

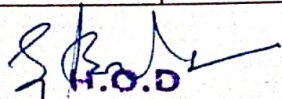
# Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BANGALORE-56

(An Autonomous Institution, Affiliated to VTU, Belgaum)

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### Project Work Information - 2021

Sl. No	USN	Full Name	Title of the study	Area of Project	Place of work	Internal Guide
1	IDA19MBA01	ABHILASH K H	A Study on Consumer Buying Preference & Satisfaction Towards Laptops	M	Bengaluru	Dr Susheela Devi B Devaru
2	IDA19MBA02	AISHWARYA C	The study on significance of emotional intelligence and its impact on job satisfaction of IT employees	H	Bengaluru	Dr. Rajeshwari R
3	IDA19MBA03	AISHWARYA S	Impact Of Compensation And Reward System On The Performance Of An Employee At Qess Corp Limited, Bengaluru, Karnataka"	H	Qess Corp Ltd., Bengaluru	Dr. Rajeshwari R
4	IDA19MBA04	AJAY KUMAR P	A Study on Non Performing Asset Of The HDFC Bank	F	HDFC, Nanjanagud	Dr.S.Baskaran
5	IDA19MBA05	AKHILANDESWARI N	A study m Market Segmentation at IO-Sign Interenational Pvt ltd	M	IO-Sign Interenational Pvt ltd., Bommasandra, Bengaluru	Dr Susheela Devi B Devaru
6	IDA19MBA06	APOURVA RASHMI G	A comparative Analysis of Performance of Mutual funds	F	Bengaluru	Dr.S.Baskaran
7	IDA19MBA07	BHARATH M	A Study On Customer Satisfaction Towards Engine Oil For Two wheelers In Bengaluru North	M	Bengaluru	Dr Susheela Devi B Devaru
8	IDA19MBA08	CHAKALI VASUNDHARA	A study on Financial Performance Analysis in Yesses Anodizing Industries Pvt. Ltd.	F	Yesses Anodizing Industries Pvt. Ltd., Andhra Pradesh	Dr.S.Baskaran
9	IDA19MBA09	CHANDAN G.O	A Study On Consumer Satisfaction Towards Online Food Delivery In Bengaluru City.	M	Bengaluru	Dr Susheela Devi B Devaru
10	IDA19MBA10	D S RAMYA	A Study On Consumer Satisfaction Towards Online Shopping In Bengaluru	M	Bengaluru	Dr Susheela Devi B Devaru
11	IDA19MBA11	DEEPIKA R	A Study on Comparitive Analysis of Mutual Funds	F	Bengaluru	Dr.S.Baskaran
12	IDA19MBA12	DHANUJA G	A Study On Challenges Of Supply Chain Management In Fmcg Sector At Bengaluru	M	Bengaluru	Dr Susheela Devi B Devaru

  
H.O.D.

Department of MBA  
Dr. Ambedkar Institute of Technology  
Bangalore - 560 056



**Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BANGALORE-56**  
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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**Project Work Information - 2021**

13	IDA19MBA13	HARSHITHA K	Technical Analysis of Selected Pharmaceutical Company's Equity Stocks With Reference to NSE	F	Bengaluru	Dr.S.Baskaran
14	IDA19MBA14	HUSSAIN SAB A	A Study On Cost Control And COST Reduction Techniques	F	Bengaluru	Dr.S.Baskaran
15	IDA19MBA15	JEEVITHA SN	A Study on risk And Return Analysis AT UTI Mutual Fund	F	Bengaluru	Dr.S.Baskaran
16	IDA19MBA16	KAVYA H J	"Impact Of Work From Home On Employee's Productivity"	H	Bengaluru	Dr. Rajeshwari R
17	IDA19MBA17	KAVYA S	"A Comparative Study of the Home Loan of Various Financial Institutions".	F	Bengaluru	Dr. M.L. Shailaja
18	IDA19MBA18	KAVYASHREE J	"A Study on Equity Share Performance of Selected Indian IT Sector Through Fundamental Analysis".	F	Bengaluru	Dr. M.L. Shailaja
19	IDA19MBA19	KRISTEN ANTHONY DSOUZA	"The Study on the Payment Gateways Used by Consumers in Bengaluru City"	F	Bengaluru	Dr. M.L. Shailaja
20	IDA19MBA20	MANJUNATH N	A study on Consumer Satisfaction towards Bisleri Brand at Bisleri International Pvt. Ltd, Bengaluru	M	Bisleri International Pvt. Ltd, Bengaluru	Dr Susheela Devi B Devaru
21	IDA19MBA21	MANU H A	A Study On Customer Satisfacation Towards Online Shopping	M	Bengaluru	Dr. Rajeshwari. R. R
22	IDA19MBA22	MEGHANA N	"A Study on Short Term and Long Term Performance of Book Built IPO in India"	F	Bengaluru	Dr. M.L. Shailaja
23	IDA19MBA23	MOKSHITH N M	"A Study on Comparative Analysis of share Price in Various Sector with Reference to Zerodha Stock Broking Ltd"	F	Bengaluru	Dr. M.L. Shailaja
24	IDA19MBA24	N.G SUDEEP	"A Study on Working Capital Management in Kirloskar Brothers Limited"	F	Bengaluru	Dr. M.L. Shailaja
25	IDA19MBA25	NAMITHA N	"A Study on Financial Performance Evaluation of Dr. Reddy's Laboratories Ltd through Ratio Analysis".	F	Bengaluru	Dr. M.L. Shailaja

  
H.O.D

Department of MBA  
Dr. Ambedkar Institute of Technology



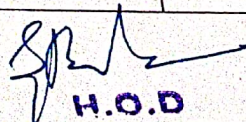
# Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BANGALORE-56

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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### Project Work Information - 2021

26	IDA19MBA26	NANDAN B R	A Study On Customer Perception Towards Mobile Wallet With Special Reference To Google Pay And Phonepe	M	Bengaluru	Dr. Rajeshwari R R
27	IDA19MBA27	NIDHI MISHRA	Analysis of opportunities and challenges of co-working spaces with preference to start-up	H	Bengaluru	Dr. Rajeshwari R R
28	IDA19MBA28	NIVEDITHA M V	A study on investment preferences and behavior of investors with reference to Indian stock market	F	Bengaluru	Mrs. R Vidya
29	IDA19MBA29	PAVANKUMAR E	A study on financial statement and analysis with reference to Cipla Limited	F	Bengaluru	Mrs. R Vidya
30	IDA19MBA30	PRAJWAL Y N	A study on customer satisfaction towards cars in Bangalore north	M	Bengaluru	Arundathi.S.V
31	IDA19MBA31	PRIYANKA H	A study on impact of covid-19 crisis on MSME's at Rajajinagar industrial estate	F	Bengaluru	Mrs. R Vidya
32	IDA19MBA32	RANGANATH GOWDA S	A study on customer satisfaction towards telecommunication service providers in bangalore north	M	Bengaluru	Arundathi.S.V
33	IDA19MBA33	RANJITHA TC	A comparative analysis of investment pattern among the different age group	F	Bengaluru	Mrs. R Vidya
34	IDA19MBA34	RITESH R	A study on investment preferences of retail investors' in fixed income bearing securities with reference to Bengaluru region	F	Bengaluru	Mrs. R Vidya
35	IDA19MBA35	ROOPA BK	A study on investor's perception towards investment in Indian Derivative Market	F	Bengaluru	Mrs. R Vidya
36	IDA19MBA36	S SHARMEELA KANNA	A study on Employee Retention Strategies in Information technology Sector.	H	Bengaluru	Arundathi.S.V
37	IDA19MBA37	SAHCHIN S S	A study on Marketing Mix strategies of Mc Donald's, Bengaluru	M	Bengaluru	Ms.Kavitha S
38	IDA19MBA38	SANGEETHA R	Trend Analysis On Life Insurance Sector Of India	F	Bengaluru	Dr. Leela. M. H
39	IDA19MBA39	SANJAY KUMAR H A	A study on customer perception towards Airtel Network in Bengaluru rural & urban	M	Bengaluru	Ms.Kavitha S
40	IDA19MBA40	SANJEEVA G B	A relative study on impact of traditional advertising & digital advertising at coca cola, Bangalore	M	Bengaluru	Ms.Kavitha S
41	IDA19MBA41	SHOBITHA D V	A Technical Analysis On Selected Top Companies From FMCG Sector Listed At NSE	F	Bengaluru	Dr. Leela M H
42	IDA19MBA42	SHODAN H	A Study on customer satisfaction towards online shopping at Flipkart	M	Chickmagaluru	Ms.Kavitha S

  
**H.O.D**  
 Department of MBA



**Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BANGALORE-56**

(An Autonomous Institution, Affiliated to VTU, Belgaum)

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**Project Work Information - 2021**

43	IDA19MBA43	SUJAY B	A study on effectiveness of online promotional strategies on fashion wear category with reference to Bangalore	M	Bengaluru	Ms.Kavitha S
44	IDA19MBA44	SUPRIYA S	A study on employee perspective on job satisfaction while working from home during covid-19 pandemic in it Sector Bengaluru	H	Bengaluru	Arundathi.S.V
45	IDA19MBA45	SUSHMITHA B	A study on female employees and their motivational factors	H	Bengaluru	Arundathi.S.V
46	IDA19MBA46	TANUJA NAIK	A Comparative Analysis Of Performance Of HDFC And Kotak Mahindra Mutual Fund Schemes	F	Bengaluru	Dr. M. H. Leela
47	IDA19MBA47	VAISHNAVI SATISH	A Comparative Study On Non-Performing Assets Of Public And Private Sector Banks	F	Bengaluru	Dr, M.H Leela
48	IDA19MBA48	VANI NARAYAN GOWDA	A Study on Technical Analysis of Selected Automobile Companies Listed Under NSE	F	Bengaluru	Dr, Leela M H
49	IDA19MBA49	VEENA K	A study on employees perception towards organizational culture s influence on their attitude and behaviour at VRL	H	Bengaluru	Arundathi.S.V
50	IDA19MBA50	VIKRAM N	A Study on the Performance Evaluation of Mutual Funds Schemes of ICICI Prudential and SBI	F	Bengaluru	Dr. M H Leela
51	IDA19MBA51	YASHASWINI M G	A Study on Customer perception & Customer satisfaction towards Pantaloons fashion and retail at Bangalore	M	Bengaluru	Ms.Kavitha S

**H.O.D**

Department of MBA

Dr. Ambedkar Institute of Technology

Bangalore - 560 056



# Dr. Ambedkar Institute of Technology

(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,  
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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A STUDY ON CONSUMER BUYING PREFERENCE & SATISFACTION TOWARDS LAPTOPS WITH SPECIAL REFERENCE TO, KENGERI, BENGALURU SOUTH” carried out by Mr. ABHILASH .K.H bearing USN 1DA19MBA01 a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology, Bengaluru** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide  
**Dr. Susheela Devi B Devaru,**  
Assoc. Professor,  
Dept. of MBA, Dr. AIT

Signature of the HOD  
**Dr. S Baskaran**  
Assoc. Professor and  
HOD Dept. of MBA,  
Dr. AIT

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal, Dr.AIT

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



# Dr. Ambedkar Institute of Technology

(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,  
Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “THE STUDY ON SIGNIFICANCE OF EMOTIONAL INTELLIGENCE AND ITS IMPACT ON JOB SATISFACTION OF IT EMPLOYEES” carried out by Ms. AISHWARYA C, USN 1DA19MBA02 a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Rajeshwari R R* 17/8/21  
Signature of the Guide  
**Dr. Rajeshwari R R**  
Assistant Professor  
Dept. of MBA, Dr.  
AIT

*S. S. Baskaran*  
Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*  
Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

- 1
- 2

Signature with Date



# Dr. Ambedkar Institute of Technology

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Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “IMPACT OF COMPENSATION AND REWARD SYSTEM ON THE PERFORMANCE OF AN EMPLOYEE AT QUESS CORP LIMITED, BENGALURU, KARNATAKA” carried out by Ms. AISHWARYA.S (1DA19MBA03) a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide

*Rajeshwari R. R.*  
**Dr. Rajeshwari R R**  
Assistant Professor  
Dept. of MBA, Dr. AIT

Signature of the HOD

*[Signature]*  
**Dr. S BASKARAN**  
Assoc. Professor and  
HOD Dept. of MBA,  
Dr. A.I.T

Signature of the Principal

*[Signature]*  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



**Ref. Quess/23/05/201/21**

**Date : 15/07/2021**

**CERTIFICATE**

This is to certify that student by name **MS.AISHWARYA.S** bearing register No. 1DA19MBA03 of Dr. Ambedkar Institute of Technology, Bangalore, has successfully completed her project at our organization in the field of human Resource Management for the period of 04 weeks. She was found to be punctual and hardworking during the course of tenure.

We wish all the best for her future endeavors

Best wishes

Quess Corp Limited



**Quess Corp limited**

Quess House, 3/3/2, Bellandur Gate, Sarjapur Road, Bengaluru-560103, Karnataka, India  
Tel : +91 8061056001 | [connect@quesscorp.com](mailto:connect@quesscorp.com) | CIN No.L74140KA2007PLC043909



# Dr. Ambedkar Institute of Technology

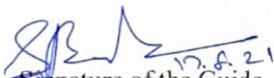
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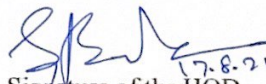
## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A STUDY ON NON-PERFORMING ASSETS OF THE HDFC BANK” carried out by Mr. AJAY KUMAR P bearing a USN 1DA19MBA04 is a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

  
Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal

**Dr. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

#### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date





We understand your world

HDFC Bank Limited  
Vinayaka Complex, R.P Road,  
Nanjangud - 571 301, Karnataka.

To whomsoever It may Concern

This is to certify that Mr. Ajay Kumar [ USN-1DA19MBA04 ] MBA Student of Dr. Ambedkar Institute of Technology , Bengaluru, has successfully completed the project work on " A STUDY ON NON PERFORMING ASSETS OF BANK ".

This certificate has been issued as a partial fulfillment of his academic program without any responsibility or obligation on part of the Bank or any of its signing authorities

Date : 13-08-2021

Place : Nanjangud



For HDFC BANK LIMITED

*[Signature]*  
Authorised Signatory

[www.hdfcbank.com](http://www.hdfcbank.com)

Regd. Office: HDFC Bank Ltd., HDFC Bank House, Senapati Bapat Marg, Lower Parel (West), Mumbai - 400 013.

Corporate Identity No.: L65920MH1994PLC080618



# Dr. Ambedkar Institute of Technology

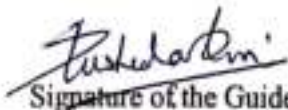
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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON MARKET SEGMENTATION AT I-O SIGN INTERNATIONAL PVT LTD, BENALURU" carried out by Ms. AKHILANDESWARI N bearing USN 1DA19MBA05 a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration** of **Dr. Ambedkar Institute of Technology, Bengaluru** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide

**Dr. Susheela Devi B Devaru,**  
Assoc. Professor,  
Dept. of MBA, Dr. AIT

  
Signature of the HOD

**Dr. S Baskaran**  
Assoc. Professor and  
HOD Dept. of MBA,  
Dr. AIT



Signature of the Principal  
**Dr. Meenakshi. M**  
Principal, Dr.AIT

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



**To whomsoever it may concern**

This is to certify that **Ms. AKHILANDESHWARI N** MBA student of Dr. Ambedkar institute of technology, Bengaluru bearing USN 1DA19MBA05 has been successfully completed the project work on "**A Study on Market segmentation at I-O Sign international Pvt. Ltd, Bengaluru**".

This certificate has been issued as a partial fulfilment of her academic program without any responsibility or obligation on part of the organization.

Date:27/08/2021

Place:Bangaluru





# Dr. Ambedkar Institute of Technology

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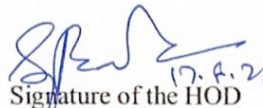
## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A COMPARATIVE ANALYSIS OF PERFORMANCE OF MUTUAL FUNDS” carried out by MS. APOURVA RASHMI.G bearing a USN 1DA19MBA06 is a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration of Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

  
Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal  
**Dr. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

#### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



# Dr. Ambedkar Institute of Technology

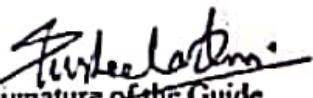
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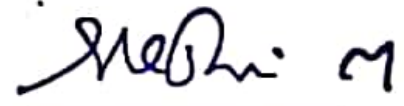
## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ENGINE OIL FOR TWO-WHEELERS IN BANGALURU NORTH" carried out by MR. BIARATHI M bearing USN IDA19MBA07 a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide  
Dr. Susheela Devi B Devaru,  
Assoc. Professor,  
Dept. of MBA, Dr. AIT

  
Signature of the HOD  
Dr. S Baskaran  
Assoc. Professor and  
HOD Dept. of MBA,  
Dr. AIT

  
Signature of the Principal  
Dr. Meenakshi, M  
Principal, Dr. AIT

#### Viva-Voice Examination

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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE


Certified that the project work titled "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS IN YESSES ANODIZING INDUSTRIES PVT LTD" carried out by Mrs. CHAKALI VASUNDHARA a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide

**Dr. S BASKARAN**  
Assoc. Professor and  
HOD Dept. of MBA,  
Dr. AIT

  
Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

  
Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T


### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date

  
21-10-21





**YESSES ANODIZING INDUSTRIES Pvt Ltd.**  
SVIT Engineering College Road,  
Anantapur - 515002  
Phone: 9108681884  
Andhra Pradesh, India  
Pavan.yai06@gmail.com

**TO WHOM SO EVER IT MAY CONCERN**

This is certify that **Mrj.Chakali Vasundhara Reg.No. 1DA19MBA08** Studying  
final **MBA in Dr.Ambedkar Institute of Technology Bangalore.**

During the project work we have found her very inquisitive, intelligent and  
hardworking. She has successfully completed the project work and we wish  
her all the best in all future assignments.

For YESSES ANODIZING INDISTRIES PRIVATE LIMITED

*Pavan Sanapa*

(Pavan Sanapa)  
Manager

# Dr. Ambedkar Institute of Technology

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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY IN BENGALURU CITY” carried out by Mr. CHANDAN G.O bearing USN 1DA19MBA09 a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide  
**Dr. Susheela Devi B Devaru**  
Assoc. Professor,  
Dept. of MBA, Dr. AIT

Signature of the HOD  
**Dr. S Baskaran**  
Assoc. Professor and  
HOD Dept. of MBA, Dr.  
AIT

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal, Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

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Accredited by NAAC with A Grade)


Near Jnana Bharathi campus, Bengaluru-560056





## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING IN BENGALURU" carried out by **Ms. D.S. RAMYA** bearing **USN:1DA19MBA10** is a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology, Bengaluru** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide  
**Dr. Susheela Devi B Devaru,**  
Assoc. Professor,  
Dept. of MBA, Dr. AIT

  
Signature of the HOD  
**Dr. S Baskaran**  
Assoc. Professor and  
HOD Dept. of MBA,  
Dr. AIT

  
Signature of the Principal  
**Dr. Meenakshi. M**  
Principal, Dr.AIT

#### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date

# Dr. Ambedkar Institute of Technology

(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,

Accredited by NAAC with A Grade)

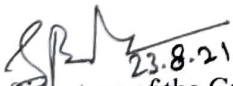
Near Juana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

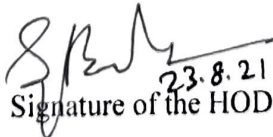
### CERTIFICATE

Certified that the project work titled "A Study on comparative analysis on Mutual Fund" carried out by Ms DEEPIKA.R a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
23.8.21

Signature of the Guide

**Dr. S. BASKARAN,**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

  
23.8.21

Signature of the HOD

**Dr. S. BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal

**Dr. MEENAKSHI.**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

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Signature with Date



# Dr. Ambedkar Institute of Technology

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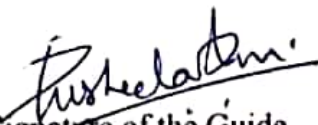
Near Juana Bharathi campus, Bengaluru-560056




## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON CHALLENGES IN SUPPLY CHAIN MANAGEMENT OF FMCG SECTOR AT BENGALURU" carried out by DHANUJA G bearing USN 1DA19MBA12 a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology ,Bengaluru during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide  
Dr. Susheela Devi B Devaru,  
Assoc. Professor,  
Dept. of MBA, Dr. AIT

  
Signature of the HOD  
Dr. S Baskaran  
Assoc. Professor and  
HOD Dept. of MBA,  
Dr. AIT

  
Signature of the Principal  
Dr. Meenakshi. M  
Principal, Dr. AIT

### Viva-Voice Examination

Name of the Examiners

1.

2.

Signature with Date

# Dr. Ambedkar Institute of Technology

(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,  
Accredited by NAAC with A Grade)

Near Jnana Bharathi campus, Bengaluru-560056




## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “**TECHNICAL ANALYSIS OF SELECTED PHARMACEUTICAL COMPANY’S EQUITY STOCKS WITH REFERENCE TO NSE**” carried out by Ms. HARSHITHA K bearing a USN: 1DA19MBA13 is a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

  
Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal

**Dr. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

#### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



# Dr. Ambedkar Institute of Technology


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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION


### CERTIFICATE

Certified that the project work titled "**A STUDY ON COST CONTROL AND COST REDUCTION TECHNIQUES**" carried out by **Mr. HUSSAIN SAB A, (1DA19MBA14)** a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.



25.8.21  
Signature of the Guide

**Dr. S. BASKARAN,**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



25.8.21  
Signature of the HOD

**Dr. S. BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal

**Dr. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

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Signature with Date

# Dr. Ambedkar Institute of Technology

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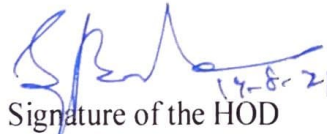
## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled **“A STUDY ON RISK AND RETURN ANALYSIS AT UTI MUTUAL FUND”** carried out by Ms. **JEEVITHA S N, (1DA19MBA15)** a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide

**Dr. S. BASKARAN,**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

  
Signature of the HOD

**Dr. S. BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

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Signature with Date



# Dr. Ambedkar Institute of Technology

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Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “**IMPACT OF WORK FROM HOME ON EMPLOYEE’S PRODUCTIVITY**” carried out by Ms. KAVYA H J bearing a USN 1DA19MBA16 a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration of Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Rajeshwari R R*  
Signature of the Guide 12/8/2021

**Dr. RAJESHWARI R R**  
Assistant Professor,  
Dept. of MBA, Dr. AIT

*S Baskaran*  
Signature of the HOD 12.8.21

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*  
Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date

# Dr. Ambedkar Institute of Technology

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Accredited by NAAC with A Grade)  
Near Juana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A COMPARATIVE STUDY OF THE HOME LOAN OF VARIOUS FINANCIAL INSTITUTIONS” carried out by Ms. KAVYA S bearing a USN 1DA19MBA17 a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Shailaja m.l*  
16/8/2021

Signature of the Guide  
**Dr. SHAILAJA M.L**  
Associate Professor  
Dept. of MBA, Dr. AIT

*S. S. Baskaran*  
16.8.21

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

#### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



# Dr. Ambedkar Institute of Technology

(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,  
Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A STUDY ON EQUITY SHARE PERFORMANCE OF SELECTED INDIAN IT SECTOER THROUGH FUNDAMENTAL ANALYSIS” carried out by Ms. KAVYASHREE J(1DA19MBA18) a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Shailaja m. L*  
*13/8/2021*

Signature of the Guide  
**Dr. M L SHAILAJA**  
Associate Professor  
Dept. of MBA, Dr. AIT

*S. S. Baskaran*  
*12.8.21*

Signature of the HOD  
**Dr. S BASKARAN**  
Associate Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date

# Dr. Ambedkar Institute of Technology

(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,  
Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A Study on the payment gateways used by consumers in bengaluru city” carried out by Mr. KRISTEN ANTHONY DSOUZA (1DA19MBA19) a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Shailaja M.L  
16/8/2021

Signature of the Guide

**Dr. Shailaja M.L**  
Assoc. Professor  
Dept. of MBA, Dr. AIT

S. Baskaran  
16.8.21

Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

Meenakshi M

Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1  
2

Signature with Date



# Dr. Ambedkar Institute of Technology

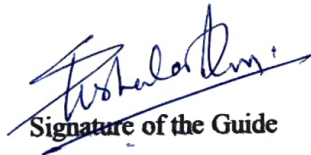
(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,  
Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “ A STUDY ON CONSUMER SATISFACTION TOWARDS BISLERI BRAND AT BISLERI INTERNATIONAL PVT .LTD, BENGALURU” carried out by Mr. MANJUNATH.N bearing USN 1DA19MBA20 a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology, Bengaluru, during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide

**Dr. Susheela Devi B Devaru**  
Assoc. Professor,  
Dept. of MBA, Dr. AIT

  
Signature of the HOD

**Dr. S Baskaran**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

- 1.
- 2.

Signature with Date

# BISLERI.

---

Date : 22/05/2021

## CERTIFICATE

This is to certify that student by name Mr.MANJUNATH.N 1DA19MBA20 of Dr.Ambedkar Institute of Technology, Bengaluru, has successfully completed his project at our organisation in the field of Marketing for the period of 08 weeks. He was found to be punctual and hardworking during the course of tenure.

We wish him all the best for his future endeavours.



BISLERI INTERNATIONAL PVT. LTD.  
Devanahalli, Bengaluru - 562 210.

No. 29/33, Udayagiri Village, Devanahalli, Bengaluru – 562110.



# Dr. Ambedkar Institute of Technology

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Accredited by NAAC with A Grade)  
Near JnanaBharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “**A STUDY ON CUSTOMER SATISFACATION TOWARDS ONLINE SHOPPING**” carried out by **Mr. MANU H.A** bearing a **USN:-IDA19MBA21** a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Rajeshwari R.R.*  
Signature of the Guide 17/8/21  
**Dr. Rajeshwari R.R**  
Assistant Professor  
Dept. of MBA, Dr. AIT

*S. Baskaran*  
Signature of the HOD  
**Dr. S Baskaran**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*  
Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

#### Viva-Voice Examination

Name of the Examiners

1.

2.

Signature with Date

# Dr. Ambedkar Institute of Technology

(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,  
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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON SHORT AND LONG TERM PERFORMANCE OF BOOK BUILT IPO'S IN INDIA" carried out by Ms. MEGHANA N (IDA19MBA22) a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Shailaja m.l  
17/8/2021.

Signature of the Guide  
Dr. M L SHAILAJA  
Associate Professor  
Dept. of MBA, Dr. AIT

S  
17.8.21

Signature of the HOD  
Dr. S BASKARAN  
Associate Professor and HOD  
Dept. of MBA, Dr. AIT

Meenakshi M

Signature of the Principal  
Dr. Meenakshi. M  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

- 1.
- 2.

Signature with Date



# Dr. Ambedkar Institute of Technology

(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,  
Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A study on comparative analysis of share price in various sectors with reference to Zerodha stock broking ltd” carried out by **Mr. MOKSHITH N M (1DA19MBA23)** a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Shailaja m. L*  
16/8/2021.

Signature of the Guide  
**Dr. M L SHAILAJA**  
Assoc. Professor  
Dept. of MBA, Dr.  
AIT

*S. Baskaran*  
16.8.21

Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

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Signature with Date

# Dr. Ambedkar Institute of Technology

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Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A study on Working Capital Management in Kirloskar Brothers limited ” carried out by **Mr. NG SUDEEP (1DA19MBA24)** a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration of Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Shailaja m. L*  
17/8/2021

Signature of the Guide  
**Dr. M L SHAILAJA**  
Assoc. Professor  
Dept. of MBA,  
Dr. AIT

*S. Baskaran*  
17.8.21

Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

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Signature with Date



# Dr. Ambedkar Institute of Technology

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Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “**A STUDY ON FINANCIAL PERFORMANCE EVALUATION OF DR. REDDY’S LABORATORIES LTD THROUGH RATIO ANALYSIS**” carried out by Ms. **NAMITHA.N (1DA19MBA25)** a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Shailaja m.L*  
13/8/2021

Signature of the Guide  
**Dr. M L SHAILAJA**  
Associate Professor  
Dept. of MBA, Dr. AIT

*S Baskaran*  
13.8.21

Signature of the HOD  
**Dr. S BASKARAN**  
Associate Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

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Signature with Date

# Dr. Ambedkar Institute of Technology

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Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A STUDY ON CUSTOMER PERCEPTION TOWARDS MOBILE WALLET WITH SPECIAL REFERENCE TO GOOGLE PAY AND PHONEPE” carried out by MR. NANDAN BR bearing USN 1DA19MBA26 a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Rajeshwari R.R.*  
Signature of the Guide  
**Dr. RAJESHWARI R.R**  
Assistant Professor  
Dept. of MBA, Dr. AIT

*S.B.*  
Signature of the HOD  
16.8.21  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*  
Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

#### Viva-Voice Examination

Name of the Examiners

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Signature with Date



# Dr. Ambedkar Institute of Technology

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Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “ANALYSIS OF OPPORTUNITIES & CHALLENGES OF CO-WORKING SPACES WITH SPECIAL PREFERENCE TO START-UPS” carried out by **Ms. NIDHI MISHRA (1DA19MBA27)** a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*Rajeshwari R. R.*  
Signature of the Guide

**Dr. Rajeshwari R R**  
Assistant Professor  
Dept. of MBA, Dr.AIT

*S. Baskaran*  
13.8.21  
Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*Meenakshi M*  
Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

2

Signature with Date



# Dr. Ambedkar Institute of Technology

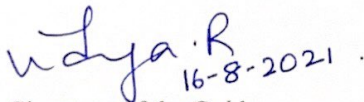
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Near Jnana Bharathi campus, Bengaluru-560056



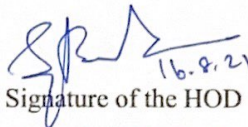
## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A STUDY ON INVESTMENT PREFERENCES AND BEHAVIOUR OF INVESTORS WITH REFERENCE TO INDIAN STOCK MARKET” carried out by Ms. NIVEDITHA M V bearing a USN: 1DA19MBA28 is a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
16-8-2021

Signature of the Guide  
**Mrs. R VIDYA**  
Assistant Professor  
Dept. of MBA, Dr. AIT

  
16.8.21

Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1.

2.

Signature with Date



# Dr. Ambedkar Institute of Technology

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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON FINANCIAL STATEMENT AND ANALYSIS WITH REFERENCE TO CIPLA LIMITED" carried out by Mr. PAVANKUMAR E bearing USN: 1DA19MBA29 is a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
30/8/2021

Signature of the Guide

**Ms. Vidya. R**

Assistant Professor,

Dept. of MBA, Dr. AIT

  
30.8.21

Signature of the HOD

**Dr. S BASKARAN**

Assoc. Professor and

HOD Dept. of MBA, Dr.

AIT



Signature of the Principal

**Dr. Meenakshi. M**

Principal,

Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

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Signature with Date

# Dr. Ambedkar Institute of Technology

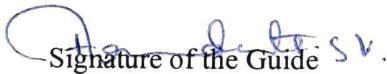
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Near JnanaBharathi campus, Bengaluru-560056





## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A STUDY ON CUSTOMER SATISFACTION TOWARDS CARS IN BANGALORE NORTH” carried out by Mr. PRAJWAL Y.N (USN 1DA19MBA30) a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide  
Mrs. Arundathi S.V  
Assistant Professor  
Dept. of MBA, Dr. AIT

  
Signature of the HOD  
Dr. S Baskaran  
Associate Professor and  
HOD Dept. of MBA, Dr.  
AIT

  
Signature of the Principal  
Dr. Meenakshi. M  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

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# Dr. Ambedkar Institute of Technology

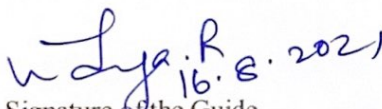
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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

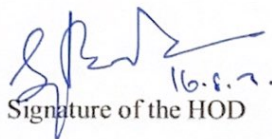
### CERTIFICATE

Certified that the project work titled “A STUDY ON IMPACT OF COVID-19 CRISIS ON MSME’s AT RAJAJINAGAR INDUSTRIAL ESTATE” carried out by Ms. PRIYANKA H bearing a USN 1DA19MBA31 is a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration of Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
16.8.21

Signature of the Guide

**Mrs. R VIDYA**  
Assistant Professor  
Dept. of MBA, Dr. AIT

  
16.8.21

Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

- 1.
- 2.

Signature with Date

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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS TELECOMMUNICATION SERVICE PROVIDERS IN BANGALORE NORTH**” carried out by Mr. RANGANATH GOWDA S (USN:-1DA19MBA32) a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide

**MRS. ARUNDATHI S.V**  
Assistant Professor  
Dept. of MBA, Dr. AIT

Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

Signature of the Principal

**DR. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

- 1.
- 2.

Signature with Date



# Dr. Ambedkar Institute of Technology

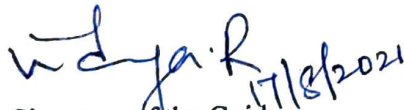
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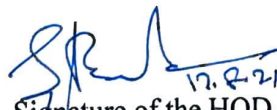



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A COMPARATIVE ANALYSIS OF INVESTMENT PATTERN AMONG THE DIFFERENT AGE GROUP" carried out by Ms. RANJITHA T C bearing USN: 1DA19MBA33 is a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide  
**Ms. Vidya. R**  
Assistant Professor,  
Dept. of MBA, Dr. AIT

  
Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and  
HOD Dept. of MBA, Dr.  
AIT

  
Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

#### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date

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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON INVESTMENT PREFERENCES OF REATIL INVESTORS' IN FIXED INCOME BEARING SECURITIES WITH REFERENCE TO BENGALURU REGION" carried out by Mr. RITESH.R bearing USN: 1DA19MBA34 is a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
19/8/2021

Signature of the Guide  
**Mrs. Vidya. R**  
Assistant Professor,  
Dept. of MBA, Dr. AIT

  
19.8.21

Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and  
HOD Dept. of MBA, Dr.  
AIT



Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

Signature with Date

2.



# Dr. Ambedkar Institute of Technology

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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON INVESTORS PERCEPTION TOWARDS INVESTMENT IN INDIAN DERIVATIVE MARKET" carried out by Ms. ROOPA B K bearing USN: 1DA19MBA35 is a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration of Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.



Signature of the Guide  
Ms. Vidya R  
Assistant Professor,  
Dept. of MBA, Dr. AIT



Signature of the HOD  
Dr. S BASKARAN  
Assoc. Professor and  
HOD Dept. of MBA, Dr.  
AIT



Signature of the Principal  
Dr. Meenakshi. M  
Principal,  
Dr. A.I.T

#### Viva-Voice Examination

Name of the Examiners

1

2

Signature with Date

# Dr. Ambedkar Institute of Technology

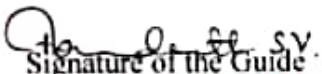
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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON EMPLOYEE RETENTION STRATEGIES IN INFORMATION TECHNOLOGY SECTOR" carried out by Ms. S SHARMEELA KANNA (USN 1DA19MBA36) a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

  
Signature of the Guide  
**Mrs. Arundathi S V**  
Assistant Professor  
Dept. of MBA, Dr. AIT

  
Signature of the HOD  
**Dr. S Baskaran**  
Associate Professor and  
HOD Dept. of MBA, Dr.  
AIT

  
Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.IT

#### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A STUDY ON MARKETING MIX STRATEGIES OF MC'DONALD'S IN BENGALURU” carried out by

Mr. SACHIN S.S.(1DA19MBA37) a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.



Signature of the Guide

**Ms. S KAVITHA**

**Assistant Professor**

**Dept. of MBA, Dr. AIT**

  
23.8.21

Signature of the HOD

**Dr. S BASKARAN**

**Assoc. Professor and HOD**

**Dept. of MBA, Dr. AIT**



Signature of the Principal

**Dr. MEENAKSHI. M**

**Principal, Dr. A.I.T**

### Viva-Voice Examination

Name of the Examiners

1.

2.

Signature with Date

# Dr. Ambedkar Institute of Technology

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Near Juana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "Trend Analysis on Life Insurance of India" carried out by Ms.SANGEETHA Rbearing a1DA19MBA38a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide  
**Dr. LEELA.M.H,**  
Assistant Professor  
Dept. of MBA, Dr. AIT

Signature of the HOD  
**Dr. S BASKARAN**  
Associate Professor and  
HOD Dept. of MBA, Dr.  
AIT

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



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Near Juana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A STUDY ON CUSTOMER PERCEPTION TOWARDS AIRTEL NETWORK IN BENGALURU URBAN AND RURAL” carried out by **Mr. Sanjay Kumar H A (1DA19MBA39)** a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration of Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*S. Kavitha*  
Signature of the Guide

*S. Baskaran*  
23.8.21  
Signature of the HOD

*Meenakshi M*  
Signature of the Principal

**Ms. S Kavitha**  
Assistant Professor  
Dept. of MBA, Dr. AIT

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

**Dr. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

**Viva-Voice Examination**

Name of the Examiners

- 1.
- 2.

Signature with Date

# Dr. Ambedkar Institute of Technology

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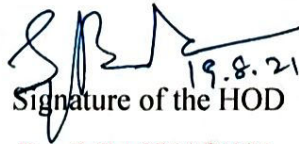
## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A RELATIVE STUDY ON IMPACT OF TRADITIONAL ADVERTISING AND DIGITAL ADVERTISING AT COCA COLA" carried out by Mr. SANJEEVA G B (USN: 1DA19MBA40) a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration of Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.



Signature of the Guide  
**Ms. S. KAVITHA**  
Assistant Professor  
Dept. of MBA, Dr.AIT



Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT



Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A TECHNICAL ANALYSIS ON SELECTED TOP COMPANIES FROM FMCG SECTOR LISTED AT NSE” carried out by Ms. SHOBITHA.D V (1DA19MBA41) a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide  
**Dr. LEELA M H**  
Assistant Professor  
Dept. of MBA, Dr. AIT

Signature of the HOD  
**Dr. S BASKARAN**  
Associate Professor and HOD  
Dept. of MBA, Dr. AIT

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

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Name of the Examiners

1

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Signature with Date



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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A Study on Customer Satisfaction towards Online Shopping at Flipkart” carried out by Mr. Shodan H (1DA19MBA23) a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*S. Kavitha*  
Signature of the Guide

**Ms. S. KAVITHA**  
Assistant Professor  
Dept. of MBA,  
Dr. AIT

*[Signature]*  
Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*[Signature]*

Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

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Name of the Examiners

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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “**A Study on Effectiveness of online promotional strategies on fashion wear categories with reference to Bengaluru**” carried out by **Mr. Sujay B** a Bonafede student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide

**Ms. S. KAVITHA**  
Assistant Professor  
Dept. of MBA, Dr.  
AIT

Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

Signature of the Principal

**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

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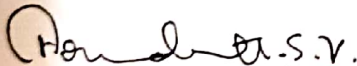


## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION


### CERTIFICATE

Certified that the project work titled "A STUDY ON EMPLOYEE PERSPECTIVE ON JOB SATISFACTION WHILE WORKING FROM HOME DURING COVID – 19 PANDEMIC IN IT SECTOR BENGALURU." carried out by Ms. Supriya S (1DA19MBA44) a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration of Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

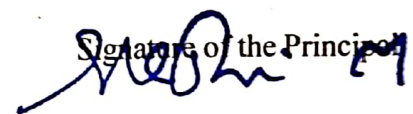
Signature of the Guide

  
**Mrs. ARUNDATHI. S. V**  
Assistant Professor  
Dept. of MBA, Dr. AIT

Signature of the HOD

  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

Signature of the Principal

  
**Dr. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

Viva-Voice Examination

Name of the Examiners

- 1.
- 2.

Signature with Date



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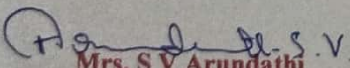


## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

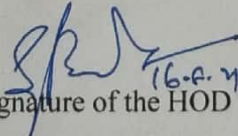
### CERTIFICATE

Certified that the project work titled "A STUDY ON FEMALE EMPLOYEES AND THEIR MOTIVATIONAL FACTORS" carried out by Ms. SUSHMITHA B bearing 1DA19MBA45 a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

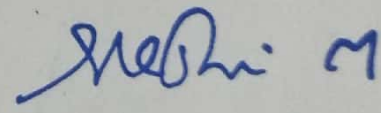
Signature of the Guide

  
**Mrs. S V Arundathi**  
Assistant Professor,  
Dept. of MBA,  
Dr. AIT

Signature of the HOD

  
**Dr. S Baskaran**  
Assoc. Professor and  
HOD Dept. of MBA,  
Dr. AIT

Signature of the Principal

  
**Dr. Meenakshi. M**  
Principal,  
Dr. AIT

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date

# Dr. Ambedkar Institute of Technology

(An Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi,  
Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A COMPARATIVE ANALYSIS OF PERFORMANCE OF HDFC AND KOTAK MAHINDRA MUTUAL FUND SCHEMES" carried out by Ms TANUJA NAIK bearing a USN 1DA19MBA46 a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide  
**Dr. LEELA M H**  
Assistant Professor  
Dept. of MBA, Dr. AIT

Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

Signature of the Principal  
**Dr. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



# Dr. Ambedkar Institute of Technology

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Near Juana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A COMPARATIVE STUDY ON NON-PERFORMING ASSETS OF PUBLIC SECTOR AND PRIVATE SECTOR BANK carried out by Ms VAISHNAVI SATISH bearing USN No IDA19MBA47 bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide

**Dr. LEELA M H**  
Assistant Professor  
Dept. of MBA, Dr. AIT

Signature of the HOD

**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

Signature of the Principal

**Dr. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

2

Signature with Date

# Dr. Ambedkar Institute of Technology

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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled "A STUDY ON TECHNICAL ANALYSIS OF SELECTED AUTOMOBILE COMPANIES LISTED UNDER NSE" carried out by **Ms VANI NARAYAN GOWDA** bearing a USN 1DA19MBA48 a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master Of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide  
**Dr. LEELA M H**  
Assistant Professor  
Dept. of MBA, Dr. AIT

Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

Signature of the Principal  
**Dr. MEENAKSHI. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



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Near Jnana Bharathi campus, Bengaluru-560056




## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION


### CERTIFICATE

Certified that the project work titled “A STUDY ON EMPLOYEE’S PERCEPTION TOWARDS ORGANIZATIONAL CULTURE’S INFLUENCE ON THEIR ATTITUDE AND BEHAVIOUR AT VRL” carried out by Ms. VEENA K bearing a USN 1DA19MBA49 a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.


Signature of the Guide

  
MRS. ARUNDATHI S. V.  
Assistant Professor  
Dept. of MBA, Dr. AIT

Signature of the HOD

  
Dr. S BASKARAN  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

Signature of the Principal

  
DR. MEENAKSHI. M  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

- 1.
- 2.

Signature with Date

# Dr. Ambedkar Institute of Technology

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Accredited by NAAC with A Grade)  
Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “A Study on the Performance Evaluation of Mutual Funds Schemes of ICICI Prudential and SBI” carried out by Mr. VIKRAM N bearing a USN 1DA19MBA50 a bonafide student of Dr. Ambedkar Institute of Technology, Bengaluru, in partial fulfillment for the award of Degree in Master Of Business Administration of Dr. Ambedkar Institute of Technology during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

Signature of the Guide  
**Dr. M H Leela**  
Assistant Professor  
Dept. of MBA, Dr. AIT

12.8.21

Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

### Viva-Voice Examination

Name of the Examiners

1

2.

Signature with Date



# Dr. Ambedkar Institute of Technology

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Near Jnana Bharathi campus, Bengaluru-560056



## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### CERTIFICATE

Certified that the project work titled “ **A Study on Customer Perception and Customer Satisfaction towards Pantaloons Fashion and Retail at Bangalore** ” carried out by **Ms. Yashaswini M G** a bonafide student of **Dr. Ambedkar Institute of Technology, Bengaluru**, in partial fulfillment for the award of Degree in **Master of Business Administration** of **Dr. Ambedkar Institute of Technology** during the year 2020-2021. It is certified that all corrections/suggestions indicated during Internal Assessment have been incorporated in the report deposited in the department. The project report has been approved as it satisfies the academic requirements in respect of project work prescribed for the said Degree.

*S. Kavitha*

Signature of the Guide  
**Ms. S. KAVITHA**  
Assistant Professor  
Dept. of MBA,  
Dr. AIT

*[Signature]*  
17.8.21

Signature of the HOD  
**Dr. S BASKARAN**  
Assoc. Professor and HOD  
Dept. of MBA, Dr. AIT

*[Signature]*

Signature of the Principal  
**Dr. Meenakshi. M**  
Principal,  
Dr. A.I.T

#### Viva-Voice Examination

Name of the Examiners

- 1.
- 2.

Signature with Date