

Government PG college for women, Rohtak

Titles of project report (C105)

B.Com (vocational) 1st sem , 2023-2024

Sr. No.	University Roll No.	Name	Title of Project
1	6070551	Alisha	Marketing communication strategies of beverage industries : a comparison between the advertisement of coca-cola and pepsi
2	6070552	Anjali	Marketing strategies of reliance jio
3	6070553	Anjali	Importance of 7c's
4	6070554	Bhumika	Marketing environment
5	6070555	Chanda	Sales promotion of amazon
6	6070556	Ishu	Adveetising of mass media
7	6070557	komal	Branding position of coca-cola
8	6070558	Krishma	Market strategies in payment
9	6070559	Neetu	A study of effectiveness advertising
10	6070560	Riya	Market strategies of zomoto
11	6070561	Saniya	Importance of social media in marketing communication
12	6070562	Sheetal	Methods of communication
13	6070563	Shivani	Sale promotion of marketing communication
14	6070564	Sujata	Role of website in PR
15	6070564	Taniya	Marketing strategies at maruti suzuki
16	6070566	Vanshika	A comprehensive study of marketing communication of the consumers : A case of CG fast food private limited
17	6070567	Vanshika	Creativity in advertising

Antz

Shivani

Project report_

On

Marketing Communication Strategies of Beverage Industries: A
comparison between the Advertisement of Coca-Cola & Pepsi_



MAHARSHI DAYANAND UNIVERSITY
(ROHTAK)

(SESSION 2023-2024)

Submitted to  Mrs Arti

Submitted by – Alisha

B.com vocational(1st)

Roll no-1232598011

University roll no = 6070551

Govt. P.G. College for Women , Rohtak (Haryana)

Declaration

I Alisha , hereby declare that the Project report entitled "On Marketing Communication Strategies of Beverage Industries: A comparison between the Advertisement of Coca-Cola & Pepsi". is prepared by me under the guidance of Mrs Arti from commerce department in government girls college for women (Rohtak)

I assert that the statements made and conclusions drawn are an outcome of the project work.

I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other University.

Alisha

Alisha

Roll.no= 11

Project Report

on

Marketing Strategies of Reliance Jio



Maharishi Dayanand University

Submitted to:-

Mrs. Arti 

Submitted by :- Anjali

Class:- B.com Vocational

Roll no. :- 1232598018

Univ. Reg No:- 6070552

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

Declaration

I Anjali hereby declare that the Project report entitled "Marketing Strategies of Reliance Jio" submitted by me to Maharishi Dayanand University, Rohtak in partial fulfilment of the requirement for the award of degree of B.com vocational is a record of bonafide project work carried out by me under the guidance of Mr. pushpdeep dagar. I further declare that the work reported in this project has not been submitted and will not be submitted, either in part or full, for the award of any other degree or diploma in this institute or any other institute or university.


Signature of Candidate

Project Report
On
Importance of 7 C's



MAHARSHI DAYANAND UNIVERSITY
(ROHTAK)

(SESSION 2023-2024)

Submitted To

Mrs. Arti

Submitted By – Anjali

B.com vocational(1st)

Roll no-1232598005

University roll no = 6070553

Govt. P.G. College for Women , Rohtak (Haryana)

Declaration

I Anjali solanki , hereby declare that the Project report entitled "Importance of 7c's in communication ". is prepared by me under the guidance of Mrs. Arti from commerce department in government girls college for women (Rohtak)

I assert that the statements made and conclusions drawn are an outcome of the project work.

I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other University.

Anjali solanki

b.com (vocational)

Anjali

Project Report
On
"Marketing Environment"



MAHARSHI DAYANAND UNIVERSITY

(Session 2023-2024)

Submitted To :

Mrs. Aarti

Submitted By : Bhumi/29

Bhumika

(B. Com Vocational)

Roll No. 1232598013

Univ. Roll No. - 6070554

GOVT. P.G. College for Women, Rohtak

ACKNOWLEDGEMENT

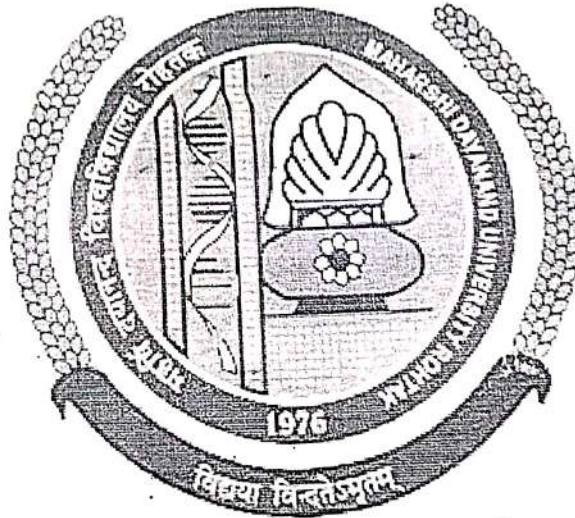
The success and final outcome of this project required a lot of guidance and assistance from many people I am extremely fortunate to have got this all along the completion of my project work . Whatever I have done is only due to such guidance and assistance and I would not forget to thank them.

I owe my profound gratitude to our project guide Dr. Arti ,who took keen interest on our project work and guided us all along ,till the completion of our project work by providing all the necessary information about service quality and customer satisfaction in this Organisation.

I would like to thank our H.O.D Dr. Sushila for always encouraging and supporting us. I am thankful to and fortunate enough to get constant encouragement , support and guidance from all Teaching staffs of Department of B.Com Vocational who helped us in successfully completing our project work.

Bhimika

Project report on sales promotion of amazon



Maharishi Dayanand University

Submitted To

Mrs. Art

Submitted By=chanda

Class= Bcom vocational

Roll No=1232598003

Univ Roll No:- 6070555

Govt Pg Collage for women, Rohtak

CERTIFICATE

This is to certify that Ms Chanda a student of government PG College For Women Rohtak has successfully completed a project on sales promotion of amazon under the guidance of Mrs aarti mam.

A handwritten signature in black ink, appearing to be 'Aarti', is located to the right of the main text.

Project report
On
Advertising of mass media



MAHARSHI DAYANAND UNIVERSITY
(ROHTAK)

(SESSION 20232024)

Submitted to – Mrs Arti

Submitted by– Ishu

B.com vocational (1)

Roll no-12325980

University roll no –
6070556

Govt. P.G. College for Women , Rohtak (Haryana)

DECLARATION

I hereby declare that the project report entitled in the partial fulfillment of course curriculum of the degree of Bachelor Of Commerce (Vocational) from Government P.G. College For Women, Rohtak (Haryana).

The work done by me is my own piece of work and authentic to the best of my knowledge under the supervision of Mrs. Arti Mam.


SIGNATURE :

A
PROJECT REPORT ON
BRANDING POSITION OF COCO COLA



SUBMITTED TO:
MISS ARTI *Arti*
DEPARTMENT OF COMMERCE

SUBMITTED BY:

KOMAL
123598016
Univ Roll No-6070557

GOVERNMENT PG COLLEGE FOR WOMEN, ROHTAK
SESSION 2023-2024

DECLARATION

I, Komal, hereby declare that the project report entitled "Branding position of coco cola" is my original work and submitted to Department of Commerce, GOVERNMENT PG COLLEGE FOR WOMEN (ROHTAK) for partial fulfilment of UG Degree of B Com (Vocational). I also declare that This project has not been submitted earlier in any other University and Institution.

DATE:

Komal

MARKET STRATEGIES IN PAYTM



A

Project Work

Submitted to the

Department of Commerce

In partial fulfillment of

UG Degree of

B.COM. (VOCATIONAL.)

Supervised by :

Aarti
ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE

Submitted To :

Krishma

Roll no. 1232598004

Uni Roll No. 6070558

GOVERNMENT PG COLLEGE FOR WOMEN , ROHTAK

Session 2023-2024

DECLARATION

I, am Krishma hereby declare that the project Report entitled " MARKET STARTIGIES IN PAYTM " is my original work and submitted by me in the Department of Commerce, Government PG College for women (Rohtak) for the partial fulfilment of the UG degree of BCOM. (VOCATIONAL.). I also declare that this project has not been submitted earlier to any other University or institution.

Date:

Krishma

Krishma

Project Report

A Study of Effectiveness Advertising



GOVT. PG COLLEGE FOR WOMEN ROHTAK

(Session 2023-2024)

Submitted To :

Arti

(Dept. Of Commerce)

Submitted By:

Neetu

(B.com Vocational)

Roll No:1232598012

Univ. Roll No: 6070559

DECLARATION

I hereby declare that the project report "A Study of Effectiveness Advertising" submitted under the guidance of DR. Arti is my original work .

The preparation of project report is based on my personal findings , interactions with the customers and consultation with eminent scholars and secondary sources.

This information has been collected from genuine and authentic sources. The work has been submitted in partial fulfilment of B.Com Vocational of Govt. PG college for Women Rohtak .

Neetu
NEETU

PROJECT REPORT ON MARKET STRATEGIES OF ZOMATO



(In partial fulfillment of the requirements for the award of the degree of bachelor of course commerce (vocational).)

MAHARSHI DAYANAND UNIVERSITY (ROHTAK)

(SESSION : 2023 – 2024)

Submitted To – Mrs. Aarti
(Commerce Department)

Submitted By – Riya

B.Com Vocational

Roll no. –1232598009

University Roll no.– 6070560

Govt. P.G. College for Women , Rohtak (Haryana)

DECLARATION

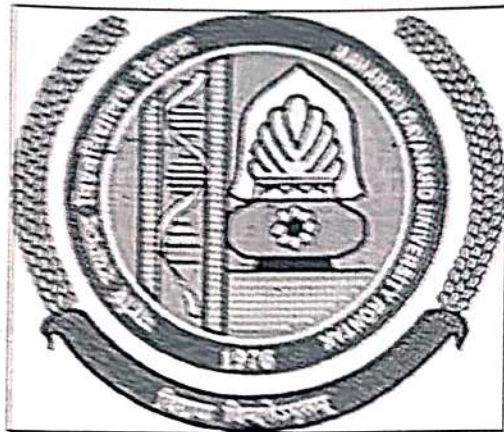
I, Riya , hereby declare that the Project Report entitled "A study on product and brand strategy of zomato" is my original work and submitted by me in the department of commerce, Government PG College for Wömen [Rohtak] for the partial fulfilment of UG degree of B.Com [Vocational]. I also declare that this project has not been submitted earlier in any other university or imstitution.

DATE:

Riya

SIGNATURE OF THE CANDIDATE:

PROJECT REPORT
ON
Importance of Social Media in
Marketing Communication



MAHARSHI DAYANAND UNIVERSITY
ROHTAK

(session 2023-2024)

Submitted by:-Saniya
Bcom. vocational 1st semster

Roll no.:-1232598010

University roll no.:- 6070561

Submitted to:-Mrs. Arti

Government P.G. College for
Women,Rohtak

Declaration

I Saniya, hereby declare that the Project report entitled "Importance of Social Media in Marketing Communication" is prepared by me under guidance of Mrs. Arti from commerce department in government girls college for women (Rohtak). I assert that the statement made and conclusion drawn are outcome of project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other University.

Saniya
Saniya


Bcom.Vocational

University roll no.

PROJECT REPORT ON Methods of communication



In partial fulfillment of the requirement for the award of the degree of
Bachelor of Commerce – Vocational
Session 2023 - 2024

Submitted to –
MRS. ARTI 
Department of commerce

Submitted by -
Sheetal
B.com-I (Vocational)
Roll no. 1232598002
Und. Roll No.:- 6070562

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

DECLARATION

I hereby declare that investigatory project entitled "To prepare the new concept of marketing mix" has been carried out by own efforts and fact arrived at my observation under the guidance and motivation of subject teacher 'Dr. Pushpdeep Dagar Sir' (Marketing Management).

Shaktal

Signature of candidate :

Sales Promotion of Marketing Communication



(In partial fulfillment of the requirements for the award of
the degree of bachlor of Commerce(vocational).)

MAHARSHI DAYANAND UNIVERSITY (ROHTAK)

(SESSION 2023-2024)

Submitted to-Mrs Arti
(Commerce Department)

Submitted by – Shivani

B.com vocational(1st)

Roll no-1232598014

University roll no =
6070863

Govt. P.G. College for Women , Rohtak (Haryana)

DECLARATION

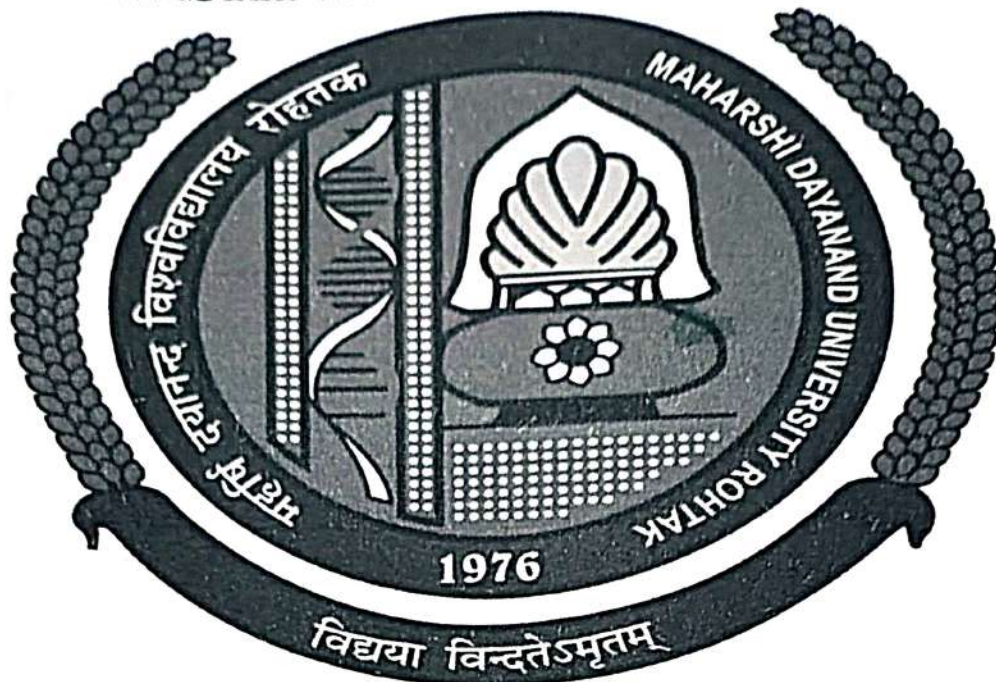
I hereby declare that the project report entitled in the partial fulfillment of course curriculum of the degree of Bachelor Of Commerce (Vocational) from Government P.G. College For Women, Rohtak (Haryana).

The work done by me is my own piece of work and authentic to the best of my knowledge under the supervision of Mrs. Arti Mam.

TEACHER SIGNATURE :

A handwritten signature in black ink, appearing to read 'Shikha', with a horizontal line drawn underneath it.

MAHARSHI DAYANAND UNIVERSITY



UNIVERSITY OF HARYANA
HARYANA 214001

GOVT. PG. COLLEGE FOR WOMEN.

PROJECT WORK
OF
MARKETING STRATEGIES
AT
"MARUTI SUZUKI"
A PROJECT REPORT.

Submitted by

Taniya

12325.98698

Univ. Reg. No:- 8070564

Submitted to

Mrs. Arti mam

Arti
.....

DECLARATION

I hereby declare that this project entitled "MARKETING STRATEGIES AT MARUTI SUZUKI" submitted to MDU University, is a record of an original and authentic word done by me under the guidance of Mrs. Arti Department of Commerce, Gov. P.G College For Women, Rohtak and this project has not previously formed basis for the award of any degree, diploma or other similar titles for recognition

Taniya

TANIYA

B.COM. (VOC.), 1ST YEAR

ROLL NO. 008

Project Report
On
Role of website in PR



MAHARSHI DAYANAND UNIVERSITY
(ROHTAK)

(SESSION 2023-2024)

Submitted To

Mrs Arti

A handwritten signature in blue ink, appearing to be "Arti", written over the printed name "Mrs Arti".

Submitted By – Sujata

B.com vocational(1st)

Roll no-1232598007

University roll no = 60705645

Govt. P.G. College for Women , Rohtak (Haryana)

Declaration

I Sujata , hereby declare that the Project report entitled " marketing concepts ". is prepared by me under the guidance of Mrs Arti from commerce department in Government Post Graduation College for Women, Rohtak.

I assert that the statements made and conclusions drawn are an outcome of the project work.

I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other University.

Sujata

Sujata

University Roll No -

**A
PROJECT REPORT
ON
“A COMPREHENSIVE STUDY OF MARKETING COMMUNICATION
EFFECT ON THE CONSUMERS”
A CASE OF
“CG FOODS PVT. LTD.”**



**ADMINISTRATION
(20023-2026)**

**UNDER THE KIND
GUIDENCE OF:**

MRS . Arti

SUBMITTED BY:

**Vanshika
(1232598017)**

**B. COM
(VOCATIONAL) 1ST SEM**

Univ. Roll No: 16070556

**GOVERNMENT PG COLLEGE
OR WOMEN , ROHTAK
DECLARATION**

I hereby declare that this project report entitled ("*A COMPREHENSIVE STUDY OF MARKETING COMMUNICATION EFFECT ON THE CONSUMERS*") submitted by Me in the Department of Commerce , Government PG College for women(Rohtak) for partial fulfilment of UG degree of B.COM(Vocational) is a record of bonafide project work carried out by me under guidance of Mrs Arti. I further declare that the work reported in this project has not been submitted, either and will not be submitted, either in part or full, for the award of any other degree or diploma in this institute or any other university.

Signature of the candidate :-

Vanshika

Vanshika

Project Report
On
Creativity in Advertising



MAHARSHI DAYANAND UNIVERSITY
(ROHTAK)

(SESSION 2023-2024)

Submitted To

Mrs. Arti

Submitted By – Vanshika

B.com vocational(1st)

Roll no-1232598015

University roll no = 6070567

Govt. P.G. College for Women , Rohtak (Haryana)

Declaration

I Vanshika, hereby declare that the Project report entitled "Creativity in Advertising" is prepared by me under the guidance of Mrs. Arti from commerce department in Government Post Graduation College for Women, Rohtak.

I assert that the statements made and conclusions drawn are an outcome of the project work.

I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted to any other University.

Vanshika

Vanshika

University Roll No -