

BUSINESS MANAGEMENT PROJECT TOPIC

Reg.no	Name of student	Topic
190021085563	Abhi R	An organizational study on personnel and administration dept with special reference to kitex Ltd.
190021085564	Abhidev R Pilla	A study on distribution intensity of Amazon.
190021085565	Adithya Raj M	A study on marketing performance of Panasonic
190021085566	Adithya vijayan	A study on recruitment process on Nestle
190021085567	Aditya jayakumar	A study on employee selection process of Amul
190021085568	Aiswarya Aju	A study on effectiveness of grievances handling mechanism in Samsung
190021085569	Aishwarya Sobhan	A study on cash management of Hindustan Unilever Ltd
190021085570	Ajay Raj	A study on marketing strategy of Flipcart
190021085571	Ajith Mohanan	A study on sales growth analysis of Suzuki Motorcycle Indian in past 5 years
190021085572	Ajith VR	A study on marketing strategy of Britannia biscuits
190021085573	Akash Krishna VS	A study on effectiveness of advertising of Reliance jio
190021085574	Akku Soman	A study on marketing performance of XIAOMI
190021085575	Anandhu A	A study on efficiency of marketing strategy OYO ROOM
190021085576	Anandhu Anil	A study on analysis of financial statement of AIRTEL
190021085577	Anandhu S Madhu	A study on effectiveness of marketing mix of AIRTEL
190021085578	Anila P Nair	A study on marketing strategies and marketing mix ABCTCL(café coffee)
190021085579	Anjali Anil	A study on working capital management of Amul
190021085580	Anjali Krishnan	A study on Organizational culture in Nestle
190021085581	Anjana P Kumar	A study on evaluation of software analysis of TATA motors
190021085582	Annapoorna S	A study on performance appraisal system and its effectiveness of FLORA HOTEL Cochin
190021085583	Aravind A	A study on recruitment process of TOYOTO
190021085584	Aravind K Aji	A study on marketing mix with reference to Aditya Birla ULTRA TECH Cement
190021085585	Aravindh PM	A study on stress management of employees at CANARA BANK
190021085586	Archana Anil	A study on digital marketing plan of ZOMATO
190021085587	Archana Subhash	A study on sales promotion at BIG BAZZAR
190021085588	Asha Vijayan	TC
190021085589	Ashish Prasad	A study on working capital management of TATA Steel
190021085590	Aswathy JS	A study on employee motivation in NESTLE
190021085591	Athira S	A study on sales analysis of fertilizers and chemicals Ltd
190021085592	Athul S	A study on effect of product life cycle of ITC comany
190021085593	Athulya Sreekumar	A study on factors affecting the work performance of Britannia industry Ltd
190021085594	Chandu Balan	A study on marketing mix of TATA steel
190021085595	Devivandana Ajay	A study of ratio analysis of Panasonic

BUSINESS MANAGEMENT PROJECT TOPIC

190021085596	Dheeraj Vinod	A study on organizational structure of XIAOMI
190021085597	Dona Sara Reji	A study of job evaluation
190021085598	Jais Joy	An organizational study on image of Royal Enfield
190021085599	Jisha Raj	An organizational study on method of inventory mgt of Amul
190021085600	Karthik Raj	A study on capital budgeting of TOYOTA MOTORS company
190021085601	Karthika VR	An organizational study on market performance and promotional tools Tyford tea Ltd
190021085602	Lakshmi Thankachan	An organizational study on marketing strategy of Amul
190021085603	Lekashmi S	An organizational study on performance appraisal of KMML Kollam
190021085604	Lekshmi Nandana	A study on marketing strategies Of TOYOTA motor corporation
190021085605	Mahi Manoj	A study on organizational and functional paradigm of KITEX Ltd kizhakkambalam
190021085606	Midhun KM	A project on an organizational study on organizational structure in V guard
190021085607	Nibu Mathew	An organizational study of marketing performance of BATA Foot wares in India
190021085608	Prasanth S	A project on organizational study on efficiency on marketing mix on V guard
190021085609	Praveen M	An organizational study on marketing strategy of COAL India Ltd
190021085610	Praveen TP	An organizational study on green market of Hindustan Unilever Ltd Mumbai
190021085611	Pyari S lal	A study on marketing mix Bajaj Auto
190021085612	Ram Prakash M	An organizational study of promotional and advertisement activities of BATA
190021085613	Reshmi R	
190021085614	Reshmi Vijayan	An organizational study on market performance of AIRTEL
190021085615	Sarath Kumar S	An organizational study of project line of Britannia
190021085616	Sayedali S	An organizational study on product life cycle of Myntra
190021085617	Shilu L	An organizational study on CSR activities of Kalyan jewelers
190021085618	Sona Mathew	An organizational study on strategy and functioning of Field force at BAJAJ ALLIANZ
190021085619	Sreedevi S Raj	An organizational study on market segmentation of Hindustan Unilever Ltd Mumbai
190021085620	Sreerag A	An organizational study on service quality of HDFC Bank
190021085621	Sruthimol BS	A study of international marketing advertising and promotional strategies of NOKIA
190021085622	Subin Sunil	An organizational study on pricing strategy of RELIANCE JIO

BUSINESS MANAGEMENT PROJECT TOPIC

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BUSINESS MANAGEMENT PROJECT TOPIC

[illegible]

SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA
(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certified that the company project entitled, "A STUDY ON MARKETING STRATEGIES OF TOYOTA MOTOR CORPORATION ", is a bonfires record of work done by **LEKSHMI NANDANA** (RegNo:190021085604), and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA),Mahatma Gandhi University, Kottayam.


Head of the Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
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Faculty Guide
Sooraj. S
Associate Professor
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta



Viva Voice Examination held on

Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE

KONNI, PATHANAMTHITTA

(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certified that the company project entitled , " **AN ORGANISATIONAL STUDY ON THE PERFORMANCE APPARAISAL OF KMML KOLLAM**" , is a bonfires record of work done by , **LEKSHMI S** (RegNo:190021085603), and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA),Mahatma Gandhi University, Kottayam.

Head of the Department

Faculty Guide



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6/04/2021

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI

PATHANAMTHITTA

(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certify that the company project entitled, "**AN ORGANIZATIONAL STUDY ON MARKETING STRATEGY OF AMUL**", is a benefited record of work done by, **LAKSHMI THANKACHAN (RegNo:190021085602)**, and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA), Mahatma Gandhi University, Kottayam.

Head of the Department



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External Examiner

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "An Organisational Study on Market Performance and Promotional Tools of Tyford Tea Limited" is a record of work done by **KARTHIKA V R (190021085601)** and submitted in partial fulfillment of the required of the **Degree of Bachelor of Business Administration (BBA)** of Mahatma Gandhi University, Kottayam.

Project Guide

Sooraj S

Sooraj S
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Viva Voice held on:

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Head of Department

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External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA



**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**


CERTIFICATE

This is to certify that the company project entitled "A STUDY ON MARKETING MIX OF BAJAJ AUTO" is a record of work done by **PYARI S LAL (190021085611)** and submitted in the partial fulfilment of the required of the degree of **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** of Mahatma Gandhi University, Kottayam.

PROJECT GUIDE

PROF. SOORAJ.S

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HEAD OF DEPARTMENT



Viva Voice held on:

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DEPARTMENT OF BUSINESS ADMINISTRATION

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA (DIST)

2019-2022

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON ORGANIZATIONAL STRUCTURE OF XIAOMI" is work carried out during sixth semester by DHEERAJ VINOD (Reg. No. 190021085596), in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

SMT.SANGITA KUMARI



Viva voice held on

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6/04/2022

Head of Department

Sangita kumari
Associate Professor & Head
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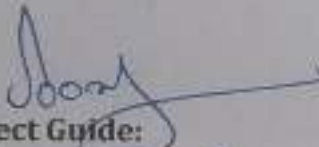
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DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY OF PROMOTIONAL AND ADVERTISEMENT ACTIVITIES OF BATA" is work carried out during sixth semester by RAM PIRAKASHLM (Reg. No. 190021085612), in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.


Project Guide:

SOORALS
Associate Professor
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Viva voice held on

Internal Examiner




Head of Department

Sangli Kumar
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Konni, Pathanamthitta

External Examiner

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA (DIST)



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

[BBA]

CERTIFICATE

This is to certify that the company project entitled "**AN ORGANISATIONAL STUDY ON MARKETING PERFORMANCE OF BATA FOOTWEAR IN INDIA**" is a bonfires record of work done by **NIBU MATHEW (Reg.No 190021085607)** and submitted in partial fulfilment of the required of the degree of **Bachelor of Business Administration (BBA)** of Mahatma Gandhi University, Kottayam,

Project Guide:

SOORAJ S

Viva voice held on

Internal examiner



Head of the Department

Sangita kumari
Associate Professor & Head
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Konni, Pathanamthitta

External examiner

SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA
(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certify that the company project entitled, "**A ORGANISATIONAL STUDY ON ORGANISATION STRUCTURE ON V-GUARD INDUSTRIES**", is a record of work done by, **PRASANTH. S (RegNo:190021085606)**, and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration (BBA), Mahatma Gandhi University, Kottayam.

Head of the Department

Faculty Guide



Viva Voice Examination held on:

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Associate Professor & Head
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Konni, Pathanamthitta

Internal Examiner

6/04/2022

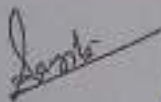
External Examiner

SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA

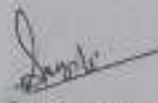


DEPARTMENT OF BUSINESS ADMINISTRATION
CERTIFICATE

This is to certify that the company project entitled "A STUDY ON ORGANIZATIONAL AND FUNCTIONAL PARADIGM OF KITEX LIMITED, KIZHAKKAMBALAM" is a record of work done by **MAHI MANOJ**(Reg No: 190021085605) and submitted in partial fulfillment of the required for the degree of **Bachelor of Business Administration (BBA)** of Mahatma Gandhi University, Kottayam.


Head of the Department

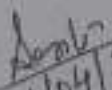


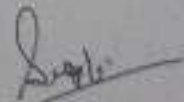

Faculty Guide

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Viva Voce Examination held on

Internal Examiner


6/04/2022


External Examiner

SAS SNDP YOGAM COLLEGE
KONNI



DEPARMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON PRODUCT LIFECYCLE OF MYNTRA" is a record of work done by SAYEDALI S (REG NO. 190021085616) and submitted in partial fulfillment of the requirements for the award of Degree of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.

Project Guide
SANGEETHA KUMARIS

Head of Department

Viva voice held on:



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Associate Professor & Head
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Internal Examiner

6/04/2022
External Examiner

SAS SNDP YOGAM COLLEGE

KONNI, PATHANAMTHITTA

(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certified that the company project entitled, "**A ORGANISATIONAL STUDY OF PRODUCT LINE OF BRITANNIA**", is a bonfires record of work done by, **SARATH KUMAR S**(RegNo:190021085615), and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA), Mahatma Gandhi University, Kottayam.

Head of the Department

Sooraj. S
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Faculty Guide



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Konni, Pathanamthitta

Viva Voice Examination held on

6/04/2022

Internal Examiner

External Examiner



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGNISATIONAL STUDY ON BRAND IMAGE OF ROYAL ENFIELD" is work carried out during slxth semester by JAIS JOY (Reg. No. 190021085598), in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

PROF.SOORAJ S

Viva voice held on



Internal Examiner

Head of Department

Sangita Kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON JOB EVALUATION IN NESTLE" is a work carried out during sixth semester by DONA SARA REGI (Reg. No. 190021085597), in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

Prof. Sangita Kumari

Head of Department

Sangita kumari
Associate Professor & Head
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Viva voice held on



Internal Examiner

6/04/2022

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DISTRICT



**DEPARTMENT OF BACHELOR OF BUSINESS
ADMINISTRATION (BBA)**

CERTIFICATE

This is to certify that the company project report entitled "**A STUDY ON PERSONNEL AND ADMINISTRATION DEPARTMENT WITH SPECIAL REFERENCE TO KITEX LTD**" is a record of work done by **ABHI R (190021085563)** and submitted in partial fulfillment of the Degree of **Bachelor of Business Administration (BBA)** of Mahatma Gandhi University, Kottayam.

Project Guide

Mrs.SANGITA KUMARI

Head of the department

Viva Voice held on:



Sangita kumari
Associate Professor & Head
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Konni, Pathanamthitta

Internal Examiner

6/04/2022

External Examiner

SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA
(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certified that the company project entitled, "**A ORGANISATIONAL STUDY ON EFFECTIVENESS OF GRIEVANCES HANDLING MECHANISM ON SAMSUNG INDUSTRIES**" is a record of work done by, **AISWARYA AJU(RegNo:190021085568)**, and submitted in partial fulfillment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA),Mahatma Gandhi University, Kottayam.

Head of the Department

Faculty Guide



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Konni, Pathanamthitta

Viva Voice Examination held on

6/6/2022

Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESSADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON ANALYSIS OF FINANCIAL STATEMENT OF AIRTEL" is a record of work done by ANANDHU ANIL (190021085576) and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.

Project Guide

NITHYA MOHAN

Viva Voice held on:

Internal Examiner



Head of Department

Sangita kumari
Associate Professor & Head
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Konni, Pathanamthitta

External Examiner

SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "**AN ORGANISATIONAL STUDY ON PERFORMANCE APPRISAL SYSTEM AND ITS EFFECTIVENESS IN FLORA HOTEL COCHIN**" is a record of work done by **ANNAPOORNA. S (190021085582)** and submitted in partial fulfillment of the required of the Degree of **Bachelor of Business Administration (BBA)** of Mahatma Gandhi University, Kottayam.

Project Guide

Mrs. SANGITA KUMARI

Head of Department

Viva Voice held on:



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Konni, Pathanamthitta

Internal Examiner

6/04/2022

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON STRATEGY AND FUNCTIONING OF FIELD FORCE AT BAJAJ ALLIANZ" is a record of work done by SONA MATHEW (190021085618) and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.

Project Guide

SOORAJ SUKUMARAN

Associate Professor
Dept. of Business Administration
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Viva Voice held on:

Internal Examiner



Head of Department

External Examiner

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA (DIST)

2019-2022

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON SALES PROMOTION OF BAJAJ BIKES" is work carried out during sixth semester by YADHU KRISHNAN AR (Reg. No. 190021085630), in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

PROF.SANGITA KUMARI

Head of Department



Sangita kumari
Associate Professor & Head
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Internal Examiner

6/04/2022

External Examiner

DEPARTMENT OF BUSINESS ADMINISTRATION
SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA (DIST)

2019-2022

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON ADVERTISING WITH REFERENCE TO KERALA CO-OPERATIVE MILK MARKETING FEDERATION" is work carried out during sixth semester by YADHU KRISHNA R(Reg. No. 190021085629), in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

PROF. SANGITA KUMARI



Viva voice held on

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Sangita
6/04/2022

Head of Department

Sangita
Sangita Kumari
Associate Professor & Head
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External Examiner

Sangita

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION SAS
SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA(DIST)

2019-2022

SAS SNDP YOGAM COLLEGE, KONNI



CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON WORKING CAPITAL MANAGEMENT OF MARUTI SUZUKI" is work carried out during sixth semester by **VISMAYA.P (Reg.No.190021085628)**, in partial fulfillment for the award of bachelor's degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

NITHYA MOHAN

Viva voice held on

Internal Examiner



Head of Department

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Dept. of Business Administration
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Konni, Pathanamthitta

External Examiner

**SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA**



**DEPARTMENT OF BUSINESS ADMINISTRATION
CERTIFICATE**

This is to certify that the company project entitled "AN ORGANIZATIONAL STUDY ON INVENTORY MANAGEMENT OF SONY ELECTRONICS" is a record of work done by **VISHNU V NAIR (Reg No: 190021085627)** and submitted in partial fulfillment of the required for the degree of **Bachelor of Business Administration (BBA)** of Mahatma Gandhi University, Kottayam.

Head of the Department



Faculty Guide

Sangita kumari
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Viva Voce Examination held on

Internal Examiner

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External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA

2019-2022

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE

Certified that a project work entitled "AN ORGANISATIONAL STUDY ON THE MARKET PERFORMANCE OF THE AIRTEL" is work carried out during sixth semester by RESMI VIJAYAN (RegNo:190021085614) in partial fulfillment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project guide:

DR. SOORAJ S

Sooraj. S
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External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON GREEN MARKETING OF HINDUSTAN UNILEVER LIMITED, MUMBAI" is a record of work done by PRAVEENA.T.P (190021085610) and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.

Project Guide

Nithya Mohan

Head of Department



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Viva Voice held on :

6/4/2022

Internal Examiner

External Examiner

S A S SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA

(Affiliated to MG University, Kottayam)

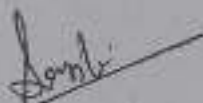


DEPARTMENT OF BBA


CERTIFICATE

This is to certified that the project entitled , "AN ORGANIZATIONAL STUDY ON CSR ACTIVITIES OF KALYAN JEWELERS .", is a bonafide record of vital work done by, SHILU.L(Reg.No:190021085617),submitted in partial fulfillment of the requirement for the award of the Degree of Bachelor of Business Administration , Mahatma Gandhi University , Kottayam.

Principal


Head of the Department

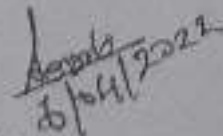



Faculty Guide

Smt. SANGITA KUMARI

Viva Voice Examination held on

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta


Internal Examiner


External Examiner

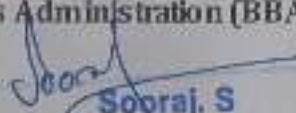
SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION(BBA)

CERTIFICATE

This is to certify that the company project report entitled "A ORGANISATIONAL STUDY ON MARKETING MIX OF AIRTEL" is a record of work done by ANANTHU S MADHU Reg: (190021085577) and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.


Sooraj. S
Associate Professor
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Project Guide

Mr. SOORAJ SUKUMARN



Viva Voice held on:


Internal Examiner


Head of Department
Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta


External Examiner

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "An Organizational Study On Ratio Analysis Of Panasonic" is a record of work done by **DEVIVANDANA AJAY (190021085595)** and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.

Project Guide

Head of Department

Mrs. Nithya Mohan (MBA)



Viva Voice 3 held on:

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Internal Examiner

External Examiner



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

(BBA)

CERTIFICATE

Certified that a Project work entitled "AN ORGNISATIONAL STUDY ON MARKETING MIX OF TATA STEEL" is work carried out during sixth semester by **CHANDU BALAN** (Reg. No. 190021085594), in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

PROF.SOORAJ S

Viva voice held on

Internal Examiner

Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

External Examiner

**SAS SNDP YOGAM
COLLEGE KONNI,
PATHANAMTHITTA**

(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certify that the company project entitled, "**A STUDY ON THE FACTORS AFFECTING THE WORK PERFORMANCE OF BRITANNIA INDUSTRIES LIMITED**", is a bonfires record of work done by, **ATHULYA SREEKUMAR**(RegNo:190021085593), and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA),Mahatma Gandhi University, Kottayam.

Head of the Department

Faculty Guide



Viva Voice Examination held on

**Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta**

6/6/2022

Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA
(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certify that the company project entitled, "**A ORGANISATIONAL STUDY ON THE EFFECT OF PRODUCT LIFE CYCLE OF ITC COMPANY**", is a bonfires record of work done by, **ATHUL S** (RegNo:190021085592), and submitted in partial fulfillment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA), Mahatma Gandhi University, Kottayam.

Head of the Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Faculty Guide



Viva Voice Examination held on

Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION
CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON EMPLOYEE MOTIVATION IN NESTLE" is a work carried out during sixth semester by ASWATHI J S (Reg. No190021085590), in partial fulfilment for the award of **Bachelor Degree in Business Administration** from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

Prof. Sangita Kumari



Viva voice held on

Internal Examiner

6/04/2022
Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

External Examiner

SAS SNDP YOGAM COLLEGE

KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON MARKETING PERFORMANCE IN XIAOMI" is a record of work done by **AKKU SOMAN (190021085574)** and submitted in partial fulfillment of the required of the Degree of **Bachelor of Business Administration (BBA)** of Mahatma Gandhi University, Kottayam.

Project Guide

Mr.SOORAJ SUKUMARAN

Viva Voice held on:



Internal Examiner

Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA



**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**


CERTIFICATE

This is to certify that the company project entitled "A STUDY ON EFFECTIVENESS OF ADVERTISING OF RELIANCE JIO" is a record of work done by **AKASH KRISHNA V S (190021085573)** and submitted in the partial fulfilment of the required of the degree of **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** of Mahatma Gandhi University, Kottayam.


PROJECT GUIDE

DR. SOORAJ S

Sangita kumari
S. Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta


HEAD OF DEPARTMENT



Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA



**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**

CERTIFICATE

This is to certify that the company project entitled "AN ORGANISATIONAL STUDY ON EFFICIENCY OF MARKETING STRATEGY ON OYO ROOMS" is a record of work done by **ANANDHU.A (190021085575)** and submitted in the partial fulfilment of the required of the degree of **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** of Mahatma Gandhi University, Kottayam.


PROJECT GUIDE
PROF. SOORAJ S.
Associate Professor
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta



Viva Voice held on:


HEAD OF DEPARTMENT

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Internal Examiner

External Examiner

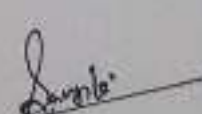
**SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA**




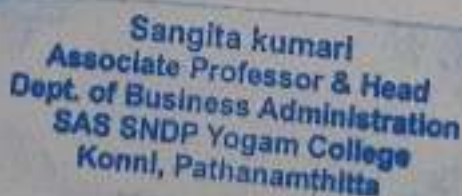
**DEPARTMENT OF BUSINESS ADMINISTRATION
CERTIFICATE**


This is to certify that the company project entitled "AN ORGANIZATIONAL STUDY ON DISTRIBUTION INTENSITY OF AMAZON" is a record of work done by **ABHIDEV R PILLAI**(Reg No: 190021085564) and submitted in partial fulfillment of the required for the degree of **Bachelor of Business Administration (BBA)** of Mahatma Gandhi University, Kottayam.


Head of the Department


Faculty Guide


Viva Voce Examination held on


Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta


Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "An Organization Study On Marketing performance Of Panasonic" is a record of work done by ADITHYA RAJ M (190021085565) and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.

Project Guide

Head of Department

Prof. SANGITA KUMARI



Viva Voice held on:

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA (DIST)



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

(BBA)

CERTIFICATE

Certified that a Project work entitled "AN ORGNISATIONAL STUDY ON WORKING CAPITAL MANAGEMENT OF TATA STEEL" is work carried out during sixth semester by **ASHISH PRASAD (Reg. No. 190021085589)**, in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

NITHYA MOHAN

Viva voice held on



Internal Examiner

Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA



**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**

CERTIFICATE

This is to certify that the company project entitled "A STUDY ON SALES ANALYSIS OF FERTILIZERS & CHEMICAL LTD" is a record of work done by **ATHIRA S (190021085591)** and submitted in the partial fulfilment of the required of the degree of **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** of Mahatma Gandhi University, Kottayam.

PROJECT GUIDE

DR. SOORAJ S **Sangita kumari**
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Viva Voice held on:

HEAD OF DEPARTMENT



Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA
(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certified that the company project entitled, "**A ORGANISATIONAL STUDY ON EFFICIENCY OF MARKETING MIX ON V-GUARD INDUSTRIES**", is a record of work done by, **PRASANTH. S(RegNo:190021085608)**, and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA),Mahatma Gandhi University, Kottayam.

Head of the Department



Faculty Guide

Viva Voice Examination held on:

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON EMPLOYEE SELECTION PROCESS OF AMUL " is a record of work done by ADITYA JAYAKUMAR (190021085567) and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.

Project Guide



SANGITA KUMARI

Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Viva Voice held on:

Internal Examiner

6/04/2022

External Examiner

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA (DIST)



**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**

CERTIFICATE

Certified that a Project work entitled "AN ORGNISATIONAL STUDY ON PRICING STRATEGIES OF RELIANCE JIO" is work carried out during sixth semester by **SUBIN SUNIL (Reg. No. 190021085622)**, in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

NITHYA MOHAN



Viva voice held on

6/4/2022

Internal Examiner

Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

External Examiner

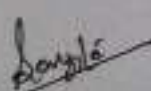
SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST.



**DEPARTMENT OF BACHELOR OF BUSINESS
ADMINISTRATION (BBA)**

CERTIFICATE

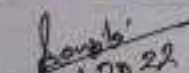
This is to certify that the company project report entitled "A STUDY ON THINTERNATIONAL MARKETING, ADVERTISING AND PROMOTIONAL STRATEGIES OF NOKIA ." is a record of work done by SRUTHIMOL BS (190021085621) and submitted in partial fulfilment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.


Project Guide
Sangeeta Kumari

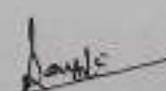


Viva Voice held on:

Internal Examiner


6/4/2022

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta


Head of Department


External Examiner

SAS SNDP YOGAM
COLLEGE, KONNI, PATHANAMTHITTA



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANIZATIONAL STUDY ON SERVICE QUALITY OF HDFC BANK" is a record of work done by SREERAG A Reg. No (190021085620) and submitted in partial fulfilment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi university, Kottayam.

Project Guide

NITHYA MOHAN



Viva voice held on:

Internal Examiner

Head of the department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST



**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON MARKET SEGMENTATION OF HINDUSTAN UNILEVER LIMITED , MUMBAI" is a record of work done by **SREEDEVI .S.RAJ (190021085619)** and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University , Kottayam.

Project Guide

Nithya Mohan



Viva Voice held on :

6/11/2022

Internal Examiner

Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

External Examiner

SAS SNDP YOGAM COLLEGE

KONNI, PATHANAMTHITTA

(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certify that the company project entitled, "A STUDY ON CAPITAL BUDGETING OF TOYOTA COMPANY", is a bonafide record of work done by **KARTHIK RAJ** [Reg. No 190021005600] and submitted in partial fulfillment of the requirement for the award of the Degree of Bachelor of Business Administration (BBA), Mahatma Gandhi University, Kottayam.

Head of the Department



Faculty Guide

Viva Voice Examination held on

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Internal Examiner

Examiner

Nithya
6/4/2022

External

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON METHODS OF INVENTORY MANAGEMENT OF AMUL " is a record of work done by JISHA RAJ (190021085599) and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.

Project Guide

NITHYA MOHAN

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta



Head of Department

Viva Voice held on:

Internal Examiner

6/11/2022

External Examiner

SAS SNDP YOGAM COLLEGE

KONNI, PATHANAMTHITTA

(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certified that the company project entitled , " **A STUDY ON SALES PROMOTION AT BIG BAZAAR** " , is a bonfires record of work done by , **ARCHANA SUBHASH** (RegNo:190021085587), and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA),Mahatma Gandhi University, Kottayam.

Head of the Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Faculty Guide

Sooraj. S
Associate Professor
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Viva Voice Examination held on



Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitles "AN ORGANISATION STUDY ON DIGITAL MARKETING PLAN OF ZOMATO" is work carried out during sixth semester by ARCHANA ANIL (Reg No. 190021085586). In partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

Nithya Mohan



Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Viva voice held on

Internal Examiner

External Examiner

SAS SNDP YOGAM
COLLEGE, KONNI, PATHANAMTHITTA



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANIZATIONAL STUDY ON STRESS MANAGEMENT OF CANARA BANK" is a record of work done by ARAVINDH.P.M Reg. No (190021085585) and submitted in partial fulfilment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi university, Kottayam.

Sangita

Project Guide Head of the department

Prof. SANGITHA KUMARI



Viva voice held on:

Internal Examiner External Examiner

Sangita
6/6/2022

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA (DIST)

2019-2022

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY OF MARKETING MIX WITH REFERENCE TO ADITYA BIRLA ULTRATECH CEMENT" is work carried out during sixth semester by **ARAVIND K Aji** (Reg. No190021085584.), in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:



Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Head of Department

PROF.SANGITA KUMARI

Viva voice held on 6/04/2022.
Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE

KONNI,PATHANAMTHITTA

(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certify that the company project entitled, "A STUDY ON RECRUITMENT PROCESS OF TOYOTA COMPANY", is a bonfires record of work done by **ARAVIND A** (Reg. No 190021085583) and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration (BBA), Mahatma Gandhi University, Kottayam.

Head of the Department



Faculty Guide

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Viva Voice Examination held on

Internal Examiner
Examiner

6/04/2022

External

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA (DIST)

2019-2022

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "**AN ORGANISATIONAL STUDY OF EVALUTION OF SWOT ANALYSIS OF TATA MOTORS**" is work carried out during sixth semester by **ANJANA P KUMAR (Reg. No190021085581.)**, in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year **2019-2022**, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

PROF.SANGITA KUMARI



Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Viva voice held on

Internal Examiner

6/04/2022

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON WORKING CAPITAL MANAGEMENT OF AMUL" is a record of work done by ANJALI ANIL (190021085579) and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University, Kottayam.

Project Guide

NITHYA MOHAN



Viva Voice held on:

Internal Examiner

6/4/2022

Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON ORGANISATIONAL CULTURE IN NESTLE" is a work carried out during sixth semester by ANJALI KRISHNAN (Reg. No. 190021085580), in partial fulfilment for the award of **Bachelor Degree in Business Administration** from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

Prof. Sangita Kumari



Viva voice held on

Head of Department

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

Internal Examiner

6/04/2022

External Examiner

SAS SNDP YOGAM COLLEGE

KONNI, PATHANAMTHITTA

(Affiliated to MG University, Kottayam)



CERTIFICATE

This is to certify that the company project entitled, " **AN ORGANISATIONAL STUDY ON THE MARKETING STRATEGY AND MARKETING MIX OF CAFE COFFEE DAY** ", is a bonfires record of work done by, **ANILA P NAIR** (RegNo:190021085578), and submitted in partial fulfilment of the requirement for the award of the Degree of Bachelor of Business Administration(BBA),Mahatma Gandhi University, Kottayam.

Head of the Department

Faculty Guide



Viva Voice Examination held on

Sangita kumari
Associate Professor & Head
Dept. of Business Administration
SAS SNDP Yogam College
Konni, Pathanamthitta

8/04/2022

Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI



DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON RECRUITMENT PROCESS IN NESTLE" is a work carried out during sixth semester by ADITHYA VIJAYAN (Reg. No. 190021085566), in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

Prof. Sangita Kumari



Head of Department

Sangita kumari
Associate Professor & Head
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Viva voice held on

Internal Examiner

6/04/2022

External Examiner

**SAS SNDP YOGAM COLLEGE
KONNI, PATHANAMTHITTA**



**DEPARTMENT OF BUSINESS ADMINISTRATION
CERTIFICATE**

This is to certify that the company project entitled "AN ORGANIZATIONAL STUDY ON MARKETING STRATEGY OF FLIPKART" is a record of work done by **AJAY RAJ** (Reg No: **190021085570**) and submitted in partial fulfillment of the required for the degree of **Bachelor of Business Administration (BBA)** of Mahatma Gandhi University, Kottayam.

Head of the Department

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Faculty Guide

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Konni, Pathanamthitta

Viva Voce Examination held on

Internal Examiner

External Examiner

SAS SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA (DIST)

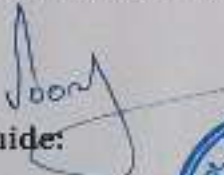


DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

(BBA)


CERTIFICATE

Certified that a Project work entitled "AN ORGNISATIONAL STUDY ON MARKETING STRATEGIES OF COAL INDIA LIMITED" is work carried out during sixth semester by **PRAVEEN M (Reg. No. 190021085609)**, in partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.


Project Guide:

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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

This is to certify that the company project report entitled "AN ORGANISATIONAL STUDY ON CASH MANAGEMENT OF HINDUSTAN UNILEVER LIMITED , MUMBAI" is a record of work done by **AISWARYA SOBHAN (190021085569)** and submitted in partial fulfillment of the required of the Degree of Bachelor of Business Administration (BBA) of Mahatma Gandhi University , Kottayam.

Project Guide

Nithya Mohan



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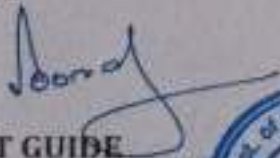
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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CERTIFICATE

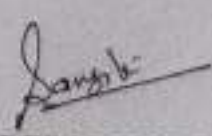
This is to certify that the company project entitled "A STUDY ON MARKETING STRATEGIES OF BRITANNIA BISCUITS " is a record of work done by **AJITH.V.R** (190021085572) and submitted in the partial fulfilment of the required of the degree of **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** of Mahatma Gandhi University, Kottayam.


PROJECT GUIDE

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**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
(BBA)**

CERTIFICATE

This is to certify that the company project entitled "AN ORGANIZATION STUDY ON SALES GROWTH ANALYSIS OF SUZUKI MOTORCYCLE INDIA IN PAST 5 YEARS" is a record of work done by **AJITH MOHANAN (190021085571)** and submitted in the partial fulfilment of the required of the degree of **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** of Mahatma Gandhi University, Kottayam.

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External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA DIST



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

CERTIFICATE

This is to certify that the company project report entitled **"AN ORGANISATIONAL STUDY ON E-COMMERCE OF MYNTRA"** is a record of work done by **SURYA SURESH (190021085623)** and submitted in partial fulfillment of the required of the degree of **Bachelor of Business Administration (BBA)** of **Mahatma Gandhi University, Kottayam**

Project Guide

Nithya Mohan

Head Of Department



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Viva Voice held on:

Internal Examiner

6/4/2022

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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION SAS
SNDP YOGAM COLLEGE KONNI, PATHANAMTHITTA(DIST)

2019-2022

SAS SNDP YOGAM COLLEGE, KONNI



CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON WORKING CAPITAL MANAGEMENT OF CADBURY" is work carried out during sixth semester by **VARSHA.P (Reg.No.190021085624)**, in partial fulfillment for the award of bachelor's degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

Nithya Mohan
NITHYA MOHAN

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Internal Examiner



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Head of Department

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DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitles "A Study on Brand Identity of LUX" is work carried out during sixth semester by VASANTHI V (Reg No. 190021085625). In partial fulfilment for the award of Bachelor Degree in Business Administration from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

Sangita Kumary

Viva voice held on



Head of Department

Sangita Kumary
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Internal Examiner

6/04/2022

External Examiner

SAS SNDP YOGAM COLLEGE, KONNI, PATHANAMTHITTA (DIST)



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

CERTIFICATE

Certified that a Project work entitled "AN ORGANISATIONAL STUDY ON DIFFERENT MARKET ASSESSMENT OF DIFFERENT SWEET VARIETIES IN CADBURY" is work carried out during sixth semester by VEENA S (Reg. No. 190021085626), in partial fulfilment for the award of Bachelor Degree in Business Administration (BBA) from MG University during the academic year 2019-2022, who carried out the project work under the guidance and no part of this work has been submitted earlier for award of any degree.

Project Guide:

SMT.SANGITA KUMARI




Viva voice held on

Internal Examiner


Head of Department

Associate Professor & Head
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Konni, Pathanamthitta


External Examiner