

"Performance Appraisal "  
Special reference to  
Gujarat Ambuja Exports Ltd.

Submitted in partial fulfillment of the requirements for the award of  
the degree  
KR Managalam University, Gurugram



Bachelor of Business Administration (B.B.A.)

To


SCHOOL OF MANAGEMENT AND COMMERCE

Guide:  
Dr. Kshama Sharma  
Assistant Professor

Submitted by  
Divya Aggarwal  
Roll No.1902080015  
Registration no -REG004226  
B.B.A 5<sup>th</sup> Semester

(Batch 2019-2022)

1

  
Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

## CERTIFICATE

I, Ms. Divya Aggarwal Roll No. 1902080015 certify that the summer internship Project Report entitled "The Performance Appraisal System" is completed by me and it is authentic work carried out by me at Gujarat Ambuja Experts Ltd., Delhi. The matter embodied in this summer internship project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

*Divya*

Signature of the student

Date: 5.01.2022

Certified that the summer internship Project Report entitled "The Performance Appraisal System" done by Ms. Divya Aggarwal, Roll No. 1902080015 is completed under my guidance.

*K.R. Sharma*

Signature of the Guide

Date

Name of the Guide: Dr. Khama Sharma

Designation: Assistant Professor

KR Mangalam University,

Sohna road, Gurugram

*Jmp*

Registrar

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

A Study on Recruitment and Selection Processes

At PerkMinds

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



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

Bachelor of Business Administration

To

K.R. Mangalam University, Gurugram

Guide:

Dr. Richa Nangia

Designation:

Associate Professor

Submitted by:


Vinit Kaur Sethi

Roll No.:1802080070

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

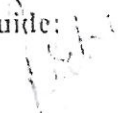
Certificate

I, Ms. Vinit Kaur Sethi, Roll No. 1802080070, certify that the Summer Training Project Report entitled "A Study of Recruitment and Selection Processes at Perk Minds" is completed by me and it is an authentic work carried out by me at PerkMinds. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student: 

Date:

Certified that the Summer Training Project Report entitled "A Study of Recruitment and Selection Processes at Perk Minds" done by Ms. Vinit Kaur Sethi, Roll No. 1802080070 is completed under my guidance.

Signature of the Guide: 

Date:

Name of the Guide: Dr. Richa Nangia

Designation: Associate Professor

K R Mangalam University,

Gurgaon- 122103



Registrar

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

SUMMER INTERNSHIP TRAINING  
A STUDY OF DIGITAL MARKETING OPERATIONS  
OF  
"THE SKILL STORE"

SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF



BACHELOR OF BUSINESS ADMINISTRATION  
TO  
KR MANGALAM UNIVERSITY, GURUGRAM

SESSION: 2018-21


Submitted by:

Name of Candidate: Sakshi Sehrawat  
Registration No.: 1802080058

Under the supervision of

Dr. Kshama Sharma  
Assistant Professor, School of Management and Commerce  
K R Mangalam University, Gurugram

1

  
Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

CERTIFICATE


I, Miss. Sakshi Sehrawat, Roll No. 1802080058, Certify that the project report/ Dissertation entitled "A Study Of Digital Marketing Operations of The Skill Store" Is completed by me and it is an authentic work carried out by me at "The Skill Store". The matter embodied in this project has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.




Signature of the Student:

Date:

Certified that the project report/dissertation entitled "A Study Of Digital Marketing Operations of The Skill Store" done by Mr. Sakshi Sehrawat, Roll No. 1802080058, is completed under my guidance.

  
Signature of the guide  
Date

Dr. Kshama Sharma  
Assistant Professor  
K R Mangalam University  
Gurugram, 122103

  
Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

# SUMMER INTERNSHIP PROJECT

A BRIEF STUDY WITH DETAILED REFERENCE TO  
"E-COMMERCE AND SOCIAL MEDIA MARKETING"

AT  
CLICK OCEAN

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE  
AWARD OF THE DEGREE OF



BACHELOR OF BUSINESS ADMINISTRATION  
TO  
KR MANGALAM UNIVERSITY, GURUGRAM  
SESSION: 2019-22

Submitted by:

Name of Candidate: Ms. Harshita Bansal Roll no: 1902080023

Under the supervision of

Dr. Kshama Sharma

Assistant Professor, School of Management and Commerce

K R Mangalam University, Gurugram



Registrar  
K.R. Mangalam University

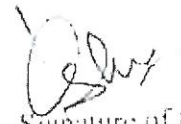
Gohna Road, Gurugram, (Haryana)

## CERTIFICATE

I, Harshita Bansal, Roll No. 1902080023, certify that the Summer Internship Report entitled "A BRIEF STUDY WITH DETAILED REFERENCE TO "E-COMMERCE AND SOCIAL MEDIA MARKETING"" completed by me and it is an authentic work carried out by me at "CLICK OCEAN". The matter mentioned in this project has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student: Harshita  
11 May, 2022.

I, Dr. Kshama Sharma, certify that the Summer Internship report entitled "A BRIEF STUDY WITH DETAILED REFERENCE TO "E-COMMERCE AND SOCIAL MEDIA MARKETING"" done by Ms Harshita Bansal, Roll No. 1902080023, is completed under my guidance.



Signature of the guide:

Date:

Name of the guide: Dr. Kshama Sharma

Designation: Assistant Professor

K.R. Mangalam University Sohna Road, Gurugram



Registrar

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)



Summer Training Project Report  
On  
"An Effectual Study On Emerging Trends In E-Learning"

AT SHINE PROJECTS

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



Bachelor of Business Administration (BBA)

To

K.R. Mangalam University, Gurugram

Guide:  
Ms. Neha Goel  
Assistant Professor

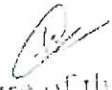


Submitted by:  
Kushagr Krishna Sharma  
Roll No. 1802080081


Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

## Certificate

I, Mr. Kushagr Krishna Sharma, Roll No. 1802080081 certify that the Summer Training Project Report entitled "An Effectual Study On Emerging Trends In E-Learning" is completed by me and it is an authentic work carried out by me at "Shine Projects". The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

  
Signature of the Student  
Date: 24/03/2021

Certified that the Summer Training Project Report entitled "An Effectual Study On Emerging Trends In E-Learning" done by Mr. Kushagr Krishna Sharma, Roll No. 1802080081 is completed under my guidance.

  
Signature of the Guide  
Date: 24/03/2021  
Name of the Guide: Ms. Neha Groel  
Designation: Assistant Professor  
K R Mangalam University,  
Gurugram- 122103

  
Registrar  
K.R. Mangalam University  
Schna Road, Gurugram, (Haryana)

## CERTIFICATE

I, Arohi Singh, Roll No. 2002080072 certify that the student of BBA hereby declare that I own the full responsibility for the information, results etc. provided in this report titled "MARKETING TRAINEE" submitted to K.R. Mangalam University, for the award of BBA degree. I have taken care in all respect to honour the intellectual property right and have acknowledged the contribution of others for using them in academic purpose and further declare that in case of any violation of intellectual property right or copyright I, as a candidate, will be fully responsible for the same. My supervisor should not be held responsible for full or partial violation of copyright or intellectual property right.

This is to certify that the above statement made by the candidate is correct to the best of my knowledge.

Signature of the Student : *Arohi Singh*

Date: 28/11/22

Signature of the Guide : *Kiran*

Name of the Guide: Assistant professor M/s Kiran  
Yadav

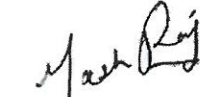
Designation: Assistant professor M/s Kiran Yadav  
K R Mangalam University,  
Gurugram- 122103

*JMD*

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

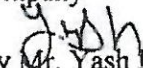
## CERTIFICATE

I, Mr. Yash Raj, Roll No.2002080058 certify that the Summer Training Project Report entitled "CUSTOMER BUYING BEHAVIOURS TOWARDS SALES COMPANY" is completed by me and it is an authentic work carried out by me at Shree Om Sai Enterprises (Name of the organisation or of the Institute). The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.



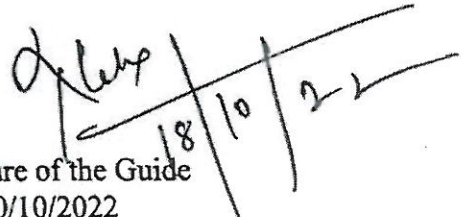
Signature of the Student  
Date: 10/10/20

Certified that the Summer Training Project Report entitled "Customer buying behaviour toward sales company"

Done by  Mr. Yash Raj

Roll No. 2002080058

Is completed under my guidance.



18/10/22

Signature of the Guide  
Date:10/10/2022

Name of the Guide: Dr. Neha  
Designation: Assistant Professor  
K R Mangalam University,  
Gurugram- 122103



Registrar  
K.R. Mangalam University  
Sehna Road, Gurugram, (Haryana)

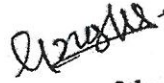
**BBA Batch (2020-2023)**

**CERTIFICATE**

I, GRUSHA BHATIA, Roll No. 2002080070, attest to the validity of the Summer Internship Project titled

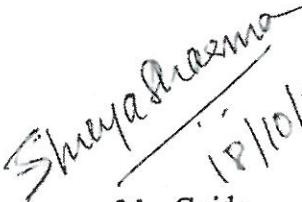
The conclusion of "A STUDY ON MARKETING STRATEGIES OF UAS INTERNATIONAL"

I worked on it at UAS International, and it was my own genuine labor. To the best of my knowledge and understanding, the subject matter covered by this internship project report has not been previously submitted for the granting of any degree or diploma.

  
Signature of the Student

Date: 18/10/2022

It is certified that the summer internship project report by Ms. GRUSHA BHATIA, Roll No. 2002080070, titled "A STUDY ON MARKETING STRATEGIES OF UAS INTERNATIONAL," was prepared with my help.

  
Signature of the Guide

Date:

**Ms. Shreya Sharma**  
(Assistant Professor)

K.R. Mangalam University,

Gurugram – 122103, Haryana

  
Registrar

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

## CERTIFICATE

Tannu Dahiya, Roll. No. 2002080063 certifies that the "Digital Marketing" internship project for the summer of strategies of Onurem technologies completed by me, is a genuine piece of work, I did and was submitted to "Onourem". The subject matter of this internship project previously submitted a report for the awarding of any degree or a credential based on what I believe and what I know.



The student's signature

Date 18.10.2022

It is certified that Miss Tannu Dahiya (2002080063) completed her summer internship project report named "Digital Marketing Strategies Of Onourem Technologies" under my supervision .



Signature of the Guide

Date: 18.10.2022

Name of the Guide : Dr.Richa Nangia

Designation : Associate Professor

K.R.Mangalam University,

Gurugram,122103, Haryana



Registrar

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

**Certificate**

I, Ms. KOMAL, Roll No. 2102570031 certify that the Summer Internship Project Report titled "PERFORMANCE APPRAISAL SYSTEM IN VARIOUS SECTORS" was completed by me at the MARUTI SUZUKI INDIA LIMITED Manesar car plant. To the best of my knowledge and belief, the subject matter embodied in this project work has not been submitted previously for the award of any degree or diploma.

Signature of the Student

Date:

Certified that the Summer Internship Project Report entitled "PERFORMANCE APPRAISAL SYSTEM IN VARIOUS SECTOR" done by Ms. KOMAL, Roll No. 2102570031 is completed under my guidance.

Signature of the Guide

Date:

Name of the Guide:

Designation:

K R Mangalam University,  
Gurugram- 122103

*Vinita*  
28 Dec 2022

Dr. Vinita Choudhary  
Assistant Professor

*Jm*

Registrar

K.R. Mangalam University  
Solina Road, Gurugram, (Haryana)

## CERTIFICATE

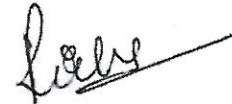
Tannu Dahiya, Roll. No. 2002080063 certifies that the “Digital Marketing” internship project for the summer of strategies of Onurem technologies completed by me, is a genuine piece of work, I did and was submitted to “Onourem”. The subject matter of this internship project previously submitted a report for the awarding of any degree or a credential based on what I believe and what I know.



The student's signature

Date 18.10.2022

It is certified that Miss Tannu Dahiya (2002080063) completed her summer internship project report named “Digital Marketing Strategies Of Onourem Technologies” under my supervision .



Signature of the Guide

Date: 18/10/2022

Name of the Guide : Dr.Richa Nangia

Designation : Associate Professor

K.R.Mangalam University,

Gurugram,122103, Haryana




Registrar

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

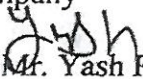


## CERTIFICATE

I, Mr. Yash Raj, Roll No.2002080058 certify that the Summer Training Project Report entitled "CUSTOMER BUYING BEHAVIOURS TOWARDS SALES COMPANY" is completed by me and it is an authentic work carried out by me at Shree Om Sai Enterprises (Name of the organisation or of the Institute). The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

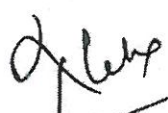
  
Signature of the Student  
Date: 10/10/20

Certified that the Summer Training Project Report entitled "Customer buying behaviour toward sales company"

Done by  Mr. Yash Raj

Roll No. 2002080058

Is completed under my guidance.

  
Signature of the Guide  
Date: 10/10/2022  
Name of the Guide: Dr. Neha  
Designation: Assistant Professor  
K R Mangalam University,  
Gurugram- 122103

  
Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

BBA (2020-2023)

Certificate

I, Mr. ANIKET, Roll No. 2002080054 certify that the Summer Training Project Report entitled "Accounting Practice in Tally ERP.9" is completed by me and it is an authentic work carried out by me at MHT & CO (Name of the organisation or of the Institute). The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student  
Date: 16 October, 2022

Certified that the Summer Training Project Report entitled

Mr. Aniket Roll No. 2002080054 done by Accounting Practice in Tally ERP.9 is completed under my guidance.

Signature of the Guide

Date: 16 october, 2022

Dr. Ruchika Yadav  
(Associate Professor)

K R Mangalam University,  
Gurugram- 122103



Registrar

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

177. Plg.

**BBA Batch (2020-2023)**

**CERTIFICATE**

I, GRUSHA BHATIA, Roll No. 2002080070, attest to the validity of the Summer Internship Project titled

The conclusion of "A STUDY ON MARKETING STRATEGIES OF UAS INTERNATIONAL"

I worked on it at UAS International, and it was my own genuine labor. To the best of my knowledge and understanding, the subject matter covered by this internship project report has not been previously submitted for the granting of any degree or diploma.

*Grusha Bhatia*

Signature of the Student

Date: 18/10/2022

It is certified that the summer internship project report by Ms. GRUSHA BHATIA, Roll No. 2002080070, titled "A STUDY ON MARKETING STRATEGIES OF UAS INTERNATIONAL," was prepared with my help.

*Shreya Sharma*  
18/10/22

Signature of the Guide

Date:

**Ms. Shreya Sharma**  
(Assistant Professor)

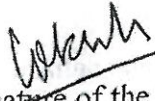
K.R. Mangalam University,

Gurugram – 122103, Haryana

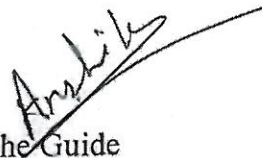
*Jm*  
Registrar  
K.R. Mangalam University  
Guhina Road, Gurugram, (Haryana)


## CERTIFICATE

I, Mr. Lokesh Sharma Roll No. 1902080067 certify that the Project Report entitled "A study on Customer Satisfaction towards Maruti Suzuki product in Gurugram City" is completed by me and it is an authentic work carried out by me at Maruti Suzuki India Limited. The matter embodied in this summer Internship project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

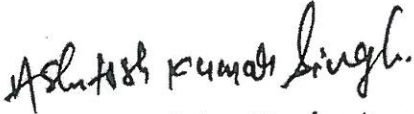
  
Signature of the Student  
Date: 10/5/22

Certified that the Project Report entitled "A Study on Customer Satisfaction towards Maruti Suzuki product in Gurugram City" done by Mr. Lokesh Sharma, Roll No. 1902080067 is completed under my guidance.

  
Signature of the Guide  
Date:  
Name of the Guide: Dr. Anshika Prakash  
Designation: Associate Professor  
KR Mangalam University, Gurugram


  
Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

I ASHUTOSH KUMAR SINGH Roll No.2002080053 certify that the Summer Training Report entitled " A STUDY OF END TO END PROCESS INVOLVED IN B2C SALES AT SHINE PROJECT LTD" is completed by me and it is an authentic work carried out by me at SHINE PROJECTS. The matter embodied in this Project Report has not been submitted for the award of any degree or diploma to the best of my knowledge and belief.

  
Signature of the Student

Date - 18/10/2022

Certified that the Summer Training Project entitled " A STUDY OF END TO END PROCESS INVOLVED IN B2C SALES AT SHINE PROJECT LTD" done by ASHUTOSH KUMAR SINGH Roll No. 2002080053 is completed under my guidance.

  
Signature of the Guide

Date - 18/10/2022

Name of the Guide Dr Anshika Prakash

Destination: Associate Professor

K.R.Mangalam University

Gurugram -122103



Registrar

K.R. Mangalam University

Sector Road, Gurugram, (Haryana)

Summer Training

Project Report On

"A study on process of

supply chain

management in Flipkart"

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



K.R. MANGALAM UNIVERSITY

Bachelor of Business Administration

(BBA)

To

K.R. Mangalam University, Kurukshetra

Guide:

Dr. Poojika Yadav

Associate Professor

Submitted by:

Aanchal Upadhyay

Roll No. 1802030003

Registrar

K.R. Mangalam University  
Sohna Road, Kurukshetra, (Haryana)

Registrar  
K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)



Director, Varsity  
Director, Admissions

Director, HR & L & E  
Kajee Sharma

Director, L & O, Exam  
Sachdev Nishu

for successful completion of the 45 days Launchpad Internship Program at  
Flipkart's Supply Chain Facility during *July - September* 2020

This certificate is awarded to  
*\_\_\_\_\_*

**CERTIFICATE**  
of Internship Completion  
LAUNCHPAD

Flipkart

Certificate

I, Mr/Ms. Annehal Jadhav, Roll No. 1802030003 certify that the Summer Training Project Report entitled "A study on process of supply chain management in Flipkart" is completed by me and it is an authentic work carried out by me at Flipkart. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Date: 20/03/2021

Certified that the Summer Training Project Report entitled "A study on process of supply chain management in Flipkart" done by Mr/Ms. Annehal Jadhav, Roll No. 1802030003 is completed under my guidance.

Signature of the Guide

Date: 20-3-21

Name of the Guide:

Designation:

K.R. Mangalam University,

Gurgaon - 122103

Registrar

K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)





Submitted by: Koshagr Krishna Sharma  
Roll No. 1802030081

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

Guide:  
Mr. Neha Goel  
Assistant Professor

K.R. Mangalam University, Gurugram  
To  
Bachelor of Business Administration (BBA)

K.R. MANGALAM UNIVERSITY



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

*AT SHINE PROJECTS*

Summer Training Project Report  
On  
"An Effectual Study On Emerging Trends In E-Learning"

K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)

Registrar

*[Signature]*

www.shineprojects.in



Sri Harsha  
Joint MD, Shine Projects  
Mobile: +91 9977791663  
Email: sriharshad@shineprojects.in

*[Signature]*

This is to certify that you have successfully completed your marketing internship with www.shineprojects.in

During this course you have attained:

1. Hands on experience on cold calling and prospecting.
2. Learnt end to end process involved in B2C sales.

You have completed your learning exercises and have implemented them successfully in your internship when interacting with the clients.

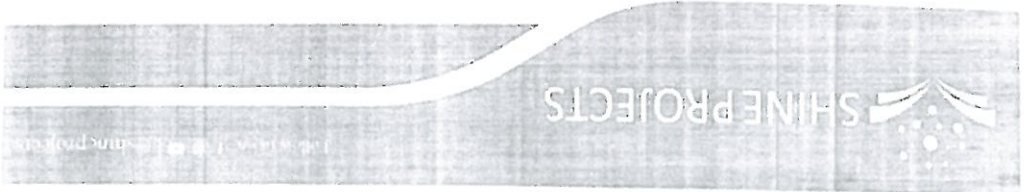
Your conduct has been very good and we wish you all the best for your future endeavors.

Duration: 25/08/2020-25/09/2020  
Dear *Kushagra Krishna Sharma*

Internship Completion Certificate

Date: 25/09/2020

Ref: 02102573



Certificate

I, Mr. Kushnager Krishna Sharma, Roll No. 1802080061 certify that the Summer Training Project Report entitled "An Empirical Study On Emerging Trends In E-Learning" is completed by me and it is an authentic work carried out by me at "Shine Projects". The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student  
Date: 24/03/2021

Certified that the Summer Training Project Report entitled "An Empirical Study On Emerging Trends In E-Learning" done by Mr. Kushnager Krishna Sharma, Roll No. 1802080081 is completed under my guidance.

Signature of the Guide  
Date: 24/03/2021  
Name of the Guide: Ms. Neha Goyal  
Designation: Assistant Professor  
K.R. Mangalam University,  
Gurgaon - 122001

Registrar  
K.R. Mangalam University  
Gohna Road, Gurugram, (Haryana)



K.R. Mangalam University  
Sahana Road, Gurugram, (Haryana)

Registrar  
*[Signature]*

Submitted by:  
Anuj Kaur  
Roll No:  
1802080014

Guide  
Dr. Ruchika Yadav  
Designation:  
Associate Professor

Bachelor of Business Administration (BBA)  
To  
K.R. Mangalam University, Gurugram



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

(Ambience Mall, Vasant Kunj, New Delhi)

A STUDY OF BRANDING AND MARKETING IN A MALL  
MANAGEMENT TO ATTRACT AND RETAIN CUSTOMERS  
W.R.T. AMBIENCE MALL, VASANT KUNJ

K.R. Mangalam University  
Registrar  
Sohna Road, Gurugram, (Haryana),



Regd Office: L-4 GREEN PARK EXTENSION, NEW DELHI - 110016, INDIA  
T: 2619 6284 2619 1304 2619 1403 2619 5042 2619 4021 FAX: 2619 4757  
E-mail: [ambience@ambiencegroup.in](mailto:ambience@ambiencegroup.in) Website: [www.ambiencegroup.in](http://www.ambiencegroup.in)

Deputy General Manager - Admin & Operations  
Ambience Mall, Vasant Kunj  
Lt. Col Sanjay K. Dhar



For Ambience Facilities Management Pvt Ltd

With best regards

This is to certify that Mr. Anuj Kaul, a student of BBA Programme in the Training Programme at our Ambience Mall, Vasant Kunj, New Delhi property, He commenced with the internship programme on 20 Jul 2020 and completed the same on 15 Aug 2020. He was punctual and sincerely followed the training schedule, and performed the assigned task with great enthusiasm, dedication and a total commitment. We wish him all the best for a bright future and success in all his future endeavours.

TO WHOMSOEVER IT MAY CONCERN

15 Aug 2020

Ambience Facilities Management Private Limited  
Ambience Mall, Vasant Kunj, New Delhi

INTERNSHIP CERTIFICATE

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

Signature of the Guide  
Date: 09-01-21  
Name of the Guide: Dr. Kushtika Yadav  
Designation: Associate Professor  
K.R. Mangalam University  
Gurugram-122103

Certified that the Summer Training Project Report entitled "A STUDY OF BRANDING AND MARKETING IN A MALT MANAGEMENT TO ATTRACT AND RETAIN CUSTOMERS W.R.T. AMBIENCE MALT VASANT KUNJ" done by Mr. Anuj Kaul, Roll No. 1802080014 is completed under my guidance.

Signature of the Student  
Date: 09-01-21

I, Mr. Anuj Kaul, Roll No. 1802080014 certify that the Summer Training Project Report entitled "A STUDY OF BRANDING AND MARKETING IN A MALT MANAGEMENT TO ATTRACT AND RETAIN CUSTOMERS W.R.T. AMBIENCE MALT VASANT KUNJ" is completed by me and it is an authentic work carried out by me at Ambience Pvt. Ltd. The manner embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Certificate

Sonia Road Gurugram, (Haryana)  
K.R. Mangalam University  
Registrar

*[Handwritten Signature]*

Submitted by:  
Anmol Sunny Thomas  
Roll No. 1802080013

Guide:  
Dr. Rachika Yadav  
Associate Professor

K.R. Mangalam University, Gurugram

To

Bachelor of Business Administration (BBA)

K.R. MANGALAM UNIVERSITY



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

“A STUDY OF ONLINE  
EDUCATION AND ITS ROLE IN  
CORPORATE LEARNING WITH  
RESPECT TO SHINE PROJECT”

On

Summer Training Project Report

K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)

Registrar

*[Handwritten Signature]*

www.shineprojects.in



Head, Internship Programs  
Mobile: +91 9872828285

Joint MD, Shine Projects

Sri Harsha

*[Handwritten Signature]*

This is to certify that you have successfully completed your marketing internship with www.shineprojects.in

During this course you have attained:

1. Hands on experience on cold calling and prospecting.
2. Learnt end to end process involved in B2C sales.

You have completed your learning exercises and have implemented them successfully in your internship when interacting with the clients.

Your conduct has been very good and we wish you all the best for your future endeavors.

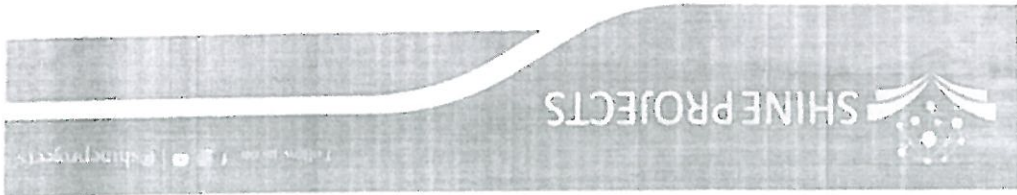
Dear *Anmol Sunny Thomas*

Duration: 22/08/2020-22/09/2020

Internship Completion Certificate

Ref: 25688546

Date: 22/09/2020





Certificate

I, MS. Anmol Sunny Thomas Roll No. 1802080013 certify that the Summer Training Project Report entitled "ONLINE EDUCATION AND ITS ROLE IN CORPORATE LEARNING" is completed by me and it is an authentic work carried out by me at "Shine Projects". The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student  
Date: 20.03.21

Certified that the Summer Training Project Report entitled "ONLINE EDUCATION AND ITS ROLE IN CORPORATE LEARNING" done by MS. Anmol Sunny Thomas Roll No. 1802080013 is completed under my guidance.

Signature of the Guide  
20.3.21

Signature of the Guide  
Date: 20.03.21  
Name of the Guide:  
Designation:  
K R Mangalam University,  
Gurgaon-122103

Registrar  
K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)

**“A STUDY ON EFFECTIVE RECRUITMENT AND  
SELECTION PROCESS OF COMPANY”**

*(Industrial General Agency)*

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



**K.R. MANGALAM UNIVERSITY  
THE COMPLETE WORLD OF EDUCATION**

**Bachelor of Business Administration (BBA)**

To

**K. R. Mangalam University, Gurugram**

**GUIDE:**

**Dr. Richa Nangia**

Associate Professor

School of Management and Commerce

**SUBMITTED BY:**

**Priyanshi Singla**

Roll No. 1902080041

**Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)**

GURUGRAM 122001, HARYANA

**INDUSTRIAL GENERAL AGENCY**



**COMPLETION CERTIFICATE**

To whomsoever it may Concern

Date: 21-08-2021

This is to certify that Mr. / Ms. PRIYANSHI SINGLA has successfully completed the Internship in the domain of Business Development and interned as the Business Development Trainee from 1-06-2021 to 31-07-2021. During the Internship Period the candidate was responsible for reporting to our Business HR Trainee.

The internship on evaluation fulfills all the stated criteria and student's findings for her original work.

I hereby certify her work satisfactory to the best of my knowledge.

Her character, punctuality, behavior, and nature are found to be good. We wish for his success and future endeavors.

With best Regards,

For Industrial General Agency,  
  
Authorized Signatory

1266/1, OPF, FIRE STATION, NEW RAILWAY ROAD DAYANAND COLONY, GURGAON, HARYANA (122006)  
(Email: [ig@981350@industrialgeneralagency.com](mailto:ig@981350@industrialgeneralagency.com))


**Schneider** ELECTRIC  
**RR** WIRES & CABLES  
**HAVELLS**  
**OMRON** INDUSTRIAL AUTOMATION

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)




**BBA Batch (2019-2022)**  
**CERTIFICATE**

I Ms. Priyanshi Singla, Roll no. 1902080041 certify that the summer internship project entitled "A STUDY ON EFFECTIVE RECRUITMENT AND SELECTION PROCESS OF COMPANY" is completed by me and it is an authentic work carried out by me at INDUSTRIAL GENERAL AGENCY. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the student  


Date:

Certified that the summer internship report entitled "A STUDY ON EFFECTIVE RECRUITMENT AND SELECTION PROCESS OF COMPANY" is done by Ms. Priyanshi Singla, Roll No: 1902080041 is completed under my guidance

Signature of the Guide  


Dr. Richa Nangia

Associate Professor, SOMC

K.R. MANGALAM UNIVERSITY

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

Date:

SUMMER INTERNSHIP REPORT

ON

“To Study Marketing Research & Sales Generation in Ballad Media”

Submitted To

K.R. Mangalam University

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



K.R. MANGALAM UNIVERSITY  
THE COMPLETE WORLD OF EDUCATION

Bachelor of Business Administration

Session 2019-2022

Submitted By:

Shubham Khari

BBA

1902080080

Registrar

K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)

(Assistant Professor)

Dr. Shivani Kampani

Under the Guidance of:

K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)

Registrar





Certificate of Internship

This is presented to

**SHUBHAM KHARI**

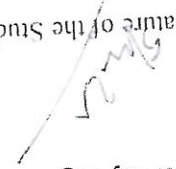
for completing the 6 week internship  
from 10 August to 30 September of 2021 at Ballad Media.

 <hr style="width: 80%; margin: 0 auto;"/> <p>MR. ASHANT VASHIST Director</p>	 <hr style="width: 80%; margin: 0 auto;"/> <p>MR. ZAFAR Team Leader</p>
---	---

CERTIFICATE

I, SHUBHAM KHARJ, Roll No. 1902080080 certify that the Summer Internship Project entitled "To Study Marketing Research and Sales Generation in Ballad Media" is completed by me and it is an authentic work carried out by me at Ballad Media. The matter embodied in this Internship Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and brief.

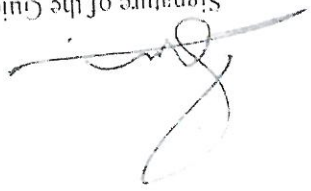
Signature of the Student



Date:

Certified that the Summer Internship Project Report entitled "To Study Marketing Research and Sales Generation in Ballad Media" at done by Mr. SHUBHAM KHARJ, Roll No. 1902080080 is completed under my guidance.

Signature of the Guide



Date:

Dr. Shivani Kampani  
Assistant Professor, SOMC

K.R. Mangalam University,  
Gurgaon - 122103, Haryana



Registrar  
K.R. Mangalam University  
(Sohna Road, Gurgaon, Haryana)

**“EMPLOYEES ATTITUDE TOWARDS  
TRAINING PROGRAMMES”**

With Special Reference To

India Yamaha Motors Pvt. Ltd.

Submitted in partial fulfillment of the requirements

for the award of the degree of



**Bachelor of Business Administration (B.B.A.)**

To

K.R. Mangalam University, Gurugram

Guide:

**Dr. Kshama Sharma**

Assistant Professor

Submitted By

**Inshu Kumar**

Roll No. 1902080016

Reg. No. REG004206

B.B.A. 5th Semester

(Batch 2019-2022)

*[Signature]*

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)



Date: 30<sup>th</sup> December 2021

To Whom May Concern

This is to certify that Mr. Isha Kumar S/o Mr. Naresh Kumar Pursuing in B.B.A. From KR Mangalam University, Gurugram (Haryana) has undergone summer internship in our organization from 01<sup>st</sup> July 2021 to 30<sup>th</sup> September 2021.

By performance we found the student to be a Very good learner who has shown initiative and comprehension to group the departmental activities.

The student is blessed with a cheerful disposition and good interaction skills.

We wish the student all the best in his future pursuits.



V.P. Rana

Section Head-IBS

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)  
Registrar

CERTIFICATE

I, Mr. Inshu Kumar Roll No. 1902080016 certify that the summer internship project report entitled "Employees Attitude towards Training Programmes" is completed by me and it is an authentic work carried out by me at India Yamaha Motors Pvt. Ltd. The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student  
Date: 28/10/2022

10/5/2022

Certified that the summer internship project report entitled Employees Attitude Towards Training Programmes done by Mr. Inshu Kumar, Roll No. 1902080016 is completed under my guidance.

Signature of the Guide  
Date: 30/10/2022

Name of the Guide: Dr. Kshama Sharma  
Designation: Assistant Professor  
K R Mangalam University, Gurugram

Countersigned

Director/Project Coordinator

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

SUMMER INTERNSHIP REPORT

ON

“TO STUDY OF JOB SATISFACTION LEVEL TO THE EMPLOYEE

Submitted To

K.R Mangalam University

Submitted in partial fulfillment of the requirements

For the award of the degree of



**K.R. MANGALAM UNIVERSITY**

Bachelor of Business Administration  
Session 2019-2022

Under the Guidance of  
Dr. Shivani Kampani  
Assistant Professor]  
School of Management  
and Commerce]

Submitted by  
Amandeep tiwari  
1902080083  
BBA 5<sup>th</sup> Semester

Registrar  
K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)

**COMPLETION CERTIFICATE**

Date: 19 Aug. 2021

This is to certify that Mr. Amandeep Tiwari has successfully completed his Summer Internship with project title "TO STUDY SALES STRATEGIES" under the guidance of Mr. Harsh Chaudhary.

The duration of the project was from 15 May, 2021 to 30 Jun, 2021

The internship on evaluation fulfills all the stated criteria and student's findings are his original work.

I hereby certify his work satisfactory to the best of my knowledge with an aggregate grade: A+.

Location for internship: New Delhi/Work from Home

We wish him all the best for future endeavours.

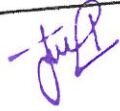
Warm Regards



(Authorized Signatory)

Head HR

Inspire Consultants Pvt. Ltd.



Registrar

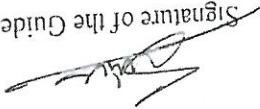
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

Ms. Amandeep tiwari, roll no. 1902080083 certify that the summer internship project entitled "To study of job satisfaction level to the employee" is completed by me and it is an authentic work carried out by me at INSPIRE CONSULTANCY.

Amandeep  
Signature of the student:  
Date: 05/01/2022

Certified that the summer internship report entitled "To study SalesStrategies of Insplore Consultancy in Delhi" is done by Ms. Amandeep tiwari, Roll No: 1902080083 iss completed under my guidance.

  
Signature of the Guide:  
Date: 05/01/22  
Name of the Guide:  
Dr. shivani kampani  
Assistant professor

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

SUMMER INTERNSHIP REPORT

ON

“TO STUDY PRODUCT DESIGNING STRATEGIES OF ALPHA TECHNOLOGIES”

All India Management Association (AIMA)

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



Bachelor of Business Administration (BBA)

Session 2019-2022

To

K. R. Mangalam University, Gurugram

Under the Guidance of:  
Dr. Richa Arora  
(Assistant Professor)

Submitted By:  
Yogita Sethi  
BBA  
Roll No: 1902080026

*[Handwritten Signature]*

K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)

Registrar

1

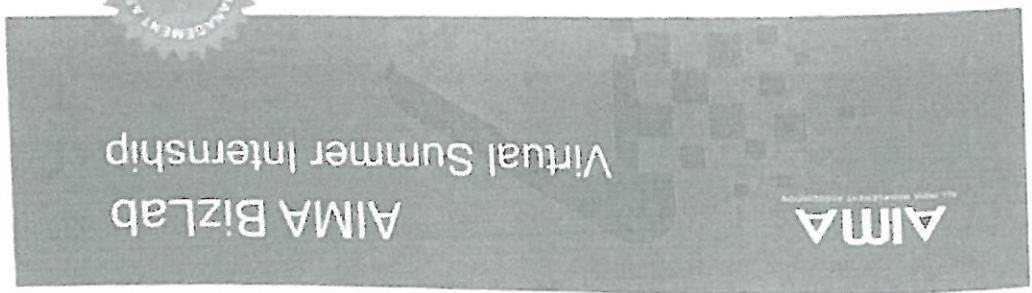


Director, AIMA  
*Signature*



Dr. Jyoti Chhabra  
*Signature*

*Jyoti Chhabra*  
K R Mangalam University



BBA BATCH (2019-2022)  
CERTIFICATE

I, Ms. YOGITA SETHI, Roll No. 1902080026 certify that the Summer Internship Project entitled "To study Product designing strategies Of Alpha Technologies-Aima Biz Lab" is completed by me and it is an authentic work carried out by me at All India Management Association. The matter embodied in this Internship Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Date: 5/5/2022

Certified that the Summer Internship Project Report entitled

"TO STUDY PRODUCT DESIGNING STRATEGIES OF ALPHA TECHNOLOGIES - AIMA BIZ LAB" done by Ms. YOGITA SETHI, Roll No. 1902080026 is completed under my guidance.

Signature of the Guide

Dr. Richa Arora

Assistant Professor, SOMC

K.R. Mangalam University,

(Gurgaon-122103, Haryana)

Countersigned  
Director/Project Coordinator



Registrar

K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)



**Understating of Human Resources Management Process in Fena P  
Limited"**

*(FENA P LIMITED)*

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

*the degree of*



**K.R. MANGALAM UNIVERSITY  
THE COMPLETE WORLD OF EDUCATION**

Bachelor of Business Administration (BBA)  
To  
K.R. Mangalam University, Gurugram

Submitted by:  
Yash garg  
Roll No. 1802080093

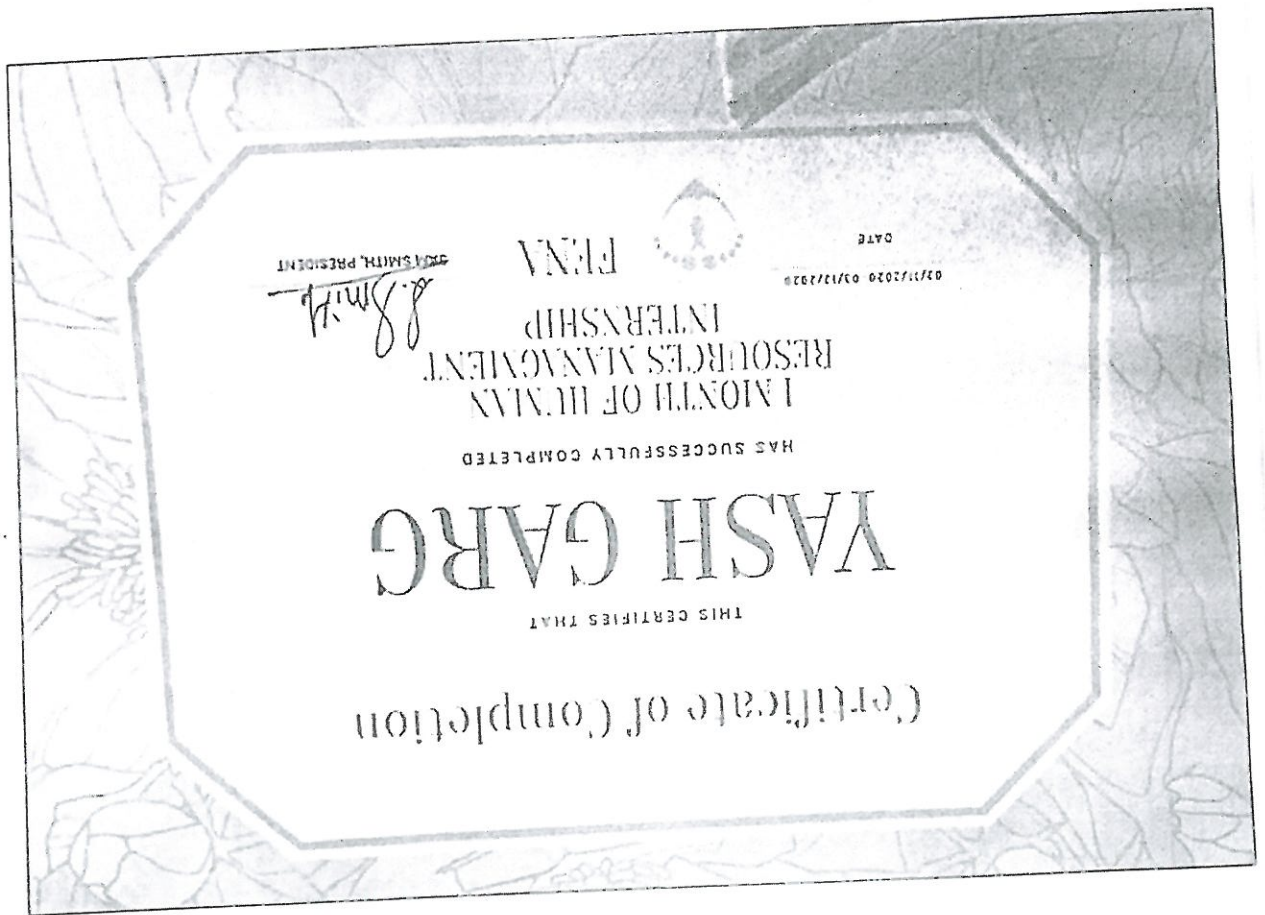
*[Handwritten Signature]*

Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

Guide  
Mrs. Neha goel  
Associate Professor  
SOMC

K.R. Mangalam University  
Sohna Road, Gurgaon, (Haryana)

Registrar



Certificate

Certificate

I, Mr./Ms. Yash garg, Roll No. 1802080093, certify that the Summer Training Project Report entitled "To study and analyze the effects of digital marketing on brand awareness with respect to Fena p limited is completed by me and it is an authentic work carried out by me at Fena p limited. The matter embodied in this Project Report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student Yash garg



Date: 12/01/2021

Certified that the Summer Training Project Report entitled

"UNDERSTANDING OF HUMAN RESOURCES MANAGEMENT IN FENA P LIMITED" by

Mr./Ms. YASH GARG, Roll No. 1802080093 is completed under my guidance.

Signature of the Guide Date:



Name of the Guide: Designation:

K R Mangalam University, Gurugram- 122103



Registrar

K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)