

**A STUDY ON FEASIBILITY OF SILVER JEWELERS WITH
REFERENCE TO SRI LAKSHMI JEWELLERS AND PAWN BROKERS**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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APRIL – 2024

**A STUDY ON EFFECTIVENESS OF TRAINING AND
DEVELOPMENT AT MAX HYPERMARKET PRIVATE LIMITED**

[SPAR]

Project report submitted to

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**A STUDY ON EMPLOYEE EMPOWERMENT WITH REFERENCE
TO AACHI MASALA FOODS PRIVATE LTD, CHENNAI**

Project report submitted to

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**A STUDY ON ANALYSING THE SATISFACTION LEVEL OF
LABOURS ABOUT THE SAFETY AND WELFARE MEASURES
IN CLASSIC FIRE SAFETY.**

Project report submitted to

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**A STUDY ON IMPACT OF DIGITAL MARKETING OF GLINT
CREATIVES PVT LTD**

Project report submitted to

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**A STUDY ON THE EFFECTIVENESS OF DIGITAL ADVERTISING
STRATEGIES BY VPLAN INFOTECH PVT. LTD.**

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**A STUDY ON PERFORMANCE APPRAISAL AT SUNDRAM
FASTENERS LIMITED**

Project report submitted to

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**A STUDY ON THE INFLUENCE OF BRAND RECOGNITION ON
PURCHASE DECISIONS IN PAULSONS BEAUTY & FASHION PVT LTD**

Project report submitted to

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APRIL – 2024

**A STUDY ON THE IMPACT OF BRANDING ON PRODUCT
MARKETING: INSIGHTS FROM CUSTOMER PERSPECTIVES**

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A STUDY ON SALES AND PROMOTIONS

Project report submitted to

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**A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT
WHEELS INDIA LIMITED**

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**A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING AT
CANIT SOLUTION**

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**A STUDY ON BUSINESS WITH SPECIAL REFERENCE TO
DRUG HOUSE**

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**A STUDY ON ENVIRONMENTAL FACTORS OF THE BUSINESS
LOCATION AT AMMAYAPPER TEXTILES PRIVATE LIMITED**

Project report submitted to

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**A STUDY ON REDUCING LEAD TIME OF CUSTOMER
ORDERS AT HANNA SCM PVT LTD**

Project report submitted to

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**A STUDY ON THE FINANCIAL PERFORMANCE OF LUCAS TVS LTD. USING
RATIO ANALYSIS TECHNIQUE**

Project report submitted to

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A STUDY ON CONSUMER PREFERENCES TOWARDS
POLKAPOP

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APRIL – 2024

A STUDY ON PROMOTION & ADVERTISING in RAJ PARIS
CIVIL CONSTRUCTIONS

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**A STUDY ON BRAND PREFERENCE AMONG DEALERS WITH
SPECIAL REFERENCE TO PIDILITE PVT LTD**

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**A STUDY ON EMPLOYEE JOB SATISFACTION AT VICTORIOUS FUTURE
ENERGY PVT. LTD.**

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APRIL – 2024

**A STUDY ON IMPACT OF INSTAGRAM INFLUENCER
MARKETING ON CONSUMER PURCHASE BEHAVIOUR AT
REACH SKYLINE**

Project report submitted to

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APRIL - 2024

COMPANY LETTER

**A STUDY ON THE EFFECT ON COMPENSATION STRATEGIES ON
EMPLOYEE PERFORMANCE AT ASHOK LEYLAND
PVT LTD**

Project report submitted to
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**A STUDY ON POST PURCHASE PERCEPTION OF
CONSUMERS AT SKR ENTERPRISES, CHENNAI**

Project report submitted to

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APRIL – 2024

**A STUDY ON MARKETING CHANNEL ANALYSIS WITH
REFERENCE TO MAGISHAA CONSTRUCTION**

Project report submitted to

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**A STUDY ON B2B STRATEGIES FOR EXISTING BUSINESSES
WITH A REFORM OF CURRENT TRENDS BASED ON THE
COMPANY 'VIZDALE'**

Project report submitted to

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**A STUDY ON STRATEGIES OF EMPLOYEE RETENTION WITH
SPECIAL REFERENCE TO NINE STARS**

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**A STUDY ON CUSTOMER RELATIONSHIP
MANAGEMENT WITH SPECIAL REFERENCE TO SDB
SECURITY SERVICE PVT LTD**

Project report submitted to
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**A STUDY ON CHALLENGES FACED IN RECRUITMENT AT MGM
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A STUDY ON PERFORMANCE APPRAISAL

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**A STUDY ON EMPLOYEE PERCEPTION TOWARDS HR
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**A STUDY ON IMPACT OF ONLINE ADVERTISING ON
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A STUDY ON EMPLOYEES WELFARE FACILITIES

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APRIL – 2024

**A STUDY ON THE FEASIBILITY STUDY OF COMPUTERISED
NUMERICAL CONTROL DESIGN WITH REFERENCE TO
STONE CARE.**

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**A STUDY ON BRAND AWARENESS WITH SPECIAL
REFERENCE OF TATA MOTORS LTD**

Project report submitted to

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A FEASIBILITY STUDY ON EXPANSION OF FAMILY BUSINESS
WITH SPECIAL REFERENCE TO SUDERSHAN STORES

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**A FEASIBILITY STUDY ON THE EXPANSION OF SUMANGALI
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**A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT
PROGRAM CONDUCTED AT SIGNWARE TECHNOLOGIES, Pvt.,
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**A STUDY ON THE IMPACT OF DIGITAL MARKETING ON
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**A FEASIBILITY STUDY ON SALES EXPANSION OF RISHAB
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In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

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ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON PERFORMANCE APPRAISAL IN FLINK SOLUTION PVT
LIMITED**

Project report Submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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APRIL-2024

**A STUDY ON CONSUMERS' PREFERENCE TOWARDS COLD
BEVERAGES WITH REFERENCE TO TRUE VALLEY**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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APRIL - 2024

A STUDY ON IMPACT OF MOTIVATION ON PRODUCTIVITY
WITH REFERENCE TO SRI ANJANEYA CARTONS (P) Ltd

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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**A STUDY ON BRAND TURST WITH REFERENCE TO
SKORPIO PVT LTD**

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

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APRIL – 2024

**A STUDY ON THE FEASIBILITY OF EXPANSION OF PACKING
MATERIAL MANUFACTURING BUSINESS.**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

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APRIL – 2024

**A STUDY ON 7P'S OF MARKETING AT CHETTINAD CEMENT
COMPANY PRIVATE LIMITED, CHENNAI**

Project report

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In partial fulfilment of the requirement for the award of the degree of
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A study to analyse the customer prediction towards dominos

Project report
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APRIL-2024

A STUDY ON CUSTOMER PERCEPTION AT IFB LTD

Project report submitted to

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APRIL – 2024

**A STUDY ON CUSTOMER RELATIONSHIP MARKETING AT
RADHIKA FABRICS INTERNATIONAL**

Project report submitted to

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APRIL – 2024

A STUDY ON CUSTOMER LOYALTY IN VASANTHI EXIM

PVT LTD

Project report submitted to

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

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APRIL – 2024

**A STUDY ON IMPACT OF STRESS MANAGEMENT AMONG
EMPLOYEES IN FLOSIL GROUP**

Project report submitted to

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APRIL - 2024

**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS
RUDRAA MOTORS A DEALERS OF ROYAL ENFIELD**

Project report submitted to

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APRIL - 2024

**A STUDY ON 7 P'S OF MARKETING WITH SPECIAL
REFERENCE TO SHRI MARUDHAR MOTORS**

Project report submitted to

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APRIL – 2024

**A STUDY ON COMPETITIVE ANALYSIS OF ARS 550D TMT
STEEL BARS**

Project report submitted to

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APRIL - 2024

**A STUDY ON IMPACT OF CUSTOMER SATISFACTION
STRATEGIES ON CUSTOMERS RENTENTION**

Project report submitted to

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A STUDY ON CUSTOMER SATISFACTION IN

ROYAL SURGICALS

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APRIL – 2024

**A STUDY ON EMPLOYEE SATISFACTION WITH REFERENCE TO
STORE SOFT SOLUTIONS**

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ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

A FEASIBILITY STUDY FOR FAMILY BUSINESS EXPANSION
WITH SPECIAL REFERENCE TO NAVKAR JEWELLERS,
CHENNAI

Project report submitted to

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ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON HYBRID WORK – LIFE BALANCE AND IT'S
PRODUCTIVITY AT EXON TECHNOLOGIES**

Project report
Submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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APRIL-2024

A STUDY ON STRESS MANAGEMENT AT MGM HEALTHCARE

PRIVATE LIMITED

Project report submitted to

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BACHELOR OF BUSINESS ADMINISTRATION

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ARUMBAKKAM, CHENNAI – 600106 APRIL –

2024

**A STUDY ON FEASIBILITY OF OLYMPUS THERAPEUTICS
PRIVATE LIMITED**

Project report submitted to

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BACHELOR OF BUSINESS ADMINISTRATION

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ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

A STUDY ON EXPANSION OF HARDWARE BUSINESS

Project report submitted to

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ARUMBAKKAM, CHENNAI - 600106

APRIL - 2024

**A FEASIBILITY STUDY FOR FAMILY BUSINESS EXPANSION
WITH SPECIAL REFERENCE TO EASY 2 WEAR, CHENNAI**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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APRIL – 2024

**A STUDY ON THE CLIENT SATISFACTION ON CHOICE
INDUSTRIES**

Project report submitted to

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APRIL – 2024

**A STUDY ON RECRUITMENT STRATEGY WHICH INFLUENCE
ON EMPLOYEE PERFORMANCE IN SUNDARAM BUSINESS
SERVICE**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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APRIL – 2024

**A STUDY ON DOCTOR PREFERENCE TOWARDS
PRESCRIBING MEDICINES OF OLYMPUS THERAPEUTICS**

The project report submitted to

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APRIL - 2024

**A STUDY ON PRICING STRATEGY USED IN MAX FASHION
RETAIL LIMITED**

Project report submitted to

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APRIL - 2024

**A STUDY ON EMPLOYEE HEALTH AND SAFETY MEASURES LIMAK
TECH LINKS INDIA PVT LTD**

Project report submitted to

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APRIL – 2024

**A STUDY ON EMPLOYEE ENGAGEMENT WITH REFERENCE TO FPL
AUTOMOBILES PRIVATE LIMITED**

Project report submitted to

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ARUMBAKKAM, CHENNAI - 600106 APRIL - 2024

**A STUDY ON CONSUMER BEHAVIOUR AND STRATEGIC
MARKETING AT NELCAST LTD.**

Project report submitted to

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APRIL – 2024

A STUDY ON JOB SATISFACTION

Project report submitted to

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APRIL – 2024

**A STUDY TO ANALYZE CAREER GROWTH AND
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Project report submitted to

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**A STUDY ON QUALITY WORK-LIFE AND ITS IMPACT ON
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Project report submitted to

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APRIL - 2024

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT

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A STUDY ON WORK-LIFE BALANCE WITH REFERENCE TO
TTK HEALTHCARE

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**A STUDY ON EMPLOYEE ENGAGEMENT AND WORK-LIFE
BALANCE AT NDOT DORWIN FACADE SOLUTIONS PVT. LTD,
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APRIL – 2024

**A STUDY OF FACTOR INFLUENCING POST-PURCHASE BUYER
BEHAVIOUR AT CHOLAYIL PRIVATE LIMITED**

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APRIL – 2024

**A STUDY ON THE CUSTOMER RETENTION STRATEGIES OF
TEXTILE RETAILERS**

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APRIL – 2024

A STUDY ON EMPLOYEE SATISFACTION TOWARDS

FPL AUTOMOBILES PVT LTD.

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

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Under the guidance of

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DEPARTMENT OF BUSINESS ADMINISTRATION

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(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

A STUDY ON WORK LIFE BALANCE AMONG EMPLOYEES

Project report submitted to

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

BACHELOR OF BUSINESS ADMINISTRATION

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APRIL – 2024

**A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL
REFERENCE TO AAVIN**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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BACHELOR OF BUSINESS ADMINISTRATION

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APRIL – 2024

**A STUDY ON JOB SATISFACTION AMONG THE
EMPLOYEE**

IN THE MARUTHI OFFICE EQUIPMENT PRIVATE LIMITED.,

Project report submitted to

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APRIL – 2024

**A STUDY ON IMPACT OF LABOUR WELFARE AT JOTHI
MALLEABLES PVT LTD**

Project report submitted to

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**A STUDY ON EMPLOYEE WELL-BEING WITH REFERENCE TO
DAHNEY LOGISTICS PVT. LTD.**

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BACHELOR OF BUSINESS ADMINISTRATION

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APRIL – 2024

**A STUDY ON THE IMPACT OF BRANDING IN MARKETING OF MEDIMIX
PRODUCTS BY CHOLAYIL PRIVATE LIMITED**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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DEPARTMENT OF BUSINESS ADMINISTRATION

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APRIL – 2024

**A STUDY ON HR STRATEGIES IN SUSTAINABILITY OF THE
FIRM DLK CAREER DEVELOPMENT**

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BACHELOR OF BUSINESS ADMINISTRATION

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DEPARTMENT OF BUSINESS ADMINISTRATION DWARAKA DOSS

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(Autonomous)

ARUMBAKKAM, CHENNAI - 600106

APRIL - 2024

A STUDY ON EMPLOYEE COMMITMENT TOWARDS
PREETHI PACKAGING INDUSTRIES PVT LTD.

Project report submitted to

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

BACHELOR OF BUSINESS ADMINISTRATION

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APRIL – 2024

A STUDY ON EMPLOYEE HEALTH AND SAFETY MEASURES
AT ADYAR MOTORS.PVT.LTD,CHENNAI

Project report submitted to

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APRIL – 2024

A STUDY ON EMPLOYER- EMPLOYEE RELATIONSHIP
TOWARDS KALEESUWARI REFINERY PRIVATE LIMITED,
CHENNAI

Project report submitted to

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**A STUDY ON CHALLENGES FACED BY EMPLOYEES IN
RECRUITMENT AT NINESTARS INFORMATION TECHNOLOGY**

Project report submitted to

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APRIL – 2024

**A STUDY ON EFFECTIVENESS OF RECRUITMENT AND
SELECTION PROCESS AT ISS SDB SECURITY SERVICE PVT LMT**

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**A STUDY ON THE IMPACT OF EMPLOYEE JOB
SATISFACTION WITH REFERENCE TO SMRF CORPORATE
INDIA PRIVATE LIMITED**

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ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON THE FACTORS AFFECTING CONSUMER BUYING
BEHAVIOR TOWARDS EUROCEIL SYSTEMS PVT LTD**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

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(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON EMPLOYEES TRAINING AND DEVELOPMENT AT
REDDAWN SYSTEMS PVT LTD**

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A STUDY ON EMPLOYEE RETENTION

Project report submitted to

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ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON HIRING AND SELECTION PROCESS AT
VICTORIOUS FUTURE ENERGY PRIVATE LIMITED**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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A STUDY ON QUALITY OF WORK LIFE BALANCE
WITH SPECIAL REFERENCE TO DR. AGARWAL'S EYE HOSPITAL Ltd.

Project report submitted to

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DEPARTMENT OF BUSINESS ADMINISTRATION
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(Autonomous)

ARUMBAKKAM, CHENNAI - 600106

APRIL - 2024

**A STUDY ON CONSUMER EXPECTATIONS FROM EVENT
MANAGEMENT COMPANY REGARDING THEMED WEDDINGS WITH
SPECIAL REFERENCE TO DUET WEDDINGS PVT LTD**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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DEPARTMENT OF BUSINESS ADMINISTRATION

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(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON CONSUMER EXPECTATIONS FROM EVENT
MANAGEMENT COMPANY REGARDING THEMED WEDDINGS WITH
SPECIAL REFERENCE TO DUET WEDDINGS PVT LTD**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

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DEPARTMENT OF BUSINESS ADMINISTRATION

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ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024



99620 66089
86800 12026

Date: 2nd january 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M.D. Madhurima, student of 3 rd year BBA, enrollment, 21E2246, from Dwaraka Doss Goverdhan Doss Vaishnav College, has completed her internship program in our company which commenced from 1st december 2023 to 1st january 2024

**SARANGA PANI RAVI
(EVENT HEAD)**

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DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

Arumbakkam, Chennai – 600106

(Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that the project titled “A Study On Consumer Expectations From Event Management Company With Regarding Themed Weddings With Special Reference To Duet Weddings Pvt Ltd” is a bonafide work of Ms. M.D.Madhurima REGISTER NUMBER: 2313101096235 Carried out under my supervision. The work is submitted in partial fulfilment of the requirement of the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION of **DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE** during the academic year 2023-2024.

MS. M.KAVITHA

FACULTY GUIDE

Dr. N.Sarulatha

HEAD OF THE DEPARTMENT

DECLARATION

I, Ms. M.D.MADHURIMA declare that this project entitled "A Study On Consumer Expectations From Event Management Company Regarding Themed Weddings With Special Reference To Duet Weddings Pvt Ltd" was carried out by me under the guidance of **Ms. M.Kavitha**, Assistant Professor, Department of Business Administration and is entirely my original work and has not been submitted to any other University for the award of any degree or diploma courses.

PLACE: CHENNAI

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DATE :

2113101096235

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This report is in partial fulfilment of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** submitted for the viva voce examination held on at **Department of Business Administration, DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous), ARUMBAKKAM, CHENNAI – 600106.**

INTERNAL EXAMINER

EXTERNAL EXAMINER

ACKNOWLEDGEMENT

I sincerely thank my college, **DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous)** which has given me an opportunity to study B.B.A, and also complete it successfully.

I express my deep gratitude to Captain **Dr.S.Santhosh Baboo, Principal**, DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous) for giving me an opportunity to study in such esteemed institution.

I would like to thank **Dr. N. Sarulatha**, Head, Department of Business Administration, for her enormous support in completing this project.

I would like to thank my guide MS. M.Kavitha, Assistant Professor, Department of Business Administration, for his/her valuable guidance in my entire endeavour in general and for successful completion of this project in particular.

I would also like to thank other faculty members of the Department of Business Administration for their support, valuable suggestions and guidance in this successful completion of research project.

Finally I thank one and all who have helped me to complete this report successfully.

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**A STUDY ON EMPLOYEE MORALE WITH SPECIAL
REFERENCE TO AUTOTECH**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

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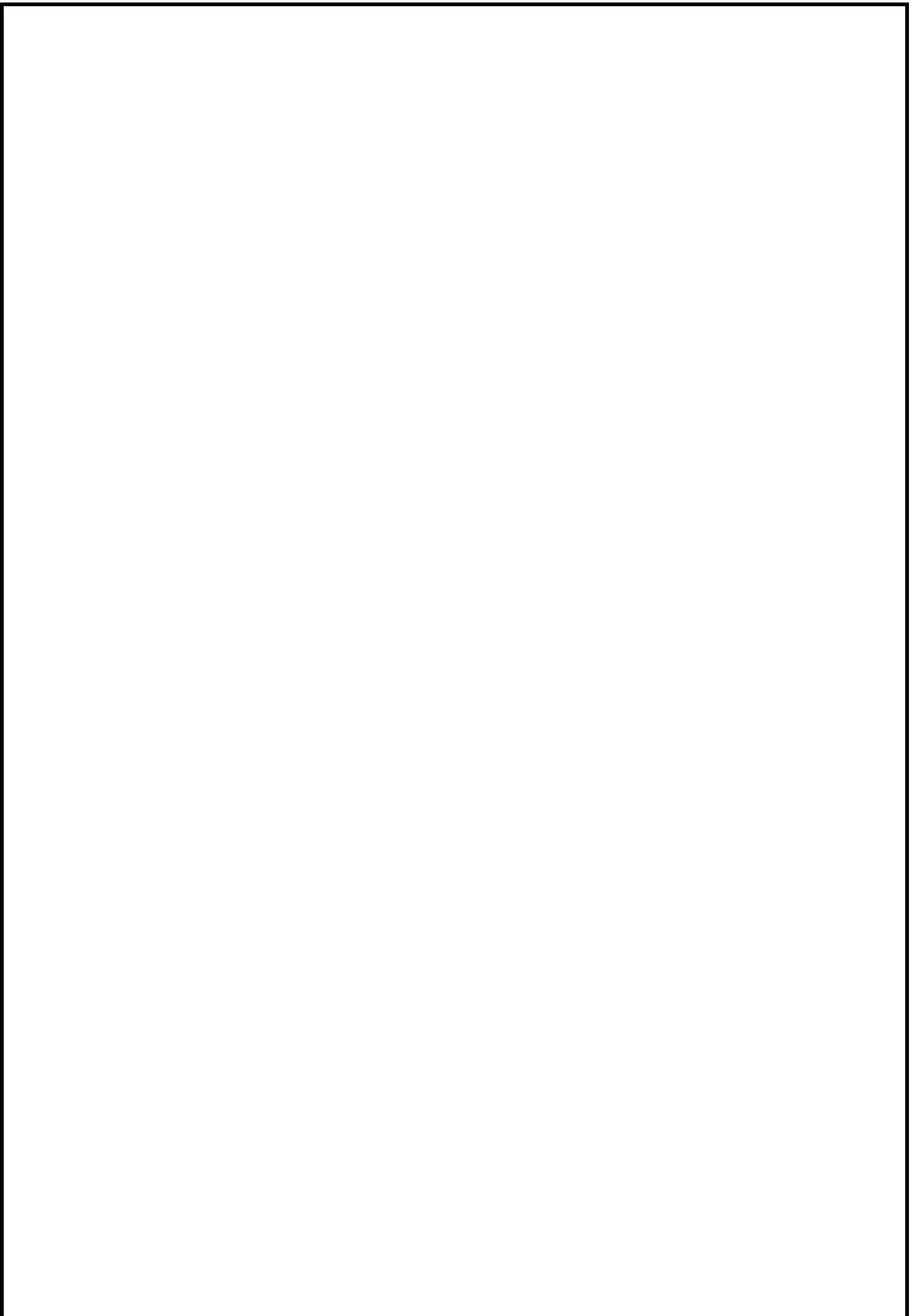
DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI - 600106

APRIL - 2024



**A STUDY ON CUSTOMER ATTITUDE AND PERCEPTION TOWARDS
AAVIN PRODUCTS**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

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DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS MAKING AN
INVESTMENT DECISIONS IN REAL ESTATE IN NOVA
LIFESPACE PVT LTD.**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

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(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

A STUDY ON BRANDING ON PRODUCT MARKETING

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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APRIL – 2024

A STUDY ON BRANDING ON PRODUCT MARKETING

Project report submitted to

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

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APRIL – 2024

16 SEP 2023


TO WHOM SOEVER IT MAY CONCERN

This is to certify that **Mr. V. TRISHA** (Reg No. 2113101096239), Studying Final Year BBA In **DAWAKAR DOSS GOVERDHAN DOSS VAISHNAVI COLLEGE ARUMBAKKAM(SHIFT2), Chennai**, has successfully completed his Internship in our company from **16-08-2023 TO 16-09- 2023**.

During this period his conduct and character are found good.

We wish him all the best in his future career.

For **J K FENNER (INDIA) LIMITED**



SHERVAIKKARAN U
DEPUTY MANAGER - HR



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

Arumbakkam, Chennai – 600106

(Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that the project titled “A STUDY ON BRANDING ON PRODUCT MARKETING.” is a bonafide work of Ms. V.Trisha REGISTER NUMBER: 2113101096239 Carried out under my supervision. The work is submitted in partial fulfilment of the requirement of the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION of **DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE** during the academic year 2023-2024.

Ms. Ashwini.R

FACULTY GUIDE

Dr. N. Sarulatha

HEAD OF THE DEPARTMENT

DECLARATION

I, Ms. V.Trisha declare that this project entitled “A STUDY ON BRANDING ON PRODUCT MARKETING” was carried out by me under the guidance of Ms. Ashwini.R, Assistant Professor, Department of Business Administration and is entirely my original work and has not been submitted to any other University for the award of any degree or diploma courses.

PLACE: CHENNAI

V.Trisha

DATE:

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VIVA VOCE

This report is in partial fulfilment of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** submitted for the viva voce examination held on at **Department of Business Administration,** DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous), ARUMBAKKAM, CHENNAI – 600106.

INTERNAL EXAMINER

EXTERNAL EXAMINER

ACKNOWLEDGEMENT

I sincerely thank my college, **DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous)** which has given me an opportunity to study B.B.A, and also complete it successfully.

I express my deep gratitude to Captain **Dr.S.Santhosh Baboo, Principal**, DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous) for giving me an opportunity to study in such esteemed institution.

I would like to thank **Dr. N. Sarulatha**, Head, Department of Business Administration, for her enormous support in completing this project.

I would like to thank my guide Ms.Ashwini.R, Assistant Professor, Department of Business Administration, for his/her valuable guidance in my entire endeavour in general and for successful completion of this project in particular.

I would also like to thank other faculty members of the Department of Business Administration for their support, valuable suggestions and guidance in this successful completion of research project.

Finally I thank one and all who have helped me to complete this report successfully.

**A COMPREHENSIVE MARKET ANALYSIS OF WOMEN
WELLNESS BRANDS IN INDIA**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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APRIL - 2024

A STUDY ON CUSTOMER LOYALTY TOWARDS
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Project report submitted to

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DEPARTMENT OF BUSINESS ADMINISTRATION
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APRIL – 2024

**A STUDY ON CUSTOMERS CONATIVE BRAND LOYALTY WITH
SPECIAL REFERENCE TO S.R. PAPERS PVT. LTD.**

Project report submitted to

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DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**FEASIBILITY STUDY ON EXPANSION OF SURESH THANGA
MALIGAI - A FAMILY OWNED BUSINESS**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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**A FEASIBILITY STUDY ON THE EXPANSION
OF ROYAL INDUS IN THE DIGITAL MARKET**

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FEASIBILITY STUDY AND EXPANSION PROCESS OF METAL TECH

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**A FEASIBILITY STUDY ON EXPANSION OF NAMAN MARKETING
DEALER OF MULTIPLE ELECTRICAL PRODUCTS**

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**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT ON
CUSTOMER RETENTION WITH REFERENCE TO KERASIYA
FOOD AND BEVERAGES PVT.LTD**

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**A FEASIBILITY STUDY ON THE EXPANSION OF THE BUSINESS IN LADIES AND
KIDS GARMENTS WITH SPECIAL REFERENCE TO SHRI SHANTI FABRICS**

Project report submitted to

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**A STUDY ON CLIENT SATISFACTION AT HI-FOCUS
ELECTRONICS INDIA PVT LTD**

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**A STUDY ON THE FEASIBILITY OF DIVERSIFICATION OF
PRODUCT TYPE AND EXPANSION IN PRODUCT VARIETY IN
TOYS BUSINESS.**

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**A STUDY ON CUSTOMER SATISFICATION AT FVBROS
ELECTRICALS PVT LTD CHENNAI.**

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**A STUDY ON IDENTIFYING STRATEGIES TO EXPAND AND
IMPROVE THE CHANNELS OF DISTRIBUTION OF THE BUSINESS.**

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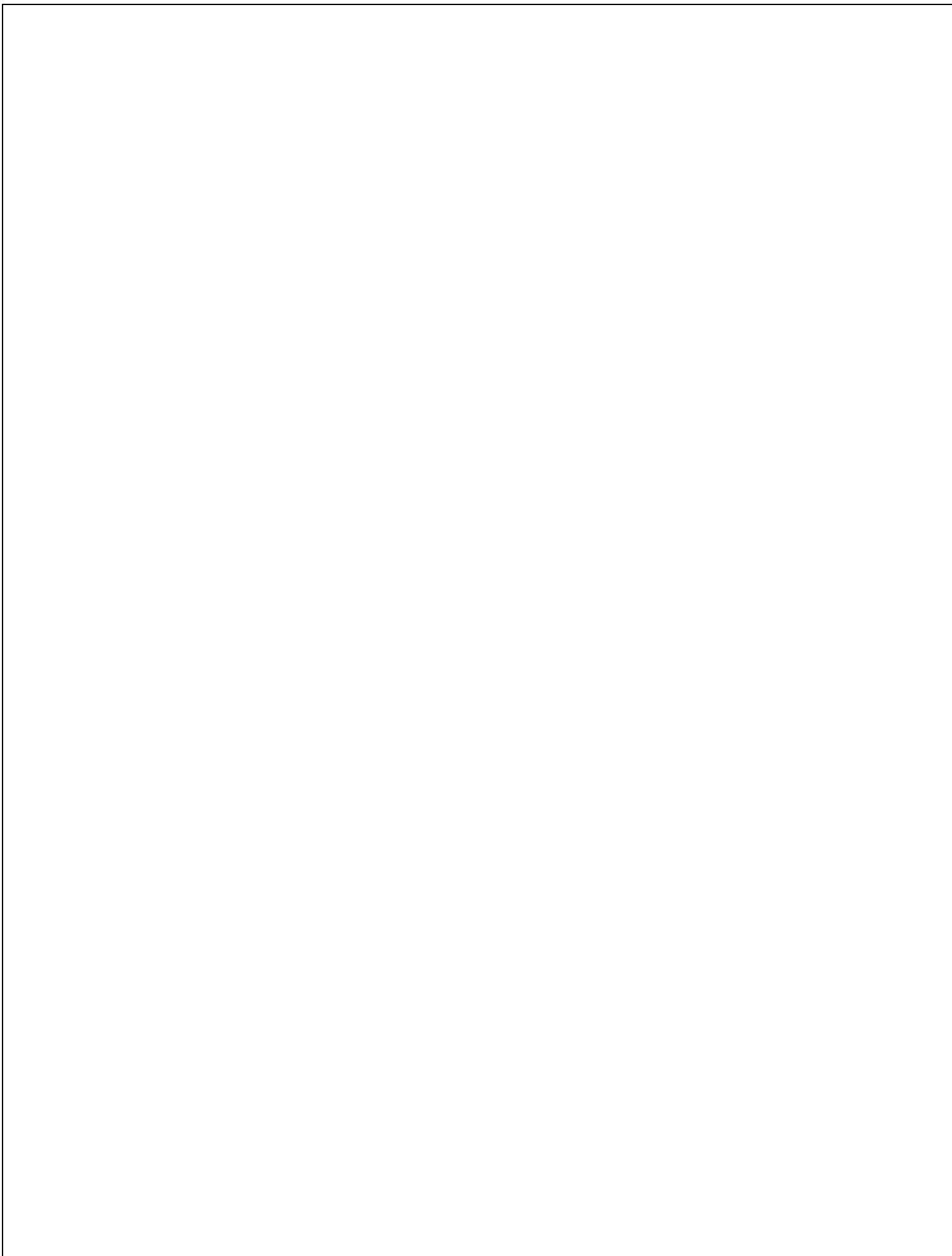
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**STUDY ON CLIENT SATISFACTION AT SEETU ORBIT
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**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT
FRESH PAPIERS [INDIA] (P) LTD.**

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**A STUDY ON THE IMPACT OF
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APRIL - 2024**

**A STUDY ON EXPANSION OF FAMILY BUSINESS WITH THE
IDEA OF COMMENCING A MANUFACTURING UNIT**

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**A STUDY ON CLIENT SATISFACTION WITH SPECIAL
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**A STUDY ON THE CUSTOMER'S PERCEPTION ON THE COMPARATIVE
ADVANTAGE OF MICROFIBER LEATHER OVER NATURAL LEATHER**

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**A FEASIBILITY STUDY ON PROMOTING SALES THROUGH SOCIAL
MEDIA PLATFORMS WITH SPECIAL REFERENCE TO ARIHANT
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A STUDY ON CUSTOMER SATISFACTION TOWARDS

NUTS 'N' SPICES

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**A STUDY ON IMPACT OF VIDEO MARKETING ON CONSUMER
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**A STUDY ON THE IMPACT OF SALES PROMOTION ON CUSTOMER
SATISFACTION WITH REFERENCE TO EASY CELL CITY**

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A STUDY ON MARKET TRENDS IN PLASTIC CONSUMPTION

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**A STUDY ON IMPACT OF EMPLOYEE MOTIVATION ON
ORGANIZATIONAL EFFECTIVENESS AT RIDDHI POLYMERS
PVT LTD**

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APRIL – 2024

**A STUDY ON JOB SATISFACTION AND ITS CORRELATION
WITH MOTIVATION AT KSR FREIGHT FORWARDERS PVT
LTD**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

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**A STUDY ON JOB SATISFACTION AND ITS CORRELATION
WITH MOTIVATION AT KSR FREIGHT FORWARDERS PVT
LTD**

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APRIL – 2024



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Date: 18.12.2023

To

The Head of the Department,
Batchelor of Business Administration,
Dwaraka Doss Govardhan Doss Vaishnav College,
833, E.V.R Salai, Arumbakkam,
Chennai. 600 106

Dear Sir,

SUB: Internship Project Training Confirmation Reg.

We hereby accept the request for Miss N DEEPTHY bearing Reg. No. 2113101096280 Studying Batchelor of Business Administration to undergo Project training in our organization from 01.01.2024 to 31.01.2024.

Thanking You

For KSR Freight Forwarders Pvt Ltd

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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that the project titled “**A STUDY ON JOB SATISFACTION AND ITS CORRELATION WITH MOTIVATION AT KSR FREIGHT FORWARDERS PVT LTD**” is a bonafide work of **Ms. DEEPTHY N, REGISTER NO: 2113101096280** Carried out under my supervision. The work is submitted in partial fulfilment of the requirement of the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION of **DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE** during the academic year 2023-2024.

Mr.S.GUNALAN
FACULTY GUIDE

Dr. N.Sarulatha
HEAD OF THE DEPARTMENT

DECLARATION

I, **Ms. DEEPHY N** declare that this project entitled “**A STUDY ON JOB SATISFACTION AND ITS CORRELATION WITH MOTIVATION AT KSR FREIGHT FORWARDERS PVT LTD**” was carried out by me under the guidance of Mr.S.GUNALAN Guest lecturer, Department of Business Administration and is entirely my original work and has not been submitted to any other University for the award of any degree or diploma courses.

PLACE: CHENNAI

DATE :

DEEPHY N

2113101096280

VIVA VOCE

This report is in partial fulfilment of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** submitted for the viva voce examination held on at **Department of Business Administration, DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous), ARUMBAKKAM, CHENNAI – 600106.**

INTERNAL EXAMINER

EXTERNAL EXAMINER

ACKNOWLEDGEMENT

I sincerely thank my college, **DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous)** which has given me an opportunity to study B.B.A, and also complete it successfully.

I express my deep gratitude to Captain **Dr.S.Santhosh Baboo, Principal**, DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous) for giving me an opportunity to study in such esteemed institution.

I would like to thank **Dr. N. Sarulatha**, Head, Department of Business Administration, for her enormous support in completing this project.

I would like to thank my guide **Mr.S.GUNALAN, B.Pharm, MBA** Guest Lecturer , Department of Business Administration, for his valuable guidance in my entire endeavour in general and for successful completion of this project in particular.

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A STUDY ON THE EFFECTIVENESS OF ONLINE MARKETING ENGAGEMENT

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

In partial fulfilment of the Requirement for the Award of The Degree of

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ARUMBAKKAM, CHENNAI-600106

April - 2024

**A STUDY ON CONSUMER AWARENESS AND BRAND PERCEPTION
OF ORGANIC IDLY/DOSA BATTER BRAND WITH REFERENCE TO
FRESHDOT, CHENNAI**

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**A STUDY ON EMPLOYEES PERCEPTIONS ON WELFARE
BENEFITS PROVIDED BY JAYARAJ INTERNATIONAL (P)
LTD.**

Project report Submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

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ARUMBAKKAM, CHENNAI-600 106

APRIL-2024

**A FEASIBILITY STUDY ON THE SCOPE OF MARKET DIVERSIFICATION
STRATEGY WITH REFERENCE TO AKASH INDUSTRIES**

Project report submitted to

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APRIL - 2024

**TO STUDY ON CONSUMER PURCHASING BEHAVIOUR
THROUGH ELITE MEMBERSHIP MAX RETAIL STORE**

Project report submitted to

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MARCH - 2024

A FEASIBILITY STUDY FOR FAMILY BUSINESS EXPANSION
WITH SPECIAL REFERENCE TO A.S.M MALIGAI STORE

Project report submitted to

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APRIL – 2024

A STUDY ON NEWS CONSUMPTION HABIT OF GENERATION

(18 - 21) SPECIFIC REFERENCE TO - PRINT MEDIA

Project report submitted to

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APRIL – 2024

**A STUDY ON IMPACT OF REWARD SYSTEM AND FRINGE
BENEFITS IN EMPLOYEE'S JOB SATISFACTION**

Project report submitted to

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APRIL – 2024

**A STUDY ON ANALYSIS THE MARKETING STRATEGICS WITH
REFERENCE TO HYUNDAI**

Project report submitted to

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APRIL - 2024

A STUDY ON SOCIAL MEDIA STRATEGY OF PAULSON'S-:
TONI AND GUY

Project report submitted to

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APRIL – 2024

A STUDY ON SALES AND DISTRIBUTION MANAGEMENT
WITH REFER TO PAINTS

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APRIL – 2024

**A STUDY ON 'TALENT ACQUISITION IN PAULSONS BEAUTY
AND FASHION PRIVATE LIMITED'**

Project report submitted to

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APRIL - 2024

**A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING
SERVICES AT DOMAIN2HOST**

Project report submitted to
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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APRIL-2024

**A STUDY ON BRAND LOYALTY FOR TATA MOTORS
COMMERCIAL VEHICLE WITH SPECIAL REFERENCE TO**

VST MOTORS PVT.LTD

Project report submitted to

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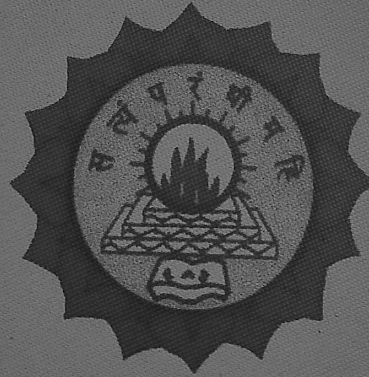
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APRIL – 2024

A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING IN
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APRIL – 2024

**A STUDY ON HOW SOCIAL MEDIA INTERFACES HELPS A
DIGITAL MARKETING COMPANY WITH REFERENCE TO
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Project report submitted to

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APRIL – 2024

**A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON
CONSUMER'S BUYING PREFERENCES**

Project report submitted to

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APRIL – 2024

**A STUDY ON CLIENT SATISFACTION OF SAKTHI STEEL
INDUSTRIES, CHENNAI**

Project report submitted to

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APRIL – 2024

**A STUDY ON EMPLOYEE SATISFACTION WITH SPECIAL
REFERENCE TO WILLIEZ EDU CREW PVT.LTD**

Project report submitted to

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APRIL – 2024

A STUDY ON EMPLOYEE SATISFACTION AT WIN INDIA EXPORTS

Project report submitted to

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APRIL – 2024

**A STUDY ON SALES MAXIMIZATION WITH EFFECT TO SOCIAL MEDIA MARKETING IN
AEXPORT GALLERY**

Project report submitted to

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APRIL - 2024

**A STUDY ON CUSTOMER 'S PREFERENCE ON ONLINE COUPON
CODE BASED PROMOTIONAL ACTIVITIES**

Project report submitted to

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APRIL – 2023

**A STUDY ON THE IMPACT OF TRAINING AND DEVELOPMENT ON
EMPLOYEE PRODUCTIVITY IN DLK CAREER DEVELOPMENT**

Project report submitted to

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APRIL - 2024

**A STUDY ON FLEXIBLE WORKING CONDITION AND ITS IMPACT ON
PERFORMANCE AND JOB SATISFACTION**

Project report Submitted to

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ARUMBAKKAM, CHENNAI -600106

APRIL-2024

**A STUDY ON THE IMPACT OF PROMOTIONAL MIX IN
SHAPING COMMUNICATION AND CONSUMER BRAND
SWITHING BEHAVIOUR**

Project report submitted to

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APRIL – 2024

**A STUDY ON IMPROVING WEBSITE TRAFFIC BY PERFORMING
SEARCH ENGINE OPTIMIZATION**

Project report submitted to

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APRIL – 2024

A STUDY ON
PREFERENCES FOR FACEBOOK ADVERTISEMENTS

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**A STUDY ON THE IMPACT OF DIGITAL MARKETING ON BRAND
AWARENESS- WITH SPECIAL REFERENCE TO DLK
TECHNOLOGIES.PVT.LTD**

Project report submitted to

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APRIL – 2024

**A STUDY ON CONSUMER BUYING BEHAVIOUR ON
ELECTRICAL GOODS WITH SPECIAL REFERENCE TO
SANGHVI ELECTRIC COMPANY**

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APRIL – 2024

**A STUDY ON ASSESSING THE IMPACT OF YOUTUBE
ADVERTISEMENTS ON CONSUMER BEHAVIOUR AND
PURCHASING DECISIONS WITH SPECIAL REFERENCE TO BEST
ADVERTISING AGENCY PVT LTD.**

Project report submitted to

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APRIL – 2024

A FEASIBILITY STUDY FOR FAMILY BUSINESS EXPANSION
WITH REFERENCE TO GOUTHAM JEWELLERY,
CHENGALPATTU

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APRIL – 2024

**A FEASIBILITY STUDY FOR FAMILY BUSINESS EXPANSION WITH
REFERENCE TO KOCHAR'S JAIN JEWELLER'S LLP**

Project report submitted to

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APRIL – 2024

**A STUDY ON EMPLOYEE ENGAGEMENT AT VAISHYAS HR
CONSULTANCY**

Project report submitted to
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APRIL-2024

A FEASIBILITY STUDY FOR FAMILY BUSSINES EXPANSION
WITH THE REFERNCE TO ANAND TIMBER MART

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APRIL – 2024

**FEASIBILITY STUDY AND EXPANSION PROCESS OF NEW DESIGNER
COLLECTIONS**

Project report submitted to

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APRIL – 2024

**A STUDY ON CONSUMER SATISFACTION TOWARDS PIGEON
KITCHENWARE PRODUCTS**

Project report submitted to

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APRIL - 2024

**A STUDY ON THE FEASIBILITY ANALYSIS OF THE EXPANSION OF THE
FAMILY BUSINESS CONCERNING AVM THEATRE**

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**“A FEASIBILITY STUDY ON EXPANISON OF VIMALA
JEWELLERY PRIVATE LIMITED, VANDAVASI”**

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APRIL – 2024

**A STUDY TO ANALYZE THE MARKETING STRATEGY OF
KANNA PRODUCTIONS - WITH SPECIAL REFERENCE TO
AHA OTT PLATFORM**

Project report Submitted to

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**A STUDY ON THE FEASIBILITY OF EXPANSION OF ONGOING
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DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**FEASIBILITY ANALYSIS OF CASHEW PROCESSING UNIT FOR
IN-HOUSE PRODUCTION**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

HIMARSH Y JAIN

REGISTER NUMBER – 2113101096346

Under the guidance of

Dr. N SARULATHA, MBA, NET, Ph.D,

Assistant Professor & Head, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON THE VIABILITY OF THE E-COMMERCE
EXPANSION WITH REFERENCE TO BHAIRAV IMPEX**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

JAINAM BALAR

REGISTER NUMBER – 2113101096347

Under the guidance of

Prof. K. LAKSHMI M.com., M.Phil., PGDHE.,

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON CRITICAL SUPPLY CHAIN
MANAGEMENT OF SHANTHINATH AGENCIES**

Project report submitted to

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV
COLLEGE**

In partial fulfillment of the requirement for the award of the degree of

**BACHELOR OF BUSINESS
ADMINISTRATION**

Report submitted by

KARAN BAID

REGISTER NUMBER – 2113101096348

Under the guidance of

Dr. K. RAO PRASHANTH JYOTY,

PGD-PPT, PGD-HE, M.A., M.Sc. (Psychology), M.Com, M.B.A., M.Phil., Ph.D.,



**DEPARTMENT OF BUSINESS ADMINISTRATION DWARAKA DOSS
GOVERDHAN DOSS VAISHNAV COLLEGE**

(Autonomous) ARUMBAKKAM, CHENNAI - 600106

APRIL - 2024

**A STUDY ON CUSTOMER SATISFACTION AT ORIENT
ELECTRICALS PVT. LTD**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

KARAN RATHOD K

REGISTER NUMBER – 2113101096349

Under the guidance of

Prof. MS. RENU KUMARI. MBA, SET, M.Com

Assistant Professor, BBA



**DEPARTMENT OF BUSINESS ADMINISTRATION
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**COMPARING CUSTOMER BEHAVIOR IN BRICK AND MORTAR
STORES VERSUS ONLTINE CLOTHING SHOPPING PLATFORMS
REFERENCE TO THE LASTAPE**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

MANAV V

REGISTER NUMBER – 2113101096351

Under the guidance of

Prof. S. GUNALAN , B.Pharm, MBA, Ph.D.



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI - 600 106

APRIL - 2024

A STUDY ON POST PURCHASE BEHAVIOUR TOWARDS
SHREE AAGARSEN STEEL INDUSTRIES PVT LTD

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

MAYANK ACHARYA

REGISTER NUMBER – 2113101096352

Under the guidance of

MR. Bala Murali S, B.Com., MBA.,NET.,DHRM

Assistant Professor & Head, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**“A FEASIBILITY STUDY FOR FAMILY BUSINESS EXPANSION
WITH SPECIAL REFERENCES TO BABU JEWELLERY,
CHENGALPATTU”**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

MITHIL KUMAR A

REGISTER NUMBER – 2113101096353

Under the guidance of

**M. MAHALAKSHMI PRIYADHARSHINI B.COM., MBA.,
NET**

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**“A FEASIBILITY STUDY ON EXPANSION OF
RD JEWELLERS, THIRUKALIKUNDRAM”**

Project report submitted to

**DWARAKA DOSS GOVERDHAN DOSS
VAISHNAV COLLEGE**

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

**BACHELOR OF BUSINESS
ADMINISTRATION**

Report submitted by

D. MOHIT KUMAR

REGISTER NUMBER – 2113101096354

Under the guidance of

Dr.S.P.DEEPEKA, DTTF, MBA, Ph.D.

Assistant Professor, BBA



**DEPARTMENT OF BUSINESS
ADMINISTRATION**

**DWARAKA DOSS GOVERDHAN DOSS
VAISHNAV COLLEGE**

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON CUSTOMER LOYALTY AT ROSHAN POLYTHENE
BAGS PVT LTD**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

MUKESH S

REGISTER NUMBER – 2113101096355

Under the guidance of

MS.S.RAJESWARI, M.B.A., M.COM., M.PHIL., NET

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

A STUDY ON CUSTOMER SATISFACTION

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

MR. PAKSHAL

REGISTER NUMBER – 2113101096357

Under the guidance of

MR.K.PAKKIRISAMY BE.,MBA.,(Ph.D)SET

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON THE IMPLEMENTATION OF E-LOGISTICS IN
SUPPLY CHAIN OPERATIONS IN REFERENCE TO SHALX
LOGISTICS PVT LTD.**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

**PARAM SHIV MISHRA
REGISTER NUMBER – 2113101096358**

Under the guidance of

**Ms. M. KAVITHA, MBA, NET.,
Assistant Professor, BBA**



**DEPARTMENT OF BUSINESS ADMINISTRATION
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(Autonomous)
ARUMBAKKAM, CHENNAI – 600106
APRIL – 2024**

**A STUDY ON HINDI PRINT MEDIA IN SOUTH INDIA WITH SPECIAL
REFERENCE TO DAKSHIN BHARAT RASHTRAMAT**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report Submitted by

PRANAT DHING

REGISTER NUMBER: 2113101096359

Under the guidance of

Dr.P.S.Ravithej, MBA, M.Phil., Ph.D., M.Com.

Assistant Professor, BBA



**DEPARTMENT OF BUSINESS ADMINISTRATION
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**

(Autonomous)

ARUMBAKKAM, CHENNAI - 600106

APRIL - 2024

A STUDY ON EMPLOYEE SAFETY MEASURES WITH REFERENCE TO
LAKSHMI PRESSING PVT. LTD

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

PRATHAM A

REGISTER NUMBER – 2113101096360

Under the guidance of

Dr. B. Esther Rani MBA,Ph.D

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON TO EXTRACT VALUABLE INSIGHTS FROM
SOCIAL MEDIA DATA TO ANALYZE THE BEST USE OF
VARIOUS SOCIAL MEDIA PLATFORMS FOR AVIAS INDIA.**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

In partial fulfillment of the requirement for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

PURAV

REGISTER NUMBER – 2113101096361

Under the guidance of

Dr. DIVYA BALAJI, MBA, PHD.,

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

A STUDY ABOUT THE INFLUENCER MARKETING AT AVIAS

INDIA

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

RAHUL SAMDARIA

REGISTER NUMBER - 2113101096362

Under the guidance of

Ms. ASWINI.R, MBA.,

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI - 600106

APRIL - 2024

**A STUDY ON DEALER'S SATISFACTION AT HELLO CABLE AND
SWITCHGEARS PVT. LTD.**

Project report
Submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

In partial fulfilment of the requirement for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

NAME: ROUNAK.B

REGISTER NO:2113101096365

Under the guidance of

Dr. K. RAO PRASHANTH JYOTY,

PGD-PPT, PGD-HE, M.A., M.Sc. (Psychology), M. Com, M.B.A., M.Phil., Ph.D.,



**DEPARTMENT OF BUSINESS ADMINISTRATION
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(Autonomous)
ARUMBAKKAM, CHENNAI-600 106
APRIL-2024**

**A FEASIBILITY STUDY ON THE EXPANSION OF DRY FRUITS
AND SPICES BUSINESS AT SHA BHABUTMAL & CO.**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

SHARAN R

REGISTER NUMBER - 2113101096366

Under the guidance of

Ms. RENU KUMARI, MBA, M.COM., SET

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI - 600106

APRIL - 2024

**A STUDY ON PURCHASE BEHAVIOUR WITH SPECIAL
REFERNCE TO FYBROS ELECTRICALS, Pvt., Ltd., Chennai**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

YASHPAL CHAUDHARI

REGISTER NUMBER – 2113101096372

Under the guidance of

Dr.S.P.DEEPEKA, DTF, MBA, Ph.D.

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

A STUDY ON BOT VFX'S SOCIAL MEDIA REPORTS AND ANALYTICS

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

In partial fulfillment of the requirement for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

Yashraj D

REGISTER NUMBER – 2113101096373

Under the guidance of

S. Rajeswari, M.B.A., M.COM., M.PHIL., NET

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION DWARAKA DOSS

GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**FEASIBILITY STUDY ON EXPANSION OF KAMAL
JEWELLERS-A FAMILY OWNED BUSINESS**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

YOGESH.D

REGISTER NUMBER – 2113101096374

Under the guidance of

Dr.SHANKAR.S MBA.,PGDHRM.,NET.,Ph.D.,



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON ENHANCING THE BRAND THROUGH BRAND
AWARENESS WITH SPECIAL REFERENCE TO ATUMX**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

HARINI S

REGISTER NUMBER – 2113101096375

Under the guidance of

MR.K.PAKKIRISAMY.BE,MBA.,(Ph.D.), SET

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON CONSUMER PERCEPTION OF TECHNOLOGICAL
ADVANCEMENTS IN CAR MAINTENANCE SERVICES WITH
REFERENCE TO SERVICE GENI**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

JANVI M. THAKKER

REGISTER NUMBER – 2113101096376

Under the guidance of

Ms. M. KAVITHA, MBA, NET.,

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON NEWS CONSUMPTION HABITS OF GENERATION
(18 - 21) WITH SPECIFIC REFERENCE TO DIGITAL MEDIA**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

DEEPAK MURALIDHARAN

REGISTER NUMBER – 2113101096377

Under the guidance of

Dr.P.S. RAVITHEJ, MBA,M.Phil., Ph.D.,M.Com.

Assistant Professor, BBA



Assistant Professor, BBA

DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**A STUDY ON COMPETITIVE ANALYSIS OF MAX WITH OTHER
BRANDS**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

**In partial fulfilment of the requirement for the award of the
degree of**

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

MANDLA MOUNESH

REGISTER NUMBER – 2113101096379

Under the guidance of

DR. DIVYA BALAJI, MBA, Ph.D.,

Assistant Professor, BBA



Assistant Professor, BBA

DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

**FEASIBILITY STUDY AND EXPANSION PROCESS OF
MADRAS PAPER MART**

Project report submitted to

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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

BACHELOR OF BUSINESS ADMINISTRATION

Report submitted by

NAMAN D JAIN

REGISTER NUMBER -2113101096380

Under the guidance of

Ms.Aswini.R.,MBA

Assistant Professor, BBA



DEPARTMENT OF BUSINESS ADMINISTRATION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

ARUMBAKKAM, CHENNAI – 600106

APRIL – 2024

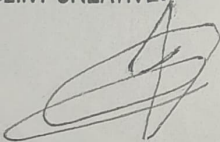
30/12/2023

TO WHOMSEVER IT MAY CONCERN

This is to certify that Mr. Aswath S , a student of third year, BBA from Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed the internship in Digital Marketing from 23th October 2023 to 30th December 2023 at Glnt Creatives Pvt Ltd . During the period of his internship programme with us, He was found punctual, hardworking, inquisitive and result oriented. We wish him all success in the future.

Location of Internship: Chennai

For GLINT CREATIVES PRIVATE LIMITED



Director

Kalyan Raj Bandaru

MD & Founder of Glnt Creatives Pvt Ltd &
Glnt Digital Academy

Glnt Creatives Pvt Ltd

6/18, 1st floor, KC Aishwaryam Apt,
Oori St, Mogappair East, Chennai
600037.

+91 9043156777, 04442648620
www.glntcreatives.com



KIL/SID/FACTORY/2023/HR/
30th December, 2023

PROJECT COMPLETION CERTIFICATE

This is certifying that Mr. S. BALAJI (Reg. No. 211310196402) (Roll No. 21E2472), studying 3rd year B.B.A in DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE has undergone INTERNSHIP PROJECT in HR Dept. from 25TH November 2023 to 25th December 2023 in our organization. During the period his attendance performance and conduct were found good.

We wish him all Success in his future endeavours.

for KAMACHI INDUSTRIES LTD.


Authorised Signatory



Kamachi Industries Limited

Corporate Office
ABC Trade Centre, 3rd Floor, (Inside Devi Theatre Complex)
Old No. 50, New No. 39, Anna Salai,
Chennai - 600 002. India.
Tel : +91-044-42961100, Fax : +91-044-42961122
Customer Care: 77000 67000
Mail : info@kamachigroup.com | sales@kamachitmt.com
www.kamachitmt.com www.kamachigroup.com

Manufacturing Unit

Survey No. 86, 115-119, 123,
Pathapalayam Village, Gummidiipoondi - 601 201.
Tamil Nadu, INDIA.
Tel : +91-044-27967500, Fax : +91-044-27924614
CIN : U27106TN2003PLC051727
GST : 33AACCK6172C2ZV



KAMACHI GROUP



FAST TRACK PVT. LTD.

New No. 234/236, Arcot Road, Kodambakkam, Chennai- 600024, Tamil Nadu, India.
E-mail: info@fasttrackcalltaxi.in / finance@fasttrackcalltaxi.in www.fasttrackcalltaxi.in
CIN - U63040TN2001PTC046395

Date: 09/12/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Bala Pratap** has completed his internship in our organization as a MARKETING intern from **10th October 2023** to **10th November 2023**.

During the above period, He proved to be hardworking and highly productive for us.

We wish him all the very best in his Carrer and future endeavors.

Yours sincerely,

For **FAST TRACK PRIVATE LIMITED.,**

Vetrivelan G
Human Resource.

BOOK A RIDE:

2888 9999 | 2473 2020

ALSO ON:

February 5, 2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **MR. CHRIS ROCK C (Reg no - 2113101096404)** has completed his internship in our Sales & Marketing Department at Main Branch Wavin, Chennai From 20th December 2023 to 31st January 2024.

Yours faithfully,

ADRIAN MOTORS PRIVATE LIMITED,



[AUTHORIZED SIGNATORY]

G. Raghunathan

General Manager - Sales

ADRIAN MOTORS PVT. LTD.,

Head office : G-19, Ambassador Industrial Estate, Near Wavin Junction, Chennai - 600058

Ph: 044-4622 5026, 9952991101 | ambath.suzuki@gmail.com

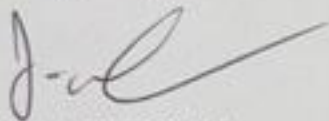
Sri Jagannath Motors under Adrian Suzuki - Old No. 193, Door No: 80, Plot No. 4, P.H. Road, Nerundhari, Chennai - 600107. Ph: 24442 7532

26 Dec 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Dhanush. R.R, a student of the BBA department of Dwaraka Doss Goverdhan Vaishnav College, has undergone internship training in the HR department of our company from 11th November, 2023 to 11th December, 2023.

Best Regards,



S.D. RAJENDRAN

DIRECTOR AND HEAD-OPERATIONS

S.D. RAJENDRAN (DIRECTOR)
SCITUS PHARMA SERVICES PVT.LTD.
Module No.32-37, 2nd Floor,
SIDCO Multi-Storeyed Complex,
SIDCO Industrial Estate,
Thirumazhisai, Thiruvallur Dt-600 124.



Scitus Pharma Services Private Limited

Bio Analytical | Clinical
Module # 32-37, 2nd Floor, SIDCO Multi-Storeyed Complex, SIDCO Industrial Estate, Thirumazhisai, Chennai -600 124, TN, India. | # 2/294, 2nd Street, D.R.R. Avenue, AUDCO Nagar, Kattupakkam, Poonamallee, Chennai -600 056, TN, India.

CIN : U74999TN2017PTC118805 | GST NO: 33AAZCS2737E1Z2

Registered Office : #32-37, 2nd Floor, SIDCO Multi-Storeyed Complex, SIDCO Industrial Estate, Thirumazhisai, Chennai -600 124, TN, India.

VICTORIOUS FUTURE ENERGY PRIVATE LIMITED

DATE: 13.02.2024

TO WHOMSOEVER IT MAY CONCERN

WE ARE GLAD TO INFORM THAT MR. GOWTHAM.P, STUDENT OF THE THIRD YEAR, BBA FROM DWARAKA DOSS VAISHNAV COLLEGE HAS SUCCESSFULLY COMPLETED THE INTERNSHIP IN "HUMAN RESOURCE" FROM 15TH JULY 2023 TO 15TH AUGUST 2023 AT VICTORIOUS FUTURE ENERGY PVT LTD.

DURING HIS INTERNSHIP PROGRAM WITH US, HE WAS EXPOSED TO THE VARIOUS ACTIVITIES IN THE HUMAN RESOURCE DEPARTMENT AND WAS FOUND PUNCTUAL, HARDWORKING, EXTREMELY INQUISITIVE AND DEDICATED. HE WAS VERY MUCH INTERESTED IN GETTING INTO THE DEPTH OF THE SUBJECT TO UNDERSTAND IT BETTER AND WAS WORKING WITH FOCUS ON RESULTS.

HIS ASSOCIATION WITH US WAS FRUITFUL AND WE WISH HIM ALL THE BEST IN FUTURE ENDEAVOURS.

For **VICTORIOUS FUTURE ENERGY PRIVATE LIMITED**

J. Sru Lekitha



Proprietor



T.A.V.PRODUCTS PVT LTD
(An ISO 9001-2015 Certified Company)

- #617/2-B, T.H.Road, Tondiarpet, Chennai - 600 081. Ph:044-2598 8033 / 8035
- E-mail : popularappalam@gmail.com
- #27, Selvavinayagar Koil Street, Tondiarpet, Chennai - 600 081. India.



GSTIN : 33AABCT7193D1ZF
CIN: U15499TN1998PTC041145

Date: 07.03.2024

To whomsoever it may concern

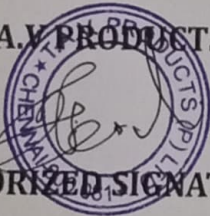
This is to certify that DWARAKA DOSS GOVERDHAN DOSS
VAISHNAV COLLEGE, students has completed their Project in our
concern for below mentioned period. (13.12.2024 to 12.01.2024)

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

S. HARIHARAN – BBA III Year

REGISTRATION NO: 2113101096408

FOR T.A.V PRODUCTS PVT LTD



AUTHORIZED SIGNATORY

COREIMPAQT-S

Date 16-Oct-23

Dear Harsh Singhvi,

Congratulations on successfully completing your internship with Coreimpaqt-s from August 24, 2023, to October 16, 2023. Your dedication and hard work have been commendable.

You've shown great initiative in mastering the LinkedIn portal and have effectively utilized it to source potential candidates. Your ability to handle bulk mails, manage internal employee call sheets, and provide daily insights has demonstrated your strong communication skills and attention to detail.

Your contributions to our team have been valuable and we appreciate your efforts. We hope that the skills and experiences you've gained here will serve you well in your future endeavors.

Thank you for your dedication and hard work during your internship. We wish you all the best in your future career.



Best Wishes,
Vigneshwar-TA Lead
Coreimpaqt-S



Edit with WPS Office



ORBIS ENTERPRISES LLP

01-03-2024

To whomsoever it may concern

This is to certify that Mr. JOEL BENJAMIN J 21E2473 of III BBA student at Dwaraka Doss Govardhan Doss Vaishnav College, Chennai, has working his internship at our organization. He working under the guidance of Mr. Murali from 1-February 2024 to 29-February 2024.

For Orbis Enterprises



Manager

No. 67, II Street, Venkatesa Nagar Extn., 1, Virugambakkam, Chennai – 600092
+914423761484 | admin: orbis-enterprises.com | @www.orbis-enterprises.com

Sonaiya Software Solutions

No.78, 1 Floor, Marathiammal Complex,
Mounasamy Mutt Street, Ambattur,
Chennai-600053. 044-49572822

Date : 29.11.2023

To Whomsoever It May Concern.

This is to certify that **Mr. P. John Samvel (Reg. No. 2113101096411)** a student of **BBA, Department of DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**, is permitted to undergo **Internship Training** in “ **HR Department** ” in our company. The duration of training would be 30 days (One Month) from **01.12.2023 to 31.12.2023**.

For Sonaiya Software Solutions,


Project Manager

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. B. Lok Ashish Kumar**, (Enrollment No. 21E2416) son of Mr. S.Babu, a student of Dwaraka Doss Govardhan Doss Vaishnav college, Arumbakkam Chennai – 600 106, pursuing his BBA (Final year) had successfully completed his working days (28th November 2023 to 30th December 2023.) internship in our firm.

During the period of internship, he has been trained in the field of Sales & Marketing and other related activities.

He has been punctual and hardworking. His character and conduct were found to be good. We wish him all the very best for his future endeavor.

Thanks and Regards

For Nova Life Space Private Limited


Authorized Signatory

SAKTHI FERRO ALLOYS INDIA PRIVATE LIMITED

MANUFACTURERS, DEALERS OF IRON & STEEL PRODUCTS

E-mail : sakthiferromh@gmail.com CIN : U27101TNPTC055788

D. OFFICE : 18, IInd Street, Loganathan Nagar, Choolaimedu, Chennai - 600 094. Ph : 044 - 2361 1826 Fax : 044 - 2361 1831

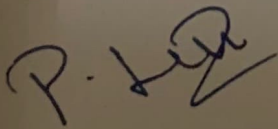
Date: 30.12.2023

PROJECT COMPLETION CERTIFICATE

This is certifying that **MR.R.MUKESH** (Reg No: **2113101096414**) Roll No: **21E2415**, studying 3rd year B.B.A., in DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE has undergone INTERNSHIP PROJECT in **HR dept** from 1st December 2023 to 30th December 2023 in our organization. During the period his attendance performance and conduct were found good.

We wish all success in his future.

For SAKTHI FERRO ALLOYS INDIA PRIVATE LIMITED.,



Authorised Signatory



OLYMPIC CARDS LTD

A HOME FOR WEDDING CARDS

(Regd. Office : 195, N.S.C. Bose Road, Chennai - 600 001.)

Website : www.oclwed.com

E-mail : office@oclwed.com

GST No. : 33AAACO3651L1ZH

CIN No. : L65993TN1992PLC022521

59 Years
of
Service...

Mfrs. of : Wedding Cards ♦ Wedding Bags ♦ Greeting Cards ♦ Business Cards ♦ Office Envelopes ♦ Letter Heads ♦ Office Stationery
Note Books ♦ Diaries ♦ Calendars ♦ Disposable Cups ♦ Paper Napkins & Plates ♦ Gift Articles ♦ Screen & Offset Printing Materials and etc.

23.09.2023

**THE HEAD OF THE DEPARTMENT
DEPARTMENT OF HUMAN RESOURCE
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
NO.833, E.V.R. PERIYAR HIGH ROAD, SBI OFFICER COLONY
ARUMBAKKAM
CHENNAI - 600 106.**

Madam,

**We are pleased to inform you that, we shall be permitting following
BBA (FINAL YEAR) student of your college to undergo
"INSTITUTIONAL TRAINING" in our organization from 25TH
SEPTEMBER 2023 to 24th OCTOBER 2023.**

**Student Name : B.POORNESH
Registration No : 2113101096415
Roll.No : 21E2458**

With Best Wishes,

for OLYMPIC CARDS LIMITED,


MANAGER - HR





TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. RAMENDRA, 3rd year under-graduate in Business Administration from Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed his internship at ECLAT BRAND SOLUTIONS from 10th October 2023 to 10th November 2023.

During the period of his internship program with us, he had been exposed to various activities in Content writing to Branding and was found diligent, hardworking and inquisitive.

We wish him good luck & every success in his future endeavours.

For ECLAT BRAND SOLUTIONS

Saira Ayub
Authorized Signatory.



SAKTHI FERRO ALLOYS INDIA PRIVATE LIMITED

MANUFACTURERS, DEALERS OF IRON & STEEL PRODUCTS

E-mail : sakthiferromh@gmail.com CIN : U27101TNPTC055788

REGD. OFFICE : 18, IInd Street, Loganathan Nagar, Choolaimedu, Chennai - 600 094. Ph : 044 - 2361 1826 Fax : 044 - 2361 1831

Date: 30.12.2023

PROJECT COMPLETION CERTIFICATE

This is certifying that **MR.R.RISHI KUMAR** (Reg No: **2113101096418**) Roll No: **21E2414**, studying 3rd year B.B.A., in DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE has undergone INTERNSHIP PROJECT in **MARKETING** dept from 1st December 2023 to 30th December 2023 in our organization. During the period his attendance performance and conduct were found good.

We wish all success in his future.

For SAKTHI FERRO ALLOYS INDIA PRIVATE LIMITED.,

Authorised Signatory



12/02/2024

Mr. Rohan John Fredrick R,
No.435/2,
ICF South Colony,
11th Street
Chennai - 600038.

RE: INTERNSHIP WITH Paulsons Beauty and Fashion Pvt Ltd
Completion

Dear Rohan,

It gives me immense pleasure to inform you on completion of your internship against the title 'A STUDY ON THE IMPACT OF INFLUNCER MARKETING ON BRAND BUILDING OF PAULSONS' during the said period below at Paulsons Beauty & Fashion Pvt Ltd to confirming the Internship Letter, this letter will describe the terms and conditions of your Internship.

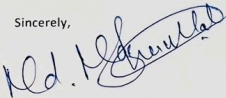
Title: Your title is 'A STUDY ON THE IMPACT OF INFLUNCER MARKETING ON BRAND BUILDING OF PAULSONS'.
And during the period you been reported to Sathish

Duties: You will assist with making Paulsons Fashion & Beauty Pvt Ltd even more awesome by expanding our Division of standard agreements, managing and developing our growing community of users, shaping our brand identity and much more.

Effective Date: Your Internship will begin on 16th November 2023 and end on 16th December 2023.

Compensation/Part Time Employee: During your internship for the said period no compensation been provided from Paulsons Beauty & Fashion Pvt Ltd.

Sincerely,



Mohammed Mazherullah
Manager-HR



Goldmine Infotech Pvt. Ltd.

Date: 07-01-2024

To,

The Head of Department

(BBA)

Dwaraka Doss Goverdhan Doss Vaishnav College (AUTONOMOUS)
Arumbakkam, Chennai 600037

Respected Madam,

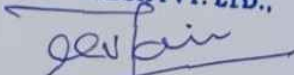
Subject: Confirmation of completion of internship

This is to certify that **Mr. M Roshan** having registration number as **2113101096420**, final year student from **Marketing Department** has completed his internship program under the project title **Customer Relationship Management** from 1st December 2023 to 1st January 2024.

We appreciate his time at Goldmines Infotech Pvt. Ltd. amid wish him for his future endeavors.

Best Wishes,

For **GOLDMINE INFOTECH PVT. LTD.,**


Authorized Signatory

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Santhosh R (Reg.No. 2113101096421) a student of DWARKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE, department of BBA, has completed his internship in our organization as a MARKETING intern from 20th December 2023 to 19th January 2024.

During the above period, He proved to be hardworking and highly productive for us.

We wish him all the very best in his Carrer and future endeavors.

For DCS MOTORS PVT. LTD.

S. Jeyaraman
Authorised Signatory

DCS
MOTORS

DCS MOTORS PVT. LTD.

SHOWROOMS

NEW WASHERMENPET

New No. 28 & 32, T.H. Road,
New Washermenpet,
Opp. Tollgate Bus Depot,
Chennai - 600 081.

☎ 044 - 2591 1102 / 2591 1103

✉ dcsmotorsresales@gmail.com

BROADWAY

Old No. 55, New No. 111,
Prakasham Salai, Broadway,
Opp. SBI Mannady Branch,
Chennai - 600 108.

☎ 044 - 43320465

✉ dcsmotorsbroadwaysales@gmail.com

MANALI

No.129, Kamarajar Salai,
Manali,
Near Poorvika Mobiles,
Chennai- 600 068.

☎ 044 - 2594 0266

✉ dcsmotorsmanali@gmail.com

SERVICE CENTRES

NEW WASHERMENPET

New No. 28 & 32, T.H. Road,
New Washermenpet,
Opp. Tollgate Bus Depot
Chennai - 600 081.

☎ 044 - 2591 1104 / 2591 1105

✉ dcsmotorsreservice@gmail.com

BROADWAY

No. 25/49, Thambu Chetty Street
George Town,
Broadway,
Chennai - 600 001.

☎ 044 - 49508164

✉ dcsmotorsbroadwayservice@gmail.com

February 5, 2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **MR. SARAN V (Reg no - 2113101096422)** has completed his internship in our Sales & Marketing Department at Main Branch Wavin, Chennai From 20th December 2023 to 31st January 2024.

Yours faithfully,

ADRIAN MOTORS PRIVATE LIMITED,



[AUTHORIZED SIGNATORY].

G. Raghunathan

General Manager - Sales

ADRIAN MOTORS PVT. LTD.,

Head office : G-19, Ambattur Industrial Estate, Near Wavin Junction, Chennai - 600058.

Ph: 044-4859 5096, 9952991101 ✉: ambattursuzuki@gmail.com

Sri Jaganath Motors under Adrian Suzuki - Old No. 1/93, Door No: 80, Plot No. 4, P.H. Road, Nerkundram, Chennai - 600107. Ph: 94448 76502

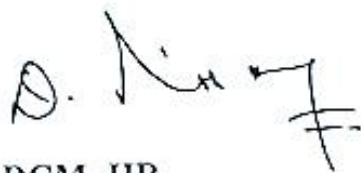
Date: 01.02.2024

COMPLETION CERTIFICATE

This is to certify that **Mr. Sujithkumar S** (Reg No: 2113101096423), III B.B.A Student from Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam, Chennai, has successfully completed his Internship from the period 26th Dec 2023 to 01st Feb 2024. During the Internship period, we have noticed that, he has shown keen interest in his work and very dedicative also were regular in attendance.

We wish him every success in life.

For FPL Automobiles Pvt Ltd.,



DGM- HR



NRS Electrical & Contracting Services Pvt. Ltd.

CIN No. U74900TN2014PTC096718, GSTIN : 33AAECN7025P3Z4

05/03/2024

THIS IS TO WHOMEVER IT MAY CONCERN

This is to certify that Mr. THILAK BABU A, a student of BBA, from Dwaraka Doss Goverdhan Doss Vaishnav College had successfully completed the internship in HRM from 15 Jan 2023 to 15 Feb 2024 at M/s. NRS ELECTRICAL AND CONTRACTING SERVICE PVT. LTD. During this period of his internship program with us, he was found punctual, hardworking, inquisitive and result oriented.

FOR NRS ELECTRICAL AND CONTRACTING SERVICES PVT. LTD.

For NRS Electrical & Contracting Services Pvt.Ltd.

N. Senthil Prabu
Director

NRS Electrical & Contracting Services Pvt. Ltd.
No. 18/5, Mahathma Gandhi Road,
TASS Industrial Estate,
Ambattur, Chennai - 600 098.

- Electrical Installation in Power station, Oil & Gas, Petro-Chemical Plant
- Telecommunication OFC, Networks(LAN, WAN, WLAN)NGN Softswitch, Media Gateway, GPON & FTTH System
- Security - CCTV Surveillance Systems
- Power Cable, OFC Cable, Control Cable, Instrument Cable, Installation Testing & Commissioning

Field Office :
18/5, Mahathma Gandhi Road,
TASS Industrial Estate,
Ambattur Sidco Industrial Estate,
Chennai - 600 098.
E : admin@nrseng.com
W : www.nrseng.com

2113101096424



Sri Kamakshi Engineering

All Kinds Of : Machining & Fabrication Works
No. 4/5, 238, 322, 323, Nehru Nagar Manali New Town,
Chennai - 600 103. e-mail: srikamakshi7@gmail.com
website: srikamakshlengineering.com

Ph. : 044-25930134

Cell : 99620 93073

GST : 33AEIPT6355B2Z1

PAN : AEIPT6355B

Ref

Date :

TO WHOMSEVER IT MAY CONCERN

This is to certify that MR.M.VIGNESH , BBA , DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE has successfully completed a internship in the field of "Human Resources Management" in our organization (From 20th Nov to 20th DEC). During the period of his Internship program with us, He has been exposed to different process and found Diligent, Hardworking and Inquisitive.

We wish him success in all future endeavours.

FOR SRI KAMAKSHI ENGINEERING





ACTIVE FABRICATION

Date:13-12-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that ANUSHIYA. V (21e2455) Student of BBA Department of Dwaraka Doss Goverdhan Doss Vaishnav College has Completed her part time Internship from (11th November to 12th December 2023) in Active Fabrication metal box manufacturers private limited.

We found her hardworking and she was very interested in learning new things. She practiced various activities of HR in the internship period.

We Wish all the best in her future Endeavours.

Thanks & Regards

For ACTIVE FABRICATION

For ACTIVE FABRICATION

Dr. Jeeva

Authorised Signatory Proprietor

Date: 29th November 2023

TO WHOM IT MAY CONCERN

Subject: Internship completion letter for Ms. Divya Dharshini S

This is to certify that **Ms. Divya Dharshini S** has completed her internship at Dixit Infotech Services Pvt Ltd. (Chennai Branch) from **04th September 2023 to 04th October 2023** .

During the specified period, she worked in the capacity of a **HR Intern - Talent Acquisition**. Throughout her internship, her overall conduct and attitude towards work were satisfactory.

We wish her best for her future endeavors.

For Dixit Infotech Services Pvt Ltd



Authorized Signatory

HEAD OFFICE : (Kurla - Mumbai) Tel.: +91 22 6716 2828 • mum@dixitindia.com / sales@dixitindia.com

BRANCH OFFICES :

- BANGALURU : Tel.: +91 80266 24401 / 2 / 3 •blr@dixitindia.com / sales@dixitindia.com
 SECUNDERABAD : Tel.: +91 40278 96151 / 6369 •hyd@dixitindia.com / sales@dixitindia.com
 CHENNAI : Tel.: +2815 1027 / 28 / 29 / 4210 5158 • chn@dixitindia.com / sales@dixitindia.com
 NEW DELHI : Tel.: +91 11 4132 7753 • del@dixitindia.com / sales@dixitindia.com

26th DECEMBER, 2023

To whomsoever it may concern

This is to certify that Ms.Gayathri .S a student of the BBA Department of Dwaraka Doss Goverdhan Doss Vaishnav College, has undergone internship training in the HR department of our company from 11th November,2023 to 11th December,2023 .

Best Regards,



SD RAJENDRAN

DIRECTOR AND HEAD OPERATIONS

Scitus Pharma Services Private Limited

Bio Analytical / Analytical / Pharmacovigilance | Clinical
Module # 24,25,32-37,62-68 & 77, 2nd & 4th Floor, SIDCO Multi-Storyed Complex, # 2/294, 2nd Street, D.R.R. Avenue,AUDCO Nagar, Kattupakkam,
SIDCO Industrial Estate,Thirumazhisai, Chennai - 600 124, TN, India. Poonamallee, Chennai - 600 056, TN, India.

CIN : U74999TN2017PTC118805 | GST NO: 33AAZCS2737E1Z2

Registered Office : #24, 32-37, 2nd Floor, SIDCO Multi-Storyed Complex, SIDCO Industrial Estate,
Thirumazhisai, Chennai - 600 124, TN, India.



Date: 11.12.2023

TO WHOMSOEVER IT MAY CONCERN

We are glad to inform you that Jayapritha J from D.G. Vaishnav college BBA department has successfully completed her internship at **BLUE SPACE INFOTECH** from time period 13-11-2023 to 09-12-2023.

During her internship, she was exposed to the various activities in HR

We found her very inquisitive and hard working. She was very much interested to learn the functions of our core division and also willing to put her best efforts and get in to the depth of the subject to understand it better. She practiced various activities in HR internship within this short period.

Her association with us was very fruitful and we wish her all the best in her future endeavors.

For BLUE SPACE INFOTECH



Authorised Signatory



TAMILNADU INFOTECH

Ref/11/ Emp 26

TRAINING CERTIFICATE

This is to Certify that Ms MYTHILI – R (Emp No 26) was in training from 20/01/2024 to 20/02/2024

At the time of leaving her designation was TRAINEE BACHELOR OF BUSINESS ADMINISTRATION and She underwent training in SALES MARKETING Department

We Wish Her all success in her future endeavors.

FOR TAMILNADU INFOTECH

Authorized Signatory



PLOT NO 6 , SARANALAYAM GARDEN 1ST STREET, DAYASADAN ROAD, NERKUNDRAM,
CHENNAI - 600107

CALL : 044-24797177 / 9566337573

E-MAIL : tamilnaduinfotech23@gmail.com



HighpowerV Stanpro Services (India) Pvt. Ltd.

GST No. : 33AACCH8624A1Z2 / CIN No. : U74900TN2010PTC078542

www.highpowerv.com

Date:02.11.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that SHARUMATHI S.D (21e2436) Student of BBA Department of Dwaraka Doss Goverdhan Doss Vaishnav College has Completed her part time Internship from (1st October 2023 to 31st October 2023) in **HighpowerV Stanpro Services (India) Pvt. Ltd.**

She was working with the HR team and was actively involved in the HR activities, accounting activities, etc. Showed interest in learning new things and acquired good knowledge in Human resource management.

We Wish all the best in her future Endeavours.

Thanks & Regards

For HIGHPOWERV STANPRO SERVICES
(INDIA) PRIVATE LIMITED

Authorized Signatory

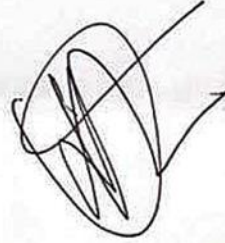
ISO 9001-2015 CERTIFIED

B.O. : No. 16, Durairasan Street, Saligramam, Chennai - 600 093. Ph : 044 42188222. Email : hrstanpro@highpowerv.com
H.O. : Plot No.61, HighpowerV Towers, 5th Cross Street, Logaiah Colony, Saligramam, Chennai - 600 093. Website : www.highpowerv.com

Featherlite®

TO WHOM IT MAY CONCERN

This is to certify that Ms. UMA BHARATHI KG, Reg. No. 2113101096432
Final year BBA in DG Vaishnav College, Chennai has successfully
completed the project titled "A STUDY ON FEASIBILITY OF
EXPANSION OF FEATHERLITE" from 10/01/2024 to 10/02/2024 at
FEATHERLITE



FEATHERLITE COLLECTIONS

"Prestige Point"
Old No. 16, New No. 47, Haddows Road,
Chennai - 600 006.
Ph : +91- 44 - 28256251, 2827 4785

www.featherlitefurniture.com

GST No. 33AAAFF5397H1ZE

22nd Mar 2024

TO WHOMSEVER IT MAY CONCERN

This is to certify that **Ms. Yuvitha U**, a student of IIIrd year, BBA from **Dwaraka Doss Goverdhan Doss Vaishnav College** has successfully completed the internship in **Marketing** from **15th Nov 2023 to 22nd Mar 2024** at **Lifestyle International Pvt Ltd - Max Retail Division**. During the period of her internship programme with us, she was found punctual, hardworking, inquisitive and result oriented.

We wish her all success in the future.

For Lifestyle International Pvt Ltd.
Max Retail Division


Deepika C
Human Resources



maxTM

Lifestyle International Pvt. Ltd.
Max Retail Division

No 1198, New No. 62, 18th Main Road,
Annanagar (West) Near HDFC Bank, Opp
Aavin Hi Tech Booth, Chennai - 600040



Jainam

Appliances

No. 14, TEYNAMPET RAMASAMY STREET,
KONDITHOPE, CHENNAI - 600 079.
Tel : 2520 0074, 4512 8453
E-mail : jainamappliances@gmail.com

08/03/2024

Dr. Sarulatha
Head Of Department
Dwaraka Doss Goverdhan Doss Vaishnav College,
Arunbakkam, Chennai-600106

Dear Madem,

SUB: Internship Completion Certificate

We hereby certify that Mr. Aayush (Regd no:2113101096434) student of
Your college has undergone institutional training (Internship) in our organization during the
Period from 18-11-2023 to 18-12-2023

During the internship his involvement and progress was good.

Thanking You
For JAINAM APPLIANCES

Yours Faithfully
P.A. Holder

TO WHOM IT MAY CONCERN

This is to certify that Mr. Akshat k jain (2113101096435) pursuing BBA in DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE is permitted to go internship program in our company from 1st November 2023 to 31st December 2023. The internship program is regarding the study on the feasibility of business expansion by online selling of generic medicines with reference to our company Sky pharma.

For.

Sky pharma



Proprietor

SKY PHARMA
New No. 2, Old No. 91, Ground & 1st Floor,
MADDOX STREET, CHOOLAI,
CHENNAI-600 112.



ACC Cables Private Limited
GST NO : 33AAWCA1661N1Z7

DATE : 24-02-23

PROJECT COMPLETION CERTIFICATE



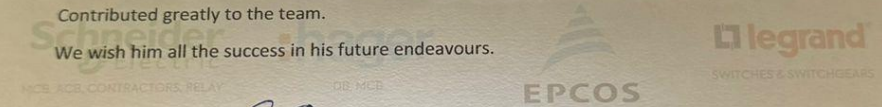
This is to CERTIFY THAT MR. ASHWIN MEHTA (Reg.No. 2113101096438), a third year BBA student at DWARAKA DISS GOVERDHAN DOSS VAISHNAV COLLEGE, has completed His INTERSHIP PROJECT in our organization.



Internship Duration : 18th December to 18th January 2023

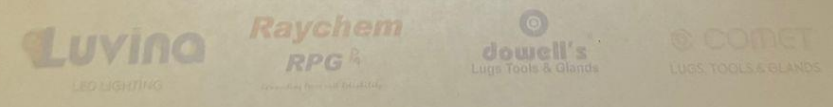
Ashwin's performance and conduct during the internship was very good and his efforts Contributed greatly to the team.

We wish him all the success in his future endeavours.



Thanks and regards,


ACC CABLES PRIVATE LIMITED
No. 106, Govindappa Naicken Street, Sowcarpet, Chennai- 600001.



📍 106, Govindappa Naicken Street,
Sowcarpet, Chennai- 600001.

✉️ jshobhalalith@akashcable.com

☎️ 044 2536 5043,
2536 8932, 4217 9277



Date:- 04 JUNE 2023

PROJECT COMPLETION CERTIFICATE

This is to certify that MR. AYUSH SINGHI (Reg.No. 2113101096439), a third year BBA student at DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE, has completed his INTERNSHIP PROJECT in our organization.

Internship Duration: 1st May to 1st June 2023

Ayush's performance and conduct during the internship was very good and his efforts contributed greatly to the team.

We wish him all the success in his future endeavours.

Thanks and regards,


Bhavik Jain

Manager



To

Head of Department-BBA

Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)

No: 833, Gokul Bagh, E.V.R. Periyar Salai, Arumbakkam

Chennai-600106

Sir/Madam ,

This is to certify that Mr Chirag Chopra student of Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous) Branch (GEN), 2nd Shift has Successfully completed 60days (From 14-NOV-2023-14-JAN-2024) internship program at C.T.Trading Co.

During the internship, Mr Chirag Chopra has closely worked as a part of the Comparative study of retail Market in C.T.Trading Co.

He demonstrated good marketing skills and strategy with self –motivated attitude to learn new things. His contribution to creative ideas, and study of different marketing strategy and conduct sales

We wish him all the best for his future endeavours'

ISSUED DATED -20-JANUARY- 2024

Thank You

For **C.T. Trading Co.**


Partner

Yours Sincerely



SEETU ORBIT CABLE INDIA PVT LTD

#36, 3rd Floor, Govindappa Naicken Street,
Broadway, Chennai-600 001

OFFICE : 4205 2336 / 4205 2335

A/C Dept : 93675 08200

GST-33ABECS4338K1Z7

From :

The Manager

SEETU ORBIT CABLES INDIA PVT LTD

NO : 36,3rd Floor, Govindappa Naicken St,
Sowcarpet, Chennai – 600 001.

To :

The Head of Department

BBA – Shift 2,

D.G VAISHNAV COLLEGE (AUTONOMOUS)

Arumbakkam, Chennai – 600 037.

Dear Madam,

Sub : Internship Completed of student Mr.Gopal.R (21E2466) BBA-Shift 2

We are glad to inform that Mr.Gopal.R (Roll No:21E2466)
(Registration No: 2113101096442) From DWARAKA DOSS GOVERDHAN DOSS
VAISHNAV COLLEGE (Autonomous) Has Successfully Completed his internship With us
from 12.12.2023 to 12.01.2024 .

We found her extreme inquisitive and hard working he is very keen in gaining
Knowledge of the various aspect of marketing related to Electrical Products.
We wish his all the best for him future in Endeavour's

Thanking You,
Your Faithfully

Shasikant B Shah

For SEETU ORBIT CABLE INDIA PVT LTD



IS : 694 : 1990
IS : 1554 Part-1 : 1988
IS : 7098 Part-1 : 1988
IS : 694 : 2010



CM/L-8813687
CM/L-7300109204



E Mail : amittkumarorbit@gmail.com | www.orbitcables.com

Date 15-Oct-23

Dear Harshil M Dolia,

Congratulations on successfully completing your internship as a Recruiter Intern at COREIMPAQT-S from August 22, 2023, to October 12, 2023. Your contributions, particularly in sourcing candidates and providing time-tracking facilities, have been valuable.

Your internship activities included end to end recruitment process, Talent acquisition, sourcing and screening the candidates, and skill mapping

Your professional skills have noticeably improved and your ability to overcome challenges. Your achievements, such as creating a good first impression and helping in hiring an intern, speak volumes about your dedication.

We appreciate your hard work and wish you all the best in your future endeavors.



Best Wishes

**Vigneshwar- TA lead
COREIMPAQT-S**



NAVKAR PLYWOOD CORPORATION

DEALERS IN: ALL KINDS OF GLASS AND PLYWOODS

22, Nagmani Garden Street
Chennai- 600001
(044)42064745
navkarplywoodcorporation@gmail.com

02.02.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. KANISH, Reg. No. 2113101096444** final year BBA in **DG VAISHNAV COLLEGE**, Chennai has successfully completed the project title of **“A FEASIBILITY STUDY ON EXPANSION AND MARKETING STRATEGY OF NAVKAR PLYWOOD CORPORATION”** from 02.01.2024 to 02.02.2024 at **NAVKAR PLYWOOD CORPORATION – A FAMILY BUSINESS.**

Thanks & Regards

SHRENIK

NAVKAR PLYWOOD CORPORATION



TASTY KRAVINGZZ

#55, HUNTER ROAD ,(NEAR AYYAAPPA GROUND),CHOO LAI CHENNAI-600112.
EMAIL:tastykravingzz@gmail.com, WEBSITE:www.tastykravingzz.in
INSTAGRAM:tasty_kravingzz

Date : 15/12/2023

TO WHOMSOEVER IT MAY CONCERN

Sub : Internship Completion

This is to certify that Mr. KARAN NAHAR .D, BBA Reg.No.2113101096445 of Dwaraka Doss Goverdhan Doss Vaishnav College, has undergone 30 days Internship Training and Successfully completed in our Company M/s. TASTY KRAVINGZZ with our Marketing Department from 16.11.2023 to 15.12.2023.

During the tenure of Training his association, behavior, Conduct, Involvement and commitment was good.

We wish Karan Nahar .D a bright future and successful career ahead.

For TASTY KRAVINGZZ

TASTY KRAVINGZZ

No. 55, HUNTERS ROAD,
CHOO LAI, CHENNAI-600 112

SAPNA NAHAR

Proprietor

Sapna



TASTY KRAVINGZZ

#55, HUNTER ROAD ,(NEAR AYYAAPPA GROUND),CHOO LAI CHENNAI-600112.
EMAIL:tastykravingzz@gmail.com, WEBSITE:www.tastykravingzz.in
INSTAGRAM:tasty_kravingzz

Date : 15/12/2023.....

TO WHOMSOEVER IT MAY CONCERN

Sub : Internship Completion

This is to certify that Mr. KARAN NAHAR .D, BBA Reg.No.2113101096445 of Dwaraka Doss Goverdhan Doss Vaishnav College, has undergone 30 days Internship Training and Successfully completed in our Company M/s. TASTY KRAVINGZZ with our Marketing Department from 16.11.2023 to 15.12.2023.

During the tenure of Training his association, behavior, Conduct, Involvement and commitment was good.

We wish Karan Nahar .D a bright future and successful career ahead.

For TASTY KRAVINGZZ

TASTY KRAVINGZZ

No. 55, HUNTERS ROAD,
CHOO LAI, CHENNAI-600 112

SAPNA NAHAR

Proprietor

Sapna



P.R. CAKE DECORS

#15/2, P.P NAGAR MAIN ROAD, ARUMBAKKAM,
CHENNAI-600106.

28.01.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify **MR. KHUSH. C. JAIN**, Reg No. **2113101096446** final year BBA in DG VAISHNAV COLLEGE, Chennai has successfully completed the project titled "A STUDY ON THE FEASIBILITY ANALYSIS OF THE EXPANSION OF THE FAMILY BUSINESS CONCERNING P.R CAKE DECORS" from 28.12.2023 to 28.01.2024.

THANKS & REGARDS,

For **PR CAKE DECORS**


Proprietor

GSTIN : 33ACVPV1129L2Z0
PAN : ACVPV1129L



044-4958 6369
Centrex : 6368

VASANTH JEWELERY

916 GOLD JEWELLERY WHOLESALE & RETAIL
No.83/159, Strahans Road, Ottery, Chennai - 600 012.

01.12.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. MANISH**, Reg. No. **2113101096448** final year BBA in **DG VAISHNAV COLLEGE**, Chennai has successfully completed the project titled **“A FEASIBILITY STUDY ON THE EXPANSION OF FAMILY BUSINESS WITH SPECIAL REFERENCE TO VASANTH JEWELERY”** from 01.12.2023 to 01.01.2024 at **“VASANTH JEWELERY” – A Family Business**

Thanks & Regards

For VASANTH JEWELERY

Proprietor

V.KDISTRIBUTORS

SPECIALIST IN DIAGNOSTIC INSTRUMENTS, REAGENTS AND \CONSUMABLES

Dr. Sarulatha
Head of department
Dwarka Doss Goverdhan Doss Vaishnav College,
Arumbakkam, Chennai – 600106

Subject:- Internship completion Certificate

Dear Madam,

We hereby certify that Mr. M. Millan Katariya (reg no. 2113101096449) student of your college has undergone institutional training in our organization during the period of **12th Dec 2023 to 13th Jan 2024**. During the internship his involvement and progress was good.

Thanking you

Yours faithfully

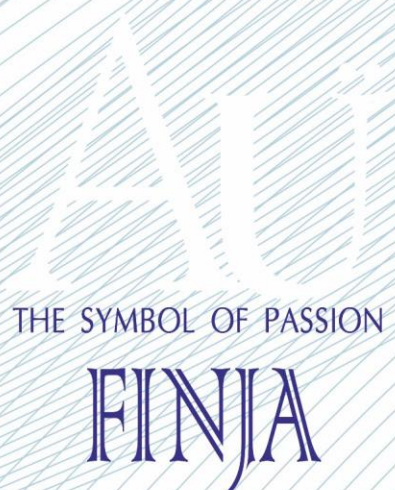
No.110 5thCross Street MKB Nagar Chennai-600039

Mobile:+91-9790-767837 | Email-vkdistributors95@gmail.com

GSTIN:33DCHPP3292K1Z8 | DLNO:2769/MZI/20B , 2719/MZI/21B

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Niraj Chordia**, Registration Number **2113101096451** Final year BBA in DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE CHENNAI has successfully completed the project title **“A STUDY ON CONSUMER BUYING BEHAVIOUR WITH WHOLESALE AND RETAIL CUSTOMERS AT PADMAVATHI JEWELS. From 01.12.2023 to 01.01.2024 at “PADMAVATHI JEWELS”**


THE SYMBOL OF PASSION
AUFINJA

GST No. : 33AADPR3331G1Z2

Subject to Chennai Jurisdiction

Off : 91-44-25369459 / 42163575
Fax : 91-44-25380472



SHA SIVADANMULL KHEEMCHAND

IMPORTERS OF ALL VARIETIES OF CANE, RATTAN & WEBBING

174, GOVINDAPPA NAICK STREET, CHENNAI - 600 001. INDIA

E-mail : mmanish_mds@yahoo.uk

This is certify that MR. PARAV J (2113101096453) a third year BBA student at DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE, has completed his INTERNSHIP PROJECT in our organisation.

Internship Duration: 1st November to 1st December 2023

Parav's performance and conduct during the internship was very good and his efforts contributed greatly to the team

We wish him all the success in his future endeavours.

For SHA SIVADANMULL KHEEMCHAND

Manager.

SOUTHERN ELECTRICALS

"A HOUSE OF DOMESTIC & INDUSTRIAL RANGE"

Old No. 20 (N.No. 35), Rattan Bazar, Park Town, Chennai - 600 003.

Phone : 2535 9521, 2534 1209, 4216 7813, Fax : +91-44-2535 9527

E-mail : info@southernelectricals.com | southern.ele@gmail.com

GSTIN No. : 33AAMFS9875M1Z7

Authorised Stockist

PHILIPS

sense and simplicity

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Prathamesh Chowdhari(2113101096454)** pursuing BBA in DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE is permitted to undergo internship program in our company from 1st December 2023 to 31st December 2023. The internship is regarding the **feasibility study for expanding of the ongoing business of Southern Electricals.**

For,

SOUTHERN ELECTRICALS

For SOUTHERN ELECTRICALS


Partner

AUTH. STOCKIST & CHANNEL PARTNER





Blue Star Limited
KRM Plaza, No 2,
Harrington Road, Chetpet,
Chennai 600 031, India.
T : +91 44 4244 4000
F : +91 44 2836 2101
www.bluestarindia.com

January 3, 2024

To whomsoever it may concern

This is to certify that **Mr Shrinivas N (Reg.no-2113101096455)** has completed his Internship in our **Customer Service, Cooling & Purification Appliances Division** at **Chennai** between **October 25,2023 to December 30, 2023.**

Very truly yours
BLUE STAR LIMITED



Sangeeta Parameswaran
General Manager
Human Resources

Subject to Chennai Jurisdiction

GST No. : 33AADPR3331G1Z2

Off : 91-44-25369459 / 42163575

Fax : 91-44-25380472



SHA SIVADANMULL KHEEMCHAND

IMPORTERS OF ALL VARIETIES OF CANE, RATTAN & WEBBING

174, GOVINDAPPA NAICK STREET, CHENNAI - 600 001. INDIA

E-mail : mmanish_mds@yahoo.uk

This is certify that MR. T SHUBAM KHIMSURA (2113101096456) a third year BBA student at DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE, has completed his INTERNSHIP PROJECT in our organisation.

Internship Duration: 1st November to 1st December 2023

Parav's performance and conduct during the internship was very good and his efforts contributed greatly to the team

We wish him all the success in his future endeavours.

For SHA SIVADANMULL KHEEMCHAND

T. Ramprasad

Manager.

Subject to Chennai Jurisdiction

GST No. : 33AADPR3331G1Z2

Off : 91-44-25369459 / 42163575

Fax : 91-44-25380472



SHA SIVADANMULL KHEEMCHAND

IMPORTERS OF ALL VARIETIES OF CANE, RATTAN & WEBBING

174, GOVINDAPPA NAICK STREET, CHENNAI - 600 001. INDIA

E-mail : mmanish_mds@yahoo.uk

This is certify that MR. T SHUBAM KHIMSURA (2113101096456) a third year BBA student at DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE, has completed his INTERNSHIP PROJECT in our organisation.

Internship Duration: 1st November to 1st December 2023

Parav's performance and conduct during the internship was very good and his efforts contributed greatly to the team

We wish him all the success in his future endeavours.

For SHA SIVADANMULL KHEEMCHAND

T. Ramprasad

Manager.



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr.SIDDARTH.A**, Reg No . **2113101096457** final Year BBA in DG VAISHNAV COLLEGE , Chennai has successfully completed the project titled “ **A STUDY ON THE FEASIBILITY OF EXPANSION OF FAMILY BUSINESS WITH REFERENCE TO TRAVEL HUB**” from 18/10/2023 to 20/11/2023.

THANKS & REGARDS,

Ankith

MY TRAVEL HUB
78, Pandy Bazaar, 1st Floor,
Shop No F32, Fathima Plaza,
T. Nagar, Chennai - 600 017.
Ph: 72000 33302 / 044 4868 3303



42013734

Email : gbproducts2013@gmail.com

G.B. PRODUCTS

(A HOUSE OF EXPORT GARMENTS REQUISITES)

Ref :

Date 18.12.2023

PROJECT COMPLETION CERTIFICATE

This is to certify that Mr. VANSH KUMAR JAIN (Reg No: 2113101096458), 3rd year BBA student at DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE, has completed his INTERNSHIP PROJECT in our organization

Internship Duration: 16th November 2023 – 15th December 2023

Vansh's performance and skills during this 1 month of internship was very good and his efforts in marketing helped & contributed immensely to the company's growth

We wish him all the success & best of luck for his future endeavors

Thanks and regards,

G.B. PRODUCTS ;
44/1, CHAKKARAI CHETTY ST
KONDITHOPE,
FOR G.B. PRODUCTS.
CHENNAI - 600 079.

44/1, Chakkarai Chetty Street, Kondithope, Chennai - 600 079.

GSTIN- 33HZEPK03841ZW




email-avkhush12@gmail.com Ph- 7904770502

CERTIFICATE OF COMPLETION

This is to verify that Yash Chandak 2113101096463 a student of the BBA Department of Dwaraka Doss Govardhan Doss Vaishnav College, has done internship at AVKHUSH for a period of 30 days from NOVEMBER 22nd, 2023 – DECEMBER 22nd, 2023 in Social Media Marketing department.

During the period of his internship with us he was found punctual and hardworking and an effective performer. We are looking forward to making improvements in our company based on his reports.

Best regards,
Khushi





Date : 03 /01/2024

To ,
THE HEAD OF DEPARTMENT - BBA
DG VAISHNAV COLLEGE (AUTONOMOUS)
CHENNAI - 600106

Dear mam ,

Subject - Internship Completion letter

This is to certify that YASH KUMAR JAIN P (B.B.A - 21E2471) from DG VAISHNAV COLLEGE has completed his internship at SRI AMAR BIKES from Dec 1 2023 to Jan 1 2024.

During his internship , he was exposed to the various activities of the marketing department and has done his work successfully.

With Regards ,

SRI AMAR BIKES



SRI AMAR BIKES

NO 75 BASIN BRIDGE ROAD MINT CHENNAI 600 021

06th January 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Suzanne Ameen, register no: 21E2419 were pursuing BBA-Final year Students of DG Vaishnav College, Chennai has successfully completed her internship in HR Department at VST Grandeur (Dealership of Jaguar & Land rover) from 8th December 2023 to 06th January 2024.

We wish success in all her endeavors.

For VST & Sons Pvt Ltd,

Authorized Signatory



Show Room :
Old No.182, New No.237,
Anna Salai, Chennai - 600 006.
Telephone : +044 42181888
www.jaguarlandrover.in



Registered Office :
V.S.T. GRANDEUR
(A division of VST & Sons Pvt. Ltd)
No.262/2, Poonamallee Bypass Road,
Ariamarathanallur, Poonamallee,
Chennai - 600 056. Phone : 044 66361373
Service Centre :
No.145-1, C-1, L & T Bypass Road,
Oddarpalayam Village, Ondipudur Post,
Coimbatore - 641 016. Phone : 0422 452444

GSTIN 33ABUPJ9961E1Z7

|| Shri Sankeshwara Parashwanathay Namah: ||
Subject to Chennai Jurisdiction

Ph : 4319 2445
Cell : 99622 95359



SHRI NEMINATH REXINE

Dealers in : C.T.F. (REXINE) & BAG MATERIALS

449/2, MINT STREET, (Opp to Ramar X-Ray Lab) CHENNAI - 600 079.

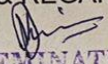
20/11/2023

Date :

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr.HARSH DILIP JAIN**, Reg. No. **2113101096466**
Final Year BBA in DG VAISHNAV COLLEGE, Chennai, has successfully
completed the Project titled "A STUDY ON THE FEASIBILITY OF
EXPANSION OF FAMILY BUSINESS WITH REFERENCE TO SHRI
NEMINATH REXINE" from 18/10/2023 to 20/11/2023.

THANKS & REGARDS,


SHRI NEMINATH REXINE
No. 449/2, MINT STREET,
Opp. Ramar X-Ray Lab
CHENNAI - 600 079

28th FEBRUARY 2024

To whomsoever it may Concern

This is to certify that MR. Naresh Kumar .H a student of the BBA Department of Dwaraka Doss Goverdhan Doss Vaishav Collage, has undergone internship training in the HR department of our company From 05th FEB 2024 to 25 FEB 2024.

Best Regard

Narpat
NARPAT M
DIRECTOR AND HEAD OPERATIONS



For Mettal Stone

Proprietor



9th February 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. L Kinjal (Reg No. 2113101096469) pursuing Third year; BBA (General) from Dwaraka Doss Goverdhan Doss Vaishnav College – Arumbakkam, Chennai -600106, has done her Internship Training in our Organisation in Human Resources department from 8th January 2024 to 8th February 2024.

During the above period she has displayed her keen interest and total involvement in learning.

We wish her all success in her endeavours.

For Nova Techset Limited



J Anita Rose
Assistant Manager – HR



15th December 2023

TO WHOMSEVER IT MAY CONCERN

This is to certify that Ms. Jasmitha, a student of IIIrd year, BBA from Dwaraka Doss Goverdhan Doss Vaishnav College has successfully completed the internship in Human Resources from 15th November 2023 to 15th December 2023 at Lifestyle International Pvt Ltd - Max Retail Division. During the period of her internship programme with us, she was found punctual, hardworking, inquisitive and result oriented.

We wish her all success in the future.

For Lifestyle International Pvt Ltd. Max
Retail Division



Deepika C
Human Resources



maxTM

**Lifestyle International Pvt. Ltd.
Max Retail Division**

No.1198, New No.62, 18th Main Road,
Annanager (West) Near HDFC Bank, Opp
Aavin Hi Tech Booth, Chennai - 600040



contact@sportsindex.com
www.sportsindex.com

J14, 1st Floor, 3rd Avenue,
Anna Nagar East, Chennai - 600102

21.03.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. MITANSH KEDIA, Reg No. 2113101096471 Final Year BBA in DG VAISHNAV COLLEGE, Chennai has successfully completed the project "A FEASIBILITY ANALYSIS ON LAUNCHING A TIN CANNED MINERAL WATER IN THE MARKET" as a proposal for starting a new Venture.

Thanks & Regards

For SPORTS INDEX N TECH PRIVATE LIMITED

Nanay
Director

f @ sportsindex

