



## School of Management Sciences, Lucknow

Ref.

Dated: 1/06/2024

### CERTIFICATE

This is to certify that *Ashoy Sagar* (ROLL NO.: *220423070001*), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "*A study on Satisfaction on Employee on joining process at Reliance jio*" .Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor *Sushil Kumar*

Designation

(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 19/08/24

### CERTIFICATE

Abhilasha Singh

2204230700002

This is to certify that ..... (ROLL NO.: .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Recruitment & Selection Process at Hyundai"

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
19/08/24

Mentor Ashish Bhatnagar  
Designation Professor  
(Research Guide)



**School of Management SCIENCES, Lucknow**

Ref.

Dated:  
18/05/2024

**CERTIFICATE**

This is to certify that ABHINAV SINGH (ROLL NO. 2204230700003), a student of MBA 4<sup>th</sup> semester at this Institute has completed his Research Project Report on Demonetisation Impact On Business.

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'Richa Kothari', with a long horizontal stroke extending to the right.

**Name of mentor: Dr. Richa Kothari  
(Assistant Professor)**



**School of Management Sciences, Lucknow**

Ref.

Dated: 15/05/2024

**CERTIFICATE**

**ABHISHEK SINGH**

This is to certify that, 2204230700005, a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "**Banking at Hdfc Bank Ltd.**". Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Jyoti  
15/05/24

**Mentor: Dr. Jyoti Prakash**  
**Designation: Associate profesor**

CERTIFICATE



**School of Management Sciences, Lucknow**

Ref.

Dated: 12/06/24

CERTIFICATE

This is to certify that **Abhishek Yadav (ROLL NO.: 2204230700006)**, a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "**A Study on Satisfaction of Employees on Joining Process at Reliance Jio**" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Jyoti*  
12/06/24

**DR. JYOTI PRAKASH**

(ASSISTANT PROFESSOR)



**School of Management SCIENCES, Lucknow**

Ref.

Dated:

**CERTIFICATE**

This is to certify that Ajay K. Yadav (ROLL NO. 2204230700007), a student of MBA 4<sup>th</sup> semester at this Institute has completed his Research Project Report on Corona Impact On Business.

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to be 'R. Kothari', with a small 'Pr' written to the left of the signature.

**Name of mentor: Dr. Richa Kothari**  
**(Assistant Professor)**

CERTIFICATE



**School of Management Sciences, Lucknow**

Ref.

CERTIFICATE

Dated: *15/05/2024*

This is to certify that Akanksha Singh (ROLL NO.: 2204230700009), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on “An Analysis of Customer Satisfaction towards HDFC Financial Offerings” Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.  
I recommend that the report be evaluated.

*Smita Tripathi*  
**SMITA TRIPATHI**  
(ASSISTANT PROFESSOR)



## School of Management Sciences, Lucknow

Ref.

Dated: 29/05/24

### CERTIFICATE

This is to certify that <sup>Akansha Kushwaha</sup> (ROLL NO.: 2204230700010), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on

"Employee relation and its Effect on Employee Productivity"

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

For 

Mentor, Dr. Ashok Sengupta  
(Assistant Professor)

Designation

(Research Guide)





## School of Management Sciences, Lucknow

Ref.


CERTIFICATE

Date: 01/06/2024

This is to certify that AMAN ASHFAQUE Roll no. 2204230700012 a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "STUDY OF CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO FLIPKART" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Name of Mentor :

  
Dr. ASHISH BHATNAGAR  
( Director)



**School of Management Sciences, Lucknow**

Ref.

Dated: 19/06/2024

**CERTIFICATE**

This is to certify that Aman kumar yadav (ROLL NO.: 2204230700013), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A study on consumer perception towards online shopping" Research

Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'Dr. Abhisek Kumar Pandey', written over a light blue diagonal line.

**Dr. Abhisek Kumar Pandey**

Assistant professor

(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 21/5/24

### CERTIFICATE

This is to certify that Atul Verma (ROLL NO.: 2209230), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A comparative study on marketing strategy of Bajaj and Honda". Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor Ms. Smita Tripathi

Designation

(Research Guide)



**SCHOOL OF MANAGEMENT SCIENCE, LUCKNOW**

**CERTIFICATE**

Date.....19-06-2024

This is to certify that **AMIT KR. TIWARI (ROLL NO.2204230700015)** a student of **MBA IVth semester** at this Institute has completed his Project Report on **"A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI"**

Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from *Dr. A.P. J Abdul Kalam Technical University, Lucknow.*

I recommend that the report should be evaluated.

*Ashish Bhatnagar* 9/8/24

**Dr. Ashish Bhatnagar**  
**Professor**  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: .....

### CERTIFICATE

This is to certify that ..... <sup>Amit Pandey</sup> (ROLL NO.: <sup>2204230700016</sup>.....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on  
"A Study of financial analysis of Berger Paint India Ltd."

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Smita Tripathi*

Mentor Ms. Smita Tripathi  
Designation Asst. Professor.  
(Research Guide)



SCHOOL OF MANAGEMENT SCIENCES , LUCKNOW

CERTIFICATE

This is certified that **ANCHAL MALL** Roll No. 2204230700017 a student of MBA 4<sup>th</sup> semester at this institute has completed Research Project Report on

**"AN ANALYTICAL PROJECT REPORT ON RECRUITMENT AND SELECTION PROCESS IN HERO MOTOCORPS"**

Research Project Report has been prepared under my supervision as one of the requirement for the degree of Master of Business Administration from Dr. A.P.J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor: Dr. Neerja Dixit

Designation: Assistant Prof.

(Research guide)

CERTIFICATE



**School of Management Sciences, Lucknow**

Ref.

Dated: 15/05/2024

CERTIFICATE

This is to certify that Anshu Kumar Sinha (ROLL NO.: 2204230700020), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on “IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR” Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
SATYAJEET ASTHANA

(ASSISTANT PROFESSOR)



## School of Management Sciences, Lucknow

Ref.

Dated: 1/06/2024

### CERTIFICATE

This is to certify that ~~Anuska~~ <sup>2204230700021</sup> (ROLL NO.: .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Study of Talent Management process and Its Effects on Employees of Google"

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Mentor

Designation

(Research Guide)

## Institute Certificate



School of Management Sciences, Lucknow

Dated: 17<sup>th</sup> June 24

### CERTIFICATE

This is to certify that Anurag Tiwari (ROLL NO.: 2204230700022) has submitted the project report titled, "A Study Of Consumer Perception Towards Online Shopping With Special Reference To Flipkart", .Research Project Report has been prepared under my supervision as one of the requirements towards the partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **Dr. A. P. J Abdul Kalam Technical, University.**

**I recommend that the report be evaluated.**

*AMK*  
*19/06/24*

**Mentor: Dr. Ashish Bhatnagar**  
**Designation: Director**

**(Research Guide)**



# School of Management Sciences, Lucknow

Ref.

Dated: 1/06/24

## CERTIFICATE

This is to certify that <sup>Ashutosh</sup> ..... (ROLL NO.: <sup>2204230700023</sup> .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Talent management Process and its effects on employees"

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor

Designation

(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 19/05/24.

### CERTIFICATE

Astha Singh 2204230700024

This is to certify that ..... (ROLL NO.: .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A study to analyze the consumer behaviour towards the use of online food delivery mobile application". Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor Neerja Dixit  
Designation Associate Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: .....

### CERTIFICATE

This is to certify that <sup>Awesh Singh</sup> ..... (ROLL NO.: .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on  
"A study on Consumer Buying Behaviour on .....  
torlocks."

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Awesh Singh*  
19/06/24

Mentor : *Awesh Singh*  
Designation: *Professor*.  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.


Dated: 18/05/2024

### CERTIFICATE

This is to certify that Ayush K. Rai (ROLL NO.: 2204230700026), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Application of solar power for Agriculture Utility"

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Mentor Dr. Ashok Sen Gupta  
Designation  
(Faculty guide)  
(Research Guide)

# CERTIFICATE



## School of Management Sciences, Lucknow

Ref.

Dated: 19/6/24

### CERTIFICATE

This is to certify that **Chandan kumar (ROLL NO.: 2204230700028)**, a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on —**A Study on the factor supporting the leadership position of Maruti Suzuki in the Indian passenger car industry**” Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'P. Banjare', with a stylized flourish at the end.

Dr. Pallavi Banjare

(ASSISTANT PROFESSOR)



## School of Management Sciences, Lucknow

Ref.

Dated: 30 May 2024

### CERTIFICATE

This is to certify that <sup>Deeksha Tripathi</sup> (ROLL NO.: 2204230700029), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Financial Statement Analysis in BHEL".

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Neerja*  
Mentor Dr. Neerja Dixit  
Designation Associate Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 17/5/24

### CERTIFICATE

This is to certify that Deepika Yadavi (ROLL NO. 2204230700030), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research Report on Regenvo Mobile Private Limited.

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A.P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

for Jyoti  
17/5/24

Name of mentor: Richa Kothari

(Professor)



## School of Management Sciences, Lucknow


Ref.

Dated: 16/04/24

### CERTIFICATE

This is to certify that <sup>Deepthi</sup> ~~Deepthi~~ (ROLL NO.: <sup>2204230</sup> 700031), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "<sup>Professors of Social Media on Personality and Mental Health of Students</sup>" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Mentor <sup>Asad</sup> Asad Kareem Usmani  
Designation Assistant Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 01/06/2024

### CERTIFICATE

This is to certify that Divyam Awasthi (ROLL NO.: 2204230700032), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A STUDY OF WORKING CAPITAL MANAGEMENT OF TATA MOTORS" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in black ink, appearing to read 'Asad', written over a horizontal line.

**Mr. Asad Kareem Usmani**

**Asst. Professor**

**(Research Guide)**



## School of Management Sciences, Lucknow

Dated: 04/06/24

### CERTIFICATE

This is to certify that Eshitva Chauhan ( Roll No. 2204230700033 ) a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "HUMAN RESOURCE MANAGEMENT DURING COVID".

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

for  
Jyoti  
04/06/24

Mentor :

Dr. Richa Kothari

(Research Guide)



## School of Management Sciences, Lucknow

Ref.


Dated: 18/6/24

### CERTIFICATE

This is to certify that <sup>Gyandendra</sup> Vikram Singh (ROLL NO.: 2704130900 034), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "The Study on marketing Strategies of Hyundai Motor India Ltd."

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Mentor Mr. Subjeet Asthana  
Designation Assistant Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 19/01/2024

### CERTIFICATE

This is to certify that <sup>Heinawati</sup> ~~...~~ <sup>Singh</sup> (ROLL NO.: 2204230700026), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Marketing Strategies Between Coca-Cola and Pepsico"

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

**Mentor**

**Designation**

**(Research Guide)**



## School of Management Sciences, Lucknow

### CERTIFICATE

Date: 15-05-24

This is to certify that Jyoti Yadav (ROLL NO:2204230700037), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "**Beverage Giants Clash: Study of Coca Cola and Pepsil's Marketing Tactics**".

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow. I recommend that the report be evaluated.

Research guide

Prof. Priyanka Yadav

Assistant professor



## School of Management Sciences, Lucknow

Dated: 4/6/24.....

### CERTIFICATE

This is to certify that ANSHIKA VERMA (ROLL NO : 2204230700019), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A STUDY ON PERFORMANCE APPRAISAL AMONG EMPLOYEES IN RELIANCE MONEY"

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'Smita Tripathi', written over a horizontal line.

MRS. SMITA TRIPATHI

ASST. PROFESSOR



## School of Management Sciences, Lucknow

Ref.

Dated: 19/06/2024

### CERTIFICATE

This is to certify that Rakhi Saha (ROLL NO.: 2204230700027), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Marketing Strategies of Coca-Cola"

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Neeraj  
Mentor Dr. Neeraj Dixit  
Designation Asst. Prof.  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 18-June-2024

### CERTIFICATE

This is to certify that ~~Shagun Singh~~ <sup>2204230700068</sup> (ROLL NO.: .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on  
"A Comparative <sup>study</sup> of Traditional & Digital marketing..."

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Dr. Ashish Bhatnagar*  
19/06/24

Mentor - Dr. Ashish Bhatnagar

Designation - Director

(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 2/6/2024

### CERTIFICATE


Surbhi Rathore

2204230700039

This is to certify that ..... (ROLL NO.: .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on  
"Comparative study Between oppo And Vivo..."

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J. Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Dr.  
Mentor - Ashish Bhatnagar  
Designation - Director  
(Research Guide)



## School of Management Sciences, Lucknow


Ref.

Dated: 04 June 2024

### CERTIFICATE

This is to certify that *Anchal Singh* (ROLL NO.: <sup>2204230700019</sup>.....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "*A comparative study of Traditional & Digital Marketing Prospects and Challenges in India*".  
Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*For*   
Mentor *Dr. Anand Pal Singh*  
Designation *Asst Professor*  
(Research Guide)

**SCHOOL OF MANAGEMENT SCIENCES, LUCKNOW**

Ref.

Dated: 08/05/24..

**CERTIFICATE**

This is to certify that **LUCKY SINGH** (ROLL NO.: 2204230700038), a student of MBA 4th semester at this Institute has completed her Research report on "**A STUDY ON HR POLICIES IN MICROTEK INVERTORS**" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Dr. Amrit Pal Singh

Assistant professor



School of Management Sciences, Lucknow

Ref.

Dated: 14/05/2024

**CERTIFICATE**

This is to certify that **HARSHITA CHAURASIYA (ROLL NO.: 2204230700035)**, a student of MBA 4th semester at this Institute has completed her Research report on “**ANALYSIS OF SATISFACTION LEVEL OF EMPLOYEES IN THE TELECOM SECTOR**” Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow. I recommend that the report be evaluated.

*for Jyoti*  
*14/05/24*  
**AMRIT PAL SINGH**  
**(ASSISTANT PROFESSOR)**





## School of Management Sciences, Lucknow

Ref.

Dated: 19/05/24

### CERTIFICATE

This is to certify that ~~Prachi~~ Prachi (ROLL NO. ~~720123010101~~ 720123010102) student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Employee relation and its effects on Employees Productivity". Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

For

Mentor Abhishek Kumari  
Pandey  
Designation Assistant  
Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 19/06/2024

### CERTIFICATE

This is to certify that <sup>Manish</sup> ~~Manisha~~ (ROLL NO.: <sup>2204230700043</sup> .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A Study of working Capital Mgmt. of Tata Motors"

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor Dr. Abhishek Kumar Pandey  
Designation Assistant Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 18-June-2024

### CERTIFICATE

This is to certify that Mansi Sharma 2204230700044  
..... (ROLL NO.: .....), a student of MBA 4<sup>th</sup>  
semester at this Institute has completed her Research report on  
"A study on student's buying behaviour toward....."  
Online shopping.

Research Project Report has been prepared under my supervision as one of the  
requirements for the degree of Master of Business Administration from Dr. A. P. J  
Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Neerja*

Mentor - Dr. Neerja Dixit

Designation Associate  
Professor.  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.


Dated: 8/6/24

### CERTIFICATE

This is to certify that Monika Singh (ROLL NO.: 2204230790045), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "The working capital analysis of Tata Steel Ltd."

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
**Mentor** Dr. Ashok Sengupta  
**Designation** Assistant Manager  
Professor  
**(Research Guide)**

CERTIFICATE



**School of Management Sciences, Lucknow**

Ref.

Dated: 15/05/2024

CERTIFICATE

This is to certify that **Mukul Aryan (ROLL NO.: 2204230700046)**, a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on **“INVESTIGATING THE IMPACT OF REGULATORY CONTROL IN REAL ESTATE SECTOR: A STUDY WITH REFERENCE TO LUCKNOW CITY”** Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'Dr. Abhishek Kumar Pandey', written over a faint, illegible stamp or watermark.

**DR. ABHISHEK KUMAR PANDEY**  
(ASSISTANT PROFESSOR)



## School of Management Sciences, Lucknow

Ref.

Dated: 04 June 2024

### CERTIFICATE

This is to certify that *Neelam Yadav* (ROLL NO.: <sup>2204230700049</sup>.....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "*A study to analyze the consumer behaviour towards the use of Online Food delivery Mobile Application*" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*For*  
Mentor *Dr. Anvrit Pal Singh*  
Designation *Asst. Professor*  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 19/06/24

### CERTIFICATE

This is to certify that Paragati Singh (ROLL NO.: 2204230700049), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A Study On Recruitment And Selection Process" in HCL Technologies. Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

for Jyoti  
19/06/24

Mentor Mr. Asad Kaseem Usmani  
Designation Asst. Professor  
(Research Guide)



18/5/24

## CERTIFICATE

This is certified that **PRANCHI GUPTA, MBA 2<sup>nd</sup> YEAR 4th SEM.** has carried out the research project on this report entitled "**PRODUCT VARIETY OF NESTLE**" for the award of **MASTER OF BUSINESS ADMINISTRATION** From **SCHOOL OF MANAGEMENT SCIENCES, LUCKNOW** affiliated from **Dr.A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW.**



PROJECT MENTOR

**DR.ASHOK SENGUPTA**

**ASSISTANT PROFESSOR**

**MBA DEPARTMENT**



## School of Management Sciences, Lucknow

Ref.

Dated: 17/05/24

### CERTIFICATE

PRANSHU GUPTA 22062307 00051


This is to certify that ..... (ROLL NO.: .....), a student of MBA 4<sup>th</sup>

semester at this Institute has completed her Research report on

“A Comparative Strategy on Samsung vs Apple Smartphone”

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Mentor Asad Karim Usmani  
Designation Asst Prof  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 13/6/2024

### CERTIFICATE

Priya Singh

2204230700052

This is to certify that ..... (ROLL NO.: .....), a student of MBA 4<sup>th</sup>

semester at this Institute has completed her Research report on

“Human Resource management and Recruitment Selection  
At Premier Car”

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

For

Mentor - Dr. Abhishek Ram  
Designation Assistant professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 19/06/24

### CERTIFICATE

This is to certify that Pooja Saini (ROLL NO.: 210301003) a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Marketing strategies of Big Basket and Grofers..."

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor Richa Kothari  
Designation Assistant Prof.

(Research Guide)



SCHOOL OF MANAGEMENT SCIENCES , LUCKNOW

**CERTIFICATE**

This is certified that **PRIYANSHI SINGH** Roll No. 2204230700054 a student of MBA 4<sup>th</sup> semester at this institute has completed Research Project Report on

**"A STUDY DATA OF RISK IN E- BANKING OPERATION AT KOTAK MAHINDRA BANK"**  
Research Project Report has been prepared under my supervision as one of the requirement for the degree of Master of Business Administration from Dr. A.P.J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor: Prof. Ashok Sengupta

Designation: Assistant Prof.

(Research guide)






SCHOOL OF MANAHEMENT SCIENCES ,LUCKNOW

CERTIFICATE

This is to certify that **RAJAT PRATAP SINGH** (ROLL NO:(2204230700056 ), a student of MBA 4th semester at this Institute has completed her Research report on **Market study of mango Juice (Maaza) in SLMG Beverages Coca Cola PVT. LTD.** Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A.P.J. Abdul Kalam Technical University, Lucknow.I recommend that the report be evaluated.

Date: 19/06/2024

  
Signature of Guide

**MR. SATYAJEET ASTHANA**  
ASST. PROF.  
School of Management Sciences,  
Lucknow.

**CERTIFICATE**



**School of Management Sciences, Lucknow**

Ref.

Dated: 15/05/2024

**CERTIFICATE**

This is to certify that Ram Mohan Nishad **ROLL NO.: 2204230700058**), a student of MBA 4<sup>th</sup> semester at this Institute has completed his Research report on "A STUDY OF BANK & THEIR FACILITIES FOR UNION BANK OF INDIA" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
**Asad Kareem Usmani**  
(ASSISTANT PROFESSOR)



School of  
Management  
Sciences

Accredited with **A+** Grade by NAAC

Ref.

Dated. 1/06/24

## CERTIFICATE

This is to certify that...*Richa Singh*... (ROLL NO): *2204230700059*  
a student of MBA 4<sup>th</sup> semester at this institute has completed  
her Research report on **"A STUDY ON SATISFACTION OF  
EMPLOYEES ON JOINING PROCESS AT RELIANCE JIO"**

Research Project Report has been prepared under my  
supervision as one of the requirement for the degree of  
Masters of Business Administration from Dr. A.P.J Abdul  
Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Dr. ASHOK SEN GUPTA

(ASSISTANT PROFESSOR)



## School of Management Sciences, Lucknow

Ref.

Dated: 19/05/24

### CERTIFICATE

This is to certify that *RISHITA* (ROLL NO.: .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "*A Study on various employee Welfare schemes at Tata Motors Limited in Lucknow City*"  
Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Jyoti*  
*19/05/24*

**Mentor**  
(DR. JYOTI PRAKASH)  
**Designation**  
( PROFESSOR )  
(Research Guide)



## CERTIFICATE

This is certified that **Ritakshi Mishra** Roll No. 2204230700061 a student of MBA 4<sup>th</sup> semester at this institute has completed Research Project Report on

**"A STUDY ON TRAINING AND DEVELOPMENT PROCESS OF MARUTI SUZUKI (NEXA)."**

Research Project Report has been prepared under my supervision as one of the requirement for the degree of Master of Business Administration from Dr. A.P.J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

for Jyoti  
19/06/24

**MENTOR: Dr. Abhishek Kumar Pandey**

**DESIGNATION: Assistant Prof.**

**(RESEARCH GUIDE)**



## School of Management Sciences, Lucknow

Ref.

Dated: 10/05/24

### CERTIFICATE

This is to certify that Ritika Singh (ROLL NO.: 2204230700062), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A study of fundamental analysis of housing finance Corporation."

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Naeraj  
Mentor :- Dr. Naeraj Dixit  
Designation :- Associate Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Date: 16 June 2024

### CERTIFICATE

Ref.

This is to certify that Ritik Srivastava (ROLL NO.: 2204230700063), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A Study of Effectiveness of Training and Development Program on Performance of Employees in MSIL (Maruti Suzuki India Ltd.)".

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Name of Mentor:

Dr. Ashish Bhatnagar  
(Director)

*Ashish Bhatnagar*  
19/06/24



School of  
Management  
Sciences

Accredited with **A+** Grade by NAAC

Ref.

Dated. 2/06/24

## CERTIFICATE

This is to certify that... *Riya Singh*..... (ROLL NO):- 220423070064  
a student of MBA 4<sup>th</sup> semester at this institute has completed  
her Research report on " **A STUDY ON CUSTOMER  
SATISFACTION TOWARDS BUYING ECO FRIENDLY PRODUCTS  
ONLINE**"

Research Project Report has been prepared under my  
supervision as one of the requirement for the degree of  
Masters of Business Administration from Dr. A.P.J Abdul  
Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Dr. **ASHOK SEN GUPTA**  
(ASSISTANT PROFESSOR)



## School of Management Sciences, Lucknow

Ref.


Dated: 29 May 2024

### CERTIFICATE

This is to certify that <sup>Saba Penween</sup> ..... (ROLL NO.: <sup>2204230700065</sup> .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "..A..Study..on..Investor's..Perception...of...Mutual..Funds...-"

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Mentor Dr. Abhishek Kumar Pandey  
Designation Asst. Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Dated: 11/06/24

### CERTIFICATE

This is to certify that Sakshi Singh ( Roll No. 2204230700066 ) a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on “ARTIFICIAL INTELLIGENCE BEING USED FOR HR CONCERNS AND ACTIVITIES”.

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'Dr. Amrit Pal Singh', written over the printed name.

**Dr. Amrit Pal Singh**

**(Research Guide)**



## School of Management Sciences, Lucknow

Ref.

Dated: 19/05/24

### CERTIFICATE

Ujjwala Agrahari

This is to certify that ..... (ROLL NO.: .....<sup>2204230700067</sup>), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A study on innovative strategy used by Birla Aro" Life towards mutual funds in Lucknow city. Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

for Jyoti  
19/05/24

Mentor Abhishek Pandey  
Designation Assistant Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 19.06.24.

### CERTIFICATE

This is to certify that <sup>Yadav.</sup> ~~Shagun~~ (ROLL NO.: .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on  
.. Study on Customer Satisfaction towards Amazon. ..

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Pa* / *Pa*  
Mentor *Dr. Abhishek Paudyal Sir*  
Designation *Asst Professor.*  
(Research Guide)



School of Management Sciences, Lucknow

Ref.

Dated: 04/06/2024

CERTIFICATE

This is to certify that Shalini Kumari ( Roll No.: 2204230700070) , a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on " Study of Talent Management and its effect on employees of Vivo" .

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A.P.J Abdul Kalam Technical University , Lucknow.

I recommend that the report be evaluated.

Jyoti  
04/06/24

Dr. Jyoti Prakash

( Assistant Professor)

CERTIFICATE



**School of Management Sciences, Lucknow**

Ref.

Date: 15/05/2024

CERTIFICATE

This is to certify that **Shashank Agrawal (ROLL NO. :2204230700071)**, a student of MBA 4<sup>th</sup> semester at this Institute has completed Research report on **“A Study on Social Media for Innovative Marketing Strategies”**

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from

Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Jyoti*  
15/05/24

**Dr Jyoti Prakash**  
**Assistant Professor**



**School of Management Sciences, Lucknow**

Ref.

Dated: 19/05/2024

**CERTIFICATE**

This is to certify that **Shashank Singh** (Roll No. 2204230700072), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "**Digital Marketing Trend in India**" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'Pallavi Banjare', written in a cursive style.

**Dr. Pallavi Banjare**

**Assistant Professor**



## School of Management Sciences, Lucknow

Ref.

CERTIFICATE

Dated: 17/05/24

This is to certify that **SHIVAM PANDEY** Roll no. **2204230700073** a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on **"Unveiling Customer Preferences: A Look at Himalaya's Ayurvedic Products"**.

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Name of Mentor :

A handwritten signature in blue ink, appearing to read 'pa' followed by a stylized flourish.

**Mr. Abhishek pandey**  
Assistant professor



Date - 30-May-2024

## CERTIFICATE

This is to certify that **Shreya Singh** (ROLL NO.:2204230700074), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on “ **Role of AI in predicting consumer behaviou**”

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'Asad Kareem Usmani', with a stylized flourish at the end.

Research Guide  
Asad Kareem Usmani Sir  
( Assistant professor )



## School of Management Sciences, Lucknow

Ref.

Dated: 25/05/24.....

### CERTIFICATE

This is to certify that Suchitra Singh (ROLL NO.- 2204230700076 ), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on **"A STUDY ON MARKETING STRATEGY USED BY VARUN BEVERAGES LIMITED IN BEVERAGES INDUSTRY"**

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Handwritten signature in blue ink, appearing to read 'Ashish Bhatnagar', with the date '19/05/24' written below it.

**Dr. Ashish Bhatnagar**

**Director of SMS Lucknow**



## School of Management Sciences, Lucknow

Ref.

Dated: .....

### CERTIFICATE

This is to certify that <sup>sudhansu Kumar</sup> ..... (ROLL NO.: <sup>2042307</sup> ~~APR.27..~~), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "..... <sup>Financial Performance Analysis of</sup> ....."  
<sup>Mother Dairy</sup>  
Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor <sup>Dr. Neeraj Dixit</sup>

Designation (<sup>Assistant Professor</sup>)

(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 08/06/24

### CERTIFICATE

This is to certify that SUMAN SHILPI (ROLL NO. 2204230700079), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR".

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.



Mentor

Designation

(Research Guide)



## School of Management Sciences. Lucknow

Ref

Date: 1/05/24

### CERTIFICATE

This is to certify that Samona Singh (ROLL NO.: 2204230700080), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Employee job satisfaction."

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Dr. Richa Kothari

Assistant professor



## School of Management Sciences, Lucknow

Ref.

Dated: 28 May 2024

### CERTIFICATE

This is to certify that <sup>Maurya</sup> ~~Sunbhi~~ (ROLL NO.: 2204238) <sup>00081</sup>, a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on ".....Challenges.....in.....Electric.....&.....Wheeler....."

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Pr. Asad*  
Mentor <sup>Pr. Asad</sup> Asad Kareem Usmani  
Designation Assistant Professor  
(Research Guide)

**CERTIFICATE**



**School of Management Sciences, Lucknow**

Ref.

Dated: 05-06-24

**CERTIFICATE**

This is to certify that Sushant Shekhar Jha (ROLL NO.: 2204230700082), a student of MBA 4<sup>th</sup> semester at this Institute has completed his Research report on "A Study on Impact of Social Media in Marketing" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'P. H.', positioned above the printed name of the signatory.

**Dr. Pallavi Banjare**

**(ASSISTANT PROFESSOR)**



## School of Management Sciences, Lucknow

Ref.

CERTIFICATE

Dated: 01/06/24

This is to certify that **SWAPNIL SINGH** Roll no. **2204230700083** a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "**A Study and Analysis of Customer Satisfaction of Tata Motors in Lucknow.**" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

for Jyoti  
01/06/24

Name of Mentor :

**Dr. AMRITPAL SINGH**  
Assistant professor



## School of Management Sciences, Lucknow

Ref.

Dated: 19/06/24

### CERTIFICATE

This is to certify that Swati (ROLL NO.: 2204230700084), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A study on effectiveness of new strategies in digital marketing with focus on acquisitional strategies at Page Communications". Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
P. A. J.  
Mentor

Designation

(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 19-June-2024

### CERTIFICATE

This is to certify that <sup>Swati</sup> Singh (ROLL NO.: 2204230700085), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A Comprehensive Analysis of Performance Appraisal Practices at YTT Group." Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor Mst. Abhishek Singh

Designation

(Research Guide)



## School of Management Sciences, Lucknow

Ref.


Dated: 19/05/24

### CERTIFICATE

This is to certify that ~~Tanya Gada~~ (ROLL NO.: 22042301009), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Marketing strategic of Lakme and Maybelline"

Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

For   
Mentor Mr Abhishek Pal  
Designation Assistant Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 18/5/24

### CERTIFICATE

This is to certify that **Ujjwal Singh (ROLL NO.: 2204230700087)**, a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on **“INVESTIGATING HR ANALYTICS IN INDIAN MULTINATIONAL COMOANIES”** Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to read 'A. K. Pandey', written over a horizontal line.

**DR. ABHISHEK KUMAR PANDEY**

(ASSISTANT PROFESSOR)

PREFACE



## School of Management Sciences, Lucknow

Ref.


Dated: 08-05-24

### CERTIFICATE

This is to certify that <sup>Upendra . Kr.</sup> ..... (ROLL NO.: <sup>22042307</sup> DRQ.B.B), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "Impact of Cell phones on College Students"

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

  
Mentor Dr. Ashok Sen Gupta  
Designation Assistant Professor  
(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 17-06-2024

### CERTIFICATE

This is to certify that Utkarsh Jaiswal (ROLL NO.: 2204230700089), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "EMPLOYEE RELATION AND ITS EFFECTS ON EMPLOYEES PRODUCTIVITY" Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

A handwritten signature in blue ink, appearing to be 'Pr Abhishek Pal', written over a faint circular stamp.

**Mr. Abhishek Pal**

**Asst. Professor**

**(Research Guide)**



## School of Management Sciences, Lucknow

Ref.

Dated: 02/6/24

### CERTIFICATE

This is to certify that <sup>Utkarsh</sup> ~~.....~~ <sup>Mishra</sup> (ROLL NO.: .....), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on "A comparative Analysis on Marketing Strategy with special Reference to Coca Cola and Pepsi". Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor Mr. Abhishek Pal

Designation: Assistant Professor

(Research Guide)



## School of Management Sciences, Lucknow

Ref.

Dated: 19/6/24

### CERTIFICATE

This is to certify that Vasundhara Patel (ROLL NO.: 22042323), a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on ".....A Study Project of electric vehicle....."

.Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

Mentor  
Satyajit Asthana  
Designation  
&  
(Research Guide)

**CERTIFICATE**



**School of Management Sciences, Lucknow**

Ref.

Dated: 14/05/2024

**CERTIFICATE**

This is to certify that **VISHAKHA SINGH (ROLL NO.: 2204230700092)**, a student of MBA 4<sup>th</sup> semester at this Institute has completed her Research report on “ **RETAIL BANKING : A CUSTOMER S PERSPECTIVE WITH YES BANK IN MIND** ” Research Project Report has been prepared under my supervision as one of the requirements for the degree of Master of Business Administration from Dr. A. P. J Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

for Jyoti  
14/05/24

**ABHISHEK PAL**  
**(ASSISTANT PROFESSOR)**



## School of Management Sciences, Lucknow

Ref.

Dated: 19/ Jun/ 2024

### CERTIFICATE

This is to certify that B.omi. (ROLL NO. 2204230739)<sup>40</sup> a student of MBA 4<sup>th</sup>

semester at this Institute has completed her Research report on

"A Comparative Study of the Consumer's Preference among branded and non-branded Jewellery"

.Research Project Report has been prepared under my supervision as one of the

requirements for the degree of Master of Business Administration from Dr. A. P. J

Abdul Kalam Technical University, Lucknow.

I recommend that the report be evaluated.

*Neeraj*  
Dr. Neeraj Dixit

**Mentor**

**Designation**

**(Research Guide)**