

# SUMMER INTERNSHIP REPORT

ON

## “EFFECT OF SALES DRIVEN STRATEGIES ON REVENUE STREAM OF ALPHA TECHNOLOGIES”

*Submitted in partial fulfillment of the requirement*

*for the award of the degree of*



Master Of Commerce

To

K.R MANGALAM UNIVERSITY, GURUGRAM

Session 2020-2021

Under the Guidance of:  
**Dr.Neha**  
Assistant Professor

Submitted By:  
**Suman Chakraborty**  
M.com  
2002580005



Registrar  
K.R. Mangalam University  
Sector 14, Gurugram, (Haryana)

CERTIFICATE

**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

**AIMA BizLab**

**Virtual Summer Internship**



*Suman Chakraborty*

**K R Mangalam University**

has successfully completed AIMA BizLab Simulation Game for Summer Internship

A handwritten signature in black ink, appearing to read "Navraj Kapoor".

Navraj Kapoor  
Director, AIMA



A handwritten signature in black ink, appearing to read "Ravi Jaugra".

Ravi Jaugra  
Deputy Director - CUD


[www.AIMABizLab.com](http://www.AIMABizLab.com)

A handwritten signature in blue ink, appearing to read "Jm".

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

## CERTIFICATE

I, Suman Chakraborty, Roll No. 2002580005 certify that the Summer Internship Project entitled "Effect Of Sales Driven Strategies On Revenue Stream Of Alpha Technologies" 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 to the best of my knowledge and belief.

  
Signature of the Student

Date: 5 Jan, 2021


Certified that the Summer Internship Project Report entitled "Effect Of Sales Driven Strategies On Revenue Stream Of Alpha Technologies" at done by Ms. Suman Chakraborty, Roll No. 2002580005 is completed under my guidance.

Signature of the Guide

Date:

Dr. Neha

Assistant Professor SOMC

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

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

Countersigned  
Director/Project Coordinator

A  
PROJECT REPORT  
ON  
CUSTOMER SATISFACTION

INDIABULLS HOUSING FINANCE LTD

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



Master of Commerce

To

K.R. Mangalam University, Gurugram

Guide:

Guide Name: Prof. AMIT KUMAR

Submitted by:

Student Name: EKTA YADAV

Roll. No. : 1802580008

K. R. Mangalam University  
Sohna Road  
Gurugram

# Indiabulls HOUSING FINANCE

Date: 21<sup>st</sup> Nov 19

## To Whomsoever It May Concern

This is to confirm that Ekta Yadav a student of K.R Mangalam University, Gurgaon has successfully completed "Internship Training" at Indiabulls Housing Finance Limited under the aegis of Anurag Bhuwan, Credit Manager/Credit.

During her tenure starting from 1<sup>st</sup> June 2019 to 31<sup>st</sup> July 2019 he was based out of Gurugram (sector 14),


During her tenure with Indiabulls Housing Finance Ltd we found his sincere and hard working.

We wish his success in all his future endeavors.

For Indiabulls Housing Finance Limited

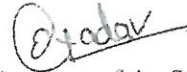


Authorized Signatory

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

## Certificate

I, Mr./Ms. Ekta Yadav, Roll No. 1802580008 certify that the Project Report/Dissertation entitled "CUSTOMER SATISFACTION" is completed by me and it is an authentic work carried out by me at \_\_\_\_\_ (K.R. Mangalam University). 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: 04/12/19

Certified that the Project Report/Dissertation entitled "CUSTOMER SATISFACTION" is done by Mr./Ms. Ekta Yadav, Roll No. 1802580008 under my guidance.

Signature of the Guide




Date: 04/12/19

Name of the Guide: AMIT KUMAR

Designation: Assistant Professor

K. R. Mangalam University

*Sohna Road, Gurugram*

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

**A PROJECT REPORT  
ON  
CUSTOMER'S PERSPECTIVE REGARDING  
DIGITAL BANKING SERVICES AT**

**HDFC Bank**

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



**Master of Commerce**

To

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

**Guide:**

**Guide Name:**

**Ms. Anita Sharma**

**Submitted By:**

**Student Name: Rupali Yadav**

**Roll No: 1802580004**

**Registrar**

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

November 13, 2019

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms Rupali Yadav** has completed her Project Training with us in **Retail Branch Banking at Gurgaon** from **June 12, 2019 to August 11, 2019**.

She has completed a project on **"Digitalization"**

We wish her all the best for the future.

Yours truly,  
For **HDFC BANK LIMITED**.



**Prateek Pawar**  
Assistant Vice President- Human Resources



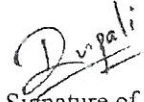
**Registrar**  
**K.P. Mangalam University**  
**Sohna Road, Gurugram, (Haryana)**

**www.hdfcbank.com**



## Certificate

I, Mr./Ms. RUPALI YADAV, Roll No. 1802580004 certify that the Project Report/Dissertation entitled "Customer's perspective regarding digital banking services" is completed by me and it is an authentic work carried out by me at K. R. Mangalam University. 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: 6/12/19

Certified that the Project Report/Dissertation entitled "Customer's perspective regarding digital banking services" is done by Mr./Ms. RUPALI YADAV, Roll No. 1802580004 under my guidance.



Signature of the Guide

Date: 6/12/19

Name of the Guide: MS. ANITA SHARMA

Designation: ASSISTANT PROFESSOR

K. R. Mangalam University

Sohna Road, Gurugram



Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

**CUSTOMER RELATIONSHIP MANAGEMENT**  
**(ARGON AIR GASES PVT. LTD.)**

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




**K.R. MANGALAM UNIVERSITY**

**Master of Commerce (M-COM)**

To

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

Guide:   
Dr. RASHMI JAIN  
24/11/2018

Submitted by:  
Meenu Mendiratta  
Roll No: 1702500101

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

DN: MAAPGA6940F12K  
LF: 4003HR2017PYCG0483

Ph: +91 98100 11111  
Mob: +91 98100 11111

# Argon Air Gases Pvt. Ltd.

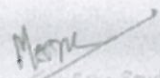
Manufacturer of High Purity Oxygen, CO<sub>2</sub>, Argon, Nitrogen Gases

No.

Date

## Certificate

I, Meenu Mendiratta, Roll No. 1702580001 certify that the Summer Internship Project Report entitled "Customer Relationship Management" is completed by me and it is an authentic work carried out by me at Argon Air Gases 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: 27<sup>th</sup> July, 2018

Certified that the Summer Internship Project Report entitled

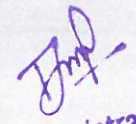
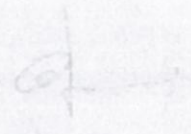
"Customer Relationship Management" done by Meenu Mendiratta, Roll No. 1702580001 is completed under my guidance.



Signature of the Guide  
Date: 27<sup>th</sup> July, 2018  
Name of the Guide: Ashwani Sachdeva  
Designation: Director

Countersigned

Director/Project Coordinator



Registrar  
K.R. Mangalam University  
Gurgaon, Gurugram, (Haryana)

A  
PROJECT REPORT  
ON  
GENERAL BANKING AND CRM

The Gurgaon Central Co-operative Bank LTD, Jharsa  
Submitted in partial fulfillment of the requirements  
For the award of the degree of



Master of commerce

To

K.R. Mangalam University, Gurugram

GUIDE:   
DR. RASHMI JAIN

SUBMITTED BY:  
NISHA YADAV  
ROLL NO. 1802580002



Registrar

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

Branches :		Phone	Phone
Gurgaon	2330586	Dundahera	2340303
Ferozpur Jhirka	951268-277226	Pinargwan	951268-273243
Nuh	951267-271206	Wazirabad	2384127
Sohna	2362254	Indn	.....
Punahana	951268-272237	Jharsa	2300388
Farrukh Nagar	2375-235	Basai	2222545
Nagina	951266-272239	Socholi	.....
Rathwas	.....	Mandi Khara	951268-205785
Jamalpur	2280092	Jamalgarh	.....
Nawada Fpur	2290257	Rawali	.....
Bilaspur	2017079	S.P. Majra	2018203
Ujina	.....	Pataudi	2012013
Tigan	.....	Kenawali	951267-278022
Singer (M)	.....	Ghasana	951267-276501
Bawan	.....	Malab	.....
Taoru	.....	Sikraw	.....
Hally Mandi Pataudi	951267-269485	Eranu	.....
Badshapur	2671107	Kameda	.....
Mansar	2301327	Khuli Nuh	.....
	2338771		.....

Gram : CENCO BANK

M.D.-2323078  
 Manager-2320788  
 2300871  
 2331350

**The Gurgaon Central Co-op.  
 Bank Ltd;**  
**(H.O.:Gurgaon)**

Ref.No.....

Dated.....

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Nisha Yadav, Roll No-1802580002, student of M.com of K.R. Mangalam University, has successfully completed summer internship on customer relationship management and general banking from June 3,2019 to July 31,2019

During the period of her internship program with us she was punctual and hardworking

We wish her all the best in her future endeavours.

Regards,



Hari Prasad

(Branch Manager) 8376801212

*Jmt*

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

## Certificate

I, Mr./Ms. Nisha Yadav, Roll No. 12025100003 certify that the Project Report Dissertation entitled "General Banking and CRM" is completed by me and it is an authentic work carried out by me at K. R. Mangalam University. 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.

Nisha  
Signature of the Student

Date: 06/12/19

Certified that the Project Report Dissertation entitled "General Banking and CRM" is done by Mr./Ms. Nisha Yadav, Roll No. 12025100003 under my guidance.

[Signature]  
Signature of the Guide

Date 06.12.19  
Dr. Rashmi Jain  
Name of the Guide

Designation  
Asst. Prof. S.M.C.  
K. R. Mangalam University

Sohna Road, Gurugram

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

A  
PROJECT REPORT  
ON  
GENERAL BANKING AND CUSTOMERS SATISFACTION

The Gurgaon Central Co-operative Bank LTD. Jharsa  
Submitted in partial fulfillment of the requirements  
for the award of the degree of



Master of Commerce

To

K.R. Mangalam University, Gurugram

Guide:

Prof. Gurbir Singh Khera

Submitted By : Deepika Verma

Roll.No : 1802580007

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

Branches :		Phone	Phone
.....	2330596	Dundahera	2340303
.....	951268-277223	Pinangwan	951268-279243
.....	951267-271206	Wazirabad	2384127
.....	2352254	Indn	.....
.....	951268-272237	Jharsa	2380308
.....	2375-235	Basal	2222545
.....	951268-272330	Se:hoi	.....
.....	.....	Mandi Khara	951268-205785
.....	2280092	Jamalgath	.....
.....	2290257	Rawali	.....
.....	2017079	S.P. Majra	2018202
.....	.....	Petaudi	2012010
.....	.....	Kanswat	951267-278022
.....	.....	Ghasana	951267-278501
.....	.....	Mslab	.....
.....	951267-289485	Sikrav	.....
.....	2671107	Bisru	.....
.....	2361327	Kaneda	.....
.....	2338771	Khali Nuh	.....

Gram : CENCO BANK M.D.-232078  
 Manager-2320785  
 2300374  
 2331350

**The Gurgaon Central Co-op.  
 Bank Ltd;**  
**(H.O.:Gurgaon)**

Ref No.....  
 Dated.....

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Deepika Yadav, Roll No-1302580007, student of M com of K.R. Mangalam University, has successfully completed summer internship on customer satisfaction and general banking from June 3,2019 to July 31,2019  
 During the period of her internship program with us she was punctual and hardworking  
 We wish her all the best in her future endeavours.

Regards,



Hari Prasad

(Branch Manager) 9316801212

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



**CERTIFICATE**

I, Ms. Deepika Yadav, Roll No.1802580007 certify that the Project Report/Dissertation entitled "General Banking and Customer Satisfaction" is completed by me and it is an authentic work carried out by me at \_\_\_\_\_ (K. R. Mangalam University). 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.

*Deepika Yadav*  
Signature of the Student

Date: 5/Dec/19

Certified that the Project Report/Dissertation entitled "General Banking and Customer Satisfaction" is done by Ms. Deepika Yadav, Roll No. 1802580007 under my guidance.

*[Signature]*  
Signature of the Guide

Date:

Name of the Guide:

*[Signature]*  
Designation: ASSISTANT PROFESSOR

K. R. Mangalam University

Sohna Road, Gurugram

*[Signature]*

Registrar

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

SUMMER INTERNSHIP REPORT ON  
"TO STUDY MARKETING & OPERATIONAL  
STRATEGIES  
OF ALPHA TECHNOLOGIES"

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



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

Master of Commerce (M.Com)  
Session- 2020-2022

To

K.R. Mangalam University

Guide  
Dr. Neha  
Assistant Professor

Submitted by:-  
Komansha  
M.Com 3<sup>rd</sup> Sem  
2002580006

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

CERTIFICATE

**AIMA**

**AIMA BizLab**  
Virtual Summer Internship



*Kemansha*

**K.R. Mangalam University**

Has successfully completed AIMA BizLab Summer Internship

*Deepti*  
Nivedita Kapoor  
Director, AIMA

**AIMA**  
**BizLab**

*Ravi Jangra*  
Ravi Jangra  
Deputy Director - CMO

*Jmf*

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

CERTIFICATE

I, Komansha, Roll No. 2002580005 certify that the Summer Internship Project entitled "To study Marketing and Operational Strategies of Alpha Technologies" 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 to the best of my knowledge and belief.

  
Signature of the Student

Date: 10-1-2022

Certified that the Summer Internship Project Report entitled "To study Marketing and Operational Strategies of Alpha Technologies" done by KOMANSHA, Roll No. 2002580006 is completed under my guidance.

Signature of the Guide

Date:   
10/1/2022

Dr. Neha

Assistant Professor, SOMC

K.R. Mangalam University,

Gurugram-122103



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

PROJECT DISSERTATION REPORT ON  
"ONLINE SALES OF INSURANCE POLICY"

Special Reference to

Paisabazaar.Com

Submitted To

K.R. MANGALAM UNIVERSITY,  
GURGAON(HARYANA)

(Submitted in partial fulfillment of requirement for the award of the degree  
of Master of Commerce)  
Session 2019-2021

Under the Guidance of:  
Dr. G S Khera

Submitted By:  
Kanika Verma  
Roll No. 1902580001  
M.Com 4<sup>th</sup> Semester



K.R. Mangalam University Sohna Road,  
Gurugram (Haryana)  
(122001)

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

palsabazaar@

E Code: E V01293

12<sup>th</sup> January 2021

Kanika Verma

TONYIOM SO EVER FI MY CONCERN

SUB: TrafntDg Certificate

Dear Itanika,

We refer to your letter whereby you have submitted your designation from the service of the company.

This is to certify that you have worked with the organization from November 02, 2020 to December 31, 2020 the last designation held was associate sales consultant.

We thank you for your contribution during your stay with the organization and wish you all the best in your future endeavors.

Regards,

For Paisa bazaar Marketing And consulting Private Limited.

  
Mr. Ajith Kumar

Senior Manager-Human Resources

Paisabazaar Marketing and consulting Private Limited

Registered & Co-locate: By M.F. No. 138P Sector 44 Gurgaon (HR) 122001 Haryana

Telephone No: 0124W 232001 Email: paisa@palsabazaar.com


Website: www.palsabazaar.com CAN: 03/0001H/2011/PC/01/001



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


## CERTIFICATE

I, Ms. Kanika Verma Roll No. 1902580001 certify that the Project Report/Dissertation entitled "Analysis Of Online Sales of Insurance Policy" is completed by me and it is an authentic work carried out by me at Paisabazaar.Com 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: 29/07/21

Certified that the Project Report/Dissertation entitled Analysis Of Online Sales of Insurance Policy" done by Ms. Kanika Verma, Roll No. 1902580001 is completed under my guidance.

Signature of the Guide 

Date: 29/07/21

Name of the Guide: Dr. G S Khera

Designation: Associate Professor

School of Management and Commerce

K R Manglam University,

Sohna Road, Gurugram

Countersigned

Director/Project Coordinator



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

PROJECT DISSERTATION REPORT ON  
“ANALYSIS OF BHARTI AXA LIFE INSURANCE  
PRODUCTS IN COMPARISON WITH LIFE  
INSURANCE CORPORATION (LIC)”

Special Reference to  
Bharti AXA Life Insurance Company Limited

Submitted To

K.R. MANGALAM UNIVERSITY,  
GURGAON(HARYANA)

(Submitted in partial fulfillment of requirement for the award of the degree  
of Master of Commerce)  
Session 2019-2021

Under the Guidance of:  
Dr. Rashmi Jain

Submitted By:  
Prerna Verma  
Roll No. 1902580002  
M.Com 4<sup>th</sup> Semester



K.R. Mangalam University Sohna Road,  
Gurugram (Haryana)  
(122001)

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





To Whom it May Concern

This is to certify that Ms. Purna Verma student of M.Com from K R Mangalam University, Gurugram (Haryana) has completed her Company training from Bharti Axa Life Insurance Company Ltd. in Gurugram from 02nd November 2020 to 31st December 2020. the Internship Training Was "Performance Evaluation of Bharti AXA Life Insurance Products In Comparison With Life Insurance Corporation (LIC)". She Has Performed excellently on the tasks assigned to her and on account of that company is hereby issuing her the training completion certificate.



Authorised Signatory

(Bharti Axa Life Insurance)

Date of Issue:-12-January-2021


Registrar

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




## CERTIFICATE

I, Ms. Prema Verma Roll No. 1902580002 certify that the Project Report/Dissertation entitled "Analysis Of Bharti AXA Life Insurance Products In Comparison With Life Insurance Corporation (LIC)" is completed by me and it is an authentic work carried out by me at Bharti AXA Life Insurance Company Limited. 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 29/7/21

Certified that the Project Report/Dissertation entitled "Analysis Of Bharti AXA Life Insurance Products In Comparison With Life Insurance Corporation (LIC)" done by Ms. Prema Verma, Roll No. 1902580002 is completed under my guidance.

  
Signature of the Guide  
Date: 29/7/21  
Name of the Guide: Dr. Rashmi Jain  
Designation: Associate Professor  
School of Management and Commerce  
K.R. Manglam University,  
Sohna Road, Gurugram

Countersigned

Director/Project Coordinator

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

**“ANALYSIS OF BHARTI AXA LIFE INSURANCE  
PRODUCTS IN COMPARISON WITH LIFE INSURANCE  
CORPORATION (LIC)”**

Special Reference to

**Bharti AXA Life Insurance Company Limited**

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

**MASTER OF COMMERCE**

To

**K R Mangalam University, Gurugram**



**SCHOOL OF MANAGEMENT AND COMMERCE**

**Guide:**

**Dr. Anita Sharma**

**Submitted By**

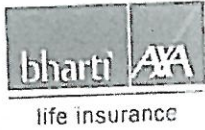
**Perna Verma**

Roll No. 1902580002

M.Com 3<sup>rd</sup> Semester

**(Batch 2019-2021)**

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



### To Whom it May Concern

This is to certify that Ms. Prerna Verma student of M.Com from K R Mangalam University, Gurugram (Haryana) has completed her Company training from Bharti Axa Life Insurance Company Ltd. in Gurugram from 02nd November 2020 to 31st December 2020. The Internship Training was "Performance Evaluation of Bharti AXA Life Insurance Products In Comparison With Life Insurance Corporation (LIC)". She Has Performed excellently on the tasks assigned to her and on account of that company is hereby issuing her the training completion certificate.



Authorized Signatory

(Bharti Axa Life Insurance)

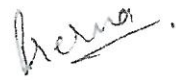
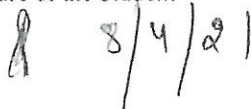
Date of Issue:-12-January-2021




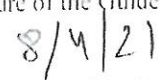
*Jmf*  
Registrar  
K.R. Mangalam University  
Sohna Road, Gurugram, (Haryana)

## CERTIFICATE

I, Ms. Perna Verma Roll No. 1902580002 certify that the Project Report/Dissertation entitled "Analysis Of Bharti AXA Life Insurance Products In Comparison With Life Insurance Corporation (LIC)" is completed by me and it is an authentic work carried out by me at Bharti AXA Life Insurance Company Limited 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: 


Certified that the Project Report/Dissertation entitled Analysis Of Bharti AXA Life Insurance Products In Comparison With Life Insurance Corporation (LIC)" done by Ms. Perna Verma, Roll No. 1902580002 is completed under my guidance.

  
Signature of the Guide  
Date:   
Name of the Guide: Dr. Anita Sharma  
Designation: Associate Professor  
School of Management and Commerce  
K R Manglam University,  
Sohna Road, Gurugram

Countersigned

Director/Project Coordinator

3

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