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Government PG College for Women, Rohtak  
 B.Com (Vocational) 2<sup>nd</sup> Sem, 2023-2024  
 Subject : Personal Selling and Market Research

Sr. No.	Name	University Roll No.	Topic
1)	Alisha	4067191	Market Research in Internet Age.
2)	Anjali	4067192	Process of Effective Selling.
3)	Anjali Solanki	4067193	Types of Sales People.
4)	Charida	4067195	Buying Motive.
5)	Ishu	4067196	Market Research Trends in India.
6)	Komal	4067197	Contemporary Application of Market Research.
7)	Krishma	4067198	Process of Personal Selling.
8)	Neetu	4067199	Buying Motive.
9)	Riya	4067200	New Trends of Marketing Research in India.
10)	Sariya	4067201	Different Types of Selling Situations and Different Types of Salesman.
11)	Shrutal	4067202	Introduction of Personal Selling.

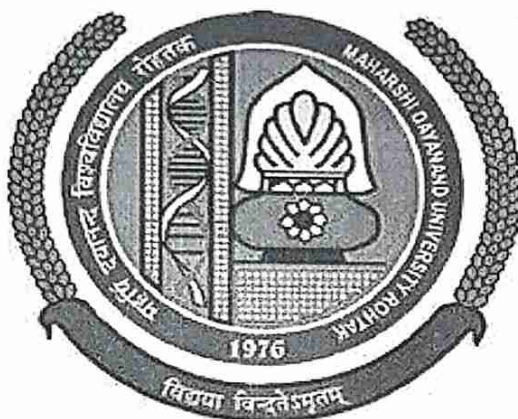
Contd:

Sr. No.	Name	University Roll No.	Topic
12)	Shivani	4067203	Market Research and Market Planning.
13)	Sujata	4067204	AIDA Model and Types of Consumer and Industrial Market.
14)	Taniya	4067205	Process of effective Selling.
15)	Varshika	4067206	Market Research and Internet Age.
16)	Varshika	4067207	Emerging applications of market research

Preethi

Gulika

**A**  
**Project Report**  
**On**  
**"Market Research in Internet Age"**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

(Submitted in the partial fulfillment of the requirements for the award of the  
degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

**Submitted to:**

Dr. Preeti Malik

Commerce Dept.

**Submitted by:-**

Alisha

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no.:-1232598011

University Roll No.4067191

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

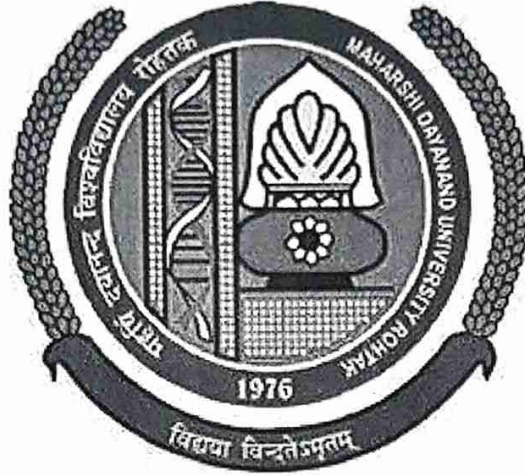
## Declaration

I Alisha hereby declare that the project report entitled "Market Research in Internet Age" is prepared by me under the guidance Dr. Preeti Malik of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my 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



**Project Report  
On  
"Process of Effective selling"**



(Submitted in partial fulfillment of the requirements for the award of the degree of Bachelor of Commerce Vocational)

**MAHARSHI DAYANAND UNIVERSITY  
ROHTAK**

**(Session 2023-2024)**

**Submitted to:-**

**Dr. Preeti Malik**

**Commerce Department**

**Submitted by:-**

**Anjali**

**B.com. Vocational 2<sup>nd</sup> sem**

**Roll No.:-1232598018**

**University Roll No. :-**

**4067192**

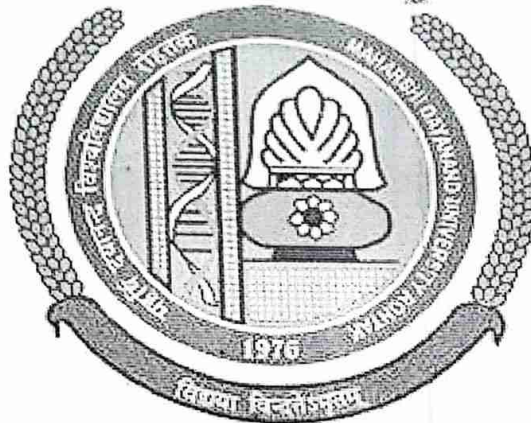
**Government P.G College for Women, Rohtak**

### **Declaration**

I Anjali hereby declare that the Project report entitled "Process of effective selling" 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 Dr. Preeti Malik. 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.

Anjali Anjali

**A  
Project Report  
On  
"Types of Sales People"**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

(Submitted in the partial fulfillment of the requirements for the award of  
the degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

**Submitted to:**

Dr. Preeti Malik

Commerce Dept.

**Submitted by:-**

Anjali Solanki

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no.:-1232598005

University Roll No. 4067193

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

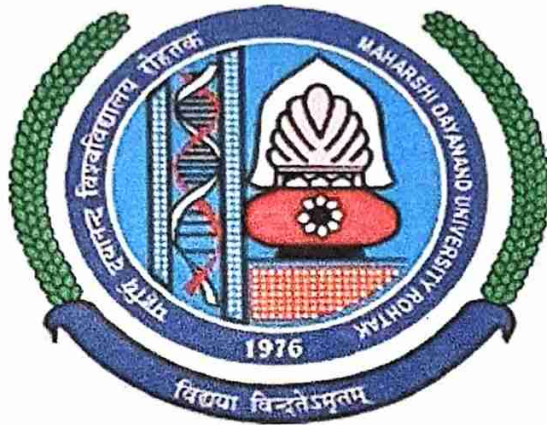
## Declaration

I hereby declare that the project report entitled " **TYPES OF SALE PEOPLE** " is prepared by me under the guidance Dr. Preeti Malik of Commerce Department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my 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*  
Anjali Solanki



**Project Report**  
**On**  
**Buying Motive**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

**(Submitted in the partial fulfillment of the requirements for the award of the  
degree of Bachelors of Commerce Vocational Course)**

**(Session 2023-2024)**

**Submitted to:**

Dr. Preeti Malik

Commerce Dept.

**Submitted by:-**

Chanda

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no.: -1232598003

University Roll No - 4067195

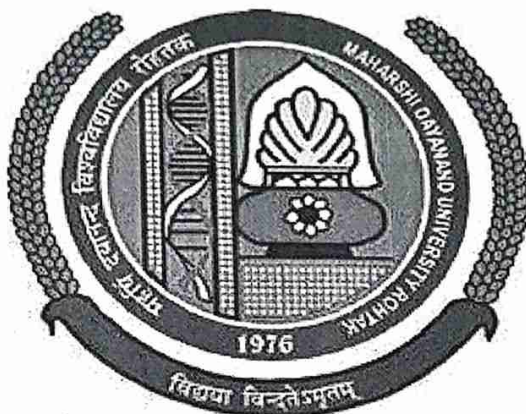
**Government P.G College for Women, Rohtak**

## **Declaration**

I Chanda hereby declare that the project report entitled Buying Motive is prepared by me under the guidance Dr.Preeti Malik of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is 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.

*Chanda*  
Chanda

**A  
Project Report  
On  
"Market Research Trends in India"**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

(Submitted in the partial fulfillment of the requirements for the award of the  
degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

**Submitted to:**

Dr. Preeti Malik

Commerce Dept.

**Submitted by:-**

Name -Ishu

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no.:-1232598019

University Roll No. 4067196

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

## Declaration

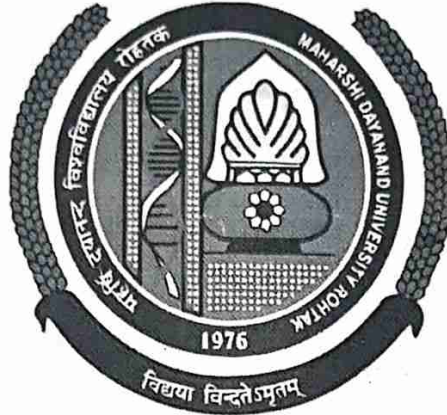
I NAME hereby declare that the project report entitled " **Market Research Trends in India** " is prepared by me under the guidance Dr. Preeti Malik of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my project work. 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.

  
Ishu

# Project Report

On

“Contemporary Application Of Market Research”



( Submitted in partial fulfillment of the requirements for the award of the degree of bachelor of commerce (vocational).)

**MAHARSHI DAYANAND UNIVERSITY (ROHTAK)**

**(SESSION 2023-2024)**

Submitted to:-

Dr. Preeti Malik

(Commerce Department)

Submitted by:- Komal

Bcom.Vocational (2<sup>nd</sup>)

Roll no.:-1232598016

University roll no.:-4067197

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

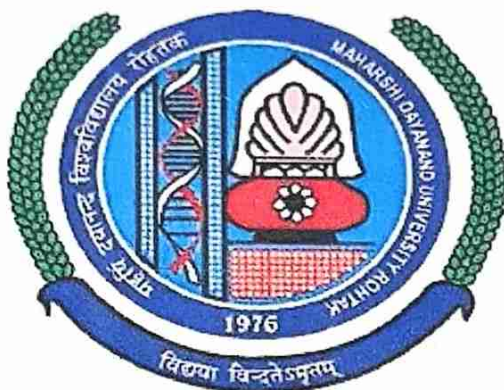


### **Declaration**

I Komal hereby declare that the project report entitled "Complementary applications of Market Research" is prepared by me under guidance Dr Preeti Malik from commerce department in Government P.G. College for Women (Rohtak). I assert that the statement made and conclusions drawn is outcome of projectwork. 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.

KOMAL  
*Komal*

**A**  
**Project Report**  
**On**  
**"Process of Personal Selling"**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

(Submitted in the partial fulfilment of the requirements for the award of  
the degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

**Submitted to:**

Dr. Preet Malik

Commerce Dept.

**Submitted by:-**

Krishma

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no.:-1232598004

University Roll No. 4067198

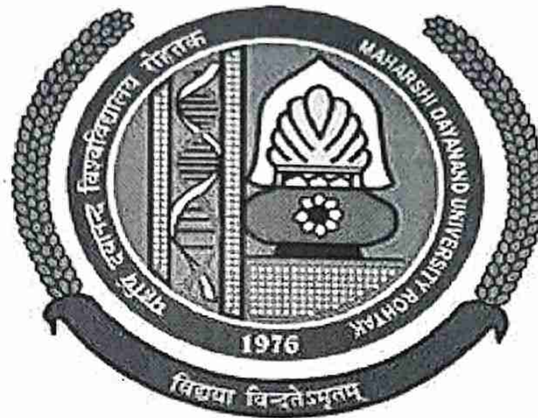
**Government P.G College for Women, Rohtak**

## Declaration

I Krishma hereby declare that the project report entitled " **PROCESS OF PERSONAL SELLING** " is prepared by me under the guidance Dr. Preeti Malik of Commerce Department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my 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.

*Krishma*  
Krishma

**A**  
**Project Report**  
**On**  
**"Buying Motive"**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

**(Submitted in the partial fulfillment of the requirements for the award of the  
degree of Bachelors of Commerce Vocational Course)**

**(Session 2023-2024)**

**Submitted to:**

Dr. Preeti Malik

Commerce Dept.

**Submitted by:-**

Name -Neetu

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no.:-1232598012

University Roll No. 4067199

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

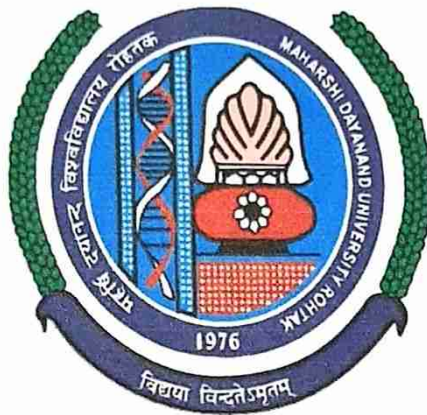
## Declaration

I NAME hereby declare that the project report entitled " **Buying Motive** " is prepared by me under the guidance Dr. Preeti Malik of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my 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.

*Neetu*  
Name - *Neetu*



**A**  
**Project Report**  
**On**  
**" New Trends of Marketing Research in India "**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

(Submitted in the partial fulfillment of the requirements for the award of  
the degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

**Submitted to:**

Dr. Preeti Malik

Commerce Dept.

**Submitted by:-**

RIYA

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no. - 1232598009

University Roll no. - 4067200

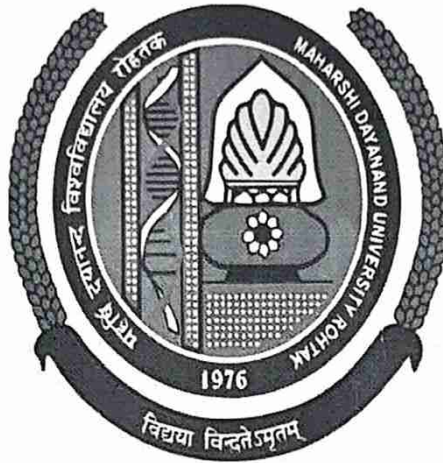
**Government P.G College for Women, Rohtak**

## DECLARATION

I **Riya** hereby declare that the project report entitled " **New Trends of Marketing Research in India** " is prepared by me under the guidance **Dr. Preeti Malik** of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my 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.

  
**RIYA**

**Project Report**  
**on**  
**"Different Types of Selling Situations and**  
**Different Types of Salesman"**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**  
(Submitted in the partial fulfillment of the requirements for the award of  
the degree of Bachelors of Commerce Vocational Course)  
(Session 2023-2024)

**Submitted to:-**  
Dr. Preeti Malik  
Commerce Dept.

**Submitted by:-**  
Saniya  
B.Com. Vocational 2<sup>nd</sup> sem  
Roll No.:-1232598010  
University Roll No.:-4067201

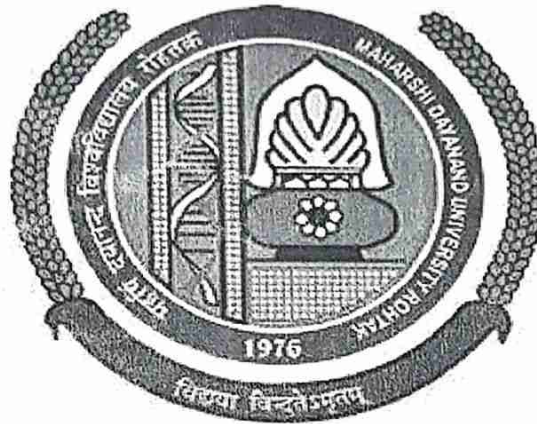
**Government P.G College for Women, Rohtak**

### **Declaration**

I Saniya, hereby declare that the project report entitled "Different Types of Selling Situations and Different Types of Salesman" is prepared by me under guidance Dr. Preeti Malik of commerce department in Government P.G. College for Women Rohtak. I assert that the statement made and conclusions drawn are outcome of my 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

**A**  
**Project Report**  
**On**  
**"Introduction of Personal Selling"**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

(Submitted in the partial fulfillment of the requirements for the award of the  
degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

**Submitted to:**

Dr. Preeti Malik

Commerce Dept.

**Submitted by:-**

Sheetal

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no.:-1232598002

University Roll No. 4067202

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

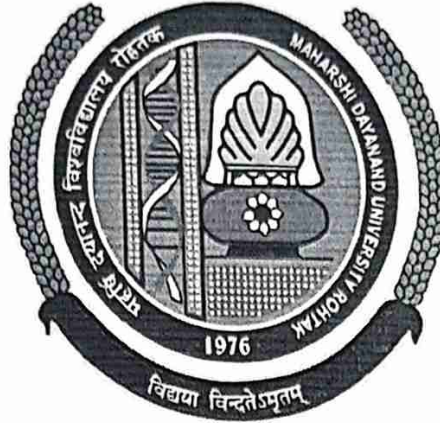


## Declaration

I sheetal hereby declare that the project report entitled " **Introduction of Personal Selling**" is prepared by me under the guidance Dr. Preeti Malik of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my 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.

  
Sheetal

**A  
Project Report  
on  
Market Research and Market Planning**



(In partial fulfillment of the requirements for the award of the degree of  
Bachelor of Commerce Vocational)

MAHARSHI DAYANAND UNIVERSITY (ROHTAK)  
(SESSION 2023-2024)

**Submitted to: -**

Dr. Preeti Malik

Commerce Department

**Submitted by:- Shivani**

B.Com.Vocational (2<sup>nd</sup>)

Roll No.:-1232598014

University Roll No.:-4067203

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

### **Declaration**

I Shivani hereby declare that the project report entitled "Market Research and Market planning" is prepared by me under guidance Dr. Preeti Malik from commerce department in Government P.G. College for Women (Rohtak). I assert that the statement made and conclusion drawn is outcome of my 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.

  
Shivani

# PROJECT REPORT

ON

## AIDA Model and Type of Consumer and Industrial Market



(In partial fulfillment of the requirements for the award of the degree of  
Bachelor of Commerce Vocational)

MAHARSHI DAYANAND UNIVERSITY (ROHTAK)

(SESSION 2023-2024)

Submitted to –

Dr. Preeti Malik

Commerce Department

Submitted by-Sujata

B.Com Vocational(2<sup>nd</sup>)

Roll no-1232598007

University roll no-4067204

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

## DECLARATION

I Sujata hereby declare that I have faithfully acknowledgement and credits to published work that I have referred from other published work that. I have referred from other published sources. By citing and mentioning the credits in bibliography. I further declare that the work presented in this report is original and has not been copied from any another source. If any work is found copied or plagiarized, the institution holds the right to reject my submitted project report.

*Sujata*  
Sujata



**A  
Project Report  
On  
"Process of effective selling"**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

(Submitted in the partial fulfillment of the requirements for the award of the  
degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

**Submitted to:**

Dr. Preeti Malik

Commerce Dept.

**Submitted by:-**

Taniya

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no.:-1232598008

University Roll No. 4067205

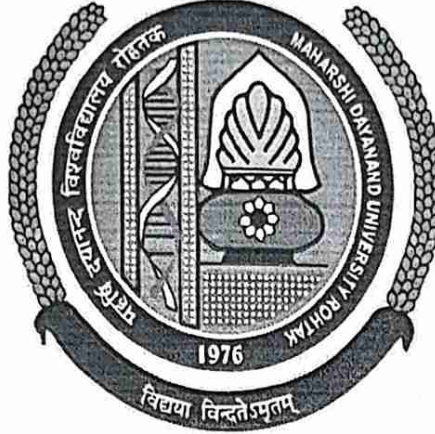
**Government P.G College for Women, Rohtak**

## Declaration

I Taniya hereby declare that the project report entitled "**Process of effective selling**" is prepared by me under the guidance Dr. Preeti Malik of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my 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.

Taniya  
Taniya

**A  
Project Report  
on  
Market Research and Internet Age**



(In partial fulfillment of the requirements for the award of the degree of  
Bachelor of Commerce Vocational)

MAHARSHI DAYANAND UNIVERSITY (ROHTAK)  
(SESSION 2023-2024)

**Submitted to: -**

Dr. Preeti Malik

Commerce Department

**Submitted by:- Vanshika**

B.Com.Vocational (2<sup>nd</sup>)

Roll No.:-1232598015

University Roll No.:-4067206

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

### **Declaration**

I Vanshika hereby declare that the project report entitled "Market Research and Internet Age" is prepared by me under guidance Dr. Preeti Malik from commerce department in Government P.G. College for Women (Rohtak). I assert that the statement made and conclusion drawn is outcome of my 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

**A**  
**Project Report**  
**On**  
**" Emerging applications of market research "**



**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

(Submitted in the partial fulfilment of the requirements for the award of  
the degree of Bachelors of Commerce Vocational Course)

(Session 2023-2024)

**Submitted to:**

Dr. Preeti Malik

Commerce Dept.

**Submitted by:-**

Vanshika

B.Com. Vocational 2<sup>nd</sup> Sem.

Roll no. - 1232598017

University Roll no. - 4067207

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

## DECLARATION

I Vanshika hereby declare that the project report entitled " **Emerging Applications of market research** " is prepared by me under the guidance **Dr. Preeti Malik** of commerce department in Government P.G. College for Women, Rohtak. I assert that the statement made and conclusion drawn is outcome of my 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