

S/ N	UNI ROLL NO.	NAME	TITLE OF PROJECT REPORT
1	6067901	AKANSHA	CONSUMER PREFERENCE TOWARDS SUNFEAST BISCUIT IN ROHTAK CITY
2	6067902	ANJALI	A STUDY OF ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY
3	6067903	ANJALI	CONSUMER SATISFACTION TOWARDS USING TELEGRAM APP
4	6067904	ANJU	CONSUMER SATISFACTION TOWARDS FASTRACK
5	6067905	ANSHU	CUSTOMER SATISFACTION TOWARDS AMAZON SHOPPING APP
6	6067906	DEEPANSHI	A STUDY ON CUSTOMER SATISFACTION TOWARDS LAKME PRODUCTS
7	6067907	DIKSHA	SOCIAL MEDIA MARKETING IN TODAY'S BUSINESS
8	6067908	DIVYA	GREEN MARKETING
9	6067909	DIVYA	SALES AND PROMOTION OF BIG BAZAR
10	6067910	DIVYA	CUSTOMER SATISFACTION TOWARDS BATA IN ROHTAK
11	6067911	GAYATRI	A STUDY OF CUSTOMER PURCHASE DECISION TOWARDS LAPTOP
12	6067912	HARSHITA	CONSUMER SATISFACTION TOWARDS ZUDIO
13	6067913	HUNNY	CONSUMER ATTITUDE TOWARDS PAYTM
14	6067914	ISHU	CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN ELECTRONICS IN ROHTAK CITY
15	6067915	JYOTI	E-COMMERCE - A DETAIL STUDY ON FLIPKART
16	6067916	KAJAL	CUSTOMER SATISFACTION TOWARDS CHOCOLATES
17	6067917	KARISHMA	CONSUMER BUYING BEHAVIOUR TOWARDS L.G. PRODUCTS IN JHAJJAR CITY
18	6067918	KHUSHBOO	CUSTOMER SATISFACTION TOWARDS USING BISLERI IN ROHTAK
19	6067919	KHUSHI	CUSTOMER SATISFACTION TOWARDS SWIGGY IN ROHTAK CITY
20	6067920	KIRTI	INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND IMAGE OF MAMAEARTH IN ROHTAK
21	6067921	KUNIKA	CONSUMER SATISFACTION TOWARDS HIMALAYA PRODUCTS
22	6067922	MAHIMA	LIFE INSURANCE CORPORATION
23	6067923	MANISHA	CONSUMER BEHAVIOUR AND SATISFACTION FOR AMUL
24	6067924	MEENAKSHI	CONSUMER ATTITUDE TOWARDS PHONEPAY
25	6067925	MUSKAN	IMPACT OF ONLINE ADVERTISING ON CUSTOMER BUYING DECISION
26	6067926	MUSKAN	CONSUMER PERCEPTION TOWARDS PATANJALI PRODUCTS IN ROHTAK CITY
27	6067927	NANCY	CUSTOMER SATISFACTION TOWARDS BAJAJ ALLIANZ IN ROHTAK CITY
28	6067928	NIKITA	BANKING SERVICES IN ROHTAK AND BHIWANI CITY
29	6067929	NIKITA	A STUDY ON ONLINE ATTITUDE TOWARDS LIFE INSURANCE PRODUCT
30	6067930	NIKITA	COMPARATIVE STUDY ON NESTLE, MAGGIE AND OTHER NOODLES AT ROHTAK CITY
31	6067931	PARUL	IMPACT OF ICT ON EDUCATION
32	6067932	PARUL	WORKERS SATISFACTION IN TATA INTERNATIONAL LTD.
33	6067933	PAYAL	CONSUMER SATISFACTION AT VISHAL MEGA MART
34	6067934	PINKI	CUSTOMER SATISFACTION TOWARDS RELIANCE FRESH IN ROHTAK
35	6067935	POOJA	EMPLOYEE RETENTION
36	6067936	POOJA	CONSUMER SATISFACTION TOWARDS UPI PAYMENT
37	6067937	RINKU	PERSONAL SELLING
38	6067938	RIYA	IMPACT OF SOCIAL MEDIA ON ONLINE SHOPPING
39	6067939	RUCHIKA	CONSUMER AWARENESS TOWARDS E-BANKING SERVICES
40	6067940	SANGEETA	CUSTOMER PREFERENCE TOWARDS NESCAFE AND BRU COFFEE
41	6067941	SANJANA	ROLE OF SEARCH ENGINE FOR INDIAN USERS
42	6067942	SARITA	STUDY IN PRODUCT AND BRAND STRATEGY OF ZOMATO
43	6067943	SIMRAN	CITY MALL
44	6067944	SONIA	STUDY ON CUSTOMER SATISFACTION TOWARDS MEESHO APP
45	6067945	TANNU	MOBILE BRAND PREFERENCE
46	6067946	TANU	IMPACT OF FINANCIAL CRISIS 2008 ON GLOBAL ECONOMY
47	6067947	URVASHI	EVOLUTION OF INTERNET MARKETING AND IMPACT ON COMPANY IN HARYANA
48	6067948	VANSHIKA	MARKETING STRATEGY OF HALDIRAM

*Parul*

*Parul*



**PROJECT REPORT**  
**ON**  
**CONSUMERS PREFERENCE TOWARDS SUNFEAST**  
**BISCUITS IN ROHTAK CITY**

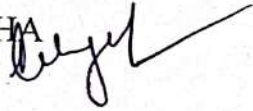
SUBMITTED IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE DEGREE OF BACHELOR OF COMMERCE

**(HON'S COURSE)**

**(SESSION 2023-2024)**

**UNDER THE SUPERVISION OF**

MS. SUNISHA



**SUBMITTED BY:**

AKANKSHA PHOGAT

BCOM HONS. 5<sup>TH</sup> SEM

ROLL NO-1211331076056

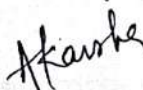
6067901



**GOVT. PG COLLEGE FOR WOMEN, ROHTAK**

## STUDENT DECLARATION

I hereby declare that the work embodied in the topic "**CONSUMER PREFERENCE TOWARDS SUNFEAST BISCUITS (ITC), ROHTAK**" has been carried out by me under the guidance and supervision of Ms. Sunisha

  
~ AKANKSHA PHOGAT  
BCOM HONS 5<sup>TH</sup> SEM



**PROJECT REPORT ON**  
**A STUDY ON ONLINE PAYMENT APPLICATIONS**  
**IN INDIA WITH SPECIAL REFERENCE**  
**TO AMAZON PAY**



**SESSION 2023-24**

**SUBMITTED TO**  
**MAHARSHI DAYANAND UNIVERSITY, (ROHTAK)**  
**IN THE PARTIAL FULFILLMENT OF THE**  
**REQUIREMENT**  
**FOR THE DEGREE OF BACHELOR OF COMMERCE**  
**(HONOURS COURSE)**

**UNDER THE GUIDANCE OF**  
**MS. JYOTI**

**SUBMITTED BY**

**ANJALI**

**B.COM (HONOURS)**

**COLLEGE ROLL No.**

**1211331076001**

**UNIVERSITY ROLL NO.**

**6067902**

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**



## **DECLARATION**

It is to be declared that the project report entitles "A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH SPECIAL REFERENCE TO AMAZON PAY" is a genuine work undertaken by me under the supervision of MS. JYOTI, DEPARTMENT OF COMMERCE, GOVT. P.G COLLEGE FOR WOMEN, ROHTAK.

ANJALI

B.COM (HONOURS)

COLLEGE ROLL No.

1211331076001

UNIVERSITY ROLL NO.



**Project Report on**  
**"A STUDY ON CUSTOMER SATISFACTION TOWARDS**  
**FASTRACK"**

**A Project Report Submitted to the Department of Commerce in Partial**  
**Fulfillment of the U.G. Degree Of**  
**Bachelor of Commerce (Hons.)**

**Supervised By:**

Ms Arti



**(Dept. Of Commerce)**

**Submitted By:**

Anju

**B.Com Hons.(5<sup>th</sup> Sem.)**

**Roll No.: 1211331076033**

6067 904

**Govt .P.G. College for Women, Rohtak**  
**( Session 2023-24 )**



## DECLARATION

It is to be informed declared that the project report entitle "A STUDY ON CUSTOMER SATISFACTION TOWARDS FASTRACK" with reference to "THE WORLD OF TITAN" is a genuine work undertaken by me under the supervision of Ms Arti Commerce Department, Govt. P.G. College For Women, Rohtak.

Anju

Signature:

Anju

B.Com Hons.

5<sup>th</sup> Semester



**PROJECT REPORT**  
**ON**  
**CONSUMER SATISFACTION TOWARDS**  
**USING TELEGRAM APP**

**SUBMITTED IN THE PARTIAL FULFILLMENT OF**  
**THE REQUIREMENTS FOR THE DEGREE OF BACHELOR**  
**OF COMMERCE**  
**HON'S COURSE**

*Deepak*  
*7/11/23*  
**UNDER THE GUIDENCE OF**

**MR. DEEPAK.**

**DEPARTMENT OF COMMERCE.**

**SUBMITTED BY**

**ANJALI**

**BCOM (HON'S)**

**5TH SEM**

**COLLEGE**

**ROLL NO.**

**1211331076018 6067403**

**GOVT. PG. COLLEGE FOR WOMEN, ROHTAK**

**SESSION 2023-2024**



## **DECLARATION**

It is to be declared that the project report entitle "CONSUMER SATISFACTION TOWARDS USING TELEGRAM APP" is a genuine work undertaken by me under the supervision of MR.DEEPAK, Commerce Department, Govt.PG. College For Women, Rohtak.

**ANJALI**

**B. COM HON'S**

**COLLEGE ROLL NO.**

**1211331076018**

*Anjali*

**Project Report**  
**ON**  
**CUSTOMER SATISFACTION TOWARDS AMAZON**  
**SHOPPING APP**

Submitted in the partial fulfillment for the award of degree

Bachelor of commerce

Course(Hons)

**UNDER THE GUIDANCE OF**

ANJU

(DEPARTMENT OF COMMERCE)

**SUBMITTED BY**

ANSHU

1211331076004

6067908

**GOVT.P.G COLLEGE FOR WOMEN**

**(2023 -2024)**



## DECLARATION

This is to certified that the project is entitled "customer satisfaction towards amazon" is bonafied work done by me under the guidance of supervision in the partial fulfillment of the requirement for the award of degree of Bachelor of commerce, GOVT,P.G.COLLEGE FOR WOMEN,ROHTAK

Anshu  
ANSHU

BCOM HONS 5<sup>TH</sup>

SEM

1211331076004

**PROJECT REPORT**  
**ON**  
**"A STUDY ON CUSTOMER SATISFACTION**  
**TOWARDS LAKME PRODUCTS"**

**LAKMĒ**  
INSPIRED HAIRCARE

Submitted to the Department of Commerce In partial fulfilment of  
**UG DEGREE OF B.COM.(HONS.)**

**Supervised by:**

*Kavita*  
Ms. Kavita

(Department of commerce)

**Submitted by:**

Deepanshi

Bcom.Hons (5th sem)

**Roll No. :-**

1211331076049

**University Roll No:-**

*6067906*

**GOVERNMENT P.G. COLLEGE FOR WOMEN, ROHTAK**

**Session (2023-2024)**



## DECLARATION

I Deepanshi (1211331076049) hereby declare that the Project Report entitled "A Study on customer satisfaction towards lakme products" done by me under the guidance of Ms. Kavita in department of commerce, GOVERNMENT PG COLLEGE FOR WOMEN(ROHTAK) is submitted in partial fulfilment of the requirements for UG degree of B.Com (Hons.). I also declare that this project has not been submitted earlier in any other university or institution.



DEEPANSHI

**PROJECT REPORT**  
**ON**  
**"SOCIAL MEDIA MARKETING IN TODAY'S BUSINESS"**



**SUBMITTED TO**  
**MAHARSHI DAYANAND UNIVERSITY , ROHTAK**  
**IN THE PARTIAL FULFILLMENT OF THE**  
**REQUIREMENT FOR THE DEGREE OF**  
**BACHELOR OF COMMERCE**

**(HON'S COURSE)**

*Deepak*  
*7/11/23*  
**UNDER THE GUIDANCE OF**

**MR. DEEPAK**  
**(DEPARTMENT OF COMMERCE)**

**SUBMITTED BY**

**DIKSHA**  
**BCOM (HONS) 5TH SEM**

**ROLL NO . 1211331076022**

*6067907*

**GOVERNMENT PG COLLEGE FOR WOMEN , ROHTAK**  
**(2023-2024)**



## ACKNOWLEDGEMENT

A Study such as this cannot be the work of a single person . I here by express deep gratitude to all those who helped me directly or indirectly in completing this work. It is my duty to express my regards to Mr. Deepak . His able guidance and valuable suggestions led me through the most difficult period of the project. I acknowledge that help and co-operation received from my classmates.

DIKSHA

*Diksha*

PROJECT REPORT  
ON  
SALES AND PROMOTION OF BIG BAZAAR



Submitted in partial fulfillment of

Bachelor of Commerce (Hons.)

SESSION – 2023-24

MAHARISHI DAYANAND UNIVERSITY,

ROHTAK



Under the Supervision of:  
Ms. Mukesh  
Department of Commerce

*Mukesh*  
69/11/23

Submitted by: Divya  
Bcom hons. 5<sup>th</sup> sem.  
Class Roll No.  
1211331076047

6067909



## DECLARATION

I hereby declare that the project report "A Study of sales and Promotion of Big Bazaar" is a genuine work undertaken by me under the supervision of Ms. Mukesh, deptt. of Commerce, Govt. PG College for Women, Rohtak.

I also declare that this project report is my original work and has not been previously submitted for the award of any degree, Diploma or other similar titles.



Divya  
B Com Hons  
College Roll No. 1211331076047  
University Roll No.

PROJECT REPORT  
ON  
Customer Satisfaction Towards  
Using BATA in ROHTAK



Submitted in partial fulfillment of

Bachelor of Commerce (Hons.)

SESSION – 2023-24

MAHARISHI DAYANAND UNIVERSITY,

ROHTAK



*Preeti*  
*08/11/23*  
UNDER THE GUIDANCE OF  
MS PREETI  
(DEPARTMENT OF COMMERCE)

SUBMITTED BY  
DIVYA  
BCOM HONS  
5TH SEMESTER  
COLLEGE ROLLNO 1211331003239  
UNIVERSITY ROLL NO.

*6067910*



## DECLARATION

It is to be declared that the project report entitled "CUSTOMER SATISFACTION TOWARDS USING BATA" is a genuine work undertaken by me under the supervision of Ms Preeti , Commerce Department ,Govt. College For Women , Rohtak .



DIVYA

BCOM HON'S

COLLEGE ROLL NO. 1211331003239

UNIVERSITY ROLL NO.

# PROJECT REPORT

A STUDY OF CUSTOMER PURCHASE DECISION TOWARDS LAPTOP

SESSION 2023-24

SUBMITTED TO



**MAHARSHI DAYANAND UNIVERSITY (ROHTAK)**

IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE DEGREE OF BACH<sup>E</sup>LOR OF COMMERCE

**(HONOURS COURSE)**

SUBMITTED TO

MS. JYOTI

SUBMITTED BY

GAYATRI

B.COM HONOURS

ROLL NO 1211331076002

6067911



### STUDENT DECLARATION

This is certified that I have completed this project titled marketing strategies on hp laptop in India under guidance of Ms. Jyoti in the partial fulfilment of the requirements of the award of degree of bachelor of commerce admission at government P.G college Rohtak This is an original piece of work and I have not submitted it earlier elsewhere.

Place - Rohtak

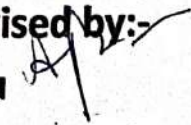
Gayatri

1211331076002

# **Project Report On Consumer Behaviour Towards Online Shopping In Electronics In RohtakCity**



**Submitted to the Department of Commerce  
In Partial fulfillment of  
U.G. Degree of B.com (Hons.)**

**Supervised by:-**  
**Dr. Anju**   
**Department of Commerce**

**Submitted by:-**  
**Ishu**  
**Roll No.:- 1211331076005**  
**6067914**

**Govt. P.G. College for Women, Rohtak  
(Session 2023-2024)**



# Acknowledgement

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals. I would like to extend my sincere thanks to all of them.

I am highly indebted to **Dr. Anju** for her guidance and constant supervision as well as for providing necessary information regarding the report & also for her support in completing the report. I would like to express my special gratitude towards my teachers of GCW, Rohtak for their kind cooperation and encouragement which help in completion of this report.

My thanks and appreciations also go to my friends in developing the report and people who have willingly helped me out with their abilities.

**Project Report**

**Dr. Anju**

**(Department of commerce )**

# E-COMMERCE- A DETAIL STUDY ON FLIPKART

[submitted in the fulfilment for the award of Bachelor of commerce  
(B.com)Hons. ]

Submitted To :-

MAMTA (Asst. Prof.)

(Dept. of Commerce)

Submitted By:-

Jyoti

1211331076059

6067918



GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK

Year of submission : - 2023-24



### STUDENT DECLARATION

I hereby declare that the project report work with the title E – COMMERCE – A  
DETAIL STUDY ON FLIPKART submitted by me for the partial fulfilment of the  
degree of b.com honours under the university of Rohtak is my original work and  
has not been submitted earlier to any other university/ institution for the fulfilment  
of the requirement for any course of study.

I also declare that no chapter of this manuscript in completely or in part has been  
incorporated in this report from any earlier work done by others or by me.  
However, extract of any literature which has been used for this report has been  
duly acknowledged providing details of such literature in this references.

Signature : - *Jyoti*

Name : - JYOTI

Roll no. : - 1211331076059

**PROJECT REPORT ON  
CUSTOMER SATISFACTION TOWARDS CHOCOLATES**



**SUBMITTED TO  
MAHARSHI DAYANAND UNIVERSITY, ROHTAK  
IN THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT  
FOR THE DEGREE OF BACHELOR OF COMMERCE  
(HON'S COURSE)**

*Deepak 7/11/23*  
**UNDER THE GUIDANCE OF  
MR. DEEPAK  
(DEPARTMENT OF COMMERCE)**

**SUBMITTED BY  
KAJAL  
BCOM HON'S  
(5<sup>TH</sup> SEMESTER)  
CLASS ROLL NO.**

**1211331076019 6067916**

**GOVERNMENT PG COLLEGE FOR WOMEN , ROHTAK  
(2023-2024)**



## DECLARATION

I hereby declare that the project report on  
CUSTOMER SATISFACTION TOWARDS CHOCOLATE  
is a genuine work undertaken by me under the supervision of  
MR. DEEPAK, Department of Commerce, Govt. P.G.  
College for women, Rohtak.

I also declare that this project report is my original work and  
has not been previously submitted for the award of any  
degree, diploma or other similar titles.

KAJAL

BCOM HONS (5<sup>th</sup> sem.)

CLASS ROLL NO. -

1211331076019

*Kajal*

**PROJECT REPORT**  
**ON CUSTOMER SATISFACTION TOWARDS**  
**USING**  
**BISLERI IN ROHTAK**

SUBMITTED IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE DEGREE OF BACHELOR OF  
COMMERCE  
(HONS' COURSE)

UNDER THE GUIDANCE OF  
MISS RUCHI ✓  
(DEPARTMENT OF COMMERCE)

SUBMITTED BY

KHUSHBOO

BCOM HON'S

(5<sup>TH</sup> SEMESTER)

COLLEGE NO. 1211331076014

UNIVERSITY ROLL NO. 6067918

211634267





## DECLARATION

It is to be declared that the project report entitle "CUSTOMER SATISFACTION TOWARD BISLERI" is a genuine work undertaken by me under the supervision of MISS RUCHI Commerce Department ,Govt. College For Women , Rohtak .

**KHUSHBOO**

**BCOM HON'S**

**COLLEGE**

**ROLL**

**NO.1211331076014**

PROJECT REPORT ON  
CUSTOMER SATISFACTION TOWARDS  
SWIGGY IN ROHTAK



SUBMITTED TO  
MAHARSHI DAYANAND UNIVERSITY, ROHTAK  
IN THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT  
FOR THE DEGREE OF BACHELOR OF COMMERCE  
(HONOURS COURSE)

UNDER THE GUIDANCE OF  
MRS. PRIYANKA  
(DEPARTMENT OF COMMERCE)

SUBMITTED BY  
KHUSHI  
BCOM. HON'S  
(5<sup>TH</sup> SEMESTER)

COLLEGE ROLL NO.  
1211331076041 6067919

GOVT. P.G COLLEGE FOR WOMEN, ROHTAK  
(SESSION 2023-2024)



## DECLARATION

It is to be declared that the project report entitles "CUSTOMER SATISFACTION TOWARDS SWIGGY" is a genuine work undertaken by me under the supervision of Mrs. PRIYANKA, DEPARTMENT OF COMMERCE, GOVT. P.G COLLEGE FOR WOMEN, ROHTAK.



KHUSHI

B.COM (HONS)

5<sup>TH</sup> SEMESTER

PROJECT REPORT  
ON  
INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND  
IMAGE MAMAEARTH IN ROHTAK

SUBMITTED IN THE PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF BACHELOR OF THE COMMERCE

(Hons' Course)



(SESSION:-2023-2024)

UNDER THE GUIDANCE OF.

DR. MUKESH.

DEPARTMENT OF COMMERCE

SUBMITTED BY

KIRTI

BCOM HONS'

(SEM- 5<sup>th</sup>)

COLLEGE ROLL NO.

-1211331076046

6067920



## DECLARATION

It is to be declared that the project report entitle " INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND IMAGE OF MAMAEARTH " is a genuine work undertaken by me under the supervision of Dr. Mukesh Commerce Department of Govt.college For Women Rohtak.

KIRTI

B.COM HONS'

COLLEGE ROLL NO. -1211331076046

UNIVERSITY ROLL NO.

*Kirti*

**A PROJECT REPORT ON  
CONSUMER SATISFACTION TOWARDS  
“HIMALAYA PRODUCTS”**



**SUBMITTED TO  
MAHARSHI DAYANAND UNIVERSITY, ROHTAK  
IN THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE DEGREE OF BACHELOR  
OF COMMERCE  
(HONOURS COURSE)**

**UNDER THE GUIDANCE  
OF:  
MRS. PREETI PANCHAL  
(DEPARTMENT OF  
COMMERCE)**

**SUBMITTED BY :  
KUNIKA  
BCOM HON'S  
{5<sup>TH</sup> SEMESTER}  
UNIVERSITY ROLL NO.**

6067921

**GOVERNMENT P.G. COLLEGE FOR WOMEN,  
ROHTAK  
(2023-24)**



## **DECLARATION**

I hereby declare that the project report "consumer satisfaction towards HIMALAYA products" is a genuine work undertaken by me under the supervision of MRS. Preeti Panchal, Department of Commerce, Govt. P.G. College for Women, Rohtak.

I also declare that this project report is my original work and has not been previously submitted for the award of any degree, diploma or other similar titles.

Name: Kunika Kunika  
University Roll No.



GOVERNMENT P.G. COLLEGE FOR WOMEN(ROHTAK)



LIFE INSURANCE CORPORATION

*(PROJECT REPORT submitted to department of commerce in the partial fulfillment of u.g. degree of B.com Hons. Under university of Rohtak)*

YEAR OF SUBMISSION :- OCTOBER 2023

Submitted by :-

Name – MAHIMA

Roll no. – 1211331076048

6067922

Submitted to :

DR. KAVITA

(Dept. of commerce)



## STUDENT DECLARATION

I hereby declare that the project report work with the title :- LIFE INSURANCE CORPORATION submitted by me for the partial fulfillment of the degree of b.com honors under the university of Rohtak is my original work and has not been submitted earlier to any other university/ institution for the fulfillment of the requirement for any course of study.

I also declare that no chapter of this manuscript in completely or in part has been incorporated in this report from any earlier work done by others or by me. However, extract of any literature which has been used for this report has been duly acknowledged providing details of such literature in this references.

Signature : -

Name : - MAHIMA

Roll no. : - 1211331076048



**ACKNOWLEDGEMENT**

**PROJECT REPORT ON  
CONSUMER BEHAVIOUR AND SATISFACTION FOR  
AMUL**

SUBMITTED IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE DEGREE OF BECHELOR OF COMMERCE

**(HON'S COURSE)**

**UNDER THE GUIDANCE OF**

Mrs. ARTI *adeti*  
(DEPARTMENT OF COMMERCE)

**SUBMITTED BY**

MANISHA

BCOM HON'S

(5<sup>TH</sup> SEMESTER)

COLLEGE ROLL NO.

1211331076031

6067923

**GOVT. P.G COLLEGE FOR WOMEN ROHTAK  
(SESSION 2023-2024)**



## DECLARATION


Certified that the project report entitled consumer behaviour and satisfaction for Amul is original piece of work done by me under the supervision of Mrs. Arti. This project is submitted to Maharshi Dayanand University, Rohtak in the partial fulfilment for the requirement of B.Com honours (3<sup>rd</sup> year)

Manisha

**PROJECT REPORT**  
**IMPACT OF ONLINE ADVERTISING**  
**ON CUSTOMER'S BUYING DECISION**

SUBMITTED IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
DEGREE OF BACHELOR OF COMMERCE

**( HONOURS COURSE)**

UNDER THE GUIDANCE OF  
MS. JYOTI   
(DEPARTMENT OF COMMERCE)

SUBMITTED BY

MUSKAN  
BCOM ( Hons.)

( 5<sup>TH</sup> SEMESTER)

COLLEGE ROLL NO.

1211331076003

6067925

**GOVT. P.G COLLEGE FOR WOMAN , ROHTAK**

**(SESSION 2023 -2024)**



## **DECLARATION**

It is to be declared that the project report entitle “ **IMPACT OF ONLINE ADVERTISING ON CUSTOMER’S BUYING DECISION** ” is a genuine work Undertaken by me Under the supervision of MS. JYOTI , COMMERCE DEPARTMENT, Govt. P. G College For Woman, Rohtak.

**MUSKAN**

**BCOM. HON'S**

**COLLEGE ROLL NO.**

**1211331076003**

**PROJECT REPORT ON  
CONSUMER PERCEPTION TOWARDS  
PATANJALI PRODUCTS IN ROHTAK CITY**



**SESSION 2023-24**

**SUBMITTED TO**

**MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

**IN THE PARTIAL FULFILLMENT OF THE**

**REQUIREMENT**

**FOR THE DEGREE OF BACHELOR OF COMMERCE**

**(HONOURS COURSE)**

**UNDER THE GUIDANCE OF**

**Dr. PREETI MALIK** *Preeti*

**SUBMITTED BY**

**MUSKAN**

**B.COM (HONOURS)**

**COLLEGE ROLL NO.**

**1211331076012**

**UNIVERSITY ROLL NO. 6067926**

**GOVT. P.G COLLEGE FOR WOMEN, ROHTAK**



## DECLARATION

It is to be declared that the project report entitle "**CONSUMER PERCEPTION TOWARDS PATANJALI PRODUCTS IN ROHTAK CITY** " is a genuine work undertaken by me under the supervision of **Dr. Preeti Malik** Department of commerce, Govt. P.G. College for Women, Rohtak.

Muskan

MUSKAN

B.COM (HONOURS)

(5<sup>TH</sup> SEMESTER )

COLLEGE ROLL NO.

1211331076012

UNIVERSITY ROLL NO.

PROJECT REPORT ON  
CUSTOMER SATISFACTION TOWARDS  
BAJAJ ALLIANZ IN ROHTAK



SUBMITTED TO  
MAHARSHI DAYANAND UNIVERSITY, ROHTAK  
IN THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT  
FOR THE DEGREE OF BACHELOR OF COMMERCE  
(HONOURS COURSE)

UNDER THE GUIDANCE OF  
MRS. PRIYANKA  
(DEPARTMENT OF COMMERCE)

SUBMITTED BY  
NANCY  
BCOM. HON'S  
(5<sup>TH</sup> SEMESTER)  
COLLEGE ROLL NO.  
1211331076042

GOVT. P.G COLLEGE FOR WOMEN, ROHTAK  
(SESSION 2023-2024)

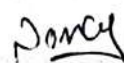
6067927



## DECLARATION

I, Nancy, hereby declare that the Project Report entitled "CUSTOMER SATISFACTION TOWARDS BAJAJ ALLIANZ" is my original work and submitted by me in the Department of Commerce, Government PG College for Women (Rohtak) for the partial fulfilment of UG degree of B. Com (Hons.). I also declare that This project has not been submitted earlier in Any other University or Institution.

Nancy



B. COM. (HONS) 5<sup>TH</sup> SEM

**PROJECT REPORT**

**ON**

**BANKING SERVICES IN ROHTAK AND BHIWANI CITY**

SUBMITTED IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE DEGREE OF BACHELOR OF COMMERCE

**(HONOURS COURSE)**

**UNDER THE GUIDANCE OF**

  
MS PAYAL

(DEPARTMENT OF COMMERCE)

**SUBMITTED BY**

NIKITA

B.COM HONOURS

(5<sup>TH</sup> SEMESTER)

COLLEGE ROLL NO :

1211331076008

UNIVERSITY ROLL NO: 6067928

**GOVERNMENT. P.G. COLLEGE FOR WOMEN , ROHTAK**

**(SESSION 2023-24)**



## **DECLARATION**

It is to be declared that the project report entitle " **BANKING SERVICES IN ROHTAK AND BHIWANI CITY**" is a genuine work undertaken by me under the supervision of **MS PAYAL** , COMMERCE DEPARTMENT, Govt. P.G, college for women, Rohtak.

Signature Nikita


**NIKITA**

**B.COM HONOURS**

**( 5<sup>TH</sup> SEMESTER)**

**PROJECT REPORT**  
**ON**  
**A STUDY ON CONSUMER ATTITUDE**  
**TOWARDS LIFE INSURANCE PRODUCT**

**Submitted To**  
**MAHARSHI DAYANAND UNIVERSITY**  
(In partial fulfillment of the requirement for the award of the  
degree of Bachelor of COMMERCE Hons. Course )

  
Submitted To Ms. Preeti Bansal  
(Department of commerce)

Submitted By – NIKITA  
Class – Bcom Hons. 5 sem.  
Roll no. – 1211331076061  
University Roll no.- 6067929

**GOVERNMENT P. G. COLLEGE FOR WOMEN**  
**ROHTAK**

(2023-2024)



## DECLARATION

I Nikita student of bcom hons. 5th Sem. Of govt. P.g college rohtak hereby declare that the project report entitled "**Consumer Attitude Towards Reliance Life Insurance Products**" is an original work and the same has not been submitted to any other institute for the reward of any other degree.

*Nikita*  
Signature

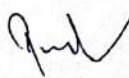
NIKITA

**PROJECT REPORT ON**  
**CUSTOMER SATISFACTION TOWARDS**  
**RELIANCE FRESH IN ROHTAK**



SUBMITTED TO M.D.UNIVERSITY, ROHTAK IN  
THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE DEGREE OF BECHELOR  
OF COMMERCE.  
(HON'S COURSE)

**UNDER THE GUIDANCE OF**

 Mrs. Payal Chugh  
(DEPARTMENT OF COMMERCE)

**SUBMITTED BY**

Pinki  
BCOM HON'S  
(5th SEMESTER)

COLLEGE ROLL NO. 1211331076009

6067934

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**  
**(SESSION 2023- 2024)**



## DECLARATION

It is to be declared that project report entitle "CUSTOMER SATISFACTION TOWARDS USING RELIANCE FRESH" is a genuine work undertaken by me under the supervision of Mrs. PAYAL CHUGH, Commerce Department , Govt. P.G. college for women ,ROHTAK

PINKI

BCOM HON'S

COLLEGE ROLL NO. 1211331076009

UNIVERSITY ROLL NO.

*Pinki*

**PROJECT REPORT**  
**ON**  
**PERSONAL SELLING**

**(A STUDY OF CONSUMER AWARENESS WHILE PURCHASING  
THE PRODUCTS)**

**SUBMITTED TO M.D.UNIVERSITY, ROHTAK IN THE PARTIAL  
FULFILLMENT OF THE REQUIREMNT FOR THE DEGREE OF  
BACHELOR OF COMMERCE**

**(BCOM HONS.)**

**Session: 2023-24**

**Under the Guidance of :**

**Mrs. BHUMIKA**

**(Department of commerce)**



**Submitted by**

**RINKU**

**Roll no. 1211331076023**

**6067937**

**GOVT. P.G. COLLEGE FOR WOMEN, ROHTAK**



## **DECLARATION**

### **ACKNOWLEDGEMENT**

It is to be declared that the project report title " **PERSONAL SELLING ( A STUDY OF CONSUMER AWARENESS WHILE PURCHASING THE PRODUCTS )** " is a genuine work undertaken by me under the supervision of Mrs. **BHUMIKA** , Commerce Department , Govt. P.G. COLLEGE FOR WOMEN ,ROHTAK .

**RINKU**

**BCOM HONS. (5th Semester)**

**COLLEGE ROLL NO. 1211331076023**

**UNIVERSITY ROLL NO.**

# IMPACT OF ICT ON EDUCATION

(PROJECT REPORT submitted to department of commerce in the partial fulfilment of u.g. degree of B.com Hons. Under university of Rohtak)

Submitted To:

Dr. Mamta (Asst. Prof.)

(Department of Commerce)

Submitted By: -

Parul

Roll no. :1211331076057

6067931



GOVERNMENT PG COLLEGE FOR WOMEN  
(ROHTAK)

Session: - 2023-2024



## ACKNOWLEDGEMENT

I am sincerely thankful to Dr. MAMTA under whose guidance I have successfully completed this project and time spent with him had been a great learning experience. I think his constant encouragement, warm responses and for filling every gap with valuable ideas has made this project successful. She made it possible for me to put all my theoretical knowledge to work out on the topic: - "IMAPCT OF ICT ON EDUCATION."

A mammoth project of this nature calls for intellectual nourishment, professional help, and encouragement from many peoples. I am very thankful to all of them for their help and encouragement. I wish to acknowledge my great debt to all of them whose ideas and contribution influenced me to complete this project work.

# **PROJECT REPORT ON WORKER'S SATISFACTION IN TATA INTERNATIONAL LTD.**

Submitted in the fulfilment for the award of Bachelor of commerce (B.com)  
Hons.

Submitted to : -  
MAMTA (Asst. Prof.)  
(Dept. of Commerce)



Submitted by : -  
Parul  
1211331076058

6067932



**GOVT. P.G. COLLEGE FOR WOMEN,  
ROHTAK**

**Year of Submission: - 2023-24**



## STUDENT DECLARATION

I hereby declare that the project report work with the title **WORKER'S SATISFACTION IN TATA INTERNATIONAL LTD** submitted by me for the partial fulfilment of the degree of b.com honours under the university of Rohtak is my original work and has not been submitted earlier to any other university / institution for the fulfilment of the requirement for nay course of study.

I also declare that no chapter of this manuscript in completely or in part has been incorporated in this report from any earlier work done by others or by me. However, extract of any literature which has been used for this report has been duly acknowledged providing details of such literature in this references.



Signature

Parul

1211331076058



**PROJECT REPORT**  
**ON**  
**CONSUMER SATISFACTION AT**  
**VISHALMEGA MART**



**Submitted in the Partial Fulfillment of  
Bachelor of Commerce (Bcom Hons.)**

**SESSION: - 2023-24**

**MAHARSHI DAYANAND  
UNIVERSITY, ROHTAK**



**Under the supervision of: -  
Mrs. Preeti Panchal *Panchal*  
(Department of commerce)**

**Submitted by: Payal  
Bcom Hons. 5<sup>th</sup> sem.**

**Class Roll No.:**

**1211331076036**

**6067933**



## ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this project. I am thankful for their aspiring guidance and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

I express my warm thanks to "Mrs. Preeti Panchal" for the support and guidance at "Vishal Mega Mart", Rohtak.

I would also like to thank my HOD and all the people who provided me with the facilities being required and conducive conditions for my project report.

THANK YOU

PAYAL

5<sup>TH</sup> SEMESTER

Payal



# Project Report

on

## IMPACT OF SOCIAL MEDIA ON ONLINE SHOPPING

Submitted in partial fulfillment of the requirement for the award of the  
degree of bachelor of commerce  
(Honours) course

Under the guidance of

  
Mrs. Payal

submitted by

Riya Rohilla

5<sup>th</sup> semester

College Roll no.

1211331076035

6067 938

GOVT.P.G COLLEGE FOR WOMEN

(2023-2024)



### Certificate

This is to certify that the project entitled ' **Impact of social media on online shopping** ' is bona fide work done by Riya Rohilla under the guidance of and supervision in partial fulfillment of the requirement for the award of **Degree of Bachelor of commerce** of the college

**RIYA ROHILLA**

**5<sup>TH</sup> SEMESTER**

**1211331076035**

Riya

# PROJECT REPORT

ON

## Consumer Awareness Towards E-Banking Services

Submitted in partial fulfillment of the requirements  
For the award of the degree of

**BACHELOR OF COMMERCE**

**HONS COURSE**

**SESSION (2023-2024)**

Under the Supervision of:

Mrs. Sunisha  
Commerce Department

Submitted by:

Name of student-Ruchika  
College Roll No. 1211331076053

6067939

**GOVT. COLLEGE FOR WOMEN,  
ROHTAK**



## DECLARATION

I **RUCHIKA**, a student of Fifth Semester, Bachelor of Commerce (Hons) Roll No 1211331076053 of Govt. P.G. College for Women, Rohtak under the Maharishi Dayanand University, Rohtak declare that the Project Report entitled consumer awareness towards E- Banking Services.

Being submitted by me is an original piece of work done by me under the Supervision of **MRS. SUNISHA** (commerce department) \_ The matter presented has not been copied from any other existing report. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in references. Also, this Project Report has not been submitted for the fulfillment of the requirements for the of any other

Degree or Diploma to any other college /institution, University.

**RUCHIKA**

BCOM HONS (5th Semester)  
COLLEGE ROLL NO.1211331076053

**PROJECT REPORT**  
**ON CUSTOMER PREFERENCE WITH RESPECT TO**  
**NESCAFE AND BRU COFFEE**

SUBMITTED IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT

FOR THE DEGREE OF BACHELOR OF  
COMMERCE

**(HONS' COURSE)**

UNDER THE GUIDANCE OF

MS BHUMIKA

(DEPARTMENT OF COMMERCE)



SUBMITTED BY

SANGEETA

BCOM HON'S

(5<sup>TH</sup> SEMESTER)

COLLEGE ROLL NO. 1211331076024

UNIVERSITY ROLL NO. 6067940

**GOVT.P.G COLLEGE FOR WOMEN, ROHTAK**  
**(SESSION 2023-24)**





## DECLARATION

It is to be declared that the project report entitle "CUSTOMER PREFERENCE WITH RESPECT TO NESCAFE AND BRU COFFEE" is a genuine work undertaken by me under the supervision of MS BHUMIKA Commerce Department ,Govt. College For Women , Rohtak .

SANGEETA

BCOM HON'S

COLLEGE ROLL NO.1211331076024

UNIVERSITY ROLL NO.

**PROJECT REPORT ON  
THE ROLE OF SEARCH ENGINES  
FOR THE INDIAN USERS**



**SUBMITTED TO  
MAHARSHI DAYANAND UNIVERSITY  
,ROHTAK**

**IN THE PARTIAL FULFILMENT OF THE REQUIREMENT  
FOR THE DEGREE OF BACHELOR OF COMMERCE**

**(HONS'COURSE)**

**UNDER THE GUIDANCE**

**Dr.RUCHI**

**SUBMITTED BY**

**SANJANA**

**B.COM HONS'(5<sup>TH</sup> SEMESTER)**

**COLLEGE ROLL NO. 1211331076017**

**GOVERNMENT PG COLLEGE FOR WOMEN, ROHTAK**

**(2023-2024)**

6067941



## DECLARATION

It is declared that the project report entitle "THE ROLE OF SEARCH ENGINES FOR THE INDIAN USERS" is a genuine work undertaken by me under the supervision of Dr.RUCHI,Commerce Department,Govt.College For Women,Rohtak

*Sanjana*  
SANJANA

BCOM HON'S

COLLEGE ROLL NO . 1211331076017

# **Project Report**

**A STUDY ON PRODUCT AND BRAND STRATEGY  
OF ZOMATO.**

**SUBMITTED IN THE PARTIAL FULFILLMENT OF  
REQUIREMENT**

**FOR THE DEGREE OF BACHELOR OF  
COMMERCE**

**(HONS COURSE )**

*Pull 07/11/23*  
**UNDER THE GUIDANCE OF**

**MRS. PREETI BANSAL**

**(DEPARTMENT OF COMMERCE)**

**SUBMITTED BY:**

**SARITA**

**BCOM HONS(5<sup>th</sup> SEMESTER )**

**COLLEGE ROLL NO. 1211331003250**

**COLLEGE ROLL NO. 1211331003250** 6067949



## DECLARATION

It is to be declared that the project report entitle "A STUDY ON PRODUCT AND BRAND STRATEGY OF ZOMATO " is a genuine work undertaken by me under the supervision of Mrs. PREETI BANSAL, Commerce Department ,Govt. PG. College For Women, Rohtak.

SARITA

BCOM HONS (5<sup>th</sup> SEMESTER)

COLLEGE ROLL NO. 1211331003250

# PROJECT REPORT ON CITY MALL



SESSION 2023-24

SUBMITTED TO

**MAHARSHI DAYANAND UNIVERSITY, (ROHTAK)**

IN THE PARTIAL FULFILLMENT OF THE

REQUIREMENT

FOR THE DEGREE OF BACHELOR OF COMMERCE

(HONOURS COURSE)

UNDER THE GUIDANCE OF

Dr. ARTI

SUBMITTED BY

SIMRAN

B. COM (HONOURS)

COLLEGE ROLL NO.

1211331076032

6067942



## STUDENT DECLARATION

This is certified that I have completed this project titled marketing strategies on city mall in India under guidance of Ms. Arti in the partial fulfilment of the requirements of the award of degree of bachelor of commerce admission at government P.G college Rohtak This is an original piece of work and I have not submitted it earlier elsewhere.

Place -Rohtak

simran

1211331076032

**A PROJECT REPORT ON  
A STUDY ON CONSUMER SATISFICATION  
TOWARDS MEESHO APP**



SESSION 2023-24

**MAHARSHI DAYANAND UNIVERSITY, ROHTAK  
IN THE PARTIAL FULFILLMENT OF THE  
REQUIREMENT  
FOR THE DEGREE OF BACHELOR OF COMMERCE  
(HONOURS COURSE)**

UNDER THE GUIDANCE OF

*Priya*  
Ms. Priyanka

(Department of Commerce)

SUBMITTED BY

SONIA

B.COM (HONOURS) 5<sup>TH</sup>

SEMESTER COLLEGE

ROLL NO.

1211331076038

6067944

**Govt. P.G College for Women, Rohtak**



## DECLARATION

It is to be declared that the project report entitle "A STUDY ON CONSUMER SATISFACTION TOWARDS MEESHO APP" is a genuine work undertaken by me under the supervision of Ms. PRIYANKA, DEPARTMENT OF COMMERCE, GOVT. P.G COLLEGE FOR WOMEN, ROHTAK.


Sonia

Sonia

B.COM (HONOURS)

**PROJECT REPORT**  
**ON**  
**MOBILE BRAND PREFERENCE**  
**SUBMITTED IN THE PARTIAL FULFILLMENTS OF REQUIREMENTS**  
**FOR THE DEGREE OF BACHELOR OF**  
**COMMERCE**  
**HON'S COURSE**



**UNDER THE GUIDANCE OF.**  
Ms. ANJU   
**COMMERCE DEPARTMENT**

**SUBMITTED BY**  
TANNU KUMARI  
BCOM HON'S 5<sup>TH</sup> SEM  
ROLL NO.-1211331076006

6067948-

**GOVERNMENT P.G COLLEGE FOR WOMEN'S, ROHTAK**  
**SESSION 2023-2024**



## **DECLARATION**

I hereby declare that my Project Report titled "MOBILE BRAND PREFERENCE" is bonafied record of the project work which I have submitted to Government P.G Girls college for women's in partial fulfillment of the credit requirements for the degree of Bachelor of Commerce is my authentic work . This project report has not been copied from any other papers, journal, or book has not been submitted to any educational institute or otherwise for the award of any certificate, diploma, degree or recognition.

This is an authentic piece of work and in case there is any query regarding the same, I shall be held responsible for answering any queries in this regarding.

**TANNU KUMARI**

**B.COM HON'S 5<sup>TH</sup> SEM**

**COLLEGE ROLL NO.: 1211331076006**

**UNIVERSITY ROLL NO.**

# **Impact of Financial Crisis 2008 on Global Economy**

A

Project report

Submitted to the Department of Commerce  
In fulfillment of UG Degree of B. Com. (Hon's)



Supervised by:

Mrs. Payal

Department of commerce

submitted by:

Tanu

1211331076010

6067946

**Government P.G. College For Women  
Rohtak**

**Session: 2023-2024**



## **DECLARATION**

TANU, hereby declare that the Project Report entitled "Impact of Financial Crisis 2008 on Global Economy" is my original work and submitted by me in the Department of Commerce, Government PG College for Women (Rohtak) for the partial fulfilment of UG degree of B. Com (Hons.). I also declare that This project has not been submitted earlier in Any other University or institution.

**TANU**

**B.Com (Hons.) 5th Sem**

Tanu

**A Project Report on  
"Evolution of Internet Marketing and Impacts on Company in  
Haryana"**



**SUBMITTED TO  
MAHARSHI DAYANAND UNIVERSITY, ROHTAK  
IN THE PARTIAL FULLFILLMENT OF THE  
REQUIREMENT FOR THE DEGREE OF BACHELOR  
OF COMMERCE  
(HONOURS COURSE)**

**UNDER THE GUIDANCE OF:  
DR. MUKTA SONI**  
(DEPARTMENT OF COMMERCE)

**SUBMITTED BY:  
URVASHI  
BCOM (HON'S)  
{5<sup>TH</sup> SEMESTER}**

**UNIVERSITY ROLL NO.  
6067947**

**GOVERNMENT P.G. COLLEGE FOR WOMEN,  
ROHTAK  
(2023-24)**



## DECLARATION

I hereby declare that the project report "**Evolution of Internet Marketing and Impacts on Company in Haryana**" is a genuine work undertaken by me under the guidance of **Dr. Mukta Soni**, Department of commerce, Govt. P.G. College for Women, Rohtak.

I also declare that this project report is my original work and has not been previously submitted for the award of any degree, diploma or other similar titles.

Urvashi

Urvashi

BCOM(HONS)

College Roll no. 1211331076029

University Roll no.

**PROJECT REPORT**  
**ON**  
**“MARKETING STRATEGY OF**  
**HALDIRAM’S”**



**{SESSION-2023-24}**

Submitted to the  
Department of commerce in partial  
fulfillment of **U.G.Degree of B.COM(HONS)**

**SUPERVISED BY:**  
**Dr.Kavita** *Kavita*  
**Department Of Commerce**

**SUBMITTED BY:**  
**Vanshika**  
**Roll No:1211331076050**  
**University roll no:**

**6067948**



## **DECLARATION**

This is to certify that the project entitled "**Marketing Strategy Of Haldiram's**" prepared by vanshika has been completed under my guidelines and i am completely satisfied with the work carried out by her. The project was successfully carried out by vanshika in partial fulfillment of B.COM(HONS), Vth semester, required for the award of degree of B.Com(Hons) of Govt.P.G. College For Women, Rohtak

Project Guide  
Dr.kavita *Kavita*

(Deptt. Of Bachelor of commerce)