SI NO	Programme name	Program Code	List of students undertaking project work/field work/internship	Link to the relevant documer
		List of Students Un	dertaking Project	
	MBA	MBA	STUDENT NAME	7
	МВА	MBA	Achanya K	1
	MBA	MBA	Adarsh Tiwari	1
	MBA	MBA	Ahana Das	
	MBA	MBA	Aishwarya	10
	MBA	MBA	Akankhya Ananya Panigrahi	
	MBA	MBA	Akansha Mathur	
8	MBA	MBA	Alphin Shaji	
9	MBA	MBA	Aman Agarwal	
10	MBA	MBA	Aman Saxena	
11	MBA	MBA	Angidi Rohit Kumar	
12	MBA	MBA	Anjali Prasad	
13	MBA	MBA	Anjali Singh	
14	MBA	MBA	Anushka Sharma	1
15	MBA	MBA	Anuurag J Reddy	
16	MBA	MBA	Aparna Kumari	
17	MBA	MBA	Ashish Tripathi	7
18	MBA	MBA	Balaji Krishna KR	1
-	МВА	МВА	Bayapureddysarugari Madhusudha Reddy	n
20	MBA	MBA	Bhuvana M	7
21	MBA	MBA	Burhanuddin Kukshiwala	
22	MBA	MBA	Bushra Chaudhary	<i>p</i>
23	MBA	MBA	Daijee Talukdar	1
24	MBA	MBA	Dudekula Gousia	1
25	MBA	MBA	Edake Mayuri Ramesh	7 (
26	MBA	MBA	Galla Kalyana Srinivas	
27	MBA	МВА	Geeta Yallayya Madar	T

17

	1.			
	MBA	MBA	Gideon Vijay Kumar	
_	MBA	MBA	Gundapaneni Monisha Sree	
	MBA	MBA	Gupta Prasad Manhira	
	MBA	MBA	Harsha Goel	
	MBA	MBA	Ljjurouthu Tejaswi	
	MBA	MBA	Jahnavi Moganti	
	MBA	MBA	Kabir Cosme Gonsalves	
	MBA	MBA	Kadapola Harshanandini	
36	MBA	MBA	Kakara Dheeraj Kumar	
	MBA	MBA	Kamsali Mounika	
	MBA	MBA	Kaushik Banik	
	МВА	МВА	Kaushik Pattanaik	
	MBA	MBA	Kommineni Reshma Naga Jyothi	
	MBA	MBA	Krishnagiri Naga Nikhi	
42	MBA	MBA	Krishnakhanth A	
43	МВА	МВА	Kumar Abhinav	
44	MBA	MBA	Kushal G	
45	МВА	MBA	L Lalith Kumar	
46	МВА	МВА	Leonard Thompson S	
	МВА	MBA	Likitha R	
48	MBA	MBA	Lobo Irene Julius	
	МВА	МВА	Lokesh Sharma	
50	МВА	МВА	Loknath Vijay R	
51	МВА	МВА	M Bagavathy Subramanian	
52	МВА	МВА	Mandla Vijaya Bhaskar	
53	МВА	МВА	Mangina Yesubabu	
54	MBA	МВА	Mayank Chauhan	
			Mohammed Abdul Fardeen Ahmad	
	MBA	МВА	Mohammed Abdul Fardeen Ahmad	
56	МВА	МВА	Monalisha Gupta	
56 57	MBA MBA	MBA MBA	Monalisha Gupta Nandanampati Bhanu Vishal	
56 57 58	МВА	МВА	Monalisha Gupta	

Principal

60 MBA	MBA	Nethravathi	
61 MBA	MBA	Nilesh Kumar Singh	
62 MBA	МВА	Nishanth KN	
63 MBA	MBA	Noolu Murali	
64 MBA	MBA	P Nandini	
65 MBA	MBA	P Sai Vineeth	
66 MBA	MBA	Parv Jain	
67 MBA	MBA	Pinkey Kumari	
68 MBA	MBA	Priya	
69 MBA	МВА	Priya Dey	
70 MBA	МВА	Priyanshu Kumari	
71 MBA	МВА	Pujari Nagarjuna	
72 MBA	МВА	Puneeth Kumar KP	
73 MBA	МВА	Ragul A	
74 MBA	MBA	Rajoli Vineeth Kumar	
75 MBA	МВА	Rakhi Gupta	
76 MBA	МВА	Ramavath Vijay Kumar	
77 MBA	МВА	Rao Ritusha B Venkat Tirumalesh	
78 MBA	МВА	Ratnesh Agarwal	
79 MBA	МВА	Ravuri Yogesh	
80 MBA	MBA	Rishbah Pal	
81 MBA	MBA	Rishav Kumar Gosh	
82 MBA	МВА	Ritik Negi	
83 MBA	МВА	Rohith B	
84 MBA	МВА	S K Manjayya	
85 MBA	МВА	SVK Sankeerthana	
86 MBA	МВА	Sagar Singh	
87 MBA	МВА	Saswata Sanyal	
88 MBA	МВА	Satish Gurunath Channavar	
89 MBA	МВА	Shaik Isral Ali	
90 MBA	МВА	Sharma Raj Pawanbhai	
91 MBA	MBA	Shilpa M	

92 MBA	MBA	Shingashala Raj Kumar	
93 MBA	MBA	Shivan Sharma	
94 MBA	МВА	Shreya	
95 MBA	МВА	Shubham Soni	
96 MBA	МВА	Siddesha AS	
97 MBA	МВА	Singh Nisha Prabhat	
98 MBA	МВА	Sreya Basu	
99 MBA	МВА	Suruchi Mishra	
100 MBA	МВА	Tiwari Chetan Prakash	
101 MBA	МВА	Umesh BS	
102 MBA	MBA	Vagdandam Chaitanya	
103 MBA	МВА	Varun Pant	<u> </u>
104 MBA	MBA	Venkatesh JC	<u>t</u>
105 BCA	ВСА	Abdul Razak B	
106 BCA	ВСА	Bhuyana G	
107 BCA	ВСА	Chakrarvarthi S	
108 BCA	ВСА	Deepu Kumar	
109 BCA	ВСА	Girish G V	
110 BCA	ВСА	Haririshana M	
111 BCA	BCA	Khateeja Thul Kubra M	
112 BCA	BCA	Nagaveni S	
113 BCA	. BCA	Pavan M	
114 BCA	ВСА	Rajesh V	
115 BCA	ВСА	Ranjitha N	
116 BCA	BCA	Uday B L	
117 BCA	BCA	Vikas V	
118 BCA	BCA	shivananda S	
119 B.Com	B.Com	Abhilash S.M	
120 B.Com	B.Com	Bhoomika N	
121 B.Com	B.Com	Chaithanya R	
122 B.Com	B.Com	Chandra Teja R	
123 B.Com	B.Com	Charan Gowda P	
124 B.Com	B.Com	Deepashree B	

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125 B.Com	B.Com	Guru Prasad G D
126 B.Com	B.Com	Kavya S
127 B.Com	B.Com	Koushik
128 B.Com	B.Com	Meghana Y M
129 B.Com	B.Com	Mithun B
130 B.Com	B.Com	Mohammad Salman
131 B.Com	B.Com	Monik Gowda C N
132 B.Com	B.Com	Monisha M
133 B.Com	B.Com	Nikitha N V
134 B.Com	B.Com	Munikrishna T
135 B.Com	B.Com	N . Navaneetha
136 B.Com	B.Com	Nandini D M
137 B.Com	B.Com	Navyashree C B
138 B.Com	B.Com	Navyashree N
139 B.Com	B.Com	Nida Kousar
140 B.Com	B.Com	Nishanth M
141 B.Com	B.Com	Rajesh K
142 B.Com	B.Com	Sameer S
143 B.Com	B.Com	Sandeep Kumar B M
144 B.Com	B.Com	Sneha S
145 B.Com	B.Com	Spoorthi C J
146 B.Com	B.Com	Srinivasa R V
147 B.Com	B.Com	Sukanya V
148 B.Com	B.Com	Supriya S A
149 B.Com	B.Com	Umme Tarab Sultana
150 B.Com	B.Com	Venugopal S
151 B.Com	B.Com	Mohammed Fardeen
152 B.Com	B.Com	Madhu N M
153 B.Com	B.Com	Renuka H R
154 B.Com	B.Com	Ambika
155 B.Com	B.Com	Mega J
156 B.Com	B.Com	Chethana M
157 B.Com	B.Com	Bhavani M
158 B.Com	B.Com	Yoga Nanda
159 B.Com	B.Com	Promad N

160 B	3.Com	B.Com	Anitha D N
161 B	3.Com	B.Com	Vinay M
162 B		B.Com	Likitha G M
163 B		B.Com	Navaneeth H K
164 B		B.Com	Sunil Kumar
165 B		B.Com	Vedha N
166 B		B.Com	Munegowda T M
167 B		B.Com	Aruna M B
168 B		B.Com	Akashay Gowda
169 B	.Com	B.Com	Dhanugowda
170 B		B.Com	Ganashree
171 B	.Com	B.Com	Akshay Gowda
172 B	.Com	B.Com	Akash S M
173 B.	.Com	B.Com	Pavan Kumar
174 B.	.Com	B.Com	Tejaswini
175 B.	.Com	B.Com	Sushmitha
176 B.	.Com	B.Com	Sushma N
177 B.	.Com	B.Com	Sushmitha B
178 B.	.Com	B.Com	Lavyana
179 B.	.Com	B.Com	Somusundar
180 B.	.Com	B.Com	Chandana R
181 B.	.Com	B.Com	Navanitha
182 BI	BA	ВВА	Aiman Kabir
183 BI	ВА	ВВА	Chenna Pavan Kumar
184 BI	ВА	ВВА	Deepika S Prabhakar
185 BI	BA	BBA	Dhanush M
186 BI	BA	BBA	Ganesh Sravista K P
187 BI	BA	BBA	Hemanth Kumar E
188 BI		BBA	Madankumar M
189 BI		BBA	Nagasarapu Mahendra
190 BE		BBA	Nigar Sultana
191 BE		BBA	Pavithra S
192 BE		BBA	Sahil Abbas

193 BBA	ВВА	Shaziya S
194 BBA	вва	Sneha M
195 BBA	BBA	Yerragudi Vijaykumar
196 BBA	ВВА	Yerranagula Madhav
197 BBA	ВВА	Adarsh S R

LIST OF STUDENTS COMPLETED INTERNSHIPS

	Programme name	Program Code	List of students undertaking project work/field work/internship	Link to the relevant document
1	BBA	BBA	Adarshjit Roy	
2		ВВА	Aishwarya N	
3	BBA	ВВА	Anitha M	
4	BBA	BBA	Anupam Suhas Reddy S	
5	BBA	BBA	Anuprabha K	
6	BBA	BBA	Anushree H	
7	BBA	ВВА	Ashutosh Kumar	,
8	BBA	BBA	Athuluru Jaydeep	
9	BBA	ВВА	Balaji V	
10	BBA	BBA	Bhaskara Yadhu Nandhan	
11	BBA	BBA	Bhimashankar	
12	BBA	ВВА	Chandra Kiran Yogi A	-
13	BBA	ВВА	Chandra Shekar MR	-
14	BBA	BBA	Chunchu Sriram Yaday	-
15	BBA	BBA	Diksha	
16	BBA	BBA	Dilip VC	_
17	BBA	BBA	Gagan JM	_
18	BBA	ВВА	Harshitha BR	
19	ВВА	ВВА	Impana M	
20	BBA	ВВА	Jeevan K	
21	BBA	ВВА	Jeswin S	
22	ВВА	BBA	Keerthana K	\dashv
23	BBA	ВВА	Lalith Mali	
24	ВВА	ВВА	Lavanya N	
25	ВВА	ВВА	Mayank Sethia	Principa

Principal Principal

26 BBA	ВВА	N Mohan Kumar	
27 BBA	BBA	Poshith Gowda S	
28 BBA	BBA	Prabha KJ	
29 BBA	ВВА	Pradeep D	
30 BBA	BBA	Prajwal KC	
31 BBA	BBA	Pratap Sarkar	
32 BBA	ВВА	Purvi Saxena	
33 BBA	BBA	Rahul Nambiar	
34 BBA	ВВА	Rakshith R	
35 BBA	BBA	Rakshitha R	
36 BBA	BBA	Sahana PN	
37 BBA	ВВА	Sathi Ram Manohar Reddy	
38 BBA	ВВА	Soujanya V	
39 BBA	ВВА	Sri Dilip Kumar Mallick	
40 BBA	ВВА	Tharigonda Basheer Ahamad	
41 BBA	BBA	Vaishnavi	
42 BBA	ВВА	Vanitha BM	
43 BBA	ВВА	Vinith R	
44 MBA	MBA	Murga Venkata Ramakrishna Akhil	
45 MBA	MBA	Jampula Uttarakumari	
46 MBA	MBA	Aasa Deepika	
47 MBA	MBA	Shaik FaridAli	
48 MBA	МВА	Ms.Rupashi Jamatia	
49 MBA	MBA	Ms.Hema .N	
50 MBA	MBA	Pratiksha Jha	
51 MBA	MBA	Rahul Kumar	
52 MBA	MBA	John Paul.E	
53 MBA	MBA	Balasubramanian.PG	
54 MBA	MBA	Shaik Huzaifa	
55 MBA	MBA	Sangita Dey	
56 MBA	МВА	Shivakumar K	
57 MBA	МВА	Shoni Manish B	
58 MBA	МВА	Anaga Sandeep Jathri	
59 MBA	МВА	Hemavathi N R	
60 MBA	МВА	T Sai Sujith Reddy	

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61 MBA	MBA	Soumya Paul
62 MBA	MBA	Jithish Kual
63 MBA	MBA	Nisha Omkar Moudekar
64 MBA	MBA	Lakshmi
MBA	MBA	Veeresh
66 MBA	MBA	Manjunath.A
67 MBA	MBA	Gowthami .B
58 MBA	MBA	Ananada Krishanan R
69 MBA	МВА	Deepak Kumar
70 MBA	MBA	Clinton .M
71 MBA	МВА	Anusha.B.S
72 MBA	MBA	Jaya Shree.K
73 MBA	MBA	Ashutosh Kumar.B
74 MBA	MBA	Chiranjeevi.K.V
75 MBA	МВА	Sai Prasad.G

LIST OF STUDENTS COMPLETED FIELDWORK

SI NO	Programme name	Program Code	List of students undertaking project work/field work/internship	Lir
1	B.Com	B.Com	Abhishek M	
2	B.Com	B.Com	Abhishek Y M	14
3	B.Com	B.Com	Akshay Yadav M	9
4	B.Com	B.Com	Albaz Pasha	
5	B.Com	B.Com	Ayesha Siddique	7
6	B.Com	B.Com	Bhanu Prakash R	
7	B.Com	B.Com	Bharath M	
8	B.Com	B.Com	Bindu Shree N P	
9	B.Com	B.Com	Chandan B	
10	B.Com	B.Com	Chandan K B	7
11	B.Com	B.Com	Deepa M	
12	B.Com	B.Com	Dinesh N	
13	B.Com	B.Com	Fouziya A	\neg
14	B.Com	B.Com	Ganashree D	1
15	B.Com	B.Com	Gangaraju N S	7
16	B.Com	B.Com	Gayathri A	

ink to the relevant document

17 B.Com	B.Com	Gowtham M
18 B.Com	B.Com	Heena Shaikh
19 B.Com	B.Com	Joy Priya V
20 B.Com	B.Com	Kiran Kumar S
21 B.Com	B.Com	Krupa H
22 B.Com	B.Com	Layashree G
23 B.Com	B.Com	Madhuri Rajpoot
24 B.Com	B.Com	Madhusudhan T
25 B.Com	B.Com	Manoj K V
26 B.Com	B.Com	Manoj Y M
27 B.Com	B.Com	Meghana M
28 B.Com	B.Com	Misha Fathima
29 B.Com	B.Com	Mohammed Arshad A
B.Com	B.Com	Mohan J V
B.Com	B.Com	Mohan Kumar K
B.Com	B.Com	Mohan R
B.Com	B.Com	Mounashree A M
B4 B.Com	B.Com	Nandhini C S
B.Com	B.Com	Nandini M
B.Com	B.Com	Nandish N
B.Com	B.Com	Navya N
B.Com	B.Com	Navya P
B.Com	B.Com	Nawaz Khan
B.Com	B.Com	Nayana T V
B.Com	B.Com	P Nithyashree
B.Com	B.Com	Pavithra B R
B.Com	B.Com	Rahul M
14 B.Com	B.Com	Rajesh B M
B.Com	B.Com	Rajini M
B.Com	B.Com	Rakshith S
7 B.Com	B.Com	Rakshitha S M
8 B.Com	B.Com	Ramu M
B.Com	B.Com	Ravi Chandra B
60 B.Com	B.Com	Rudresh S
1 B.Com	B.Com	Sagar P N

T. Janes

52 B.Cor		Saniya A	
53 B.Cor	m B.Com	Sanju G	
54 B.Cor		Shravani D	
55 B.Cor		Shravani D S	
56 B.Cor	m B.Com	Shree Priya R	
57 B.Cor	m B.Com	Sindhu R	
58 B.Cor	m B.Com	Sketch Zubair	
59 B.Cor	m B.Com	Srujana S	
60 B.Cor		Susmitha D	
61 B.Cor	n B.Com	Tejas C	
62 B.Cor	n B.Com	Tejas M L	
63 B.Cor	n B.Com	Thanushree K	
64 B.Cor	n B.Com	Vandana	
65 B.Con	n B.Com	Vandana K	
66 B.Con	n B.Com	Venuprasad H R	
67 B.Con	n B.Com	Vinay Gowda M R	
68 B.Con	n B.Com	Yogith R	
69 BCA	ВСА	A R Ankith	
70 BCA	BCA	Abhinayana N	
71 BCA	BCA	Akash A J	
72 BCA	BCA	Ankitha V	
73 BCA	BCA	Anushree Dethe	
74 BCA	ВСА	Arfath Kasim Shaikh	
75 BCA	BCA	Bestha Nandini	
76 BCA	BCA	Bharath Kumar M P	
77 BCA	BCA	Bindushree D	
78 BCA	BCA	Chaithra R	
79 BCA	BCA	Chethan B M	
80 BCA	ВСА	Debdutta Dwary	
81 BCA	BCA	Dileep B M	
82 BCA	BCA	Gangan K	
83 BCA	BCA	Harshith Gowda M	
84 BCA	BCA	Imran B	
85 BCA	ВСА	JT Vijayraj	
86 BCA	ВСА	Jeevan N	

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87 BCA	BCA	Koushik G
88 BCA	BCA	Kruthika C S
89 BCA	BCA	Madhushree T M
90 BCA	BCA	Meghana S
91 BCA	BCA	Monik V
92 BCA	BCA	Navya V
93 BCA	BCA	Nayana M
94 BCA	BCA	Nisarga K
95 BCA	BCA	Rachana K
96 BCA	BCA	Sanjana Varghese
97 BCA	BCA	Sathish M
98 BCA	BCA	Sharanya R
99 BCA	BCA	Sheban G Shaji
.00 BCA	BCA	Shreya G
.01 BCA	BCA	Tejas S
.02 BCA	BCA	Tejaswini G
03 BCA	BCA	Yogesh K

PROJECT WORK

A STUDY

"ON THE BAN ON PAID ADVERTISEMENT OF CRYPTOCURRENCY IN INDIA THROUGH NOBU TECH LABS PVT LTD."

Master Thesis submitted in partial fulfillment of the requirements for the award of the Degree of

MASTERS OF BUSINESS ADMINISTRATION

Of

BANGALORE CITY UNIVERSITY



By

Name: Anuurag J Reddy

Reg. No: MB200015

Under the guidance of

Dr. Rajasulochana A.L Prinicpal MBA Department



International Institute of Business Studies

Bangalore City University

2020 - 2022

NOBU TECH LABS PVT LTD

CERTIFICATE BY CO-GUIDE

This is to certify that Mr. Anuurag J Reddy of International Institute of Business Studies, Has undertaken dissertation in our organization on the topic "A STUDY ON THE BAN ON PAID ADVERTISEMENT OF CRYPTOCURRENCY IN INDIA THROUGH NOBU TECH LABS PRIVATE LIMITED" between 1st of July to 1st of August and his conduct and work is Excellent.

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Signature & Seal

Principal
International Institute of Business Studies
75 Muthugadahalli Jala Hobil,
Bangalore North - 562 157.

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CIN: U72900TN2022PTC148940

+91 8056 113 335

HR POLICIES AND ITS IMPLEMENTATION IN **IENERGIZER NOIDA**

Master Thesis submitted in partial fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINES ADMINISTRATION OF

BENGALURU CITY UNIVERSITY



By,

Name: bushra chaudhary

Reg No: MB200022

Under the guidance of :

Prof NSR Murthy



International Institute of Business Studies

2020-2022 Bengaluru City University

75 Muthugadahalli Jala Hobil,

Bangalore North - 562 157.

CERTIFICATE BY CO-GUIDE

[Under The Seal and Signature]

This is to certify that Mr/Ms. Bushra chaudhary of Banglore city university, has undertaken dissertation in our organization on the topic HR POLICIES AND IMPLEMENTATION IN IENRGIZER NOIDA between 2020 and 2022 His/Her Conduct and work is Not satisfactory/Satisfactory/Good/Excellent.

ienergizer

Jaww, seal and signature

"A STUDY ON THE RECRUITMENT AND SELECTION PROCESS AT AVE MIRIAM ROYAL FOODS"

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

MASTERS OF BUSINESS ADMINISTRATION OF **BANGALORE CITY UNIVERSITY**



Submitted By:

KABIR GONSALVES

Reg No: MB200035

Under the Guidance of

Prof. NSR MURTHY



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conduct and work is satisfactory.

Principal

A STUDY ON

"FINANCIAL PRODUCTS PROVIDED BY MUTHOOT FINANACE LIMITED VIJAYAPURA BRANCH BANGALORE"



Dissertation submitted in partial fulfilment of the requirements for the award for the degree of

MASTERS OF BUSINESS ADMINISTRATION

Of

BANGALORE CITY UNIVERSITY



By:

Name: KUSHAL G

Reg No: MB200045

Under the Guidance of

Prof. Susmitha T P





TO WHOMSOEVER IT MAY CONCER

This is to certify that Mr. Kushal G MBA200045, student of Master of Business Administration has done project on "A STUDY ON FINANCIAL PRODUCTS PROVIDED BY MUTHOOT FINANCE LIMITED, VIJAYAPURA BRANCH BANGALORE" has successfully completed 45 days of Internship program

During the internship period with us he had been exposed to different process was found punctual. hard working and inquisitive.

We wish his every success in his life and career.

For MUTHOOT FINANCE, VIJAYAPURA BRANCH BANGALOE

75 Muthugadahalli Jala Hobil,

Authorised Signature

Muthoot finance limited

Vijayapura Bangalore

"A STUDY ON IMPACT OF NPA ON PROFITABILITY OF KOTAK MAHINDRA BANK LTD, VIJAYAPURA BRANCH, BANGALORE"



Project submitted in partial fulfillment of the requirements for the award for the degree of

MASTERS OF BUSINESS ADMINISTRATION Of BENGALURU CITY UNIVERSITY



By:

Name: LIKHITHA R

Reg No: MB200048

Under the guidance of

Principal

Institute of Business Studies

Institute of Business Studies

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2020-2022



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CERTIFICATE OF ORIGINALITY

This is to certify that the dissertation titled "A STUDY ON IMPACT OF NPA ON PROFITABILITY OF KOTAK MAHINDRA BANK LTD, VIJAYAPURA BRANCH, BANGALORE" is an original work of Ms. Likhitha R, bearing University Register No MB200048 and is being submitted in partial fulfillment for the award of the Master's Degree in Business Administration of Bengaluru city University.

The report has not been submitted earlier either to this University / Institution for the fulfillment of the requirement of any course of study. Ms. Likhitha R, is guided by Prof. SUSMITHA T P who is the Faculty Guide as per the regulations of Bengaluru City University.

Principal
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75 Muthugadahafti Jala Hobil,
Bangalere North - 562 157.

SIGNATURE AND SEAL OF PRINCIPAL

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Kotak Mahindra Bank

Date: 10/07/2022

TO WHOSOEVER IT MAY CONCERN

This is to certify that Ms. LIKHITHA R, Reg No: MB200048, Student of International Institute of Business Studies, Bangalore. Pursuing MBA, has successfully completed her project work on the topic "A STUDY ON IMPACT OF NPA ON PROFITABILITY OF KOTAK MAHINDRA BANK, VIJAYAPURA BRANCH, BANGALORE" from 12th May 2022 to 26th June 2022 under our guidance.

We wish Ms. LIKHITHA R, Best of luck and successful future.

KOTAK MAHINDRA BANK LIMITED

For Kotak Mahindra Bank Ltd.

K.m. win Authorised Signatory

International Institute of Business Studios # 75 Muthugadahalli Jala Hobil, Bangalere North - 562 157.

Kotak Mahindra Bank Ltd. ON: 165115VH1985PLC08137

A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND IMAGE OF MYSA FASHION BOUTIQUE: LUCKNOW

Master Thesis Submitted in partial fulfillment of the requirements for the award for the degree of

MASTER OF BUSINESS ADMINISTRATION Of BANGALURU CITY UNIVERSITY



By:
PARV JAIN
Reg No: MB200067

Under the Guidance of

Dr. M. Kethan Professor of Management



Principal
International Institute of Business Studios
9 75 Muthugadahali Jala Hobil,
Bangaloro North - 562 157.

Bengaluru City University 2020 – 2022 GSTIN: 09AGRPJ1880G1Z1



Ref.: 001 Date :

This is to certify Mr. Parv Jain of Bengaluru City University, has undertaken dissertation in our organization on the topic "STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND IMAGE OF MYSA FASHION BOUTIQUE: LUCKNOW" between 2020-2022 and his conduct and work is satisfactory.

Regards:

For Mysa by Bhavna

(Proprietor)

Taur

A STUDY ON

"MARKETING STRATEGIES ADOPTED IN REAL ESTATE SECTOR - STUDY WITH SPECIAL REFERENCE TO ELEGANCE ENTERPRISES"

Master thesis submitted in partial fulfillment of the requirements for the award for the degree of

MASTERS OF BUSINESS ADMINISTRATION

OF

BANGALORE CITY UNIVERSITY



By:

Name: Pinkey Kumari

Reg No: MB200068

Under the guidance of

Dr. Kethan



INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

Bangalore City University
International Institute of Business Studies Studies
75 Muthur adahati Jaia Hobil,
Bangalor Hobit - 2022



Certificate by Co-Guide

[Under the Seal & Signature]

This is to certify that Ms. Pinkey Kumari of IIBS, Bangalore College, has undertaken dissertation in our organization on the topic Marketing Strategies Adopted in Real Estate Sector-A Study with Special Reference to Elegance Enterprises, Bangalore between 02nd May 2022 and 15th June 2022, his conduct and work is Excellent.

BANGALORE S60 102

Signature & Seal

Principal
International Institute of Business Studios

75 Muthugadahalii Jala Hobil, Bangalere Nerth - 562 157.

STUDY ON NON-PERFORMING ASSETS AND ITS IMPACT ON ICICI PROFITABILITY

"A Study on Non-Performing Assets and its impact on profitability of ICICI Bank in Bangalore."

Dissertation synopsis submitted in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF BENGALURU CITY UNIVERSITY



Submitted By,

Aishwarya

Reg No: MB200004

Under the guidance of # 75 Multiugadahali Jala Hobil,

Bangalere North - 562 157.

Dr. Samiya Mubeen



INTERNATIONAL INSTITUTE OF BUSINESS STUDIES BENGALURU CITY UNIVERSITY 2020-2022



(Certificate By Co Guide)

This is to certify that Ms Aishwarya of Bengaluru Central University has undertaken dissertation in our organization on the topic A Study on Non-Performing Assets and its impact on profitability of ICICI Bank in Bangalore between 1/06/22 to 30/06/22and Her Conduct and work is Satisfactory.

Principal
International Institute of Business Studios
75 Muthugadahali Jala Hobil,
Bangalore North - 562 157.

Mana Maria

(Gaurav Kumar)

PROJECT ON EMPLOYEE RECRUITMENT PROCESS USING DATA MINING TECHNIQUES AT RELIANCE AUTOMOBILES

Project Report submitted in partial fulfilment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

OF BENGALURU CITY UNIVERSITY



 \mathbf{BY}

AKANKHYA ANANYA PANIGRAHI

REG NO: MB200005

UNDER THE GUIDANCE OF

PROF. MANORANJAN H.P.



International Institute of Business Studies

) Bengalaru City University

International Institute of Business Studies 75 Muthugadahalii Jala Hobil, 020-2022 Bangalore North - 562 157.

MBA Dissertation

PROGRESS

REPORT format

Sl. No.	Particulars	
1	Name of the Student	AKANKHYA ANANYA PANIGRAHI
2	Registration Number	MB200005
3	Name of College Guide	Prof Manoranjan H.P
4	Name and contact no of the Co-Guide/External Guide (Corporate)	Mr. Ashirbad Majhi - 8917597751
5	Title of the Dissertation	A Study On Employee Recruitment Process Using Data Mining Techniques at Reliance Automobiles
6	Name and Address of the Company/Organization where dissertation undertaken with Date of starting Dissertation	Reliance Automobiles Pvt Ltd.
7	Progress report: A brief note reflecting, Number of meeting with Guides, places visited, libraries visited, books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data etc.,)	Principal International Institute of Business Studios 7.5 Muthugadahafti Jala Hobil, Bangalore North - 562 157.

Date:

Signature of the Candidate

Signature of the College Guide

CERTIFICATE BY CO-GUIDE

This is to certify that Ms. Akankhya Ananya Panigrahi of International Institute of Business Studies, Bangalore, has undertaken dissertation in our organisation on the topic "A study on employee recruitment using data mining techniques at Reliance Automobiles", between 30/04/2022 and 15/06/2022. Her conduct and work is excellent.

> International Institute of Business Studios # 75 Muthugadahalli Jala Hobil, Bangalere North - 562 157.

For Reliance Automobile

Proprietor

Authorised Signatory

CO-GUIDE CERTIFICATE

RELIANCE AUTOMOBILES



Ref. RAI/ 011/2223

Dt. 18th June 2022

TO WHOM IT MAY CONCERN

This to certify that, Ms. Akankhya Ananya Panigrahi of International Institute of Business Studies, Bangalore has successfully completed the internship programme at our organisation from 30thApril 2022 to 15thJune 2022.

She undertook the project on "A study on employee recruitment using data mining techniques at Reliance Automobiles."

Throughout this programme, we found her sincere, hardworking and result oriented.

We take this opportunity to wish her all the very best for her future endeavours.

Authorised Signatory

For Reliance Automobiles

For Reliance Automobiles

International Institute of Business Studies

75 Muthugadahalii Jala Hobil,

Bangalere North - 562 157.

Main Road, Kamakhya Nagar, Dist-Dhenkanal-759018, Ph.:-06769-270394, E-mail:rbreliance@gmail.com

"A Study on Impact of Social Degree on Employee Performance at work place with reference to P2FT Infobitz in Bengaluru."

Dissertation synopsis submitted in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION BENGALURU CITY UNIVERSITY



Submitted By,

Aman Saxena

Reg No: MB200009

Under the guidance of

Prof. NSR. Murthy



International Institute of Business Studios INTERNATIONAL INSTITUTE OF BUSINESS ST Lygorgadalli Jala Hobil,
DENICAL LIBER CITES 1978 Bangalore North - 562 157.

Principal

BENGALURU CITY UNIVERSITY

CERTIFICATE BY CO-GUIDE



This is to certify that Mr Aman Saxena of Bengaluru City University, IIBS College, has undertaken dissertation in our organization on the topic "A Study on Impact of Social Degree on Employee Performance at work place with reference to P2FT Infobitz in Bengaluru" between 1/06/22 to 30/06/22 and his Conduct and work is satisfactory.

Principal
International Institute of Business Studios
75 Muthugadahalli Jala Hobil,
Bangalere North - 562 157.

Elma Ram (Senior HRBP)

Internship Completion Letter

INTERNSHIP COMPLETION CERTIFICATE





Date: 02rd February 2023

Sub: Internship Completion letter

This is to certify that Ms. Y Aasa Deepika, a student of International Institute of Business Studies, has successfully completed her Internship in the Human Resources department at our Hospital from 02nd January 2023 to 02nd February 2023.

She is a keen observer and a quick learner and has worked closely with all the teams at Cytecare.

We wish her success in all her future endeavors.

Regards

For Cytecare hospitals Pvt.Ltd.,

Senior Manager & Head -Human Resources

Principal

International Institute of Business Studies # 75, Muthugadahalli, Jala Hobli,

Bangalore North - 562 157.

Cytecore Hospitals Pvt. Ltd.

Venkatala, Kear Dagsfür Erens, Yelah Inka, Bengaluny - 95 ji 094, Indi L Tulophone: +6180/22176767 + Emergency: +9180/22171/456 unquiry. Sylectin crim + www.cytecate.com

Registered Office 81-93. Swast & Society, CG Road, Navrangoura. Ahmedabad - 360 009, India.





Date: 25.01.2023

Place: Sharjah

TO WHOM IT MAY CONCERN

This letter to certify that Mr. JOHNPAUL, International Institute of Business Studies, Bangalore, has successfully completed his Internship Program as sales and marketing intern at STONEKRAFT INTERNATIONAL FZE.

His internship tenure was from 3rd October 2022 to 31st January 2023.

During his internship period, he demonstrated strong communication skills, has a commendable work ethic with a self-motivated attitude to learn and acquire new skills and engaged actively in all our team discussions.

We wish him the very best for all future endeavours!

RAJESHWARAN

MANAGING DIRECTOR

STONEKRAFT INTERNATIONAL FZE.

Principal

International Institute of Business Studies # 75, Muthugadahalli, Jala Hobli,

Bangalore North - 562 157.



То

Rahul Kumar

Date: Jan 28, 2023

This letter is to confirm that **Mr. Rahul Kumar** has successfully completed the internship with **Alpha Labs Tech PVT LTD** in the field of HR recruitment.

The Internship took place from 27/12/2022 to 26/01/2023.

During the internship, he was responsible for the following tasks:

- Assisting in the recruitment process by screening resumes and conducting initial interviews
- Helping to design and implement recruitment strategies
- Supporting the HR team with administrative tasks
- Participating in the selection process for new hires

He performed the duties to the satisfaction of the company and showed a strong understanding of the recruitment process. He communicated effectively with candidates and provided valuable input during the selection process. He also had good organizational skills and attention to detail.

We would like to recommend him for future employment in the field of HR recruitment. We believe that he has the skills and potential to make a valuable contribution to any organization.

Principal

International Institute of Business Studies # 75, Muthugadahalli, Jala Hobli, Bangalore North - 562 157. Yogesh Kimer Wali

Yogesh Kumar Mali Director

GST: 37AAWCA1161H1ZH

(+91-705794703

Yogesh@alphalabstech.com

26-5-17/A, prasad Gardens,

Bowdara Rd, Visakhapatnam, Andhra Pradesh 530001

www.alphalabstech.com



Date 6th April 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Balasubramanian PG, Registration Number - P18DM21M0009 of the year 2021-23 Course of, MBA, Business analytics and Finance program of Bengaluru City University successfully completed his internship at our organization from 6th Jan to 6th April 2023.

He was diligent at his work, grasped nuances of Finance and Analytics function very fast and was willing to operate on a steep learning curve to deliver his Internship Objectives. He went beyond the course requirement of his internship and also assisted us in some of the live projects.

He performed the following tasks while working with us.

FINANCE

- Preparation of Industry White papers and concept notes
- 2. Preparation of client ready pitch decks and business plans
- 3. Preparation of Financial statements and competitive analysis
- 4. Designed and implemented Business intelligence in financial reporting and dashboarding
- 5. Designed mind-maps and organizational activity timeline to streamline operations

SALES&MARKETING

- Content collation for website and co-ordination with agency for Go-LIVE4
- 2. Designing and executing Marketing Automation campaigns leveraging tools like Sales Navigator, SNOV
- 3. Bringing structure to existing CFO customer database using the MEDDIC framework.

He exhibits the following competencies:

- Quick learning and agility
- 2. Punctuality
- 3. Comfort with tech stacks outlined above
- 4. Goes beyond the role assigned

We believe that he will prove to be an asset to any organization that wishes to hire him in future and wish him all the best for his future endeavors.

For Ystart Incubation LLP,

Managing Partner

Principal International Institute of Business Studies #75, Muthugadahalli, Jala Hobli, Bangalore North - 562 157.

Vstart Incubation LL

Ground Floor, Aswan Centre Point, 15/6 Primrose Road, Bangalore - 560 00

Land line: +91 80,4090 00



91 Springboard, Gopala Krishna Complex 45/3, Residency Road, Mahatma Gandhi Rd, Bengaluru, Karnataka 560025

4+917989643525

CERTIFICATE OF INTERNSHIP

This is to certify that Miss. Jampula Uttara Kumari from INTERNATIONAL INSTITUTE OF BUSINESS STUDIES Bengaluru, successfully completed her academic internship of 1 month with EXXEELLA EDUCATION GROUP, Bengaluru. From 30/DEC/2022 to 30/JAN/2023

Internship: Sales and Marketing

During her tenure, we found her active and competent in executing all assigned tasks and services were found to be satisfactory.

We wish her great success in all of her future endeavours.

DATE: FEB 02,2023

Principal

International Institute of Business Studies # 75, Muthugadahalli, Jala Hobli,

Bangalore North - 562 157.

SHYAM KAPINALA BRANCH DIRECTOR



SKYNET ELECTRONIC PRIVATE LIMITED

Date: 15-11-2022

INTERNSHIP CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Shaik Huzaifa, a student of MBA in International Institute of Business Studies, Bangalore Central University has undergone the training in our organization as an HR Intern for 2 months.

During this process of internship, he was involved in HR End to End Recruitment Projects, his conduct was good with excellent working skills. We found him dedicated, hardworking and inquisitive.

We wish him all the very best for his bright future, every success in his life.

Best Regards,

From Skynet Electronic Private Limited

Guna Sheelan K HR Manager

Principal
International Institute of Business Studies
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Bangalore North - 562 157.



30th January 2023

RELIEVING CUM SERVICE CERTIFICATE

Employee Name Ms. Sangita Dey

Employee Number 1244998

Designation Trainee

Department International Projects

Unit Shared Resources - Oncology

Position Held

On Joining Trainee

Trainee On Relieving

Service Period

25th July 2022 On Joining

30th January 2023 On Relieving

For Apollo Hospitals Enterprise Limited,

Bibin Abraham

Human Resources

Apollo Oncology & International, AHEL.

International Institute of Business Studies #75, Muthugadahalli, Ja a Hobli,

Bangalore North - 562 157.



This is to certify that

ANUPRABHA K

has successfully completed

Course in Initial Dangerous Goods Regulation Training for Operator's and ground handling agent's

Staff accepting cargo and X-ray certification at BLUE DART and DHL EXPRESS

24.11.2022 Conducted by Blue Dart Aviation Ltd 8 (Approved by DGCA - India) 30.11.2022 **BLR-BLUE DART**

Lalit Pawar (Instructor) perter T. George (Chief Airport Operations Manager) Deepak Anand

(Chief Instructor for Dangerous Goods)

CERTIFICATE FROM THE COMPANY

pinclick #94, Amarjothi Layout, Above HDFC Bank 3rd Floor, Domlur, Bengaluru, Karnataka560071.

CTN NO.U70102KA2015rrC084563

pinclick.com

Toll free +91 9353516504

Relieving cum Experience Letter

This is to confirm that ATHULURU JAYDEEP Bearing Employee ID Pin C1682 has been relived from the services of company as per details mentioned below:

Date of Joining: 9th October 2022

Last designation held: Associate

PropertAdvisorDate of leaving: 3rd December 2022

During the employment, we found him to be hardworking, honest and professional with the performance in his role.

We wish his good luck for his future Endeavors.

Pin Click Property Management Pvt. Ltd.

Vani Saini Maraper-HR

Principal
International Institute of Business Studies
9 75 Muthugadahalii Jala Hobil,
Bangalore North - 562 157.



इण्डियन ओवरसीज़ बैंक Indian Overseas Bank

आपकी प्रगति का सच्चा साथी Good people to grow with

REF NO: IOB/2022/9652

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Bhaskara Yadhunandhan, pursuing BBA, Student of International Institute of Business Studies, has successfully completed his internship from 16th October 2022 to 12th November 2022 under the guidance of our staff members, and has worked sincerely in the bank.

We found a sincere, hardworking, and technically sound. They worked well as part of a team during their tenure. We take this opportunity to thank the team and wish them all the best for their future.

Indian

Principal
International Institute of Business Studios
75 Muthugadahalii Jala Hobil,
Bangalere North - 562 157.

Deepthi

Branch Manager

FIELD WORK REPORT & & GEO TAGGED PHOTOS

EXPERIENTIAL STUDY PROJECT REPORT



EXPERIENCE STUDY ON SOFTWARE FUNCTION OF KMF MEGA DAIRY





DATE: WEDNESDAY, JULY 13 2022

SIGNATURE OF HOD

SIGNATURE OF PRINCIPAL

Principal
International Institute of Business Studies
75, Mutrugadahatii, dala Hopli,
Bangalore North - 552 157.

PREPARED BY:

Madhushree T m

Shreya G

Nisarga K

Meghana S

Ankitha V

Tejaswini G

BCA 4th Semester

International institute of business studies



J. James

Principal
International Institute of Rusiness Studies
75 Mutrugau meet and HSEN,
Bangalore North - 562 157.

KMF MEGA DAIRY.CHIKKABALLAPURA

Introduction:

Karnataka Cooperative Milk Producers' Federation Limited (KMF) is the Apex Body for the dairy co-operative movement in Karnataka. It is the second largest dairy co-operative amongst the dairy cooperatives in the country. In South India it stands first in terms of procurement as well as sales. One of the core functions of the Federation is marketing of Milk and Milk Products. The Brand "Nandini" is the household name for Pure and Fresh milk and milk products. KMF has 14 Milk Unions covering all the districts of the State which procure milk from Primary Dairy Cooperative Societies(DCS) and distribute milk to the consumers in various Towns/Cities/Rural markets in Karnataka.

SOFTWARE REQUIREMENT SPECIFICATION

Do they have any software?

Yes, after interaction with general manager of KMF we got to know that they are using a particular software to maintain production activities.. Currently they are using software called *SIEMENS SOFTWARE*. This software helps manufacturers become digital enterprises by enabling them to digitalise and integrate their entire industrial value chain through PLM solution manufacturing operations management soluTION AND II EQUIPMENTS.

Siemens software classified into two type:

- 1. Scada
- 2. vinCENT

Principal

International Institute of Business Studies
75. Muthugadahalir, Jala Hobli,
Bangalete Mouth, 582,157

Bangaiore North - 502 157.

Why scada?

SCADA (supervisory control and data acquisition) is a category of software applications for controlling industrial processes, which is the gathering of data in real time from remote locations in order to control equipment and conditions. SCADA provides organizations with the tools needed to make and deploy data-driven decisions regarding their industrial processes.

Why vinCENT?

Created by experts with more than a centuries worth of experience in the home care and software industries. MEDsys Software gives you the tools to maximize operational and financial performance so you can manage your agency effortlessly.

What is the qualification required to handle seimens software:

- Engineering technology
- · Diary technology
- Computer application

How the software is helpful for KMF diary:

They are using this software to handle

Pneumatic walls

Water walls

Milk walls

Chemical walls

Purification walls

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GETTING THE INFORMATION REGARDING THE SOFTWARE USED IN **DAIRY PROCESS**

International Institute of Business Studies # 75, Mushugadahalli, Jala Hobli, Bangalore North - 562 157.

HEARTLY THANKS TO:

Our management beloved Principal and BCA HOD for giving us this exciting opportunity to work on our project experiential study which help us to know the working software and it's technologies.

We also thank KMF General Manager and Co ordinator Mamata mam for assisting us and thanks for permitting us to ask our queries it's very much helpful for our project.

Principal

Principal
International Institute of Business Studies
75, Muthugadahalli, Jala Hooli,
Bangalore North - 552 157.

To:-

The Principal International Institute of Business Studies Bangalore-57

This is to certify that your college Six Students are visited Mega Dairy on 13/7/2022. Organization Establishment Study Program at Chikkabalapur Milk Union Ltd,. Chikkabalapur. For your Kind information.

of the Students. Name

1) maduhnee TM

2) Shreya G

3) Nisarga K 4) Meghana S 5) Antitha V

6> Tejaswini 9

For Chikkaballapur Milk Union Ltd,.

Managing Director **Managing Director** Chikkaballapura District Co-Operative Milk Producers Societies Union Ltd. Chikkaballapura

Principal international Institute of Business Studies # 75, Muthugadahalli, Jala Hobli,

Bangalore North - 562 157.

EXPIRENTIAL STUDY PROJECT REPORT



AN EXPIRENTIAL STUDY ON SOFTWARE FUNCTION
OF MOPSHOP



DATE: THURSDAY, JULY 14,2022

Principal

International Institute of Business Studies # 75, Muthugadahalli, Jala Hobli, Bangalore North - 562 157.



Prepared by: -

Arfath Kasim Shaikh

Koushik G

BCA 4th SEMESTER

INTERNATIONAL INSTITUTE OF BUSNIESS STUDIES

UNDER THE GUIDENCE OF

Prof. Drakshayini

H.O.D BCA DEPARTMENT

INTERNATIONAL INSTITUTE OF BUSNIESS STUDIES

Principal

International Institute of Business Studies # 75, Muthugadahalli, Jala Hobli,

WHY WE HAD TAKEN MOPSHOP COMPANY?

Mop Shop constantly strive to add value to our customers by providing the most cost-effective solution with the highest level of service. It's as simple as that. Satisfying our customers' needs is our primary focus. Being the leading supplier of cleaning, hygiene and associated products, we benefit from the associated economies of scale compared to many other suppliers. Ultimately this lower cost base is used to deliver competitively priced leading branded products to you. As suppliers of leading branded Kimberly-Clark paper, gala Brush, we are able to offer a complete product and service support package to match your exact needs. We undertake to stock the majority of products featured in our catalogue at our warehouse. More specialist items however, may only be stocked at certain branches according to customer demand or are special order products.

DO, THEY HAVE THEIR OWN SOFTWARE?

YES, They have their own software and the name of the software is SBS(Smart business solution).



This is the logo of their software.

• What is use of this software?

Smart business solution act for them as doing an accounting purpose. The manager used to get accurate mrp of the product. Even he can used this

Principal
International Institute of Business Studies

75, Muthugadahani, Jala Hobli,

Canadara Worth - 502 15/

software in any place and time by its phone. He just wants insert his mail id and password. This software is provided by mop shop company only for the manager of the particular location. The are many applications of software.



ORDER:

In this the company the customer will select the product and they will order in a bluck. The product which is order by a customer to check the status of the product. It will show what product is picked by a customer and what is the price of the product. And how much mrp is kept by the customer for the product. Eg if the customer is buying a product which the market price \$4 and he required it by \$3.5. then the mopshop will provide that product in cost of customer but he will check the product is available or not. If the product is available then the mop shop will give the product to the customer but the condition will be keep by the company so the customer must and should buy this product in bluck amount so the even a company will get profit from that money.

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VENDOR MANAGEMENT:



Vendor management is a discipline that enables organizations to control costs, drive service excellence and mitigate risks to gain increased value from their vendors throughout the deal life cycle.

The vendor management process is a series of strategic and tactical activities that companies use to manage and collaborate with vendors. This includes setting objectives, establishing vendor selection criteria, negotiating contracts, strategizing for risk reduction, and controlling for cost and delivery.

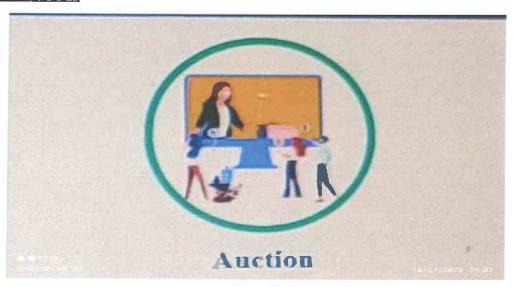
• WARE HOUSE:



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75, Muthugadahalli, Jala Hobii,
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A building, or a part of one, for the storage of goods, merchandise, etc. British. a large retail store a building, or a part of one, in which wholesalers keep large stocks of merchandise, which they display and sell to retailers. The goods will store in the warehouse so that the at any cost of time the product should available to customer. The product which is not in warehouse they will contact to main branch and the main brand of the company will contact to manufacturing factory and they will provide this product with in 1 week in a bulk amount after that the company will accept the customer product.

AUCTION:



Auctioning means selling a product or service to the highest bidder. The final price is achieved when a particular end time of the auction is reached or when no higher offers are received. This allows the company to sell at the highest price acceptable to the customer. The customer benefits from the opportunity to influence the price of a product.

Principal

International Institute of Business Studies # 75, Muthugadanalli, Jala Hobli, Bangalore North - 562 157. There are four major auction types:

- (1) the ascending-bid (open, oral, or English) auction.
- (2) the descending-bid (Dutch) auction.
- (3) the first-price, sealed-bid auction.
- (4) the second-price, sealed-bid (Vickrey) auction.

The ascending-bid auction:

In it, the auctioneer opens the bidding at a reserve price (which may be zero), the lowest price he is willing to accept for the item. Once a bidder has announced interest at that price, the auctioneer solicits further bids, usually raising the price by a predetermined bid increment. This continues until no one is willing to increase the bid any further, at which point the auction is closed and the final bidder receives the item at his bid price. Because the winner pays his bid, this type of auction is known as a first-price auction.

The descending-bid auction:

It also a first-price auction, is descending. That is, the auctioneer begins at a high price, higher than he believes the item will fetch, then decreases the price until a bidder finally calls out, "Mine!" The bidder then receives the item at the price at which he made the call. If multiple items are offered, the process continues until all items are sold.

The first-price, sealed-bid auction:

In this mechanism, each bidder submits a single bid in a sealed envelope. Then, all of the envelopes are opened and the highest bidder is announced, and he receives the item at his bid price. This type of auction is most often used for refinancing credit and FOREIGN EXCHANGE, among other.

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The second-price, sealed-bid (Vickrey) auction:

As in the first-price, sealed-bid auction, bidders submit sealed envelopes in one round of bid submission. The highest bidder wins the item, but at the price offered by the second-highest bidder (or, in a multiple-item case, the highest unsuccessful bid).

• CUSTOMER SUPPORT:



Customer service is the direct one-on-one interaction between a consumer making a purchase and a representative of the company that is selling it. Most retailers see this direct interaction as a critical factor in ensuring buyer satisfaction and encouraging repeat business.

KEY TAKAWAYS

- Customer service is the interaction between the buyer of a product and the company that sells it.
- Good customer service is critical to business success, ensuring brand loyalty one customer at a time.
- Recent innovations have focused on automating customer service systems but the human element is, in some cases, indispensable.

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PMS (PROPERTY MANAGEMENT SYSTEM):



A Property Management System (PMS) takes care of the day-to-day front-desk functions of an accommodation business. These tasks could include managing bookings, check-in and check-out, billing, budgeting and accounting, inventory management, reporting and guest information. PMS is also used in manufacturing industries, local government and manufacturing. A property management system is sometimes referred to as a hotel operating system or hotel OS. This is used for management the product with the price of customer and the product how much it should be given to the company. The company will buy a product in other to give to customer in how much price that the customer should get satisfied by the company.

QA(Quality assurance):



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Quality assurance (QA) is any systematic process of determining whether a product or service meets specified requirements. QA establishes and maintains set requirements for developing or manufacturing reliable products. In this the customer will accept the product depend upon his quality. If quality is well and the product will used for long period then customer will by this product in low price and bluck amount. Quality assurance comprises administrative and procedural activities implemented in a quality system so that requirements and goals for a product, service or activity will be accomplished. [3] It is the systematic measurement, comparison with a standard, and monitoring of processes in an associated feedback loop that confers error prevention. This can be contrasted with quality control, which is focused on process output.

• TASK MANGMENT:



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Task management is an activity in which an individual or team leader tracks a task throughout its life cycle and makes decisions based on the progress. Task management is done using software tools that help effectively organize and manage tasks by using functions such as task creation, planning and assignment, tracking and reporting. Task management tools are used to track personal, group or shared tasks. The tools may be free or premium software applications, and run in either standalone, LAN-based or Web-based mode. The size and functions of the tools depend on the requirements of the task and on whether they are used for an individual, small-sized or medium-sized business or for a corporate task management's activity.

PACKING OF PRODUCT:



This is how they will make the packing of the product. The product will packed in strong cardboard box so that it would not get any damage during the delivered. The will packet in huge a huge amount of product after a packing of products which is needed for customer then they will bill of the product. And there will be 2 copies one they will keep in the packed bag and other one with company. They product will be deliverd with 2 or 3 days. As the need of customer.

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BILLING OF PRODUCTS:

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Pangalore North - 562 157.



To,

Date: 16th July 2022

The Principle,
IIBS International Institute of Business Studies
#75, Muthugadahalli, Jala Hobli,
Bangalore, Urban Dist,
Bangalore = 562157, Karnataka

Subject: Mr. Arfath & Mr. Koushik visited to our company

This is to certify the project work given by the IIBS, the student's came to our company and gathered the information which is required to them & we have provided the needed information to them.

Thanking you.

For March 1800 abution Pvt. Ltd.

Designation of Head

Office Address :- Survey No. 121/3, Hosahalii Road, Kodagalhatti, Hunasamaranahalii, Bangalore - 562157 Karnataka

Mobile No > 7208910891 / 90, Email: bangalore@mooshop.in www.mopshop.in

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Bangalore North - 500

Heartly Thanks To

Our management, beloved principal and BCA HOD for giving us an exciting opportunity to work on our project Experiential Study which helped us to know the working of mopshop distributed company and its Software and technology.

Last but not the least we also thank mopshop private limited company for assisting us through their customer executive on permitting us to ask our quires and account them for our project.

Principal

International Institute of Business Studies # 75, Muthugadahalii, Jala Hobli, Bangalore North - 562 157.



Τo,

Date: 16th July 2022

The Principle,
IIBS International Institute of Business Studies
#75, Muthugadahalli, Jala Hobli,
Bangalore, Urban Dist,
Bangalore – 562157, Karnataka

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Thanking you.

For Mopsable Distribution Pvt. Ltd.

Designation Tanaji Mane

Principal

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INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

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CAMPUS:

#75, Muthugadahalli, Jala Hobli, Bangalore North Taluk, Bangalore Urban District, Bangalore - 562157. Karnataka TRUST OFFICE: #70, 2nd Main Road, 3rd Cross, Kanaka Nagar, R.T. Nagar, Bangalore - 560 032, Karnataka

Date: 08/07/2022

To Namma Metro, Baiyappanahalli Bengaluru

TOWHOMSOEVERITMAYCONCERN

This	is	to	certify	that							bearing	g	Register	no.
• • • • • •		• • • •		Stu	dying	4 th Sem	ester B	CA	2022	at I	nternati	on	al Institut	e of
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I recommend the student strongly to do Internship work at your prestigious organization.

The following students are as below:

Sl No	Reg No	Students Name
1	R2010834	Tejas S
2	R2010828	Rachana K
3	R2010803	Abhinayana N
4	R2010831	Sharanya R
5	R2010825	Navya V

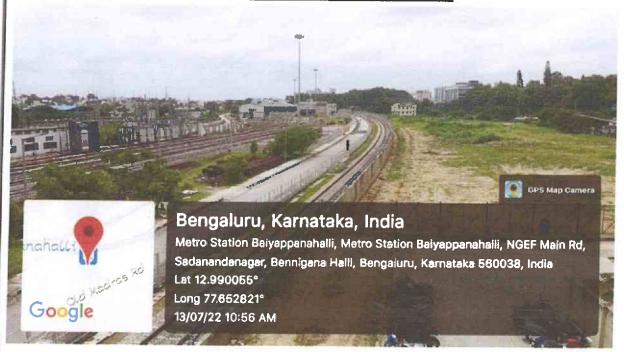
Dr. Tripuraneni Jaggaiah

Principal

Principal
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75, Muthugadahalli, Jala Hobli,

Phone: +91-9988415333, Email: admission@iibsonline.com, Website: www.libs.edu.in

EXPIRENTIAL STUDY PROJECT REPORT



AN EXPIRENTIAL STUDY ON SOFTWARE FUNCTIONS OF NAMMA METRO



Date: Wednesday, July 13, 2022

Principal
International Institute of Business Studies
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Bangalore North - 562 157.



Prepared By:-

Tejas S

Rachana K

Abhinayana N

Sharanya R

Navya V

BCA 4th semester

International Institute of Business Studies

Under The Guidance of:-

Prof. Drakshayini
H.O.D BCA Department
International Institute of Business Studies

• Why we chose Namma Metro?

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International Institute of Business Studies # 75, Muthugadahalli, Jala Hobli, Bangalore North - 562 157. Namma Metro, also known as Bengaluru Metro, is a rapid transit system serving the city of Bengaluru, India. Upon its inauguration, it became the first underground metro system in South India. Namma Metro has a mix of underground, at grade, and elevated stations. The system runs on standard-gauge tracks.

As Namma Metro is one of the important means of transport for Bangaloreans, we thought of knowing the software/applications and their features used to provide services for their customers.

Do they have an application?

Yes, we had a brief conversation with an executive staff and found out they used an android application and a web application.

1. About their web application:



They provide services through their official website Namma Metro - Home (bmrc.co.in) and the features of this web application are

About us tab

About Us

Management Profile

BMRCL Policies

Project Profile tab

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PROJECT PROFILE

Metro Network **Upcoming Projects** Land Acquisition

Travel Info tab

Schematic Route Map Fare Rules

Metro Timings

Tickets

Facilities at Stations

Facilities for Specially Abled

Metro Etiquette (Do's and Dont's)

Lost & Found

Frequently Asked Questions

- > Tenders tab
- News tab

News

Archive News

News Letter

> Finance tab

Annual Reports

Bonds

> Environment tab

ENVIRONMENT -

Green Initiatives

Documents

- Gallery
- Gallery
- Careers
- Grievances
- Contact Us
- ➤ Map
- Main Function of this web application that is most useful to the user is Tamto
- Fare Calculator

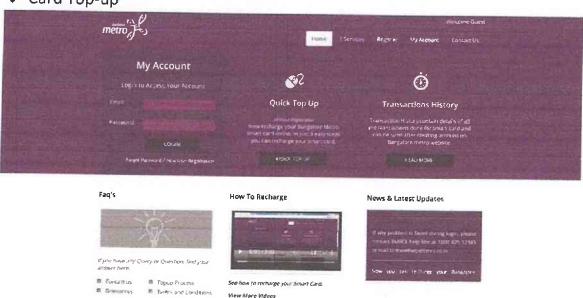
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From Station To Station --Please Select- --Please Select--

GET DETAILS

This feature is used by the customer to calculate the fare cost between the Stations they would commute.

Card Top-up



This in yet another useful feature that helps customer to top-up their metro cards online and hence skip the busy queue at ticket counters.

2. Android Application

Their android application can be downloaded officially from android play store. The app has been provided to assist the commuters of Bangalore Metro Rail. The commuters can use the app to recharge their smart cards.

Namma Metro (BMRCL official app)

BMRCL EL. E.

Features of this application.

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- Login Facilities
- Add/remove smart card
- > Top-up smartcards
- > Feedback section
- Safety Guideline Section
- Calculate fare section
- ➤ Map
- Switch language (Kannada and English)

Missing Features Customers expect:

- Online Ticket purchase (QR Code Tickets)
- Real-time Train Tracking
- SOS/Emergency Button while onboard
- Share location with friend/family





Please contact Travel Helpline Toll-free number - 1800-425-12345 Email - travelhelp@bmrc.co.in

OK

Tam

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- What are the technologies used in Namma Metro to issue journey tickets?
- 1. NFC Token (One Time Use)



Nowadays metro tokens use a passive <u>RFID tag</u>. When they get in the contact of the radio wave field, they are powered and transmit some signals which are read and can be written when required.

Tokens are used as single journey tickets.

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- These are captured by gates during exit.
- Suitable for casual travelers

Rules for Tokens:

- The maximum number of tokens which are to be issued by the Ticket office operator to a single passenger at a time is six.
- The tokens are captured at exit gate on completion of the journey.
- Token period / validity of token:
 - Any type of token is valid only for the day of purchase.
 - This will be valid for use at the entry gate not more than 30 minutes from the time of sale.
- Token Sales Station is the entrance to the travel station
- Overstay Rule: A passenger holding a valid ticket has to exit from paid area of same station within 20 minutes and from paid area of other stations within 120 minutes. For overstaying in paid area beyond these limits, a penalty of Rs.50/- per hour is charged, subject to a maximum of Rs. 100/-.
- If the traveler takes away the token from the exit door without paying the deposit of Rs. 200.00 is penalized.

2. NFC Cards (Lifetime Per Customer)



These cards are of same technology like that of a token. The card consists of an RFID tag. This card is prepaid and hold the information of available balance and also can be used to track the entry and exit point of a user, then the fare is calculated between these stations and the fare is deducted from the available balance.

Types of Smart Cards are following.

Namma Metro Travel Cards

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- Contactless Smart Cards available for Rs. 50. The travel value is different from the cost of card.
- Benefits of Contactless Smart Cards:
- Buy only once and travel without hassle of buying ticket every time you travel.
- Load either value or trips on card as per your convenience.
- Get 5% discount for smart card, over token fare.
- Wide options to top-up value 24 X 7, apart from stations.

Combo Cards

- Combo card is a single card with a Contactless chip and a Magstripe for ticketing and banking applications respectively issued by partner banks.
 BMRCL has tied up with Federal Bank and ICICI bank for issue of Combo cards.
- Benefits of Contactless Smart Cards
- Buy only once and travel without hassle of buying ticket every time you travel.
- Load either value or trips on card as per your convenience.
- o Get benefit of discount upto 5% over token fares.
- Wide options to top-up value 24 X 7, apart from stations.

Stored Value Tickets (Varshik)

- o These are used for performing multiple journeys.
- The user can load an amount in multiples of Rs 50/- upto a maximum of Rs 3000/- into the Card.
- The stored value in the ticket decreases to the extent of journey performed.
- o Get 5% discount for smart card, of the Token fare

Rules for Stored Value Ticket (Varshik):

Topping-up: Currency value can be added to Smart Card at any BMRCL Ticket counters. Currency value can also be added to Smart Card through BMRCl website or Mobile One App or Net banking (selected banks ONLY). However, after initiating recharge through BMRCL website or Mobile One App or Net banking Smart Card has to be presented to entry side of Automatic Gate (AG) of any BMRCL metro station, within 60 days, for the recharge to be credited to the Smart Card. Otherwise the recharge amount lapses.

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- Remaining value: After each journey, the stored value on the card shall get reduced by the amount fixed for the journey performed. The balance amount resides in the card.
- **Denomination of Stored Value Ticket:** The top-up in case of Stored Value ticket shall be minimum Rs50 and further in multiples of Rs50. The cost of contactless smart card is Rs50 which is different from the stored value.
- Total maximum stored value: Total maximum stored value on a smart card is Rs 3000/-. when top-up done at BMRCL metro stations. However, when top up is done at other outlets i.e. through BMRCL website or Mobile One App or Net banking (Selected banks ONLY), the stored value Rs 2500/-. (After initiating recharge through BMRCL website or Mobile One App or Net banking Smart Card has to be presented to entry side of Automatic Gate (AG) of any BMRCL metro station, within 60 days, for the recharge to be created to the Smart Card. Otherwise the recharge amount lapses.)
- Stored Value Travel Discount: Get 5% discount for smart card, over token fare.
- Overstay Rule: A passenger holding a valid ticket can exit from paid area of same station within 20 minutes and from paid area of other stations within 120 minutes. For overstaying in paid area beyond these limits, penalty of Rs 50 per hour is charged subject to a maximum of Rs 100.
- Minimum Balance on Stored Value ticket for travel: A passenger will be allowed
 to enter the system even if the smart card has a stored value equal to minimum
 fare on the Metro. The passenger is advised to ensure that he has sufficient
 balance to complete the journey. In case journey is performed for distance for
 which balance amount is not available, the card can be topped up at Customer
 Care to enable exit from gates.
- **Minimum fare charged:** A passenger holding Stored Value ticket will be charged minimum fare for exit from the same station (if not overstayed).
- Default ticket in all CSC: Stored Value Ticket is default ticket available in all Contactless Smart Cards sold by BMRCL.

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Our Experience



We reached the Baiyappanahalli Metro station with a hope of contacting the manager. But unfortunately it wasn't easy to get in contact with the manager of namma metro and when we enquired same with the customer care of Namma Metro we were given opportunity to ask our quires to one of the assistant Staff of namma metro at the station itself.



As the data is very confidential we weren't able to gather sensitive information like:

- Programming languages used in their software
- Other Applications used by the ticket counter staffs
- Cloud Services used by namma metro
- > Information related to software structure or architecture

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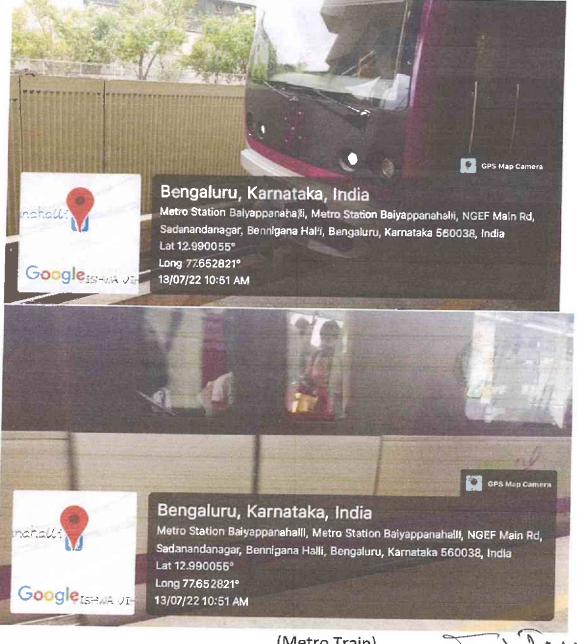
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We enjoyed the group experiential study assigned by our college and gained a lot of knowledge about how a software is essential part.

Project outcomes:

We gained knowledge about:

- Types of software used by Namma Metro
- Features of their web-application
- Features of their android-application
- Missing features that customers may need
- Technologies used in Namma Metro ticket counters



(Metro Train)

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(Device used to check Smart Card balance)



(RFID gates)





(RFID tokens and smartcards)

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(Metro station inside view)



(Us at Baiyappanahalli Metro Station)

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Heartly Thanks To

Our management, beloved principal and BCA HOD for giving us an exciting opportunity to work on our project Experiential Study which helped us to know the working of Namma Metro Software and its technology.

Last but not the least we also thank BMRCL, Namma Metro for assisting us through their customer executive on permitting us to ask our quires and account them for our project.

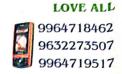
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BEEMASHRAM TRUST ®

Offi : Rayasandra Gate, Sulibele Road, Near Rajani Resort,
Devanahalli Taluk, Bangalore - 562 110
Web : www.beemashramtrust.org E mail : ramesh@beemashramtrust.org

Y. ADINARAYANASWAMY

President

V. RAMESH

Founder & Managing Trustee

TO WHOM SO EVER MAY CONCERN

This is to certify that the **ABHISHEK.Y.M.** (Reg No: **C2015601**), B.com 5th Sem Student of IIBS College Affiliated to Bangalore city University Bangalore, has done his Community Service in our Organization for 2 weeks from Dated: 14-10-2022 to 24-10-2022.

He was able to learn and Contribute towards the development of differently able children, street children, aged and children with special Needs in our operational areas.

During this period for his internship with us, he was exposed to different process and was found diligent, hard working and inquisitive. We Greatly Appreciate his concern and commitment towards the children with special needs and aged people.

We Wish all the best for his future endowers

Place: Devanahalli

V RAMESH

Date: 31-10-2022

FOUNDER AND MANAGIN TRUSTEE

31/10/2022



GOVERNMENT OF KARNATAKA GENERAL HOSPITAL YELAHANKA, BANGALORE-560064

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **SHRAVANI** .**DS**, the student of final year, fifth mester B.com from International Institute of Business Studies (Recognized by rernment of Karnataka and Approved by Bengaluru university) # 75 Muthgadahalli, ngalore North, Jala Hobli, Begur Bengaluru-562157 has done her "Community service" pur hospital and get experienced in Government hospital from 20-10-2022 to 10-11-12.

aring the training period she was exposed to different processes and was found diligent, dworking and inquisitive. We greatly appreciate her concern and commitment towards hospital staff with special needs.

We wish her success in her life and career.

ate: 18-11-2022. ace: Yelahanka

> Administrat<u>ive Medical Officer</u> General Hospital Yelahanka Bangalore - 560064