*

UNIVERSITY ROLL NO: -

19046404

SUBMITTED TO: -

PROF. JYOTI BALA

Jyoti Bala
12/5/22

PROJECT REPORT
ON
A STUDY ON MARKETING STRATEGY OF
ONE PLUS MOBILE PHONES AND ITS
EFFECTS ON CONSUMERS



SUBMITTED BY: *Jasleen*

JAS LEEN

B.B.A.

(SEMESTER 6)

Roll No → 2053401

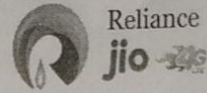
University Roll No → 19046402

SUBMITTED TO:

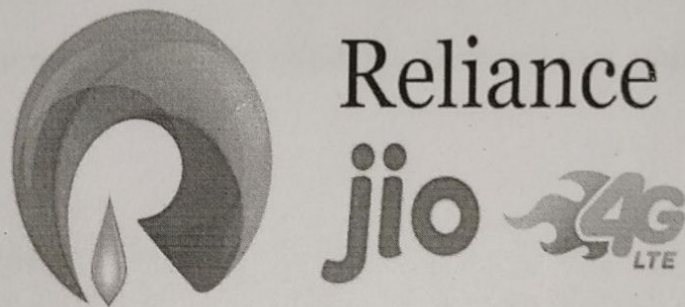
PROJECT GUIDE: MRS. JYOTI BALA

ACADEMIC YEAR 2021-22

Jyoti Bala



A
PROJECT REPORT
ON
"CUSTOMER SATISFACTION TOWARDS RELIANCE JIO"



SUBMITTED IN THE PARTIAL FULFILMENT FOR THE
REQUIREMENT OF THE AWARD OF DEGREE OF
BACHELOR'S OF BUSINESS ADMINISTRATION (BBA)

Santan dharma college , Hoshiarpur

Under the Guidance of:
Mrs. Jyoti bala
(Faculty of Management dept.)

Jyoti Bala
11/5/22

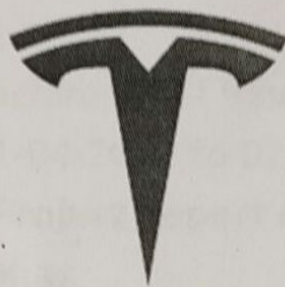
Submitted By:
Himanshi
19046401



PANJAB UNIVERSITY

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- enacted by the Government of India

Project Report on Tesla



TESLA

Guided by:

Ms. Jyoti Manhas

Semester

19046399

Submitted by:

Dhanvir Singh

B.B.A 6th

Roll no.

A Summer training report submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION



PROJECT REPORT

ON

A Study on Customer Satisfaction with respect to services provided by Tata Motors



Submitted By: Balwinder Singh

Balwinder Singh

Roll No.:19046397

INTERNAL GUIDE

Name: Mrs. Jyoti

Jyoti



S.D. COLLEGE HOSHIARPUR

A comprehensive report
On customer perception
of online food delivery
with reference to swiggy

**SANATAN DHARAMA COLLEGE
HOSHIARPUR**



Affiliated to Panjab University Chandigarh
Recognized UGC under Section 2(f) 12 B NAAC Accredited

Project report submitted
for the award of degree
of bachelor of business
administration

Department of
management

Sd college, Hoshiarpur
May, 2022

Submitted by: Amisha
Saini

Submitted to: Jyoti bala

Amisha Saini
Jyoti Bala

University Roll no:
19046392

College roll no: 2153410

PROJECT REPORT ON STRATEGIC ANALYSIS AND FINANCIAL REPORT OF STARBUCKS



PROJECT REPORT
SUBMITTED FOR THE AWARD OF DEGREE
BACHELORS OF BUSINESS ADMINISTRATION
DEPARTMENT OF MANAGEMENT
S.D. COLLEGE, HOSHIARPUR
2021- 2022

Submitted By: - AYUSH SHARMA
University Roll no: - 19046396

Submitted to: - PROF. JYOTI BALA

Jyoti Bala

A

Project Study Report

Titled

**“CUSTOMER SATISFACTION TOWARDS THE DAILY NEWSPAPER –
THE TIMES OF INDIA”**

*In partial fulfillment of Summer Internship for the award of the degree of
Bachelors of Business Administration (BBA)*

Session (2019-2022)
S.D COLLEGE HOSHIARPUR



Submitted by

ABHINANDAN JAIN

**REGISTRATION NO:
19046391**

Submitted to

Prof. JYOTI BALA

- 1 -

Project Report on Tata



Guided by:

Ms. Jyoti Manhas

A handwritten signature in blue ink, appearing to read "Jyoti Manhas", is written over the printed name.

Submitted by:

Gursimran Singh

B.B.A 6th Semester

Roll no. 19046400