DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Kumaraswamy Layout, Bangalore-560 078, Karnataka

_____

Department of MBA

_____

MBA BATCH 2022-24

_____

PROJECT REPORT PROOF

Total Number of Students:171

"DIGITAL TRANSFORMATION IN RECRUITMENT (EXPLORING THE EFFECT AND CHALLENGES OF E-RECRUITMENT) WITH REFERENCE TO CAPGEMINI."

Dissertation submitted to the Bangalore University in partial

fulfillment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

PANKUSH JAIN

Register No.: P03CJ22M015001

IV SEMESTER MBA

UNDER THE GUIDANCE OF

DR. AMEER ASRA AHMED

Guide Reg. No. 18CQFG006

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078
Academic Year- 2022-2024

"INFLUENCE OF ALTRUISM AND WORK ENGAGEMENT ON THE JOB SATISFACTION OF GEN Z EMPLOYEES"

Dissertation submitted to the Bangalore University in partial fulfillmentof the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

UDAYAGIRI SIVA CHARAN SUBRAMANYAM

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DR. AMEER ASRA AHMED

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

"TALENT MANAGEMENT AND ITS INFLUENCES ON EMPLOYEE RETENTION AND CAREER DEVELOPMENT OF GEN Z EMPLOYEES"

Dissertation submitted to the Bangalore University in partial fulfillmentof the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY
YELLAMPATI PUNYAMURTHY

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

THE ROLE OF EMPLOYEE RESOURCE GROUPS (ERGS) IN PROMOTING DIVERSITY, EQUITY AND INCLUSION

Dissertation submitted to Bangalore University in partial fulfillment of the
Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

NISCHITA M HONAKERI

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IV SEMESTER MBA

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ASSOCIATE PROFESSOR

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,

BANGALORE – 560078

Academic Year: 2022-2024

A STUDY ON LONG TERM FINANCIAL MANAGEMENT AND PERFORMANCE OF THE OPERATIONAL UNITS USING CAPITAL BUDGETING TECHNIQUES AT NPCIL, KAIGA GENERATING STATION

DISSERTATION SUBMITTED TO BANGALORE UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR ARWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

BASAVARAJESHWARI R ABBIGERI

P03CJ22M015006

Under the Guidance of

Dr. Chetan Shetty

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE, BANGALORE- 560 064

2023-2024

Impact of Remote Work on Employee Productivity and Well-being

Report submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

SAHEL SALAM K C

REGISTERED NUMBER NO: P03CJ22M015007

4TH SEMESTER MBA

UNDER THE GUIDANCE OF

Dr. AMEER ASRA AHMED

Associate Professor

GUIDE REG. NO: **18CQFG006**

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, KS, LAYOUT, BENGALURU-560078

ACADEMIC YEAR

2022-2024

A STUDY TO ANAYZE CUSTOMER RETENTION STRATEGIES IN LEAD GENERATION:
A CASE STUDY ON PAGE INDUSTRIES LIMITED

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

MASTER OF BUSINESS ADMINISTRATION
OF
BANGALORE UNIVERSITY

SUBMITTED BY
SAMEERA BHARADWAJ K.S
REGISTER NO
P03CJ22M015008

UNDER THE GUIDANCE
DR. KADAMBINI KATKE
PROFESSOR

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
BANGALORE UNIVERSITY
2022-2024

Voice Search Optimization:
Strategies for optimizing content for voice search using AI tools and its impact on SEO performance

Project submitted in partial fulfilment of the requirements for the

award of the Degree

MASTER OF BUSINESS ADMINISTRATION
OF
BANGALORE UNIVERSITY

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SHARATH KALKUNTE
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DR. KADAMBINI KATKE
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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
BANGALORE UNIVERSITY
2022-2024

"Estimating Fair Value of Coal India Ltd. quoted on NSE using Financial Modelling Techniques"

Project report submitted to the Bangalore University in partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Bangalore University
ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

Submitted by

VISHAL RANJAN
Reg No: P03CJ22M015010

UNDER THE GUIDANCE OF

Dr. B R VENKATESH

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078
2022-2024

A Project Report On

"A STUDY EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE"

Project submitted to the Bangalore University in partial fulfilment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

DEVIKA R

Register No.: P03CJ22M015011

4th SEMESTER MBA

UNDER THE GUIDANCE OF

DR. SHASHI KUMAR C R

Assistant Professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, KUMARSWAMY LAYOUT,

BANGALORE – 560078

Academic Year- 2022-2024

"A STUDY ON CASH FLOW ANALYSIS AT VMR PROPERTIES, CONSTRUCTIONS AND DEVELOPERS BANGALORE"

A project report submitted to the Bangalore University in partial fulfilment of
the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

KAVYASHREE R

P03CJ22M015012

Under the Guidance of

NAYANA T

Assistant Professor

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

"A STUDY ON THE IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION A CASE STUDY OF KENT WATER PURIFIER"

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF BANGALORE UNIVERSITY

By

MOKESHWAR S

P03CJ22M015013

Under the Guidance of

DR. KADAMBINI KATKE

Guide Reg. No. 16CQFG002

Professor

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE, BANGALORE 560 064

2022-2024

"A STUDY ON IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER RETENTION: A CASE STUDY OF NANDI MOTORS PVT LTD"

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

PRADEEP VARMA DANDU

P03CJ22M015014

Under the Guidance of

DR. KADAMBINI KATKE

Guide Reg. No. 16CQFG002

Professor

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND
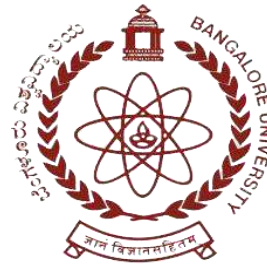
COMMERCE, BANGALORE 560 064

2022-2024

"A STUDY ON IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER RETENTION: A CASE STUDY OF NANDI MOTORS PVT LTD"

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

PRADEEP VARMA DANDU

P03CJ22M015014

Under the Guidance of

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Guide Reg. No. 16CQFG002

Professor

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE 560 064

2022-2024

"A STUDY ON EFFECTIVENESS OF INTEGRATED MARKETING COMMUNICATIONS IN DRIVING BRAND AWARENESS AND MARKET PENETRATION FOR AURM": A CASE STUDY ON PRANSU TECHNOLOGIES PRIVATE LIMITED

A Project Submitted to the Bangalore University in the partial fulfillment of the
Requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

OF

BANGALORE UNIVERSITY

SUBMITTED BY:
AKSHAY A NAIK
P03CJ22M15015
IV SEMESTER MBA
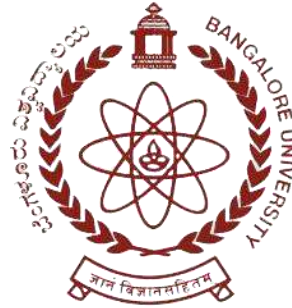
UNDER THE GUIDANCE OF
Dr. KADAMBINI KATKE

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
BANGALORE UNIVERSITY
2022-24

PROJECT REPORT ON

A STUDY ON SALES METRIC EVALUATION THROUGH INTERACTIVE
DASHBOARDS FOR DOLPHIN IRRIGATION SYSTEMS

Submitted to the Bangalore University in partial fulfilment of the
Requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

MR. SUHAS M S

Register No. P03CJ22M015016

IV SEM MBA

UNDER THE GUIDANCE OF

Dr. SUBBULAKSHMI .S

Associate Professor

DAYANADA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S LAYOUT, BANALORE- 560078

ACADEMIC YEAR 2023-2024

EMPLOYEE-CENTRIC EVALUATION OF JOB PORTAL

EFFECTIVENESS IN THE HIRING PROCESS

Dissertation submitted to the Bangalore University in partial fulfillment

of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

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Suresh R

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IV SEMESTER MBA

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,

BANGALORE – 560078

Academic Year: 2023-2024

"THE IMPACT OF TECHNOLOGICAL ADVANCEMENTS ON LOAN PROCESSING EFFICIENCY AND ACCESSIBILITY IN MICROFINANCE INSTITUTIONS: A CASE STUDY OF CHAITANYA INDIA FIN CREDIT PRIVATE LIMITED."

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

DUSHYANTH M.C

P03CJ22M015018

Under the Guidance of

Dr. CHETAN SHETTY

Associate Professor

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

"A STUDY ON CONSUMER PERCEPTUAL CONSTRUCTS AND ITS IMPACT ON PURCHASE BEHAVIOUR: A SPECIAL REFERENCE TO FINANCIAL SERVICES LOANS AND ADVANCES"

Dissertation submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

ABHAY SURYA B

P03CJ22M015019

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Professor

Guide Reg.No: 16CQFG002

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 111

2022-2024

TIME AND MOTION STUDY OF SUPER VALUE COMPUTER TOMOGRAPHY(SVCT) IN WIPRO GE HEALTHCARE

A Project Report submitted to the Bangalore University in partial fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

MUBERREZ BAIG

Reg No: P03CJ22M015020

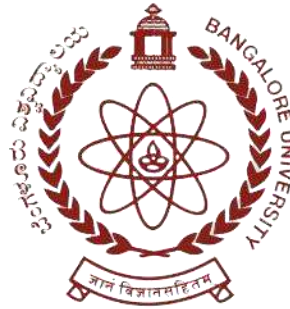**UNDER THE GUIDANCE OF**

Dr. SUBBULAKSHMI. S

Associate Professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE-560078
Academic Year:2022-2024

Project Report On

"A STUDY ON IMPACT OF RECEIVABLES MANAGEMENT ON PROFITABILITY AT INNOVKRAFT INC."

Submitted to the Bangalore University in partial fulfilment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

MR. RAVUTAPPA MALAGHAN

Register No. P03CJ22M015021

IV SEM MBA

UNDER THE GUIDANCE OF

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Associate Professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
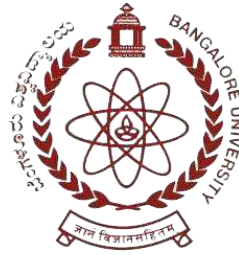
SHAVIGE MALLESHWARA HILLS, K.S LAYOUT, BANALORE- 560078

ACADEMIC YEAR 2023-2024

A Project Report on

"A STUDY ON ETHICAL ISSUES IN ARAVIND CERAMICS PRIVATE LIMITED, CHENNAI"

Project report submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

SAKTHI SUNDARAM R

Register No: P03CJ22M015023

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Guide Reg. No. 16CQFG002

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S.LAYOUT, BANGALORE-560078
Academic Year- 2022-2024

A Project report on

"A STUDY ON EFFECTIVE ASSET LIABILITY MANAGEMENT AT CAPITAL SOUHARDA COOPERATIVE LTD"

Submitted to Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTERS OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

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DEEPIKA N

REG NO: P03CJ22M015024

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Associate Professor

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

SHAVIGE MALLESHWARA HILL , KUMARSWAMY LAYOUT , BENGALURU -560078

2022-2024

A STUDY ON RELEVANCE OF TRADITIONAL ADVERTISING METHODS: A SPECIAL REFERENCE TO BILLBOARDS

Synopsis submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION
BANGALORE UNIVERSITY

SUBMITTED BY

VEMULA SOWMYA

Register No: P03CJ22M015025
IV SEMESTER MBA

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078
Academic Year- 2023-2024

A Project Report on

"A STUDY ON COST REDUCTION AND BUDGETARY CONTROL OF BALABHIMESHWAR MOTORS"

Project report submitted to the Bangalore university in partial fulfillment of the

requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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Submitted By

RASHMI KULKARNI

P03CJ22M015026

4th semester MBA

Under the Guidance of

Dr. Shashikumar C R

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE,

BANGALORE-560078

Academic year-2023-2024

"A STUDY ON OPERATIONAL AND FINANCIAL PERFORMANCE OF AGROES SERVICE PRIVATE LIMITED"

A Project Report submitted to the Bangalore University in partial fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

RAKESH M

Reg No: P03CJ22M015027

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DR.SUBBULAKSHMI SOMU

Associate Professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE-560078

Academic Year:2022-2024

"A STUDY ON CREDIT RISK MANAGEMENT AT BANGALORE DISTRICT CENTRAL CO-OPERATIVE BANK"

A report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

of

BANGALORE UNIVERSITY

SUBMITTED BY

CHANDAN C S

Reg No: P03CJ22M015028

UNDER THE GUIDANCE OF

Dr. SHASHIKUMAR

ASSOCIATE PROFESSOR

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT,

BANGALORE – 560111

2022-24

"A STUDY ON CREDIT RISK MANAGEMENT AT BANGALORE DISTRICT CENTRAL CO-OPERATIVE BANK"

A report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

of

BANGALORE UNIVERSITY

SUBMITTED BY

CHANDAN C S

Reg No: P03CJ22M015028

UNDER THE GUIDANCE OF

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT,

BANGALORE – 560111

2022-24

PROJECT ON

"STRATEGIC DEPLOYMENT AND PROFIT ANALYSIS AT GEMBA CONCEPTS, THROUGH DASHBOARD-DRIVEN APPROACH"

Submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

MR. KARTHIK P

Register No.: P03CJ22M015029

IV SEM MBA

UNDER THE GUIDANCE OF

DR.SUBBULAKSHMI S

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S LAYOUT, BANGALORE-560078

ACADEMIC YEAR 2022-2024

A PROJECT REPORT ON

"IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER'S PERCEPTUAL CONSTRUCT AND BUYING BEHAVIOUR: A CASE STUDY OF BENGALURU URBAN"

Project submitted to the Bangalore university in partial fulfilment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY

PURUSHOTHAM N

USN: P03CJ22M015030

UNDER THE GUIDANCE OF

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Professor

Guide Reg. No: (16CQFG002)

DEPARTMENT OF MANAGEMENT STUDIES

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT.
BANGALORE – 560 111

ACADEMIC YEAR - 2022-2024

"THE EFFECT OF INTEREST RATE FLUCTUATIONS ON THE FINANCIAL PERFORMANCE OF SHRIRAM FINANCE LTD"

Dissertation submitted to Bangalore University on partial fulfilment of the requirement for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

Submitted by

SNEHA.R

(P03CJ22M015031)

UNDER THE GUIDANCE OF

DR. CHETAN SHETTY

ASSOCIATE PROFESSOR

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, K.S. Layout, Bangalore-560078

2022-2024

"THE EFFECT OF INTEREST RATE FLUCTUATIONS ON THE FINANCIAL PERFORMANCE OF SHRIRAM FINANCE LTD"

Dissertation submitted to Bangalore University on partial fulfilment of the requirement for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

Submitted by

SNEHA.R

(P03CJ22M015031)

UNDER THE GUIDANCE OF

DR. CHETAN SHETTY

ASSOCIATE PROFESSOR

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, K.S. Layout, Bangalore-560078

2022-2024

DIGITAL HEALTH REVOLUTION: EXPLORING OPPORTUNITIES FOR TEVA PHARMACEUTICALS IN INDIA'S GROWING ONLINE PHARMACY MARKET

Dissertation submitted to Bangalore University on partial fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

Submitted by

JEEVITHA H S

Reg. No.: P03CJ22M015032

UNDER THE GUIDANCE OF

Dr. SUBBULAKSHMI S

Assistant Professor

Department of Management Studies

DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

ShavigeMalleshwara Hills, K.S Layout, Bangalore – 560 078

2022-2024

"A STUDY ON ANALYSIS OF CAPITAL BUDGET AT HINDUSTAN AERONAUTICS LIMITED (ENGINE DIVISION)"

A report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

of

BANGALORE UNIVERSITY

SUBMITTED BY

VARUNKUMAR.N

Reg No: P03CJ22M015033

UNDER THE GUIDANCE OF

Dr. SHASHIKUMAR. C.R

ASSISTANT PROFESSOR

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT,

BANGALORE – 560111

2022-24

"A STUDY ON STREAMLINING THE CLOUD ONBOARDING PROCESS FOR CUSTOMER EXPERIENCE WITH REFERENCE TO AXCESS.IO"

A synopsis submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

Submitted by

VINEET UDAY SHANBHAG

Reg. No: P03CJ22M015034

UNDER THE GUIDANCE OF

Prof. C B VENKATA KRISHNA PRASAD

Professor

Guide No:18CQFG002

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 064

2023-2024

"COMPARATIVE PERFORMANCE OF AXIS MUTUAL FUNDS"

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

By

VIVEK J

P03CJ22M015035

Under the Guidance of

Dr. SHASHI KUMAR

Associate Professor

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064 2023-2024

"A STUDY ON ANALYSIS OF LOAN DISBURSEMENT WITH RESPECT TO TMS LTD SIRSI"

Dissertation submitted to Bangalore University on partial fulfilment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION BANGALORE UNIVERSITY

Submitted by

DARSHAN NAGAPATI HEGDE

P03CJ22M015036

UNDER THE GUIDANCE OF

DR. CHETAN SHETTY

Associate Professor

DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2022-2024

"OPTIMIZING SWING TRADING STRATEGIES: A COMPREHENSIVE EVALUATION OF TECHNICAL INDICATORS AND REAL-TIME MARKET DATA"

MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY

SYED ISRAR

REG NO: P03CJ22M015037

UNDER THE GUIDENCE OF

NAYANA T

ASSISTANT PROFESSOR

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE SHAVIGE
MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

ACADEMIC YEAR – 2022 – 2024

A STUDY ON CONSUMER BUYING BEHAVIOUR AT ICICI BANK PVT LTD

Submitted to the Bangalore University in partial fulfilment of the
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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE - 560078
Academic Year- 2023-24

EMPLOYEE ENGAGEMENT AND HAPPINESS AT WORK : A DEMOGRAPHIC STUDY OF EMPLOYEES IN THE VIRTUAL WORLD AT PLANSOURCE INDIA OPERATIONS PRIVATE LIMITED

Dissertation submitted to Bangalore University in partial

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,

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Academic Year: 2022-2024

" EMPOWERING INDIAN MSME'S IN SHEET METAL FABRICATION THROUGH DIGITAL TRANSFORMATION "

A Project Report submitted to the Bangalore University in partial fulfillment of the requirements for the award of the Degree of

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Academic Year:2022-2024

"A STUDY ON CURRENT TRENDS OF INTERNET MARKETING TOWARDS ONLINE SHOPPING AT DELHIVERY LTD"

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

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"A STUDY ON FACTORS INFLUENCING CUSTOMER PREFERENCE FOR HIRING INTEROR DESIGNER IN BENGALURU CITY"

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2023-2024

A project report on

"A STUDY ON CAPITAL BUDGETING DECISIONS WITH REFERENCE TO FAS-INERGEIA SOLAR PVT. LTD."

Project report submitted to Bangalore University in partial fulfilment of the requirements for the award of the degree of

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"A STUDY ON IMPACT OF FINANCIAL PLANNING AND TAX SAVING STRATEGIES ON THE EMPLOYEES OF STURLITE ELECTRIC PVT LTD"

Project submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

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A STUDY ON MARKETING STRATEGIES FOR LEAD GENERATION THROUGH FORMS, LANDING PAGES AND EMAIL CAMPAIGNS WITH REFERENCE TO ALTAIR

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PROJECT REPORT ON

"ANALYTICAL MODEL ON 4 DAY WORK WEEK AND ITS IMPACT ON ORGANISATIONAL PRODUCTIVITY AT NTT DATA SERVICE"

Submitted to the Bangalore University in partial fulfilment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION
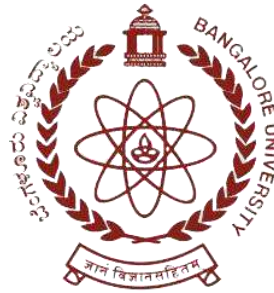
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"A STUDY ON OPTIONS TRADING AND STRATEGIES ON NIFTY-FIFTY STOCKS "

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2023-2024

A Report on

"A STUDY ON ESTIMATING THE FAIR VALUE OF THE SHARE USING DISCOUNTED CASHFLOW MODEL"

Dissertation submitted to Bangalore University in partial fulfilment of the requirements for the award of the degree of

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"A STUDY OF MICROFINANCE LENDING MODELS AND THEIR IMPACT ON POVERTY ALLEVIATION"

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"A STUDY ON RISK AND RETURN ANALYSIS OF TEVA PHARMACEUTICALS PVT LTD"

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ON

CREDIT RISK MANAGEMENT AT URBAN BANK SHIGGAON

Project submitted to the Bangalore University in partial fulfilment of the

requirements for the award of the degree of

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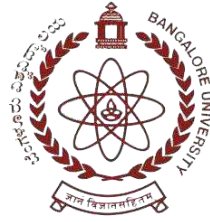
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"A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY ON RELANCE DIGITAL"

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A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SELECTED STEEL COMPANIES IN INDIA

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"A STUDY ON LOAN AND ADVANCES OF PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK LTD"

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

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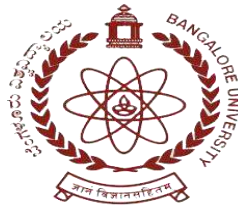
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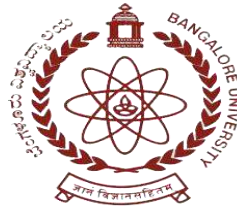
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"A Study on Financial Planning for Salaried Employees & Tax Saving Strategies at Gostol TST India Pvt.Ltd"

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"A STUDY ON CASH FLOW MANAGEMENT AND ITS IMPACT ON PROJECT COMPLETION AT BHARRI CONSTRUCTIONS AND PROJECTS"

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A STUDY TO ANALYZE THE EFFECT OF EMPLOYEE WELLNESS PROGRAMS ON EMPLOYEE RETENTION

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"LEVERAGING INFLUENCE: ANALYZING AFLOG'S ROLE IN BRAND MARKETING THROUGH SOCIAL MEDIA"

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"A STUDY IN WAREHOUSE MANAGEMENT SYSTEM FOR REDIRECTED STORAGE IN ITC LIMITED"

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A STUDY ON ORGANISATIONAL COMMUNICATION AND CULTURE ON EMPLOYEE AND ITS IMPACT ON EMPLOYEE PERFORMANCE

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A STUDY ON THE ANALYSIS OF RISK AND RETURN MANAGEMENT WITH REFERENCE TO AXIS BANK

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ACADEMIC YEAR 2023-2024

A PROJECT REPORT ON

"A STUDY ON PRODUCT PORTFOLIO OF SHREE SHAKAMBHARI AGRO INDUSTRIES NEEMUCH (M.P)"

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ACADEMIC YEAR - 2022-2024

"<u>A comprehensive study on index with reference to Nifty 50</u>"

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ACADEMIC YEAR 2023-2024

A CROSS-BORDER ANALYSIS OF FACTORING AND INVOICE DISCOUNTING PRACTICES

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A STUDY ON IN-DEPTH ANALYTICAL REVIEW OF TRAINING EFFECTIVENESS AND IT'S IMPACT ON EMPLOYEE PERFORMANCE AND ORGANIZATIONAL COMMITMENT AT TELEPERFORMANCE

Report submitted to Bangalore University in partial fulfillment of the
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Project report on

**A STUDY ON INFLUENCE OF WELFARE MEASURES ON
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STRATEGI AUTOMATION PVT LTD, BANGALORE**

submitted to the Bangalore University in partial fulfilment of the
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Academic Year- 2023-2024

A Study on Effectiveness of Training on Stock Market: Post Course Survey of Attendees at HEXAURUM

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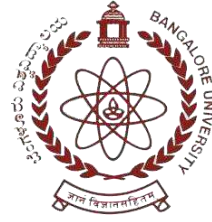**Associate Professor**

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project submitted in partial fulfilment of the requirements

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PROJECT REPORT on

A STUDY ON EFFECTIVENESS OF VARIOUS HR POLICIES TOWARDS MARUTI SUZUKI ARENA, KALABURGI.

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CHAPTER 1

INTRODUCTION

INTRODUCTION:

RECRUITMENT:

Maruti Suzuki India Ltd. implements detailed recruitment policies to ensure the acquisition of top-tier talent. Their recruitment process is meticulously structured, starting with job postings that clearly outline the roles and responsibilities. The screening of applications involves a thorough review of candidate qualifications and experiences to shortlist potential candidates. Interviews are conducted to assess candidates' skills, competencies, and cultural fit within the organization. Reference checks are also performed to validate candidates' credentials and work history.

Maruti Suzuki India Ltd. utilizes a mix of internal and external recruitment sources. Internal sources may include promotions and internal job postings to encourage career growth within the company. External sources encompass job portals, recruitment agencies, and campus placements to attract a diverse pool of candidates. The company emphasizes equal opportunities during the recruitment process, ensuring a fair selection based on merit and suitability for the role.

Moreover, Maruti Suzuki India Ltd. may have specific onboarding and orientation policies to familiarize new hires with the company's values, policies, and work environment. These initiatives aim to facilitate a smooth transition for new employees and integrate them effectively into the organization.

INTERNAL SOURCES OF RECRUITMENT:

Internal sources of recruitment at Maruti Suzuki India Ltd. are vital for promoting career growth and employee retention within the organization. Here are some detailed points about the internal sources of recruitment at Maruti Suzuki India Ltd.:

1. Promotions: Maruti Suzuki encourages internal promotions to recognize and reward the performance and potential of existing employees. Promoting from within motivates employees, boosts morale, and fosters a culture of growth and development.

2. Internal Job Postings: The company frequently posts job openings internally, allowing current employees to apply for positions that align with their skills and career aspirations. This practice provides employees with opportunities for advancement and career progression.

3. Employee Referrals: Maruti Suzuki values employee referrals as a source of recruitment. Current employees are encouraged to refer qualified candidates for job openings within the company. This method helps in attracting candidates who are familiar with the company culture and values.

4. Talent Development Programs: The company invests in talent development programs to groom and upskill existing employees for higher roles. These programs help in identifying and nurturing internal talent to fill key positions in the organization.

5. Succession Planning: Maruti Suzuki engages in succession planning to identify potential future leaders within the organization. By grooming employees for leadership roles, the company ensures a pipeline of qualified internal candidates for key positions.

Utilizing internal sources of recruitment not only enhances employee engagement and loyalty but also contributes to a strong and sustainable talent pipeline at Maruti Suzuki India Ltd.

EXTERNAL SOURCES OF RECRUITMENT:

External sources of recruitment at Maruti Suzuki India Ltd. play a crucial role in attracting diverse talent to the organization. Here are detailed points about the external sources of recruitment at Maruti Suzuki India Ltd.:

1. Job Portals: Maruti Suzuki India Ltd. utilizes popular job portals to advertise job openings and reach a wide pool of potential candidates. Platforms like Naukri, Indeed, and LinkedIn are commonly used to attract external talent.

2. Recruitment Agencies: The company partners with recruitment agencies to source candidates for specialized roles or positions that require specific skill sets. Recruitment agencies help in identifying and screening candidates efficiently.

3. Campus Placements: Maruti Suzuki actively participates in campus recruitment drives at various educational institutions. By engaging with students and fresh graduates, the company taps into young talent and offers opportunities for entry-level positions and internships.

4. Employee Referrals: While also an internal source, employee referrals can be considered an external source when employees refer candidates from outside the organization. Maruti Suzuki values employee referrals as they often bring in candidates who are a good cultural fit.

5. Social Media Platforms: The company leverages social media platforms like LinkedIn, Facebook, and Twitter to showcase its employer brand and attract passive candidates. Social media recruitment strategies help in reaching a broader audience of potential candidates.

By utilizing a mix of external recruitment sources, Maruti Suzuki India Ltd. ensures a diverse talent pool and access to candidates with varying backgrounds and experiences, contributing to the company's overall success in talent acquisition.

SELECTION:

The selection methods and processes at Maruti Suzuki India Ltd. are designed to identify and hire the best candidates who align with the company's values, culture, and job requirements. Here are detailed points about the selection methods and processes at Maruti Suzuki India Ltd.:

1. Application Screening: The process typically starts with screening applications to shortlist candidates who meet the basic qualifications for the job. This initial step helps in narrowing down the candidate pool for further evaluation.

2. Written Tests: Depending on the role, candidates may be required to take written tests to assess their technical knowledge, aptitude, and skills relevant to the position they are applying for. These tests help in evaluating candidates objectively.

3. Interviews: Maruti Suzuki conducts various types of interviews, including technical interviews, behavioral interviews, and HR interviews. These interviews allow the company to assess the candidate's competencies, experience, and cultural fit within the organization.

4. Assessment Centers: For certain roles, the company may conduct assessment center exercises to evaluate candidates' problem-solving abilities, teamwork skills, and leadership potential. Assessment centers provide a holistic view of a candidate's capabilities.

5. Background Verification: Before making a final offer, Maruti Suzuki conducts thorough background verification checks to ensure the accuracy of the information provided by the candidate. This step is crucial for maintaining the integrity of the hiring process.

6. Final Selection: After completing the evaluation process, the hiring team at Maruti Suzuki selects the most suitable candidate for the position based on their performance in the assessments, interviews, and overall fit with the organization.

By following a comprehensive selection process that includes multiple evaluation methods, Maruti Suzuki India Ltd. aims to hire candidates who not only possess the required skills and qualifications but also exhibit the potential to contribute effectively to the company's success and growth.

TRAINING:

The training process at Maruti Suzuki India Ltd. is a crucial aspect of employee development and skill enhancement. Here are detailed points about the training process at Maruti Suzuki India Ltd.:

1. Induction Training: New employees undergo induction training to familiarize them with the company's policies, culture, values, and work processes. This training helps in smoothly integrating new hires into the organization.

2. Technical Training: Maruti Suzuki provides technical training to employees to enhance their skills in areas such as automotive technology, manufacturing processes, quality control, and safety protocols. This training ensures that employees are equipped with the necessary technical knowledge to perform their roles effectively.

3. Soft Skills Training: The company also focuses on developing employees' soft skills, including communication, teamwork, leadership, and problem-solving. Soft skills training helps employees interact effectively with colleagues, customers, and stakeholders.

4. On-the-Job Training: Employees receive on-the-job training to gain hands-on experience and practical knowledge in their respective roles. This type of training allows employees to apply theoretical concepts to real-world scenarios and enhances their job proficiency.

5. Specialized Training Programs: Maruti Suzuki offers specialized training programs for employees in different functions and departments. These programs are designed to enhance specific skills and competencies required for particular roles within the organization.

6. Leadership Development: The company invests in leadership development programs to nurture future leaders within the organization. These programs focus on developing strategic thinking, decision-making, and managerial skills among employees.

7. Continuous Learning: Maruti Suzuki promotes a culture of continuous learning and development. Employees are encouraged to participate in workshops, seminars, and online courses to stay updated with industry trends and advancements.

8. Evaluation and Feedback: Throughout the training process, employees are evaluated to assess their progress and identify areas for improvement. Feedback mechanisms help employees understand their strengths and areas needing development.

By implementing a comprehensive training process that covers technical, soft skills, on-the-job training, and specialized programs, Maruti Suzuki India Ltd. ensures that its employees are well-equipped to meet the demands of their roles and contribute effectively to the company's success.

Importance Of Training:

Training at Maruti Suzuki India Ltd. holds significant importance in shaping the skills and competencies of its employees. Here are detailed points highlighting the importance of training at Maruti Suzuki India Ltd.:

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1. Enhanced Employee Performance: Training programs help employees acquire new skills and knowledge, leading to improved job performance and productivity.

2. Employee Engagement: Training initiatives boost employee morale and engagement by demonstrating the company's investment in their growth and development.

3. Quality Improvement: Well-trained employees contribute to maintaining high-quality standards in manufacturing processes and customer service.

4. Innovation and Adaptability: Training fosters innovation and enhances employees' ability to adapt to new technologies and market trends.

5. Safety and Compliance: Training ensures that employees adhere to safety protocols and regulatory requirements, promoting a safe working environment.

6. Customer Satisfaction: Well-trained employees deliver better service, leading to increased customer satisfaction and loyalty.

7. Reduced Turnover: Investing in employee training reduces turnover rates as employees feel valued and supported in their professional development.

8. Cost Savings: Training programs help in reducing errors, rework, and operational inefficiencies, leading to cost savings for the company.

9. Skill Development: Training equips employees with the skills necessary to handle complex tasks and challenges in their roles effectively.

10. Career Growth: Training opportunities provide employees with the chance to upskill and advance in their careers within the company.

11. Team Collaboration: Training encourages teamwork and collaboration among employees, fostering a positive work environment.

12. Market Competitiveness: Well-trained employees give Maruti Suzuki a competitive edge in the market by ensuring high-quality products and services.

13. Organizational Growth: Training contributes to the overall growth and success of Maruti Suzuki by developing a skilled and motivated workforce capable of driving the company forward in a dynamic industry landscape.

By prioritizing training and development, Maruti Suzuki India Ltd. not only invests in its employees' growth but also strengthens its position as a market leader in the automotive industry.

TRAINING AND DEVELOPMENT:

Maruti Suzuki India Ltd, a prominent automobile manufacturer, places significant emphasis on the training and development of its employees. The company's training programs are designed to enhance the skills and knowledge of its workforce, ensuring they stay abreast of the latest industry trends and technologies.

Training at Maruti Suzuki covers a wide range of areas, including technical skills for manufacturing processes, customer service, leadership development, and soft skills training.

These programs aim to improve employee performance, increase productivity, and foster a culture of continuous learning within the organization.

Moreover, Maruti Suzuki's training initiatives are not limited to new employees but also extend to ongoing development opportunities for existing staff. By investing in the growth and skill enhancement of its employees, Maruti Suzuki ensures a competent and motivated workforce that can adapt to changing market dynamics and contribute effectively to the company's success.

Key points about Maruti Suzuki's training and development:

1. Tailored training programs for different departments and job roles.

2. Emphasis on technical skills, customer service, leadership, and soft skills.

3. Continuous learning opportunities for both new hires and existing employees.

4. Training to align employees with industry best practices and technological advancements.

5. Focus on enhancing employee performance, productivity, and overall job satisfaction.

HUMAN RESOURCE MANAGEMENT:

Maruti Suzuki India Ltd's Human Resources management plays a crucial role in ensuring the company's workforce is well-supported and aligned with its strategic objectives. The HR department at Maruti Suzuki focuses on various aspects such as recruitment, training, performance management, employee engagement, and organizational development.

Recruitment at Maruti Suzuki is a meticulous process aimed at attracting top talent to meet the company's diverse needs. The HR team conducts thorough assessments to ensure the right fit for each role, contributing to the overall success of the organization.

Training and development programs, as mentioned earlier, are integral to HR management at Maruti Suzuki. These initiatives not only enhance employee skills but also foster a culture of learning and growth within the company.

Performance management is another key area where HR plays a vital role. By setting clear goals, providing regular feedback, and conducting performance evaluations, the HR department ensures that employees are motivated and on track to achieve their objectives.

Employee engagement initiatives are designed to boost morale, improve job satisfaction, and cultivate a positive work environment. Activities like team-building exercises, recognition programs, and open communication channels contribute to a cohesive and motivated workforce.

Overall, Maruti Suzuki's HR management focuses on nurturing talent, promoting a positive work culture, and aligning employee goals with the company's vision, ultimately driving organizational success.

Key points about Maruti Suzuki's HR management:

1. Strategic recruitment processes to attract top talent.

2. Comprehensive training and development programs for skill enhancement.

3. Performance management systems for goal setting and feedback.

4. Employee engagement initiatives to boost morale and job satisfaction.

5. HR's role in aligning employee development with organizational objectives for sustained success.

TRAINING AND DEVELOPMENT OBJECTIVES:

1. Skill Enhancement: Maruti Suzuki aims to continuously improve the technical skills of its employees to ensure they are proficient in the latest manufacturing processes and technologies.

2. Leadership Development: The company focuses on nurturing leadership qualities among its employees through training programs to prepare them for future management roles.

3. Customer Service Excellence: Training objectives include enhancing customer service skills to ensure that employees provide exceptional service to customers, leading to higher satisfaction levels.

4. Soft Skills Development: Maruti Suzuki emphasizes the development of soft skills such as communication, teamwork, and problem-solving to create well-rounded and effective employees.

5. Adaptability to Change: Training programs are designed to help employees adapt to changing market dynamics and technological advancements, enabling them to stay competitive in the industry.

6. Employee Engagement: Maruti Suzuki aims to keep its workforce engaged and motivated through training initiatives that promote a culture of continuous learning and growth.

7. Performance Improvement: Training objectives include enhancing employee performance through skill development, feedback mechanisms, and performance evaluation processes.

8. Career Development: The company focuses on providing training opportunities that align with employees' career aspirations, fostering a sense of progression and development within the organization.

9. Compliance and Safety Training: Maruti Suzuki ensures that employees receive training on compliance with regulations and safety protocols to maintain a secure working environment.

10. Innovation and Creativity: Training programs encourage employees to think innovatively, fostering a culture of creativity and problem-solving within the organization.

These objectives collectively contribute to the overall growth, success, and sustainability of Maruti Suzuki India Ltd by investing in the development and well-being of its employees.

TRADITIONAL AND MODERN APPORACHES:

Maruti Suzuki India Ltd adopts a blend of traditional and modern approaches to training and development to ensure a well-rounded and effective learning experience for its employees. Here are detailed points on the traditional and modern approaches:

Traditional Approach:

1. Classroom Training: Maruti Suzuki utilizes traditional classroom training sessions where employees gather in a physical setting for learning sessions conducted by experienced trainers.

2. On-the-Job Training: Employees receive hands-on training by working alongside experienced staff, allowing them to learn practical skills in a real-world setting.

3. Mentoring and Coaching: The company pairs new employees with seasoned professionals who provide guidance, support, and knowledge transfer through one-on-one interactions.

4. Workshops and Seminars: Maruti Suzuki organizes workshops and seminars focusing on specific skills or topics to enhance employee knowledge and capabilities in a group setting.

5. Printed Materials: The company may provide printed training materials like manuals, handbooks, and guides to supplement learning and serve as references for employees.

Modern Approach:

1. E-Learning: Maruti Suzuki leverages technology to offer online training modules accessible to employees anytime, anywhere, allowing for self-paced learning and flexibility.

2. Virtual Reality (VR) Training: The company may use VR technology to simulate real-life scenarios for employees to practice skills in a safe and controlled environment.

3. Mobile Learning: Maruti Suzuki provides training materials and resources through mobile applications, enabling employees to learn on the go using their smartphones or tablets.

4. Gamification: Training programs incorporate gamification elements such as quizzes, challenges, and rewards to make learning more engaging, interactive, and enjoyable.

5. Microlearning: Short, bite-sized training modules are designed to deliver focused learning content quickly, catering to the shorter attention spans of modern learners.

By combining these traditional and modern training approaches, Maruti Suzuki India Ltd ensures that its training and development programs are comprehensive, engaging, and effective in enhancing employee skills, knowledge, and performance in alignment with the company's strategic goals.

CHAPTER2
COMPANY PROFILE

HISTORY:

The son of the third Indian Prime Minister, Indira Gandhi, Sanjay Gandhi, founded a previous business that bears the Maruti name. The Indian government started looking for a small automaker in the early 1970s. The concept of a more reasonably priced "people's car" had been debated since the 1950s, and India had been producing automobiles for a number of years at that point.

Renowned for his love of automobiles, Sanjay Gandhi spent three years as an apprentice at Rolls-Royce in Crewe, UK. He saw the potential of small car manufacturing in the private sector when he returned in 1968. The idea was approved by the Planning Commission and the government. After that, Sanjay Gandhi started his car business, setting up shop in a rented garage close to Roshanara Bagh in Old Delhi.

In September 1970, the government issued a letter of intent enabling Sanjay Gandhi to manufacture up to 50,000 cars annually. Maruti Motors Limited was founded in August 1971, and Sanjay Gandhi served as its first managing director. In order to build his Maruti factory, he paid about Rs 12,000 per acre for 297 acres of land in Gurgaon.

As promised by Sanjay Gandhi, the first Maruti car prototype was finished in 1972, and production is expected to start in April 1973. In his workshop, he constructed the chassis himself, and the vehicle was powered by a Triumph motorcycle engine. The Vehicle Research & Development Establishment in Ahmednagar conducted a feasibility study on the Maruti car amid claims of nepotism. The prototype was declared unfit for use on public roads after failing

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the test. However, Maruti received an industrial license to manufacture 50,000 cars in July 1974. But Sanjay Gandhi's factory's actual production output didn't meet the original goal. Although it is anticipated that production will start at 12–20 units per month and increase to 200 units per day, only.

Sanjay Gandhi's involvement in politics during the Emergency further complicated the project's progress. Following Indira Gandhi's defeat in the 1977 election and a court order for Maruti's dissolution in 1978, the project faced uncertain prospects. With Indira's return to office in 1980 and Sanjay's death in a plane crash, the Government of India intervened and assumed control of Maruti through legislative measures.

Tie-up with Suzuki:

After Sanjay passed away, his mother Indira gave Arun Nehru the responsibility of determining whether her son's idea to create an inexpensive car for India could actually be realized. Although Nehru recognized the project's potential, he underlined the necessity of a skilled manufacturer. A group was then formed to investigate possible partnerships with manufacturers around the world. In April 1982, the Indian government began negotiating with Suzuki. In October 1982, after months of planning, Suzuki of Japan and Maruti Udyog Ltd. signed a joint venture and license agreement. Despite the Indian government's desire for Suzuki to take a 40 percent foreign equity share, Suzuki initially purchased a modest 26 percent stake in the joint venture due to their limited capital and perceived risks. Both sides came to an agreement, specifying

Maruti was granted permission to import two Suzuki vehicles that were completely assembled in the first two years of India's closed market, with an initial target of using just 33% domestic components. This greatly displeased the nearby manufacturers. There were some concerns that the Indian market would not support Maruti Suzuki's relatively high production levels, and the government even considered changing the petrol tariff and decreasing the excise fee to increase sales.

A 1996 Maruti 800 photographed in Chile

Local production began with the introduction of the Suzuki Fronte/Alto-based Maruti 800, model numbers SS30 and SS40, in December 1983. Introduced in 1984, the Maruti Van shared the same three-cylinder engine as the 800. In the first year, Maruti wanted to produce 20,000 cars a year at the Gurgaon plant, and in the second year, 40,000. However, Suzuki was not prepared for Maruti's rapid success. In the first year, the company received 120,000 reservations, which shocked Suzuki. Despite the high demand, Maruti struggled to fulfill orders due to capacity limitations. The increase in demand necessitated a complete redesign of its production strategy, which included shifting the proportion of the 800 to the van.

In 1985, the Suzuki SJ410-based Gypsy, a 4-wheel drive off-road vehicle with a displacement of 970cc, was released. The 796 cc hatchback Suzuki Alto (SS80), which replaced the original 800 in 1986, was the company's 100,000th automobile. Following the shipment of 500 cars to Hungary in 1987, the business began exporting to western markets. The Gurgaon plant's annual capacity was raised to 100,000 units by 1988.

Up until 1992–1993, Maruti's ability to expand was limited by the requirement for foreign exchange. Furthermore, it was difficult to find money for expansion, particularly during the 1991 Indian financial crisis. The Indian government made it clear that foreign loans were the only way to finance expansion. Maruti eventually obtained assistance from Axiom Bank in Japan, which enabled them to fund the expansion's foreign exchange component. As a result, Maruti was able to solve the ongoing shortage problem by establishing a new production line in the Gurgaon plant.

The first modern sedan in India was the 970 cc, three-box Maruti 1000, which debuted in 1989. By 1991, 65 percent of all vehicles' parts were made in the country. Suzuki raised its ownership of Maruti to 50% following the liberalization of the Indian economy in 1991, forming a 50/50 joint venture with the Indian government as the other stakeholder.

The Zen, a 993 cc hatchback, debuted in 1993, and the 1,298 cc Esteem sedan followed in 1994. Since production began in 1994, Maruti has produced one million vehicles. When Maruti's second plant opened, it could produce 200,000 units a year. A 24-hour emergency on-road vehicle service was introduced by Maruti. The first design shift since 1986 occurred with the 1998 release of the new Maruti 800. Maruti's first diesel car, the Zen D, a 1,527 cc diesel hatchback, and a revamped Omni were unveiled. Both the Wagon R and the 1.6-liter Maruti Baleno three-box sedan were introduced in 1999.

In 2000, Maruti became the first car company in India to launch a call center for internal and customer services. The new Alto model was released. In 2001, Maruti True Value, selling and buying used cars was launched. In October of the same year, the Maruti Versa was launched. In 2002, Esteem Diesel was introduced. Two new subsidiaries were also started: Maruti Insurance Distributor Services and Maruti Insurance Brokers Limited. Suzuki Motor Corporation increased its stake in Maruti to 54.2 percent.

The new Suzuki Grand Vitara XL-7 was introduced in 2003, while the Zen and Wagon R were modified and redesigned. Together with the State Bank of India, they manufactured the fourth millionth Maruti automobile. Maruti Udyog Ltd. went public on the BSE and NSE after a ten-fold oversubscription to its initial offering. In 2004, the Alto overtook the Maruti 800 as India's top-selling car after nearly two decades. A new version, the Versa 5-seater, was created during the Esteem's relaunch. At the end of the 2003–04 fiscal year, Maruti Udyog achieved its highest-ever yearly sales of 472,122 units, and the fiftieth lakh (5 millionth) car was released in April 2005. The 1.3-liter Suzuki Swift

Suzuki and Maruti established a second joint venture, Maruti Suzuki Automobiles India, in 2006 with the goal of constructing two new manufacturing facilities: one for engines and one for cars. Additionally, cleaner automobiles were released, with a number of new models fulfilling the new Bharat Stage III emission regulations. Maruti Suzuki sold its ten millionth car in India in February 2012. Its market share was over 45% as of July 2014. The Swift Dzire, the company's fifteen millionth automobile, was manufactured in India in May 2015.

Maruti Suzuki declared on April 25, 2019, that it would phase out the production of diesel vehicles by April 1, 2020, the day the Bharat Stage VI emission standards take effect. The company would have to make a large investment to upgrade its current diesel engines in order to meet the new, stricter emission regulations. "We have made this decision in order to meet the corporate average fuel efficiency (CAFE) standards in 2022, and a larger percentage of CNG vehicles will help us comply with the standards," said Chairman R.C. Bhargava. I hope that the policies of the union government will contribute to the expansion of the CNG vehicle market. Approximately 23% of Maruti Suzuki's yearly sales at the time were diesel vehicles.

The company planned to launch its first electric car in the second half of 2021, the Maruti Suzuki Wagon R Electric, before cancelling its plan.

Sales and service network

In India, Maruti Suzuki operates 380 Nexa sales locations in 228 cities and 2,413 Arena sales locations in 1,992 cities. By 2020, the company wants to expand its sales network to 4,000 locations. It operates 4044 service stations in 1,861 Indian cities. The number of Maruti dealerships exceeds the combined size of several well-known businesses. Service is one of the company's main sources of income. Maruti Suzuki trains the local employees at the majority of service stations, which are run on a franchise basis. Additionally, there are Express Service stations, which send a repairman to the car if it is far from a regular service facility. Nexa, which stands for New Exclusive Automotive Experience, is a new dealership network for Maruti Suzuki's high-end vehicles that was introduced in 2015.

Maruti Suzuki currently sells Fronx, Baleno, Grand Vitara, XL6, Ciaz, Ignis and Jimny through Nexa outlets. S-Cross was the first car to be sold through Nexa outlets. The company recently achieved a milestone of selling 1.5 million cars from over 350 dealerships across the country and is the third largest automobile retail channel of India.

Maruti Insurance

Established in 2002, Maruti Suzuki offers auto insurance to its clients through Royal Sundaram, Bajaj Allianz, New India Assurance, and the National Insurance Company. With the establishment of two subsidiaries, Maruti Insurance Distributors Services Pvt. Ltd. and Maruti Insurance Brokers Pvt. Limited, the service was established for the business.

This service began as a benefit or value addition for clients and quickly expanded. Since its inception, they have sold over two million insurance policies by December 2005.

Maruti Finance

In January 2002, Maruti Suzuki established Maruti Finance to support the expansion of its financial results. In order to help its clients obtain loans, Maruti Suzuki established two joint ventures with Citi Group and GE Countrywide, respectively, before this service began: Citicorp Maruti and Maruti Countrywide. To launch this business, Maruti Suzuki partnered with ABN Amro Bank, HDFC Bank, ICICI Limited, Kotak Mahindra, Standard Chartered Bank, and Sundaram, in addition to its primary auto finance partners. In March 2003, the company and

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SBI once more formed a strategic alliance. [93] Maruti has sold more than 12,000 cars through SBI-Maruti Finance since March 2003. There are currently 166 Indian cities where SBI-Maruti Finance is accessible.

"Hire-purchase financing of Maruti Suzuki vehicles" is the main business of Citicorp Maruti Finance Limited, a joint venture between Citicorp Finance India and Maruti Udyog Limited. Citibank Overseas Investment Corporation, Delaware, which is a 100% wholly owned subsidiary of Citibank N.A., is the parent company of Citi Finance India Limited. Maruti Suzuki owns the remaining 26% of the company, while Citi Finance India Limited owns 74%. In 1995, Maruti Suzuki, HDFC, and GE Capital merged to form Maruti Countrywide. According to Maruti, its finance program offers its clients the most competitive interest rates, which are between 0.25% and 0.5% less than market rates.

Maruti TrueValue

Maruti Suzuki provides its customers with Maruti True service. It is a used Maruti Suzuki vehicle marketplace. Using this service, one can purchase, sell, or trade used Maruti or non-Maruti automobiles in India. There are 1,190 stores spread across 936 cities as of August 10, 2017.

N2N Fleet Management

End to End Fleet Management, or N2N for short, offers corporates fleet and lease management services. Gas Authority of India Ltd., DuPont, Reckitt Benckiser, Doordarshan, Singer India, National Stock Exchange of India, and Transworld are among the clients who have enrolled in this service. Leasing, maintenance, convenience services, and remarketing are all included in this fleet management package.

Maruti Accessories

Other than Maruti Suzuki, a large number of auto component manufacturers began to sell compatible parts and accessories. This put Maruti Suzuki in danger and cost them money. Under the brand name Maruti Genuine Accessories, Maruti Suzuki launched a new initiative to sell car care products and accessories such as alloy wheels, body covers, carpets, door visors, fog lamps, stereo systems, and seat covers. All across India, these products are offered for sale through authorized service stations and dealer outlets.

Maruti Suzuki Driving School

In Delhi, Maruti Suzuki established the Maruti Driving School as a component of its corporate social responsibility. Later, the services were also made available in other Indian cities. These educational institutions, which follow international standards, require students to complete both classroom and hands-on activities. These schools also teach many international practices, such as attitudes and road behavior. Participants receive simulator training prior to operating real cars.

"We are very concerned about the rising number of deaths on Indian roads," Jagdish Khattar said at the school's opening ceremony. If industry, government, and the nonprofit sector collaborate in a coordinated way, these can be eliminated. However, we believed that Maruti ought to take the lead in this area, which is why we launched the Maruti Driving Schools initiative.

Awards and recognition

In the Brand Trust Report, which was released by brand analytics firm Trust Research Advisory, Maruti Suzuki was ranked as the ninth most trusted brand in India in 2019 and thirty-seventh in 2013.

SWORT ANALYSIS:

Strengths of Maruti Suzuki:

- Brand Recognition & Trust
- Extensive Dealership and Service Network.
- Affordable Pricing
- Fuel Efficiency
- Strong Resale Value
- Wide Range of Models
- Advanced Technology & Innovation
- Strong Focus on Small Cars

Weaknesses of Maruti Suzuki:

- Perception of Lower Quality in Premium Segments

- Limited Presence in Premium & Luxury Segments

- Dependence on the Indian Market

- Design and Aesthetic Limitations

- Limited EV Presence

- Slow Adoption of Advanced Safety Features

- Perceived Lack of Innovation in High-End Features

Threats to Maruti Suzuki:

- Intense Competition

- Shifting Consumer Preferences

- Stricter Government Regulations

- Rising Raw Material Costs

- Technological Innovation Gaps

- Consumer Shift Toward SUVs

- EV Adoption

- Economic Volatility

- Supply Chain Disruptions

- Brand Perception in Premium Segment

Opportunities for Maruti Suzuki:

- Electric Vehicles (EVs)

- Rural Market Growth

- SUV Market

- New Models and Innovations

- Hybrid Technology

- Global Expansion

- After-Sales Services

- Collaborations & Partnerships

- Government Incentives

- Improved Safety Standards

CURRENT MODELS:

As of now, Maruti Suzuki offers a wide range of models catering to different segments of the market. Here are some of the current models available:

1. Hatchbacks:

  - Alto: A compact and affordable car, popular for its fuel efficiency.

  - S-Presso: A mini SUV with a bold design and high ground clearance.

  - WagonR: Known for its spacious interior and practicality.

  - Celerio: A compact hatchback with a modern design and advanced features.

  - Swift: A sporty hatchback with a stylish design and peppy performance.

  - Ignis: A compact urban SUV with a distinctive design and youthful appeal.

  - Baleno: A premium hatchback offering a blend of style, comfort, and performance.

2. Sedans:

  - Dzire: A compact sedan with a spacious interior and efficient performance.

  - Ciaz: A mid-sized sedan known for its premium features and comfortable ride.

3. SUVs and Crossovers:

  - Vitara Brezza: A compact SUV with a robust design and powerful performance.

  - S-Cross: A premium crossover with a blend of style, comfort, and versatility.

  - Ertiga: A multi-purpose vehicle (MPV) ideal for families, offering ample space and comfort.

- XL6: A premium MPV with a stylish design and advanced features.

4. Electric and Hybrid:

- WagonR Electric (Future Model): Maruti Suzuki is working on electric variants to cater to the growing demand for eco-friendly vehicles.

5. Commercial Vehicles:

- Super Carry: A light commercial vehicle designed for small businesses and transportation needs.

These models reflect Maruti Suzuki's commitment to offering a diverse range of vehicles that cater to the varying needs and preferences of customers in India.

CHAPTER 3

RESEARCH DESIGN AND METHODOLOGY

STATEMENT OF THE PROBLEM:

Maruti Suzuki is one of the largest and most successful automotive companies in India, with a significant share of the market in both the compact and entry-level segments. However, as the automotive industry evolves, Maruti Suzuki faces various challenges that require a thorough understanding of the policies affecting the company. These challenges include government regulations, trade policies, emission standards, and incentives for electric vehicles (EVs). Additionally, the company's competitive position is influenced by policies related to foreign direct investment (FDI), taxation, and subsidies, which impact its production costs, pricing strategies, and ability to innovate.

The primary problem that this study seeks to address is the impact of various policies on Maruti Suzuki's business operations, growth, and long-term sustainability. Specifically, it aims to explore how government policies at the national and state levels, along with international trade policies, affect the company's ability to adapt to market demands, technological advancements, and environmental requirements.

This study seeks to provide a comprehensive understanding of how these various policies affect Maruti Suzuki's operational decisions, market strategies, and competitive positioning, and to identify areas where the company can align itself better with the regulatory and economic environment for future growth and innovation.

NEED FOR THE STUDY:

The need for this study stems from the increasing significance of Human Resource (HR) policies in fostering organizational success, employee satisfaction, and long-term sustainability. In a dynamic and competitive industry like the automobile sector, effective HR practices are crucial for managing and developing a diverse workforce, ensuring productivity, and retaining talent. Maruti Suzuki, as a leading automobile manufacturer in India, employs a substantial workforce that operates across various functions, locations, and hierarchical levels. This diversity necessitates the formulation and implementation of HR policies that are not only robust but also adaptable to the evolving needs of employees and the organization.

With rising competition, advancements in technology, and changing employee expectations, it is critical to assess whether Maruti Suzuki's HR policies are effectively meeting these challenges. Policies related to recruitment, training and development, performance appraisal, employee welfare, and grievance redressal play a pivotal role in ensuring a motivated and engaged workforce. However, there is often a gap between the theoretical design of policies and their practical implementation, which can lead to inefficiencies, dissatisfaction, and high turnover rates.

This study is essential to understand the impact of these policies on various aspects of employee behavior, such as job satisfaction, productivity, and loyalty, as well as their influence on organizational performance. By identifying the strengths and weaknesses of existing HR practices, the research can provide valuable insights into areas that require enhancement. Furthermore, this study aims to ensure that Maruti Suzuki's HR policies remain competitive and aligned with industry standards, helping the organization maintain its position as an employer of choice. Ultimately, the findings of this research can guide Maruti Suzuki in creating a more supportive, inclusive, and performance-driven workplace culture that benefits both employees and the organization.

SCOPE OF THE STUDY:

The scope of this study is centered around a comprehensive evaluation of the HR policies implemented at Maruti Suzuki, one of India's leading automobile manufacturers. It delves into key areas of human resource management to assess their effectiveness in achieving organizational objectives and enhancing employee satisfaction. The study begins by examining recruitment and selection processes, evaluating their ability to attract and retain top talent while aligning with industry standards. It also covers training and development programs, focusing on how they contribute to skill enhancement, employee performance, and career growth.

Further, the study analyzes performance appraisal systems to determine their fairness, transparency, and impact on employee motivation and goal alignment. Employee welfare initiatives, such as health benefits, safety measures, and work-life balance programs, are

evaluated to understand their influence on employee well-being and organizational loyalty. The role of grievance redressal mechanisms is explored to assess their efficiency in resolving employee concerns and fostering a harmonious work environment.

The scope also extends to investigating the influence of leadership on the successful implementation and acceptance of HR policies. It evaluates how Maruti Suzuki promotes diversity and inclusion within its workforce and the impact of these initiatives on organizational culture. The integration of technology in HR practices, such as recruitment automation and digital performance management systems, is another critical area of study, reflecting on how these advancements improve operational efficiency and employee satisfaction.

Additionally, the study benchmarks Maruti Suzuki's HR policies against industry standards, identifying strengths and areas for improvement. It highlights the challenges faced in policy implementation, such as resistance to change or resource constraints, and provides strategic recommendations for overcoming these barriers. By addressing these aspects, the study aims to offer actionable insights into aligning HR policies with evolving employee expectations and organizational goals. Ultimately, the study seeks to contribute to the development of a more supportive, inclusive, and performance-driven HR framework at Maruti Suzuki.

RESEARCH METHODOLOGY:

To conduct a study on the various HR policies of Maruti Suzuki Arena, a comprehensive research methodology must be followed. Initially, the research problem should be clearly defined, focusing on the purpose of analyzing HR policies. A thorough literature review is essential to understand existing research, identify gaps, and build a theoretical framework. Formulating specific research questions or hypotheses will guide the study, such as examining the effectiveness of recruitment policies or the impact of training programs. Choosing an appropriate research design, likely qualitative, will help gather in-depth insights from employees and HR personnel through interviews, surveys, or focus groups. Data collection methods should be meticulously planned and executed, followed by a detailed analysis using

thematic or content analysis techniques to identify patterns and themes. Interpreting the results in the context of existing literature will allow for meaningful conclusions. Finally, presenting the findings in a structured research report, including sections like introduction, literature review, methodology, results, discussion, and conclusion, will ensure a systematic and insightful study on the HR policies of Maruti Suzuki Arena.

SAMPLE DESIGN:

The sample will include 52 responses from diverse roles, selected using convenience sampling. Key areas of focus include recruitment, training, performance appraisal, and welfare measures. Statistical tools will analyze the data to identify strengths and areas for improvement. The findings will provide actionable recommendations to enhance HR practices and align them with organizational goals.

OBJECTIVES OF STUDY:

1. To evaluate the effectiveness of recruitment and selection processes at Maruti Suzuki in ensuring the acquisition of qualified and skilled talent.

2. To assess the impact of training and development programs on employee performance, productivity, and career advancement within the organization.

3. To analyze the effectiveness of performance appraisal systems in motivating employees and aligning individual goals with organizational objectives.

4. To examine the role of compensation and benefits policies in enhancing employee satisfaction, loyalty, and retention.

5. To evaluate the effectiveness of employee engagement initiatives and their impact on organizational performance and workforce morale.

6. To understand the role of employee welfare measures in improving the well-being and work-life balance of employees.

7. To investigate the impact of grievance redressal mechanisms on maintaining a harmonious work environment and fostering trust among employees.

8. To study the influence of HR policies on employee retention and identify strategies to minimize turnover rates.

9. To examine the role of organizational culture in shaping HR practices and fostering a positive work environment.

10. To analyze the impact of diversity and inclusion initiatives on workforce dynamics and employee satisfaction.

11. To explore the relationship between leadership and the effectiveness of HR policies, focusing on how leadership behavior impacts employee perception and policy enforcement.

12. To measure the role of technology in enhancing HR practices, such as recruitment, training, and performance management systems.

13. To assess the contribution of HR policies to overall organizational performance and competitiveness in the automobile sector.

14. To identify challenges in the implementation of HR policies and recommend actionable solutions for overcoming these barriers.

15. To provide recommendations for aligning HR policies with industry standards and employee expectations, ensuring continuous improvement and innovation in HR practices.

LIMITATIONS:

1. Data Collection Bias: The study relies on surveys, interviews, and secondary data, which are susceptible to biases such as response bias, where participants may not provide honest or complete answers.

2. Limited Sample Size: The study may be limited by the sample size of employees surveyed or interviewed, which may not fully represent the entire workforce of Maruti Suzuki.

3. Time Constraints: The time available for the study may limit the depth of analysis, particularly in evaluating long-term impacts of HR policies like employee retention and career progression.

4. Limited Access to Internal Data: There might be restrictions in accessing detailed internal data from Maruti Suzuki, which could affect the accuracy of the analysis of certain HR practices.

LITERATURE REVIEW:

Anupama Gupta (2010) outlined the effects of the difficulties encountered by human resource management in light of the present state of the economy and the need to take these difficulties into account. The difficulties posed by the lack of skilled workers are emphasized in this article. This also highlights the ways in which human resources management addresses the issues that arise during routine operations. It also made some crucial suggestions for improving the situation.

Saini R.R. (2010) The management of United Commercial Bank, a case study of Chandigarh State that elaborates HRD rules and regulations, is explained in this article. This study essentially outlines the challenges involved in formulating the regulations and carrying them out. A sample of 100 people participated in this analytical study, which examined their opinions regarding HRD laws and regulations. According to the findings of this study, qualifications are crucial when hiring managers at all levels. The process of choosing the best applicant for a management position aids the company in increasing productivity and retaining staff.

Kundu. Subhash C., Divya Malhan (2009) They explain that the organization's benefits are solely produced by human resources in their article on "Human Resources Management Practices in Insurance Companies: The Study was Made in Indian and MNC's." Nonetheless, one of the benefits provided to employees by human resource management is the benefit of providing insurance to human resources. According to the study's findings, both domestic and foreign insurance companies need to make greater improvements to their HR procedures, including recruitment, HR planning, and performance reviews.

Tripathy (2008) outlined how the company uses its human resources to their fullest potential. They adhere to the three Cs: culture, commitment, and competencies. Positive outcomes are achieved in the workplace by adhering to these three C cultures. This approach is thought to have produced the best results, leading to a rise in financial growth.

Singh S.K (2008) He clarified in this study that employees should continue to be involved in order to produce high productivity for a successful organizational growth. The employee's commitment improves the quality of his work and helps him reach his goal. Additionally, the organization ought to assist the worker in honing his interpersonal skills. Employees and employers should make equal contributions to each other's personal development.

Patil, Kallinath S. (2007) The growth of the nation is significantly influenced by the development of the facility management industry. One of the biggest service providers is Life Insurance Corporation, which offers the greatest services. It takes a day for the transmission to arrive. Employees have worked very hard to bring the service into the service industry because of this.

Hemant Rao (2007) He described the changes in the Human Resources role in his study. The function of the human resources department underwent a remarkable transformation. They ought to work for a company that treats its employees equally, regardless of their gender, caste, or religion. The caliber of work produced by the organization's employees determines the productivity of the business.

Sharma and Jyoti (2006) This article explains job satisfaction, which they conclude is the most efficient and effective factor influencing an employee's working conditions. They go on to say that this emotional component aids the worker in the company in producing the best outcomes. One of the primary causes of employee attrition in the company is dissatisfaction.

Therefore, the main factor influencing an employee's career growth and an organization's development is job satisfaction.

Subramanian, V. (2005) He states that choosing the right applicant for the right job and conducting the organization's recruitment and selection process help employees work in a very positive manner. To pique candidates' interest, the interview process ought to be pertinent to the job description.

G.V. Chalam and L. Srinivas (2005) In his article, he defined gender and conducted a survey of the human resources department at 120 State Bank of India branches in Andhra Pradesh.

The paper attempted to investigate the fundamental gender differences. According to him, female employees are far more concerned than male employees. Respect for the company and the human resources department is more prevalent among female employees. Additionally, they have a strong source of loyalty to their bank work.

Maitin, T.P. (2003) In his research, he describes how HRD demonstrates the advancement of organizational expansion through various procedures such as hiring and selection, processing payroll, and upholding office policies. by taking the best possible approach to the workers, which results in their high level of productivity.

Vidya A. Salokhe (2002) He clarified in her research that the HR division has a number of procedures to enhance each worker's personal development within the company. With their clever and efficient work, it also helps the organization make more money. Employees are an organization's most valuable resource from which it can profit.

Mishra and Bhardwaj (2002) He conducted an empirical study on the nature of work in the human resources department of private companies as part of his research. A random sample of 107 managers at various levels—from entry-level to middle- and upper-level management—is taken into account. To learn more about the Human Resources department, a questionnaire was distributed to them and examined. Consequently, the HRD's current state is satisfactory.

T.V. Rao (1999) According to the study in his book, the audit outlines the concepts and procedures that must be used in the HR audit. His framework aids in estimating various criteria, such as the organization's value, culture, and core competency. Assessing an employee's interpersonal skills can help them improve on some of the system's shortcomings. Additionally, their top management is made up of tolerant individuals who help middle- and lower-level staff members voice their concerns. Therefore, by boosting productivity, every employee in the company helps them accomplish more.

Udai pareek &T.V. rao (1999) In his research, he outlines the shortcomings of the human resources department and how they should be improved for the benefit of both the organization and its employees. He goes into great detail in his explanation of the significance of organizational behaviors, planning and development, HR audit, and training and development. Additionally, this provides a wealth of information about educational institutions and numerous professionals.

M.B. Athreya et al., 2020

Maruti Suzuki implemented a new performance appraisal system emphasizing transparency and alignment with employee goals. This approach links pay directly to performance, fostering motivation and accountability.

Kumar & Sharma, 2021

Effective communication strategies have enhanced employee satisfaction at Maruti Suzuki. However, a significant percentage of employees feel disengaged, highlighting areas for improvement.

Gupta et al., 2019

Maruti Suzuki's training programs, such as induction and leadership development, focus on improving job performance and fostering long-term growth for employees at all levels.

Singh & Jain, 2020

The company employs targeted motivational strategies, including recognition and rewards. Despite this, inconsistencies in reward distribution have led to dissatisfaction among some employees.

Rao, 2018

Comprehensive safety training and health initiatives promote workplace safety, significantly reducing accidents and fostering trust in HR practices.

Mishra et al., 2021

Efforts to promote diversity have had mixed outcomes. Employees express comfort discussing diversity with supervisors, though gaps remain in fostering an inclusive culture.

Sharma & Patel, 2019

Employees appreciate career advancement opportunities through training and promotions, but some feel that the career ladder is not transparent enough.

Verma, 2020

Surveys show a majority of employees are satisfied with their roles, but some are dissatisfied with pay equity and job recognition.

Reddy & Kaur, 2019

Training on HR policies has improved awareness among employees, helping them align better with organizational goals.
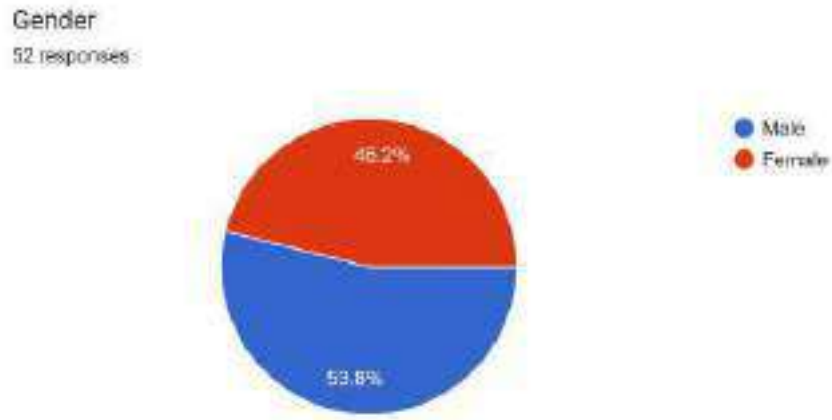
CHAPTER 4

DATA ANALYISIS AND INTERPRETATION

DATA COLLECTED WITH RELEVANT TABLES AND GRAPHS:

1. Showing the Gender of respondents

Particular	No .of respondents	Percentage
Male	28	53.8
Female	24	46.2
Total	52	100

Analysis

The above table shows that, 53.8% of respondents are Male and 46.2% of respondents are Female.

Interpretation

The above graph shows that, more number of respondents are Male.

2. Showing the Age group of respondents

Particular	No. of respondents	Percentage
18-24	12	23.1
25-30	18	34.6
31-35	15	28.8
36-40	7	13.5

Analysis

The above table shows that, 23.1% of respondents are age of 18-24 years, 34.6% of respondents are age of 25-30 years, 28.8% of respondents are age of 31-35 years, and 13.5% of respondents are age of 36-40 years.

Age group?
52 responses

- 18-24
- 25-30
- 31-35
- 36-40
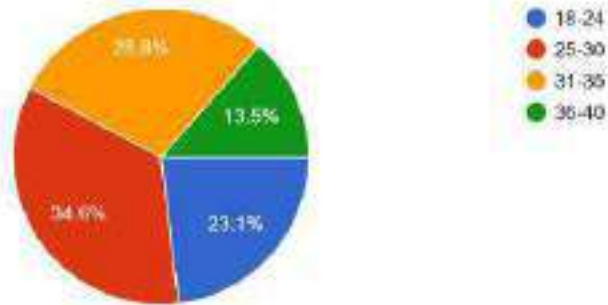
Interpretation

The graph shows that, most of the respondents are in the age group of 25-30 years.

3. Showing the Occupation of respondents

Particular	No. of respondents	Percentage
Student	21	40.4
Working	31	59.6

Analysis

The above table shows that 40.4% of respondents are students and 59.6% respondents are working.

Qualification?
52 responses
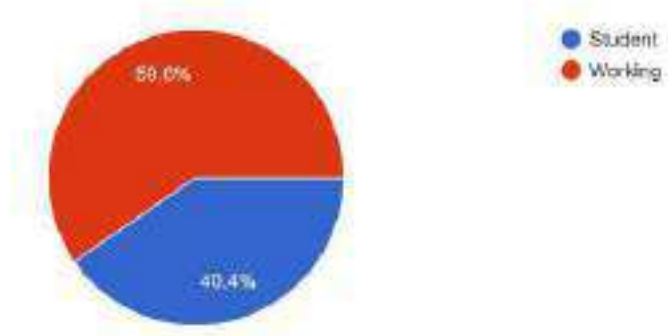
Interpretation

The graphs that most of the respondents are working.

4. What is the primary objective of Maruti Suzuki's recruitment policy?

Particular	No. of respondents	Percentage
Cost minimization	15	27.6
Talent acquisition	16	34.5
Employee retention	13	24.1
Diversity and inclusion	8	13.8

Analysis

Talent Acquisition is the most frequently mentioned objective accounting for 34.5% of the responses. This indicates that Maruti Suzuki places the highest priority on attracting top talent, which is essential for maintaining a competitive edge in the automotive industry and ensuring the company has the right skills to meet its goals.

Cost Minimization appears in 27.6% of the mentions. This reflects Maruti Suzuki's focus on ensuring that its recruitment processes are efficient and cost-effective, likely aiming to optimize hiring expenses without compromising on the quality of talent acquired.

Employee Retention is a significant focus as well, with 24.1% of mentions. This suggests that Maruti Suzuki values long-term relationships with its employees, recognizing that retaining skilled workers is critical to organizational stability, performance, and reducing turnover-related costs.

Diversity and Inclusion, though mentioned the least at 13.8%, still indicates that the company is committed to creating a diverse and inclusive

workplace. This focus is essential for fostering innovation, improving workplace culture, and attracting a broad range of talent from varied backgrounds.

What is the primary objective of Maruti Suzuki's recruitment policy?
52 responses

- Cost Minimization
- Talent Acquisition
- Employee Retention
- Diversity and Inclusion
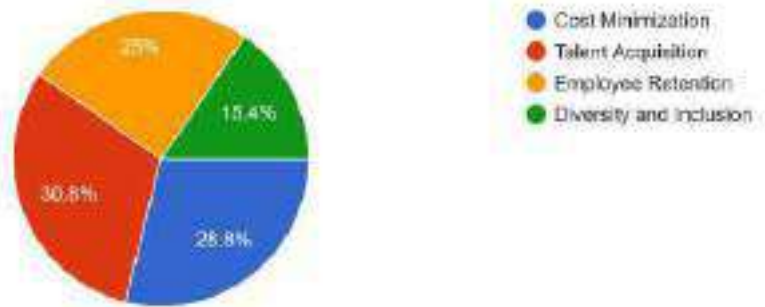
Interpretation

The primary objective of Maruti Suzuki's recruitment policy appears to be a balance between attracting top talent (Talent Acquisition) while ensuring cost minimization in the recruitment process. This suggests that the company is focused on maintaining a highly skilled workforce without overextending its recruitment budget. Additionally, employee retention is a critical component of their strategy, highlighting the company's long-term focus on nurturing and keeping its employees. The focus on Diversity and Inclusion further indicates that Maruti Suzuki aims to create a workplace that reflects diverse perspectives, enhancing creativity and a positive work culture**.**

5. How often does Maruti Suzuki conduct performance appraisals?

| Particular	No. of respondents	Percentage
Quarterly	8	15.4
Annually	21	40.4
Bi-annually	10	19.2
Monthly	13	25

Analysis

Annual Performance Appraisals: The most common frequency for performance appraisals at Maruti Suzuki is Annually, with 40.4% of the responses indicating this. This suggests that Maruti Suzuki focuses on a yearly review cycle, which is typical for many organizations that assess overall employee performance over the course of a year. Annual appraisals allow for a comprehensive evaluation of an employee's contributions, development, and alignment with company goals.

Monthly Appraisals: 25% of the mentions indicate that performance appraisals are conducted Monthly. This could indicate that certain departments or roles within the company require more frequent feedback, possibly due to the nature of the work or a focus on continuous improvement. Monthly appraisals are often associated with more dynamic work environments where regular feedback and adjustments are necessary.

Bi-annual and Quarterly Appraisals: 15.4% of the data each points to Bi-annual and Quarterly appraisals. This frequency may be used for specific teams or functions where performance tracking and goal-setting are reviewed in shorter, periodic cycles. These intervals may allow for more immediate feedback while still aligning with broader annual objectives.

How often does Maruti Suzuki conduct performance appraisals?
52 responses

- Quarterly
- Annually
- Bi-annually
- Monthly

19.2% — 26% — 15.4% — 40.4%
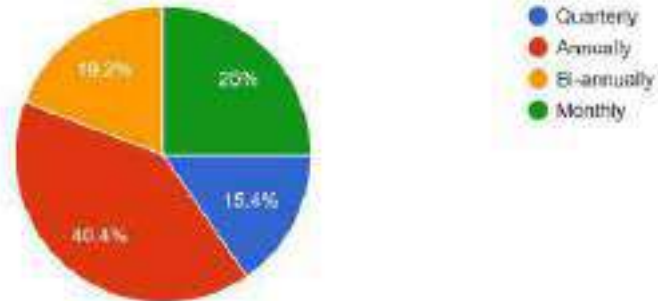
Interpretation

Maruti Suzuki conducts annual performance appraisals most frequently, accounting for   of the instances, which aligns with the typical practice of conducting comprehensive yearly reviews. The monthly appraisals, while less frequent, suggest a strong emphasis on regular feedback in certain areas. The company also uses bi-annual and quarterly appraisals, likely in specific departments or roles where more frequent assessments are beneficial. This indicates that Maruti Suzuki adopts a flexible performance appraisal system that caters to different needs across its organization, balancing comprehensive yearly reviews with more frequent performance checks.

6. Which training method does Maruti Suzuki prioritize for skill development?

Particular	No. of respondents	Percentage
Classroom training	7	13.5
On-the-job training	20	38.5
E-learning	11	21.2
Simulation training	14	26.9

Analysis

On-the-job Training is the most frequently used method at 38.5%. This suggests that Maruti Suzuki prioritizes practical, hands-on training, allowing employees to learn directly in their work environment. This method is particularly effective for skill development as it provides real-time learning, application of knowledge, and immediate feedback, which is essential in operational and technical roles.

Simulation Training is the second most common method, accounting for 26.9% of the mentions. This approach is likely used for training that requires practical experience in a controlled, risk-free environment. Simulation training can be particularly beneficial for employees in complex or high-risk roles, such as those in manufacturing, engineering, or customer service, where hands-on practice is essential without the risk of errors affecting the real environment.

E-learning is mentioned in 21.2% of cases, which indicates that Maruti Suzuki uses digital platforms for knowledge dissemination and skill

development. E-learning is flexible and accessible, allowing employees to complete training at their own pace and time, and can be particularly useful for theoretical knowledge or soft skill development.

Classroom Training is the least frequent method, mentioned in 13.5% of the cases. While important for structured learning, this method is likely used in conjunction with other more practical training methods, providing foundational knowledge or soft skills that complement hands-on or simulation-based training.

Which training method does Maruti Suzuki prioritize for skill development?
52 responses

- Classroom training
- On-the-job Training
- E-learning
- Simulation Training
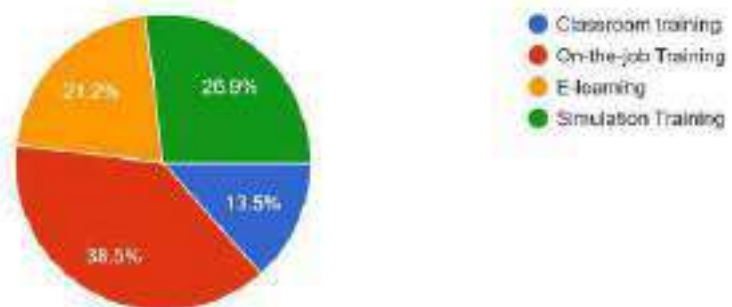
Interpretation

Maruti Suzuki places the highest priority on On-the-job Training, with of its training methods focused on practical, real-world learning. This suggests that the company values experiential learning, enabling employees to develop skills while actively performing their job roles. Simulation Training and E-learning also play significant roles, with Simulation Training providing controlled practice environments and E-learning offering flexibility for employees to acquire knowledge at their own pace. Classroom Training, though the least frequent, still contributes to the overall training approach, likely focusing on foundational and theoretical skills. The overall approach reflects a balanced, multi-method strategy for skill development, with a strong emphasis on practical, real-world experience.

7. What is Maruti Suzuki's approach to employee wellness programs?

Particular	No. of respondents	Percentage
Basic health check-ups	14	29.9
Comprehensive wellness programs	18	34.6
Gym memberships	6	11.5
Mental health support	14	26.9

Analysis

Comprehensive Wellness Programs: The most frequently mentioned approach at 34.6%, Maruti Suzuki appears to prioritize holistic wellness programs that likely cover a wide range of health and wellness aspects. These could include physical health, mental health, stress management, nutrition, and overall well-being. The emphasis on comprehensive programs suggests a long-term commitment to supporting employees' overall health, which is important for fostering a productive and engaged workforce.

Basic Health Check-ups: Representing 26.9% of the mentions, basic health check-ups indicate Maruti Suzuki's focus on preventive healthcare. Regular health check-ups can help in early detection of potential health issues, ensuring that employees are physically well and reducing absenteeism due to illness. This is likely part of a broader strategy to maintain a healthy workforce.

Mental Health Support: With 26.9% of mentions, mental health support highlights the company's attention to the psychological well-being of its

employees. Mental health is increasingly recognized as an essential component of overall wellness, and providing support in this area shows that Maruti Suzuki is aware of the stress and mental health challenges that employees may face, particularly in high-pressure environments. This could include counseling services, stress management programs, or employee assistance programs.

Gym Memberships: Mentioned the least at 11.5%, gym memberships reflect Maruti Suzuki's commitment to promoting physical fitness among employees. Offering gym memberships encourages employees to stay active, which can have numerous benefits, including improving physical health, reducing stress, and boosting overall morale.

What is Maruti Suzuki's approach to employee wellness programs?
52 responses

- Basic Health Check-ups
- Comprehensive wellness programs
- Gym memberships
- Mental health support
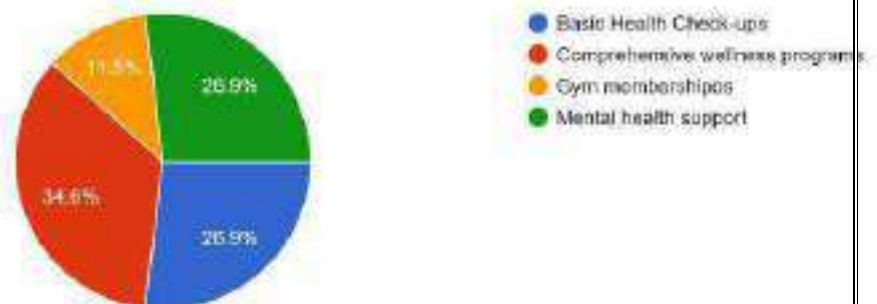
Interpretation

Maruti Suzuki's approach to employee wellness is comprehensive and multi-faceted, with a clear focus on overall well-being. The company prioritizes comprehensive wellness programs, ensuring employees have access to a wide range of health and wellness resources. Basic health check-ups are an important part of their preventive healthcare efforts, while mental health support indicates a growing awareness of the importance of psychological well-being. Though less frequently mentioned, gym memberships are also part of the wellness offerings, promoting physical fitness. Overall, Maruti Suzuki demonstrates a strong commitment to

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employee health, both physical and mental, which contributes to a more engaged, healthy, and productive workforce.

8. How does Maruti Suzuki handle employee grievances?

Particular	No. of respondents	Percentage
Open- door policy	17	32.7
Anonymous complaint box	14	26.9
Formal grievance committee	12	23.1
HR manager intervention	9	17.3

Analysis

Open-door Policy: The most frequently mentioned method at 32.7%, the open-door policy indicates that Maruti Suzuki fosters a transparent and approachable environment for addressing grievances. This policy allows employees to directly communicate their concerns to management, making it an informal yet effective way of resolving issues quickly. The high emphasis on this approach suggests the company values open communication and aims to maintain a culture where employees feel comfortable voicing their concerns without fear of reprisal.

HR Manager Intervention: At 17.3%, HR manager intervention is another significant method for addressing grievances. This implies that when issues cannot be resolved informally through the open-door policy, the HR department steps in to mediate or find solutions. HR intervention likely involves more formal steps, such as counseling, investigation, and offering conflict resolution or support to the employees involved.

Formal Grievance Committee: Mentioned 23.1% of the time, the formal grievance committee indicates that Maruti Suzuki has a structured process for addressing more serious or unresolved grievances. This committee is likely composed of senior management and HR personnel who assess complaints in a more formal, systematic manner, ensuring that issues are handled fairly and consistently.

Anonymous Complaint Box: At 26.9%, the anonymous complaint box provides employees with a confidential way to raise grievances without revealing their identity. This method is useful for employees who may be hesitant to come forward through direct channels due to concerns about confidentiality or retaliation.

How does Maruti Suzuki handle employee grievances?
52 responses

- Open-door policy
- Anonymous complaint box
- Formal grievance committee
- HR manager Intervention
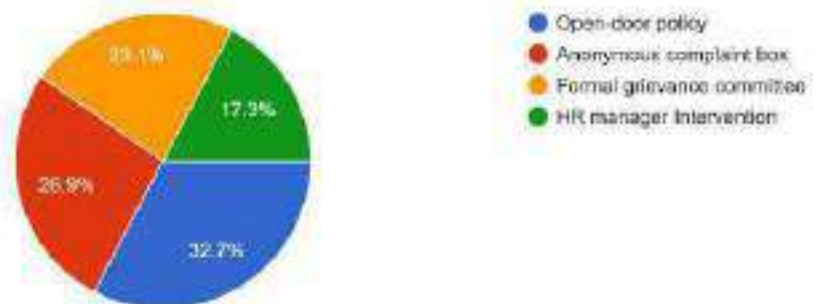
Interpretation

Maruti Suzuki employs a multi-tiered approach to handle employee grievances, with a clear emphasis on open communication through the open-door policy. This suggests that the company values informal and direct interactions for resolving concerns early. For more complex or unresolved issues, HR manager intervention and the formal grievance committee offer structured avenues for conflict resolution. Additionally, the anonymous

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complaint box ensures that employees have a confidential means of raising concerns, promoting a safe environment where grievances can be addressed without fear of retaliation. Overall, Maruti Suzuki's grievance handling system reflects a strong commitment to fair and transparent resolution processes, catering to different levels of employee concerns**.**

9. What is the stance of Maruti Suzuki on employee diversity?

Particular	No .of respondents	Percentage
Gender-neutral policies	13	25
Diversity quotas	13	25
Inclusive hiring practices	12	23.1
Employee resources groups	14	26.9

Analysis

Inclusive Hiring Practices: The most frequently mentioned approach at 23.1%, Maruti Suzuki's focus on inclusive hiring practices suggests that the company actively works to create a diverse workforce by hiring employees from a variety of backgrounds. This approach likely involves efforts to ensure that recruitment processes are open and accessible to all candidates, with a focus on reducing bias and providing equal opportunities regardless of gender, race, or other demographic factors.

Gender-Neutral Policies: At 25%, gender-neutral policies indicate that Maruti Suzuki strives for equality in its treatment of employees, regardless of gender. This could encompass policies like equal pay for equal work, promoting diversity in leadership roles, and ensuring that workplace

practices do not discriminate based on gender. This suggests a progressive stance on gender equality in the workplace.

Diversity Quotas: Mentioned in 25% of the cases, diversity quotas show that Maruti Suzuki may use targeted measures to ensure a minimum level of diversity within its workforce. Quotas can be particularly effective in encouraging the recruitment of underrepresented groups and promoting diversity in various roles, particularly in fields where certain demographics are historically underrepresented.

Employee Resource Groups: At 26.9%, employee resource groups (ERGs) indicate that Maruti Suzuki supports networks of employees who share common backgrounds or interests, such as gender, race, or ethnicity. These groups can provide a sense of community, offer mentoring and support, and help drive initiatives related to diversity and inclusion within the organization.

What is the stance of Maruti Suzuki on employee diversity?
52 responses

- Gender-neutral policies
- Diversity quotas
- Inclusive hiring practices
- Employee resources groups
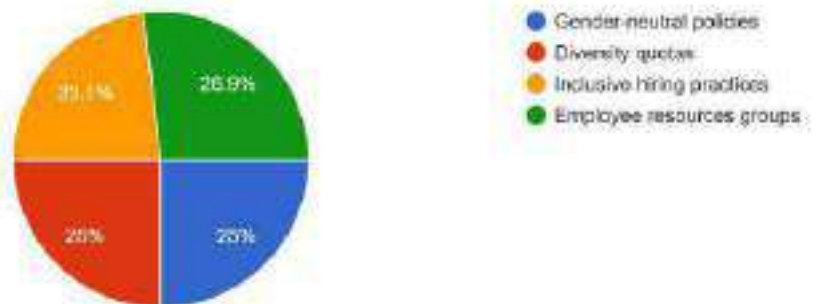
Interpretation

Maruti Suzuki demonstrates a strong commitment to diversity through various policies and initiatives. The company prioritizes inclusive hiring practices to ensure equal opportunities for all candidates, reflecting a clear

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dedication to building a diverse workforce. Gender-neutral policies and employee resource groups show that Maruti Suzuki is committed to creating an equitable and supportive environment for all employees, regardless of gender or background. The presence of diversity quotas further reflects the company's effort to ensure that diverse groups are represented within its workforce. Overall, Maruti Suzuki's stance on diversity highlights a holistic and multi-faceted approach aimed at

fostering an inclusive, equal, and supportive work environment

10. How does Maruti Suzuki promote work-life balance?

| Particular	No. of respondents	Percentage
Flexible Working hours	12	23.1
Remote work options	16	30.8
Sabbatical leave	11	21.2
Employee assistance programs	13	25

Analysis

Remote Work Options: With 30.8% of the mentions, remote work options are the most frequently cited method for promoting work-life balance. This suggests that Maruti Suzuki places significant importance on providing employees the flexibility to work from home or other remote locations. Offering remote work options can help employees better manage personal commitments and reduce commuting time, which contributes to a more balanced and flexible lifestyle.

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Flexible Working Hours: At 23.1%, flexible working hours are another key component in Maruti Suzuki's work-life balance strategy. This policy allows employees to have greater control over their work schedules, accommodating personal and family needs while still meeting professional responsibilities. Flexible hours are especially beneficial for employees with caregiving duties or other personal commitments, promoting a healthier work-life integration.

Sabbatical Leave: Mentioned 21.2% of the time, sabbatical leave indicates that Maruti Suzuki provides employees with the opportunity to take extended time off, often for personal development, travel, or to address life events. Sabbaticals are a valuable tool for preventing burnout, allowing employees to recharge and return to work with renewed focus and energy.

Employee Assistance Programs: At 25%, employee assistance programs (EAPs) show that Maruti Suzuki recognizes the importance of supporting employees' mental and emotional well-being. EAPs likely offer counseling, stress management, and other services that help employees navigate personal and professional challenges, contributing to a healthier work-life balance.

How does Maruti Suzuki promote work-life balance?
52 responses

- Flexible working hours
- Remote Work options
- Sabbatical leave
- Employee assistance programs

25%
23.1%
30.8%
21.2%
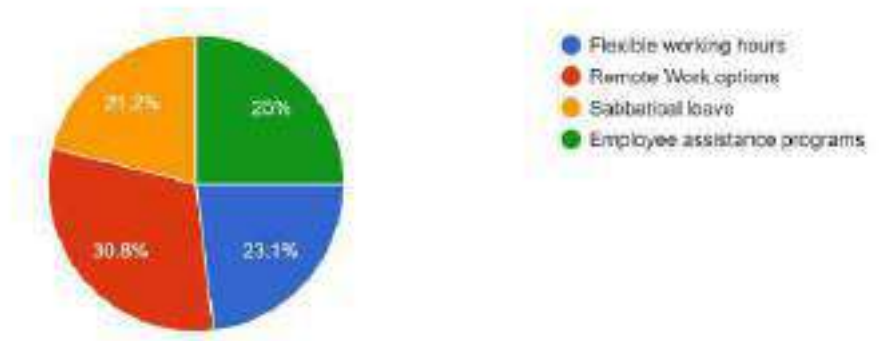
Interpretation

Maruti Suzuki promotes work-life balance through a variety of supportive policies, reflecting a comprehensive approach to employee well-being. The company prioritizes remote work options and flexible working hours , offering employees the ability to balance their professional and personal responsibilities. Sabbatical leave provides a structured way for employees to take extended breaks when needed, while employee assistance programs support mental and emotional health. Together, these initiatives create a supportive work environment that helps employees manage stress, maintain a healthy work-life balance, and ultimately, improve overall job satisfaction and productivity.

11. Which benefits does Maruti Suzuki offer for employee development?

Particular	No. of respondents	Percentage
Tuition reimbursement	13	25
Professional certification support	13	25
Mentorship programs	13	25
Leadership training	13	25

Analysis

Professional Certification Support: The most frequently mentioned benefit at 25%, professional certification support indicates Maruti Suzuki's focus on helping employees advance their skills and qualifications. This benefit likely includes financial assistance or time off to pursue certifications that are relevant to their roles or career aspirations. Supporting employees in obtaining certifications can enhance their expertise and improve the company's overall competency.

Mentorship Programs: At 25%, mentorship programs are another key benefit for employee development. These programs pair employees with experienced mentors who can guide them in their career progression, provide valuable insights, and offer support for personal and professional

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growth. Mentorship is a crucial tool for knowledge transfer and leadership development, benefiting both the mentees and the organization.

Tuition Reimbursement: Mentioned 25% of the time, tuition reimbursement shows that Maruti Suzuki invests in employees' education by offering financial support for further studies. This benefit helps employees pursue higher education or specialized courses, which not only aids their personal growth but also enhances their skills, making them more valuable to the company.

Leadership Training: At 25%, leadership training reflects Maruti Suzuki's commitment to developing future leaders within the organization. By providing training in leadership skills, the company ensures that employees are prepared for managerial or executive roles, which helps in building a strong leadership pipeline. Leadership development is vital for long-term organizational success and sustainability.

Which benefits does Maruti Suzuki offer for employee development?
52 responses

- Tuition reimbursement
- Professional certification support
- Mentorship programs
- Leadership training
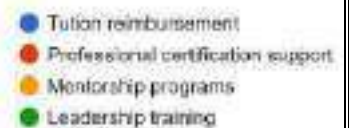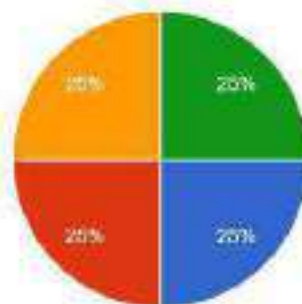
Interpretation

Maruti Suzuki offers a well-rounded set of employee development benefits aimed at fostering continuous learning and growth. The company places a strong emphasis on professional certification support and mentorship programs , recognizing the importance of enhancing employees'

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qualifications and providing guidance from experienced professionals.
Additionally, tuition reimbursement and leadership training ensure that
employees can pursue further education and develop essential leadership
skills. These benefits reflect Maruti Suzuki's commitment to investing in its
employees' career development, which in turn supports the company's
growth and strengthens its workforce.

12. How does Maruti Suzuki ensure fair compensation?

Particular	No. of respondents	Percentage
Performance-based bonuses	12	23.1
Salary benchmarking	15	28.8
Profit-sharing	13	25
Stock options	12	23.1

Analysis

Salary Benchmarking: The most frequently mentioned method at 28.8%,
salary benchmarking shows that Maruti Suzuki regularly evaluates its
compensation packages against industry standards. This ensures that
employee salaries remain competitive and aligned with the market, helping
the company attract and retain top talent. By maintaining competitive
salaries, Maruti Suzuki demonstrates a commitment to fair compensation
based on market trends.

Profit-Sharing: Mentioned in 25% of the data, profit-sharing reflects Maruti
Suzuki's effort to involve employees in the company's financial success.
This scheme allows employees to receive a portion of the company's profits,
thereby linking compensation directly to the company's performance.

Profit-sharing incentivizes employees to work towards the company's success and fosters a sense of ownership and collective achievement.

Stock Options: At 23.1%, stock options indicate that Maruti Suzuki offers employees the opportunity to purchase company shares, often at a discounted rate. This benefit provides employees with the potential for financial gain if the company's stock price increases. Stock options align employee interests with long-term company performance, promoting retention and encouraging employees to work toward the company's sustained success.

Performance-Based Bonuses: Also mentioned in 23.1% of the cases, performance-based bonuses reward employees based on their individual or team performance. This pay-for-performance model incentivizes high performance, driving employees to meet and exceed their targets while ensuring that compensation is closely tied to personal and organizational achievements.

How does Maruti Suzuki ensure fair compensation?
52 responses

- Performance-based bonuses
- Salary benchmarking
- Profit-sharing
- Stock options

Interpretation

Maruti Suzuki employs a combination of compensation strategies to ensure fairness and equity in its pay practices. The company relies heavily on salary benchmarking to maintain competitive and market-aligned salaries,

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ensuring fair compensation for its employees. Profit-sharing and performance-based bonuses are used to link compensation to company and individual performance, motivating employees to contribute to the company's success. Additionally, stock options give employees a stake in the company's long-term success, aligning their interests with the growth and profitability of Maruti Suzuki. These combined strategies ensure that employees are fairly compensated while being motivated to contribute to the company's goals and performance.

13. What is Maruti Suzuki's approach to employee recognition?

Particular	No. of respondents	Percentage
Annual award ceremonys	12	23.1
Spot bonuses	13	25
Employee of the month	12	23.1
Peer recognition programs	15	28.8

Analysis

Spot Bonuses: The most frequently mentioned method at 25%, spot bonuses reflect a strategy where employees are rewarded for exceptional performance in real time. This immediate recognition boosts morale and motivates employees to maintain high standards of performance. Spot bonuses are an effective tool to acknowledge contributions quickly and reinforce desired behaviors.

Employee of the Month: At 23.1%, the employee of the month program is a popular form of recognition. This program highlights outstanding

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employees each month, giving them recognition in front of their peers. It creates a sense of achievement and encourages friendly competition, motivating employees to excel in their roles. The consistent acknowledgment of top performers also fosters a positive work environment.

Annual Awards Ceremony: Mentioned 23.1% of the time, the annual awards ceremony serves as a formal and celebratory recognition event for employees who have shown exceptional performance throughout the year. This recognition is likely more prestigious and serves to build employee loyalty, as it offers a larger platform for public acknowledgment and reward.

Peer Recognition Programs: At 28.8%, peer recognition programs are another significant element of Maruti Suzuki's employee recognition strategy. This program allows colleagues to recognize each other's contributions, fostering a culture of mutual respect and appreciation. Peer recognition can increase camaraderie among employees and provide a more inclusive form of acknowledgment, allowing for recognition beyond managerial perspectives.

What is Maruti Suzuki's approach to employee recognition?
52 responses

- Annual awards ceremony
- Spot bonuses
- Employee of the month
- Peer recognition programs
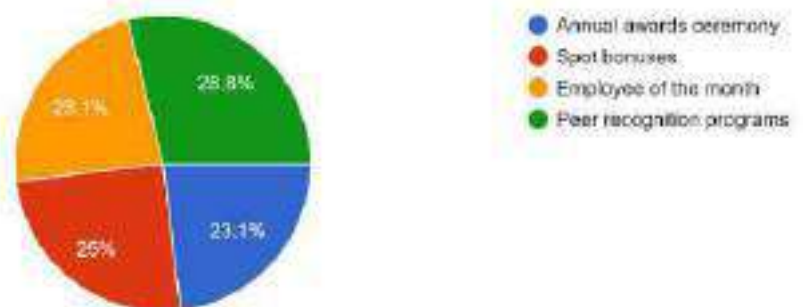
Interpretation

Maruti Suzuki's employee recognition strategies are designed to foster motivation, acknowledge high performance, and create a positive work

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culture. The most frequently used method, spot bonuses , offers immediate recognition for exceptional contributions, ensuring employees feel valued in real-time. Employee of the month programs provide regular recognition for consistent performance, while the annual awards ceremony offers a more formal, prestigious form of recognition. Additionally, peer recognition programs cultivate a supportive and collaborative environment by allowing employees to recognize each other's contributions. Together, these methods demonstrate Maruti Suzuki's comprehensive approach to acknowledging and rewarding employee performance.

14. How does Maruti Suzuki handle employee feedback?

| Particular	No. of respondents	Percentage
Annual surveys	14	26.9
Continuous feedback mechanisms	15	28.8
Suggestion box	10	19.2
Town hall meetings	13	25

Analysis

Continuous Feedback Mechanisms: The most frequently mentioned method at 28.8%, continuous feedback mechanisms highlight Maruti Suzuki's focus on maintaining an ongoing dialogue between employees and management. This approach fosters real-time feedback, allowing employees to express concerns or suggestions at any time, which can lead to more agile responses from the company. It enables issues to be addressed promptly and creates a culture of constant improvement.

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Annual Surveys: With 26.9%, annual surveys are another critical method for gathering feedback. These surveys likely allow the company to assess employee satisfaction and identify areas for improvement in a structured way. Annual surveys offer a comprehensive view of employee sentiment, providing valuable insights into the workforce's overall engagement and morale.

Town Hall Meetings: Also mentioned 25% of the time, town hall meetings serve as a forum for open communication between employees and senior management. These meetings encourage transparency and give employees the opportunity to ask questions, voice concerns, and suggest improvements. It is a more interactive approach to feedback, as employees can directly engage with leaders in real time.

Suggestion Box: At 19.2%, the suggestion box is a method that allows employees to anonymously submit their feedback, ideas, or concerns. This ensures that employees who may feel uncomfortable speaking up in public or during meetings can still provide valuable insights. It helps the company capture a broader range of opinions and suggestions from across the workforce.

How does Maruti Suzuki handle employee feedback?
52 responses

- Annual surveys
- Continuous feedback mechanisms
- Suggestion box
- Town hall meetings
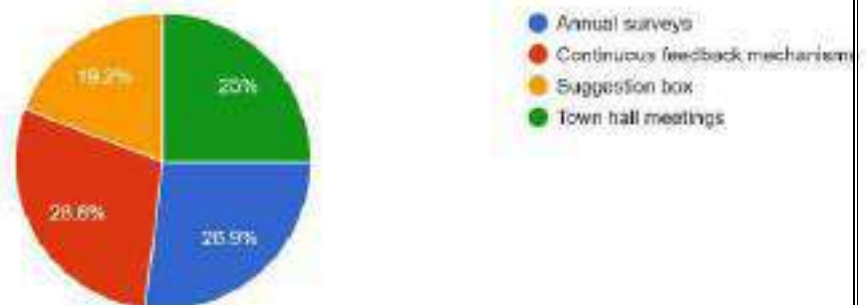
Interpretation

Maruti Suzuki adopts a multi-faceted approach to handling employee feedback, emphasizing both formal and informal channels. The most frequently used method, continuous feedback mechanisms , allows for ongoing interaction, ensuring quick responses to concerns and ideas. Annual surveys offer a broader view of employee engagement, while town hall meetings provide an open, transparent space for direct communication between employees and management. Finally, suggestion boxes offer a more anonymous way for employees to share feedback, fostering inclusivity and ensuring that all voices are heard. These methods collectively demonstrate Maruti Suzuki's commitment to maintaining a responsive, transparent, and inclusive feedback culture.

15. What is Maruti Suzuki's policy on employee promotions?

Particular	No. of respondents	Percentage
Seniority-based	13	25
Merit-based	13	25
Rotation policy	11	21.2
Fast-track promotions	15	28.8

Analysis

Merit-Based Promotions: The most frequently mentioned method at 25%, merit-based promotions indicate that Maruti Suzuki primarily promotes employees based on their performance, contributions, and skills. This approach rewards high performers and helps drive a culture of excellence, where employees are motivated to perform at their best to earn promotions. Merit-based promotions also help ensure that the most competent

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individuals are placed in higher roles, contributing to the company's overall success.

Seniority-Based Promotions: Mentioned 25% of the time, seniority-based promotions imply that employees with longer tenure at the company may be considered for promotion. This approach can help maintain employee loyalty, as individuals are rewarded for their years of service. However, it can also potentially limit the opportunities for high-performing, newer employees who may feel overlooked in favor of those with more years of experience.

Fast-Track Promotions: At 28.8%, fast-track promotions are used to recognize and reward employees with exceptional potential or performance, accelerating their progression within the company. This method helps in identifying and nurturing talent that can take on leadership roles quickly, which is especially useful for positions that require specialized skills or leadership capabilities. Fast-track promotions can also keep top performers engaged and motivated to stay within the company.

Rotation Policy: Mentioned 21.2% of the time, rotation policies involve moving employees across different roles or departments to develop a broader skill set and to identify their strengths and areas for improvement. This can also be used as a method of identifying potential future leaders who may thrive in various contexts within the company. Rotation policies can be valuable for overall employee development, but they are less directly tied to the promotion process compared to the other methods.

What is Maruti Suzuki's policy on employee promotions?
52 responses
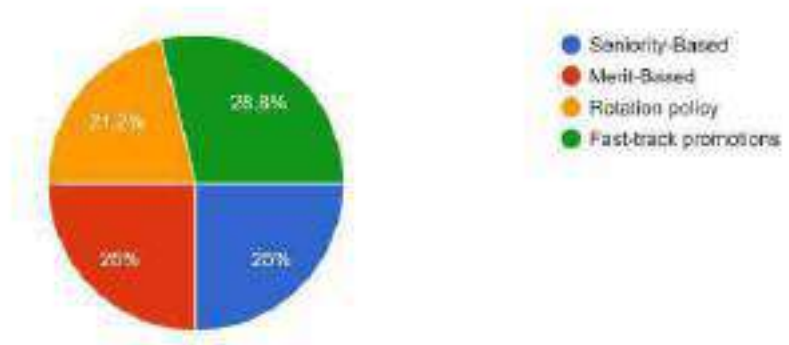
Interpretation

Maruti Suzuki's promotion policy is multi-faceted, with a clear emphasis on merit-based promotions , reflecting the company's focus on rewarding high performers and ensuring that individuals who demonstrate excellence are promoted. Seniority-based promotions also play a role, fostering loyalty and stability among long-term employees. Fast-track promotions are utilized to accelerate the career growth of exceptional talent, ensuring that high-potential employees are quickly promoted to leadership positions. Lastly, the rotation policy offers a more developmental approach to promotions, helping employees expand their skills and prepare for higher roles across the organization. Together, these strategies highlight Maruti Suzuki's balanced approach to promotions, combining performance recognition with career development and loyalty rewards.

16. How does Maruti Suzuki ensure a safe work environment?

Particular	No. of respondents	Percentage
Safety training programs	17	32.7
Regular safety audits	20	38.5
Emergency response drills	6	11.5
Health and safety committees	9	17.3

Analysis

Safety Training Programs: With 32.7% of the responses indicating safety training programs, Maruti Suzuki prioritizes employee education as a key aspect of ensuring a safe work environment. By conducting regular safety training sessions, the company ensures that employees are well-versed in safety protocols, aware of potential hazards, and trained to respond to emergencies. These programs likely cover topics such as proper equipment usage, handling hazardous materials, emergency evacuation procedures, and personal protective equipment (PPE), helping minimize accidents and injuries.

Health and Safety: 17.3% of the responses mention health and safety, which indicates the company's commitment to overall employee well-being beyond physical safety. This could include promoting good ergonomics, providing health screenings, and ensuring proper ventilation and lighting in workspaces. A holistic approach to health and safety helps employees feel secure and supported, fostering a healthier, more productive workforce.

Emergency Response Drills: Mentioned 11.5% of the time, emergency response drills are an essential component of preparing employees for unforeseen emergencies, such as fire, natural disasters, or workplace accidents. By regularly practicing these drills, Maruti Suzuki ensures that employees know what actions to take in case of an emergency, reducing confusion and enhancing response times, which ultimately saves lives and minimizes injury.

Regular Safety Audits: At 38.5%, regular safety audits demonstrate the company's proactive approach to identifying and rectifying safety risks before they lead to accidents. Safety audits likely involve thorough checks of equipment, facilities, and work processes to ensure compliance with safety regulations and industry standards. These audits help spot hazards early and keep safety measures up to date, contributing to a consistently safe work environment.

How does Maruti Suzuki ensure a safe work environment?
52 responses
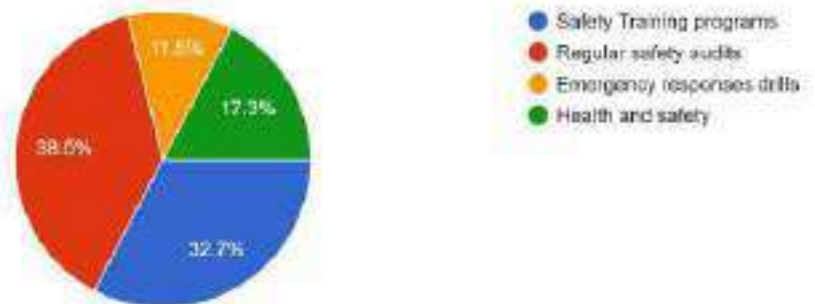
Interpretation

Maruti Suzuki's approach to ensuring a safe work environment is multi-pronged, with a clear emphasis on safety training programs , which are crucial for educating employees on safety procedures and hazard prevention. Regular safety audits help identify and eliminate potential risks, ensuring that the workplace remains safe. The company also places significant importance on health and safety , focusing on the overall well-being of employees. Lastly, emergency response drills ensure that employees are well-prepared for any unexpected situations, contributing to a safer and more responsive workplace. Together, these strategies show Maruti Suzuki's comprehensive approach to workplace safety, promoting both prevention and preparedness.

17. What is Maruti Suzuki's stance on employee empowerment?

Particular	No. of respondents	Percentage
Decentralized decision-making	10	19.2
Hierarchical structure	17	32.7
Employee empowerment workshops	10	19.2
Employee feedback forums	15	28.8

Analysis

Hierarchical Structure (32.7%): The most frequently mentioned aspect is the hierarchical structure of the organization, indicating that Maruti Suzuki predominantly operates within a traditional, top-down management framework. This suggests that decision-making is generally centralized, with senior management holding the primary authority. While this could imply limited autonomy at lower levels, the structure may provide clear guidance, control, and accountability, especially in a large organization like Maruti Suzuki. However, the high frequency of this mention might also signal that while empowerment strategies exist, the company still maintains a significant degree of managerial oversight and control.
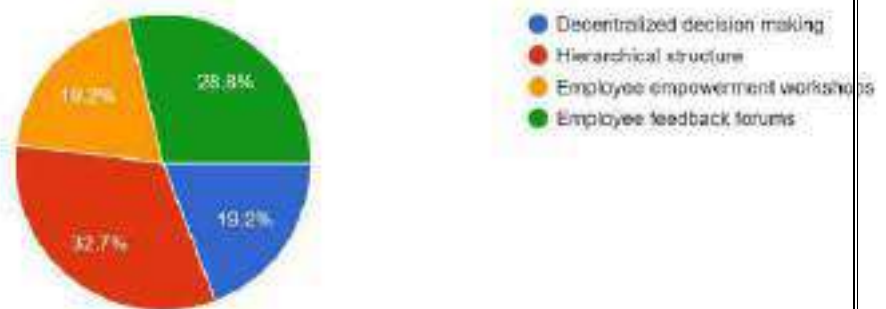
Employee Empowerment Workshops (19.2%): Employee empowerment workshops are an important strategy employed by Maruti Suzuki to enhance employees' decision-making abilities and foster a sense of ownership and responsibility. These workshops likely provide employees with the tools, knowledge, and skills to take initiative and contribute more effectively to the organization's goals. The relatively high frequency of these workshops demonstrates the company's commitment to nurturing leadership and independent thinking at all levels, which is essential for a competitive and adaptable workforce.

Employee Feedback Forums (28.8%): Maruti Suzuki also values employee feedback forums, as seen in 28.8% of the responses. These forums allow employees to voice their opinions, provide suggestions, and raise concerns, indicating that the company seeks to engage employees in shaping organizational practices. Such forums promote a culture of transparency and open communication, helping management understand employee needs and sentiments. This reflects an effort to empower employees by giving them a platform to influence company policies and decisions, even within a more hierarchical framework.

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Decentralized Decision Making (19.2%): A decentralized decision-making approach is mentioned as well, though it is less frequent than other elements. This suggests that while Maruti Suzuki may operate with a generally hierarchical structure, it also values delegating decision-making authority to certain levels of the organization. By encouraging decentralization, Maruti Suzuki enables employees at different levels to make decisions relevant to their roles, which promotes quicker problem-solving and greater responsiveness to local issues. This indicates an ongoing shift towards greater autonomy in some parts of the company.

What is Maruti Suzuki's stance on employee empowerment?
52 responses

- Decentralized decision making
- Hierarchical structure
- Employee empowerment workshops
- Employee feedback forums

Interpretation

Maruti Suzuki's stance on employee empowerment is multifaceted, combining elements of traditional management with modern strategies that encourage autonomy and participation. While the company operates within a hierarchical structure , it also fosters employee empowerment workshops and feedback forums to engage employees in meaningful decision-making processes. Moreover, the company also supports decentralized decision-making in certain areas, allowing for greater employee involvement and ownership. Together, these approaches create a balanced empowerment strategy, maintaining organizational control while also nurturing employee participation and growth.

18. How does Maruti Suzuki foster a culture of innovation among employees?

Particular	No. of respondents	Percentage
Innovation challenges	12	23.1
Idea incubation programs	15	28.8
Cross-functional teams	14	26.9
Innovation awards program	11	21.2

Analysis

Cross-functional Teams (26.9%): The most frequently mentioned approach to fostering innovation at Maruti Suzuki is through cross-functional teams. These teams bring together employees from different departments or expertise areas to collaborate on projects and solve problems. The cross-pollination of skills, knowledge, and perspectives can lead to more creative solutions and innovative outcomes. The high frequency of this approach suggests that Maruti Suzuki highly values collaboration and believes that diverse, multi-disciplinary teams are key to driving innovation.
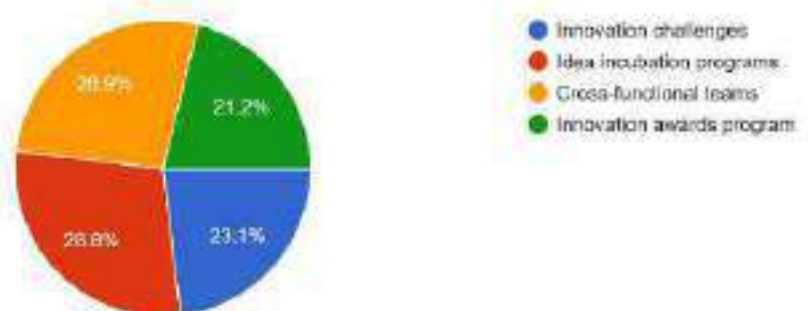
Idea Incubation Programs (28.8%): Idea incubation programs are also a central strategy in promoting innovation, with a close percentage to cross-functional teams. These programs provide a platform for employees to pitch new ideas and nurture them through a structured process. By offering resources and guidance, Maruti Suzuki supports employees in developing their innovative ideas, potentially leading to the launch of new products or process improvements. This indicates the company's commitment to

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empowering its workforce and creating a structured environment where new ideas can thrive.

Innovation Challenges (23.1%): Innovation challenges are another popular method used to stimulate creative thinking. These challenges likely involve competitive events where employees or teams are encouraged to come up with innovative solutions to specific problems. Such challenges can boost employee engagement, spark new ideas, and create a sense of ownership in driving the company's growth. While not as frequent as cross-functional teams or incubation programs, the relatively high frequency of innovation challenges highlights Maruti Suzuki's recognition of the importance of competition and motivation in fostering innovation.

Innovation Awards Program (21.2%): The innovation awards program is a method used to recognize and reward employees for their innovative contributions. While it is mentioned less frequently than the other methods, the awards program likely plays a crucial role in incentivizing innovation, motivating employees to participate actively in creative endeavors, and acknowledging their efforts. By recognizing top-performing ideas and innovations, Maruti Suzuki reinforces a culture that values and rewards creative thinking.

How does Maruti Suzuki foster a culture of innovation among employees?
52 responses

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Interpretation

Maruti Suzuki employs a comprehensive approach to fostering a culture of innovation. The company encourages cross-functional collaboration to bring diverse skills together, runs idea incubation programs to nurture new concepts, and organizes innovation challenges to drive creativity and competition. The innovation awards program further incentivizes employees by recognizing outstanding innovative contributions. Together, these initiatives create an environment where employees are motivated to think creatively, collaborate, and contribute to the continuous growth and success of the organization.

CHAPTER 5
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Findings:

1. Age Group Distribution:

The majority of respondents are within the age group of 18-24 (28 mentions) and 25-30 (27 mentions), indicating a youthful workforce with a focus on early-career development.

2. Gender Representation:

Male employees are more frequent in the data, with female employees participating prominently as well, suggesting that Maruti Suzuki hires a significant number of both male and female workers.

3. Qualification Diversity:

Employees with different qualifications were represented, including students, working professionals, and those with various levels of education, showing Maruti Suzuki's diverse talent pool.

4. Primary Recruitment Focus:

The primary objective of recruitment includes Talent Acquisition (emphasized 17 times), followed by Cost Minimization (9 times), showing a focus on attracting new talent and optimizing operational efficiency.

5. Performance Appraisal Frequency:

Annual appraisals are the most common (mentioned 19 times), but performance reviews are also conducted quarterly (7 mentions) and bi-annually (8 mentions).

6. Training Methods Prioritized:

On-the-job training is the most common method for skill development (19 mentions), suggesting that Maruti Suzuki emphasizes hands-on learning in its training approach.

7. Employee Wellness Programs:

Comprehensive wellness programs (16 mentions) and mental health support (9 mentions) indicate a focus on employees' overall well-being, with a particular emphasis on holistic health.

8. Employee Grievance Handling:

The company employs open-door policies (14 mentions) and formal grievance committees (10 mentions), ensuring employees have a clear avenue to address concerns.

9. Employee Diversity and Inclusion:

Inclusive hiring practices are mentioned several times (9 mentions), alongside gender-neutral policies (7 mentions) and diversity quotas (10 mentions), reflecting a strong stance on diversity and inclusion.

10. Work-Life Balance:

Flexible working hours (14 mentions) and remote work options (12 mentions) are key benefits, highlighting the company's commitment to maintaining a good work-life balance.

11. Employee Development Benefits:

Mentorship programs (11 mentions) and professional certification support (10 mentions) indicate a focus on career development and skills enhancement for employees.

12. Compensation Fairness:

Salary benchmarking (10 mentions) and performance-based bonuses (10 mentions) highlight the company's commitment to fair and competitive compensation practices.

13. Employee Recognition:

Maruti Suzuki values employee recognition through initiatives such as spot bonuses (12 mentions), employee of the month (10 mentions), and annual awards ceremonies (7 mentions).

14. Promotion Policy:

Merit-based promotions (13 mentions) are highlighted, suggesting that employees' advancement is based on performance rather than seniority.

15. Safety and Empowerment:

Maruti Suzuki places significant importance on employee safety, with mentions of safety training programs (17 mentions) and regular safety audits (9 mentions). Additionally, employee

empowerment is reinforced through workshops and decentralized decision-making (5 mentions).

Suggestions:

1. Evaluate policies related to recruitment, training, employee engagement, performance appraisal, and welfare measures.
2. Assess the alignment of HR policies with employee expectations and organizational goals.
3. Conduct surveys targeting employees from different departments and roles.
4. Use interviews with HR managers to understand policy implementation challenges.
5. Utilize statistical tools like SPSS or Excel for quantitative data analysis.
6. Apply thematic analysis to derive insights from qualitative data.
7. Compare HR practices at Maruti Suzuki Arena with industry standards or competitors to identify gaps.
8. Provide actionable recommendations to improve employee satisfaction and productivity.
9. Suggest enhancements in policy design or implementation based on findings.
10. Explore the long-term impact of HR policies on employee retention and organizational growth.
11. Include anonymous feedback mechanisms to encourage honest opinions.

Conclusion:

The study of Maruti Suzuki Arena's Human Resource (HR) policies offers a comprehensive view of how the company has strategically implemented various practices to ensure a motivated, skilled, and efficient workforce. Maruti Suzuki Arena, as one of the key players in the automotive industry, has recognized the pivotal role that HR policies play in driving organizational success. The organization has integrated policies that not only focus on the technical and operational aspects of employee management but also prioritize employee well-being, development, and engagement.

One of the key findings from this study is Maruti Suzuki Arena's emphasis on recruitment and onboarding. By focusing on a structured recruitment process, the company ensures it attracts top talent who align with its corporate values and culture. The effective onboarding process further strengthens this by making employees feel welcomed and prepared for their roles, which is crucial for early-stage employee satisfaction and retention.

Another significant aspect is the company's approach to performance appraisals and employee development. Regular appraisals, coupled with focused training programs, such as on-the-job training and e-learning, ensure that employees are constantly enhancing their skill sets. The organization's recognition programs and reward mechanisms, including performance-based bonuses and spot bonuses, play an important role in motivating employees, acknowledging their contributions, and fostering a culture of excellence.

Furthermore, the employee wellness programs at Maruti Suzuki Arena demonstrate the company's commitment to the physical and mental well-being of its workforce. These initiatives, including health check-ups, gym memberships, and mental health support, are integral to maintaining high levels of employee satisfaction and productivity. The comprehensive wellness programs highlight how the company goes beyond just professional development, fostering a supportive work environment where employees feel valued.

The organization also excels in creating a diverse and inclusive workplace. By implementing gender-neutral policies, diversity quotas, and inclusive hiring practices, Maruti Suzuki Arena actively works towards promoting an equitable work environment. This not only reflects the company's social responsibility but also contributes to a richer, more collaborative workplace culture.

Another noteworthy policy is the approach to employee grievances and feedback. The company's open-door policy, along with formal grievance committees, allows employees to voice their concerns and have them addressed in a transparent manner. The emphasis on regular feedback collection through surveys, suggestion boxes, and annual surveys is a clear indication of the company's commitment to continuous improvement and employee engagement.

In terms of work-life balance, Maruti Suzuki Arena has embraced flexible working hours, remote work options, and sabbatical leave policies, making it easier for employees to balance their personal and professional lives. This has proven to be particularly important in the current era, where the need for a balance between work commitments and personal well-being has become a key consideration for employee retention.

In conclusion, Maruti Suzuki Arena's HR policies are well-aligned with the needs and expectations of its employees. The company's focus on recruitment, training, development, diversity, wellness, feedback, and work-life balance ensures a high level of employee satisfaction and engagement. By continuously evolving these policies to stay competitive and respond to changing workforce dynamics, Maruti Suzuki Arena has created an environment that supports both individual growth and organizational success. This study underscores the importance of a holistic HR approach that addresses not only the functional aspects of human resource management but also the well-being and personal development of employees.

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ANNEXURE:

Questionnaire:

1. Showing the Age of respondents

    A. 18-24

    B. 25-30

    C. 31-35

    D. 36-40

2. Showing the gender of respondents

    A. Male

    B. Female

3. Showing the occupation of respondents

    A. Student

    B. Working

1. What is the primary objective of Maruti Suzuki's recruitment policy?

  A. Cost Minimization

  B. Talent Acquisition

  C. Employee Retention

  D. Diversity and Inclusion

2. How often does Maruti Suzuki conduct performance appraisals?

  A. Quarterly

  B. Annually

  C. Bi-annually

  D. Monthly

3. Which training method does Maruti Suzuki prioritize for skill development?

    A. Classroom Training

    B. On-the-Job Training

    C. E-Learning

    D. Simulation Training

4. What is Maruti Suzuki's approach to employee wellness programs?

    A. Basic Health Check-ups

    B. Comprehensive Wellness Programs

    C. Gym Memberships

    D. Mental Health Support

5. How does Maruti Suzuki handle employee grievances?

    A. Open-Door Policy

    B. Anonymous Complaint Box

    C. Formal Grievance Committee

    D. HR Manager Intervention

6. What is the stance of Maruti Suzuki on employee diversity?

    A. Gender-Neutral Policies

    B. Diversity Quotas

    C. Inclusive Hiring Practices

    D. Employee Resource Groups

7. How does Maruti Suzuki promote work-life balance?

   A. Flexible Working Hours

   B. Remote Work Options

   C. Sabbatical Leave

   D. Employee Assistance Programs

8. Which benefits does Maruti Suzuki offer for employee development?

   A. Tuition Reimbursement

   B. Professional Certification Support

   C. Mentorship Programs

   D. Leadership Training

9. How does Maruti Suzuki ensure fair compensation?

   A. Performance-Based Bonuses

   B. Salary Benchmarking

   C. Profit-Sharing

   D. Stock Options

10. What is Maruti Suzuki's approach to employee recognition?

   A. Annual Awards Ceremony

   B. Spot Bonuses

   C. Employee of the Month

   D. Peer Recognition Programs

11. How does Maruti Suzuki handle employee feedback?

    A. Annual Surveys

    B. Continuous Feedback Mechanisms

    C. Suggestion Box

    D. Town Hall Meetings

12. What is Maruti Suzuki's policy on employee promotions?

    A. Seniority-Based

    B. Merit-Based

    C. Rotation Policy

    D. Fast-Track Promotions

13. How does Maruti Suzuki ensure a safe work environment?

    A. Safety Training Programs

    B. Regular Safety Audits

    C. Emergency Response Drills

    D. Health and Safety Committees

14. What is Maruti Suzuki's stance on employee empowerment?

    A. Decentralized Decision-Making

    B. Hierarchical Structure

    C. Employee Empowerment Workshops

    D. Employee Feedback Forums

15. How does Maruti Suzuki foster a culture of innovation among employees?

A. Innovation Challenges

B. Idea Incubation Programs

C. Cross-Functional Teams

D. Innovation Awards Program

PROGRESS REPORT 1:

SL. NO	PARTICULAR	STATUS
1	Name of the Student	GAGAN
2	Registration number	P03CJ22M015072
3	Name of the College Guide	Dr. B.R Venkatesh
4	Name and contact number of Co-Guide/External guide (Corporate)	N.A
5	Title of the Dissertation	A STUDY ON EFFECTIVENESS OFVARIOUS HR POLICIES TOWARDS MARUTI SUZUKI ARENA KALABURGI
6	Name and address of company/Organization where Dissertation undertake with date of starting Dissertation	Maruti Suzuki Arena Kalaburgi
7	A brief note reflecting the number of meetings with guide, place visited, library visited, books referred, meeting with person, activities taken up, preparation done for collection and analysis of data etc.	No. Of meeting with guide – 5 Status of the project: • Synopsis approved. • Review of literature completed. • Questionnaire and data source: Approved • Data collection: In progress

Signature of the Candidate   **Signature of the College Guide**

PROGRESS REPORT 2:

SL. NO	PARTICULAR	STATUS
1	Name of the Student	GAGAN
2	Registration number	P03CJ22M015072
3	Name of the College Guide	Dr. B.R Venkatesh
4	Name and contact number of Co-Guide/External guide (Corporate)	N.A
5	Title of the Dissertation	A STUDY ON EFFECTIVENESS OFVARIOUS HR POLICIES TOWARDS MARUTI SUZUKI ARENA KALABURGI
6	Name and address of company/Organization where Dissertation undertake with date of starting Dissertation	Maruti Suzuki Arena Kalaburgi
7	A brief note reflecting the number of meetings with guide, place visited, library visited, books referred, meeting with person, activities taken up, preparation done for collection and analysis of data etc.	No. Of meeting with guide – 5 Status of the project: • Collected information from various sources. • Data Analysis: In progress

Signature of the Candidate   **Signature of the College Guide**

PROGRESS REPORT 3:

SL. NO	PARTICULAR	STATUS
1	Name of the Student	GAGAN
2	Registration number	P03CJ22M015072
3	Name of the College Guide	Dr. B.R Venkatesh
4	Name and contact number of Co-Guide/External guide (Corporate)	N.A
5	Title of the Dissertation	A STUDY ON EFFECTIVENESS OFVARIOUS HR POLICIES TOWARDS MARUTI SUZUKI ARENA KALABURGI
6	Name and address of company/Organization where Dissertation undertake with date of starting Dissertation	Maruti Suzuki Arena Kalaburgi
7	A brief note reflecting the number of meetings with guide, place visited, library visited, books referred, meeting with person, activities taken up, preparation done for collection and analysis of data etc.	No. Of meeting with guide – 5 Status of the project: • Data Analysis: Completed • Findings and Suggestions: Completed • Conclusion: Completed

Signature of the Candidate   **Signature of the College Guide**

DSCASC MBA BU

Title-A STUDY ON EFFECTIVENESS OF VARIOUS HR POLICIES TOWARDS MARUTI SUZUKI ARENA KALABURGI. Name -Gagan

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"A comparative study of various GST returns: Understanding filing process and compliance"

A dissertation submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

SHARANYA R VASISHTA

P03CJ22M015073

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560111

AY 2023-2024

PROJECT REPORT ON

"A STUDY ON TRANSLATION RISK EXPOSURE WITH RESPECT TO VISTRA CORPORATE SERVICES"

PROJECT SUBMITTED TO THE BANGALORE UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

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REG NO: P03CJ22M015075

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078
Academic Year- 2023-2024

"BUILDING A PROVIDER RECOMMENDATION MODEL FOR FOSTER CARE HOME SERVICES"

A dissertation submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

SOWMITHRA R

P03CJ22M015076

Under the Guidance of

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Associate Professor

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

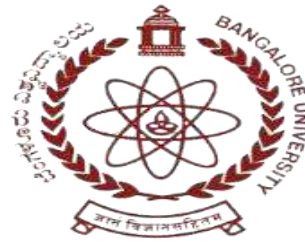**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND**

COMMERECE, BANGALORE- 560 064

2022-2024

"INVESTOR AWARENES AND SATISFACTION TOWARDS IPO'S WITH DATA DRIVEN INSIGHTS."

Project submitted to the Bangalore University in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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UNDER THE GUIDANCE OF

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NIVEDITHA K

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

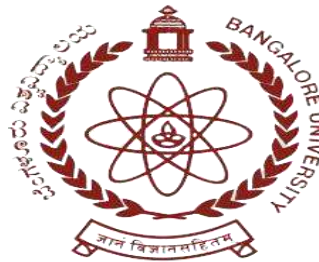**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,**

BANGALORE – 560078

Academic Year- 2022-24

"STUDY ON THE IMPACT OF SOCIAL MEDIA COMMUNITIES ON STOCK MARKET INVESTMENT DECISIONS."

A dissertation submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

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COMMERECE, BANGALORE- 560 064

2022-2024

"A Study on impact of Renewable energy integration on financial status using garch model "

Dissertation submitted to the Bangalore University in partial fulfillment of the

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SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT

ACADEMIC YEAR 2022 – 2024

"A Study on Implementing Activity-Based Costing for Cost Efficiency"

Dissertation submitted to Bangalore University in partial fulfillment of the

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MASTER OF BUSINESS ADMINISTRATION

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

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2022-2024

"A STUDY ON LOANS AND ADVANCES OF BANGALORE DISTRICT CENTRAL CO-OPERATIVE BANK"

Dissertation submitted to Bangalore University in partial fulfilment of the requirements

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2022-2024

A Study on Assessing the Impact of Remote Work on Employee Productivity at Nxtjob.ai

Project report submitted to the Bangalore University in partial fulfilment of the

Requirements for the award of the degree of

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Academic Year- 2022-2024

INVESTORS PERSPECTIVE TOWORDS MUTUAL FUND
INVESTMENTS: SURVEY BASED STUDY

Submitted to the Bangalore University in partial fulfilment the requirements for the
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MASTER OF BUSINESS ADMINISTRATION

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560078Academic Year- 2022-24

INVESTORS PERSPECTIVE TOWORDS MUTUAL FUND INVESTMENTS: SURVEY BASED STUDY

Submitted to the Bangalore University in partial fulfilment the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

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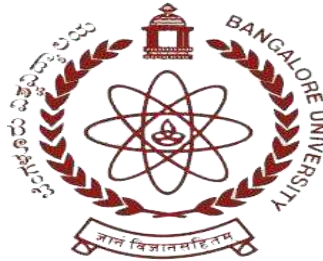DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE –
560078 Academic Year- 2022-24

"A cost-Benefit analysis of telehealth implementation in post-acute care setting."

A dissertation submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 064

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"A STUDY ON TRAINING AND DEVELOPMENT OF EMPLOYEES AT HDFC LIFE, MG ROAD BANGALORE"

A project report submitted to the Bangalore University in partial fulfilment of
the requirement for the award of the degree of

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2022-2024

"A STUDY ON CASH FLOW ANALYSIS AT BINDYA CARGO PVT. LTD BANGALORE"

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

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Project Report on

"A STUDY ON EMPLOYEE ENGAGEMENT WITH REFERENCE TO CENDROL CONSTRUCTION CONTRACTS PVT LTD, BANGLORE"

Dissertation submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the degree of

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ACADEMIC YEAR 2023-2024

Project report on

"A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON THE MOTIVATION LEVEL OF EMPLOYESS WITH REFERENCE TO ITC LTD, BANGALORE"

Dissertation submitted to the Bangalore University in partial fulfillment

of the Requirements for the award of the degree of

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Academic Year- 2022-2024

A project report on

"A BRIEF STUDY ON THE IMPACT OF TAX INCENTIVES ON FOREIGN DIRECT INVESTMENTS"

The dissertation submitted to Bangalore University+ in partial fulfillment of

The requirement for the award of the degree of

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE, SHAVIGE MALLESHWARA HILLS, K.S.LAYOUT,

BANGALORE-560064

"A STUDY ON CUSTOMER BEHAVIOUR AND EXPERIENCE AT IKEA"

Project submitted to the Bangalore University in partial fulfilment of the
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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078
Academic Year- 2021-2023

"A STUDY ON INTRINSIC VALUE THROUGH DIVIDEND DISCOUNT MODEL ON SELECTED MID-CAP STOCKS IN NATIONAL STOCK EXCHANGE "

A project submitted to the Bangalore University in partial fulfilment of the

requirement for the award of the degree of

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2023-2024

"A STUDY ON INTRINSIC VALUE THROUGH DIVIDEND DISCOUNT MODEL ON SELECTED MID-CAP STOCKS IN NATIONAL STOCK EXCHANGE "

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COMMERECE, BANGALORE- 560 064

2023-2024

PROJECT REPORT ON

A Study On E-Recruitment With Special Reference To Bhilwara Infotech Limited

Project submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078
Academic Year- 2023-2024

"A STUDY ON CUSTOMER PROFILE CREATION AND CUSTOMER SATISFACTION IN DECATHLON SPORTS PRIVATE LIMITED"

Dissertation submitted to Bangalore University on partial fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

Submitted by

JYOTHISH KUMAR S

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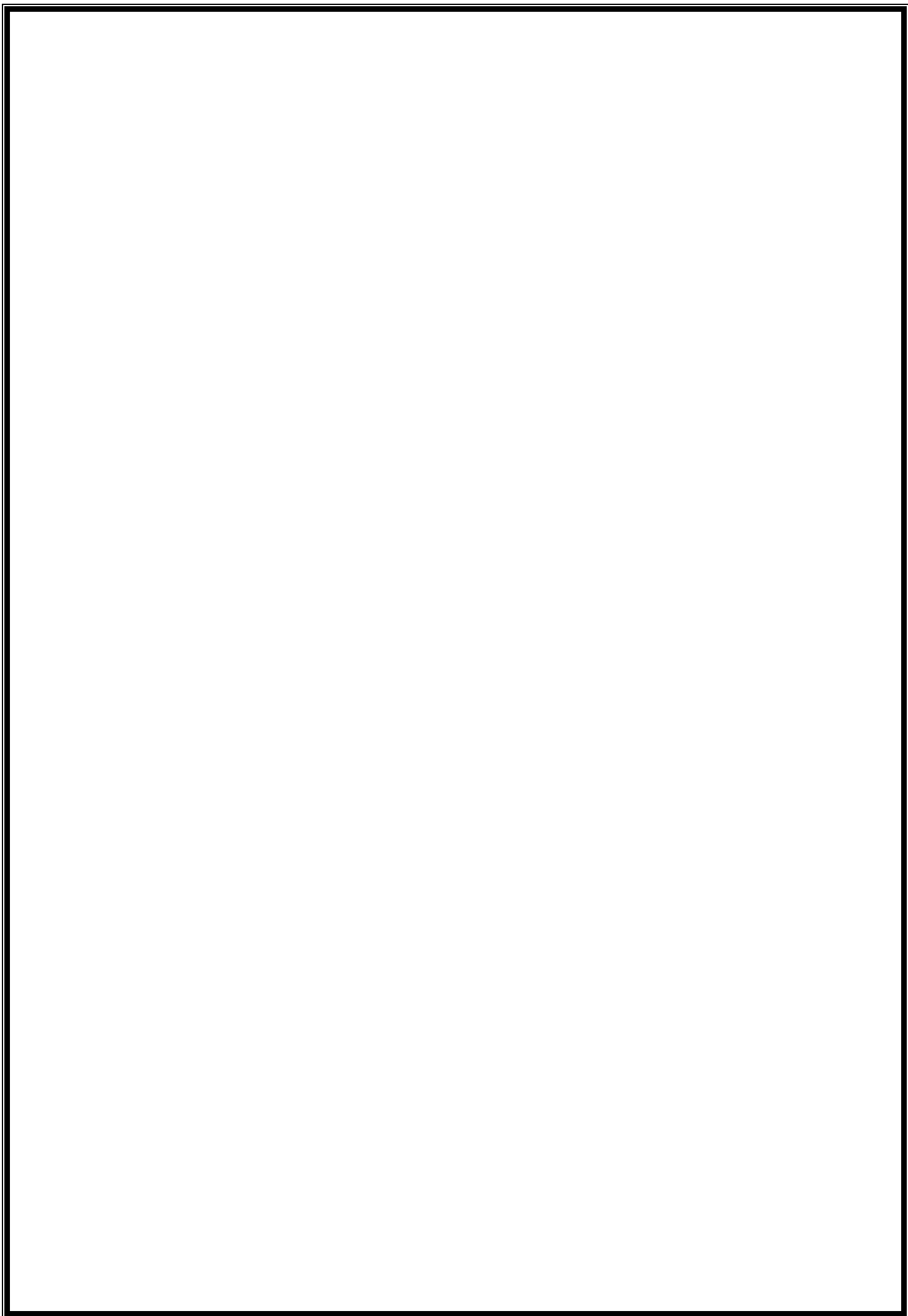
UNDER THE GUIDANCE OF

PROF. TEJASWINI L K

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Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078
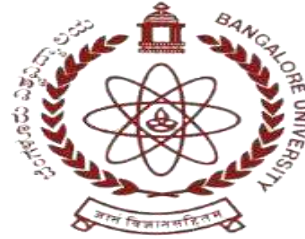
2022-2024

"A STUDY ON IMPACT OF DIGITAL MARKETING ON TRAVEL AND TOURISM AT SRS TRAVELS"

Project submitted to the Bangalore University in partial fulfilment of

the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,

BANGALORE – 560078

Academic Year- 2022-24

"A Study on Training and Development practices with special reference to Creative Synergies Group"

Dissertation submitted to the Bangalore University on partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted By

SAHANA J

REG NO: P03CJ22M015095

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SHAVIGE MALLESHWARA HILLS, K.S LAYOUT, LAYOUT, BANGALORE-560078

Academic Year – 2022-2024

"A STUDY ON CONSTRTUCTION OF OPTIMAL PORTFOLIO USING SELECTED 30 STOCKS LISTED IN BSE INDIA LTD."

Submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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Reg No.: P03CJ22M015096

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SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT

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ACADEMIC YEAR 2023-2024

Project Report on

"A Study on Employee Stress Management for Better Productivity at SR Interiors, Bengaluru"

Dissertation submitted to the Bangalore University in partial fulfilment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE –
560078
Academic Year- 2023-2024

A STUDY ON THE EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL STRATEGIES INFLUENCING CONSUMER DECISION-MAKING PROCESS OF KEXA VENTURES Pvt. Ltd.

Dissertation submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078**

(Academic Year- 2022-2024)

A Project Report on

"A STUDY ON THE ANALYSIS OF PERFORMANCE BUDGET AT HINDUSTAN AERONAUTICS LIMITED"

Project report submitted to the Bangalore university in partial fulfillment of the

requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY
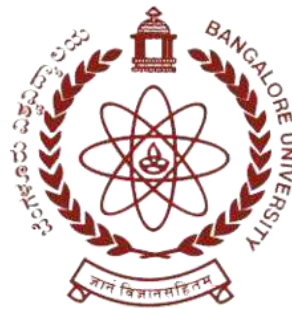
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Academic year-2023-2024

A Project Report on

"A STUDY ON INFLUENCE OF ORGANISATIONAL CLIMATE ON EMPLOYEE COMMITMENT AT CODELINEAR SOFTWARE SOLUTIONS PVT LTD, BANGALORE"

Project report submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

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Academic Year- 2022-2024

PROJECT REPORT ON

"A STUDY ON ANALYSIS OF THE E-RECRUITMENT PROCESS IN ZAPWORLD"

Dissertation submitted to the Bangalore University in partial fulfillmentof

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2023-2024

"PREDICTIVE ANALYTICS FOR FINANCIAL STABILITY- A CASE STUDY OF 3M'S BALANCE SHEET."

A dissertation submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

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2022-2024

A STUDY ON BRAND MARKETING MIX AT

KARNATAKA SOAPS AND DETERGENTS LIMITED

Project report submitted to the Bangalore University in partial fulfilment of the

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Academic Year- 2022-2024

Project Report on

"A STUDY ON EVALUATING THE FUTURE OF HIRING: EFFICIENCY AND EFFECTIVENESS IN DIGITAL RECRUITMENT WITH REFERENCE TO CAPGEMINI, BANGALORE"

Dissertation submitted to the Bangalore University in partial fulfillment

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Academic Year- 2022-2024

A PROJECT REPORT ON
"A STUDY ON ANALYSIS OF FUND MANAGEMENT AT KARNATAKA SOAPS AND DETERGENTS LIMITED"

DISSERTATION SUBMITTED TO THE BANGALORE UNIVERSITY IN

PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE

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"FINANCIAL PERFORMANCE ANALYSIS OF 3M USING BALANCE SHEET MATRIX AND FINANCIAL GROWTH PROJECTION"

A dissertation submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

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"A STUDY ON FINANCIAL PERFORMANCE OF PRIVATE BANKS SECTOR UNDER THE FRAMEWORK OF CAMEL MODEL"

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SHAVIGE MALLESHWARA HILLS, K:S LAYOUT, BANGLORE -560078

Academic year-2022-2023

"A STUDY ON EMPLOYEE TRAINING AND ITS ROLE IN PERFORMANCE ENHANCEMENT IN ASCENTIA ORGANISATION, BANGALORE"

Dissertation submitted to the Bangalore University in partial fulfilment of theRequirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

NAMRATA PATIL

Register No: P03CJ22M015108

SEMESTER MBA

UNDER THE GUIDANCE OF

PROF. VAIBHAV PATIL

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,

BANGALORE - 560078

Academic Year- 2022-2024

PROJECT REPORT ON

"A Study On Influence Of Online Trends And Social Media On The Process Of Talent Acquisition At Abb, Bangalore"

PROJECT SUBMITTED TO THE BANGALORE UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

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REG NO: P03CJ22M015109

UNDER THE GUIDANCE OF

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Assistant Professor

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078
Academic Year- 2023-2024

"A STUDY ON BUILDING BRAND VISIBILITY: ENHANCING MARKET PRESENCE IN THE CONSTRUCTION INDUSTRY"

Project submitted to the Bangalore University in partial fulfillment of

the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

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Reg No: P03CJ22M015110

UNDER THE GUIDANCE OF

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078
Academic Year- 2023-2024

A brief Study on Expatriates and their work life balance with respect to IT companies

Project submitted to the Bangalore University in fulfillment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

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USN NO: P03CJ22M015112

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DAYANANDA SAGAR COLLEGE OF ARTS ,SCIENCE

SHAVIGE MALLESHWARA HILLS ,K.S LAYOUT ,

BANGLORE-560078

Academic year-2022-24

Workplace diversity and positive leadership style and its

impact on Employee well - Being: A study with reference

to Blue Dart Express

Project submitted to the Bangalore University in fulfillment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE

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BANGLORE-560078

Academic year-2022-24

Workplace diversity and positive leadership style and its

impact on Employee well - Being: A study with reference

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Project submitted to the Bangalore University in fulfillment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE

SHAVIGE MALLESHWARA HILLS, K.S LAYOUT,

BANGLORE-560078

Academic year-2022-24

"A STUDY ON E-LEARNING AND TECHNOLOGY-BASED TRAINING METHODS ON EMPLOYEE LEARNING AND DEVELOPMENT"

A project report submitted to the Bangalore University in partial fulfilment of
the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

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CK PREETHI

P03CJ22M015114

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

A PROJECT REPORT ON

A STUDY ON RETAILER SATISFACTION TOWARDS MANUFACTURING OF PAVER BLOCKS AND MODERN COMPOUND WALL AT DINDIGUL

Project submitted to the Bangalore university in partial fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

Bangalore University

SUBMITTED BY
VIJAYA MADHAVAN S

REG NO. : P03CJ22M015115

UNDER THE GUIDANCE OF
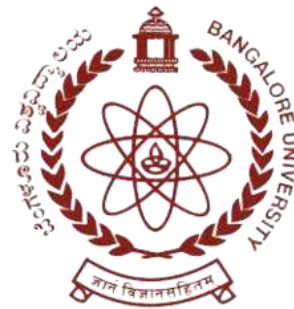
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DEPARTMENT OF MANAGEMENT STUDIES
DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT.
BANGALORE - 560 111

ACADEMIC YEAR - 2022-2024

A Project Report on

"A COMPARATIVE STUDY OF AUTO MOBILE FINANCE AT NON-BANKING FINANCING COMPANY AT CHOLAMANDALAM INVESTMENT AND FINANCE PRIVATE LIMITED"

Project report submitted to the Bangalore university in partial fulfillment of the

requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

Submitted By

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[P03CJ22M015116]

4th semester MBA

UNDER THE GUIDANCE OF

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Assistant Professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, K.S. Layout Bangalore -   560078

Academic Year   2023 - 24

"A STUDY ON DEVELOPING A COMPREHENSIVE SALES DASHBOARD USING POWER BI FOR EFFECTIVE DECISION MAKING IN AQUERELLE INDIA PVT LTD"

A dissertation submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

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College of Arts, Science & Commerce

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 111

2022-2024

**"EVALUATING THE FINANCIAL VIABILITY OF SOLAR ENERY PROJECTS:
A STUDY AT PRDC Pvt. Ltd"**

Submitted to the Bangalore University in Partial Fulfillment of the Requirement

for the Award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

Bangalore University
ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

Submitted by

CHINMAYE P
Reg. No: P03CJ22M015118

UNDER THE GUIDANCE OF

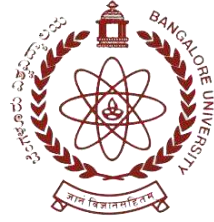**Prof. VAISHNAVI J**
Assistant Professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BENGALURU– 560078

Academic Year -2022-2024

"A STUDY ON RECEIVABLES MANAGEMENT WITH REFERENCE TO KARNATAKA MARINE PRODUCTS"

Project submitted to the Bangalore University in partial fulfilment of

the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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UNDER THE GUIDANCE OF

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Assistant Professor

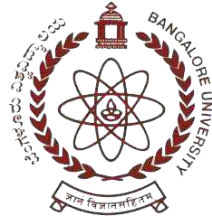**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078

Academic Year- 2023-2024

PROJECT REPORT on

A STUDY ON NON-PERFORMING ASSETS AT THE URBAN CO-OPERATIVE BANK JAMKHANDI

Project submitted to the Bangalore University in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Bangalore University
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Submitted by

Hithesh S S

Reg no. P03CJ22M015120

UNDER THE GUIDANCE OF

Prof. Vaishnavi J

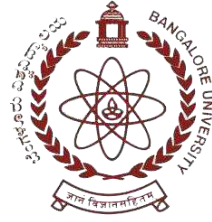**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE**

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

PROJECT REPORT on

"PREDICTIVE MODELS USED FOR COST ESTIMATION OF BANGLORE REAL ESTATE PRICES"

Project submitted to the Bangalore University in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

Vishal M Kochrekar

Reg no. P03CJ22M015121

UNDER THE GUIDANCE OF

Dr. Srikantamurthy

A PROJECT REPORT ON

STUDY ON FORECASTING OF REVENUE AND EXPENSES OF JK TYRES WITH DISCOUNTED CASH FLOW

Project submitted to the Bangalore University in partial fulfilment of the

requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION
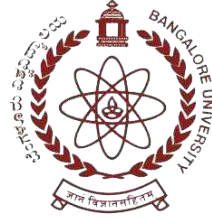
Bangalore University
ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

Submitted by

Sangamesh Siddappa Bagewadi

Reg no. P03CJ22M015122

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

"**A STUDY OF MARKETING STRATEGIES AND ITS IMPACT IN ACCOMODATIONS FOR STANZA LIVING**"

MASTERS OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY
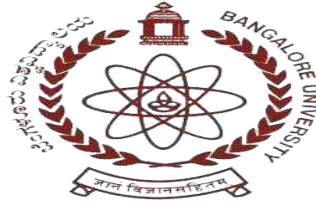
Submitted By

-

Rahul Raj

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Under the guidance of **Dr. Kadambini Katke**

Professor of Management Studies

Dayanandasagar college of Management studies

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY

Academic Year: **2022-2024**

"A STUDY ON CONSUMER SATISFACTION TOWARDS BLUE STAR AIR CONDITIONERS "

A Project Report submitted to the Bangalore University in partial fulfillment of requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

S P SAMRAT
Reg No: P03CJ22M015124
4th SEMESTER MBA

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Dr. CB Venkata Krishna Prasad
Professor
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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078
Academic Year:2023-2024

A study on Analyzing Marketing Strategies for launching Innovative Food Products at Haldirams

Submitted to the Bangalore University in partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Bangalore University
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Submitted by

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P03CJ22M015125

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Prof. B R Narasimha Murthy

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

"A STUDY ON WORK CULTURE AND ITS INFLUENCE ON EMPLOYEE PRODUCTIVITY AT BEML LTD"

Project report submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION
BANGALORE UNIVERSITY
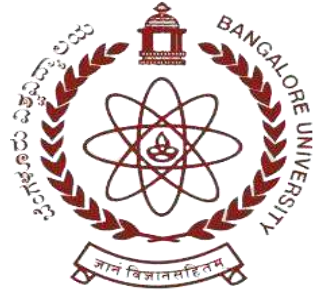
Submitted by NEHARICKA SUBBA

Register Number: P03CJ22MO15126

UNDER THE GUIDANCE OF
Prof. Dr. J VIJAYA KUMAR

Department of Management Studies (BU)

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleswara Hills Kumarswamy Layout Bangalore- 560078

(ACADEMIC YEAR: 2023-2024)

" A STUDY OF PRODUCT MIX OF KMF NANDINI "

A Project Report submitted to the Bangalore University in partial fulfillment of the

requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

R. SAI. SUJITH

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Associate Professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE-560078

Academic Year:2022-2024

"A STUDY ON LEADERSHIP STYLES AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT METRO CASH AND CARRY"

A Project Report submitted to the Bangalore University in partial fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

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Reg No: P03CJ22M015129

UNDER THE GUIDANCE OF
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Associate Professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE-560078

Academic Year:2022-2024

MARKETING STRATEGIES FOR PROMOTING AI DRIVEN SOLUTIONS IN ROADWAY MANAGEMENT

Project submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

Submitted by

POONAM PONNAMMA KV

Reg No: P03CJ22MO15130

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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY

Academic Year: **2023-2024**

1

"A Study on Workplace Culture and Employee Satisfaction at WLDD Pvt Ltd"

Project submitted to the Bangalore University in partial fulfillment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

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IV SEMESTER MBA

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE –
560078
Academic Year- 2022-2024

"A STUDY ON MUTUAL FUNDS WITH REFERENCE TO THE LARGE CAP SPACE IN INDIA"

A project submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

Surya Kiran K

P03CJ22M015132

Under The Guidance Of

Prof, Vaishnavi J

DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERECE, BANGALORE- 560111

ACADEMIC YEAR 2023-2024

"A STUDY ON CUSTOMER PERCEPTION TOWARDS VKC FOOTWEAR BRANDS WITH SPECIAL REFERENCE TO CALICUT KERALA"

Dissertation submitted in partial fulfillment of the

requirements for theaward of the Degree of

MASTER OF BUSINESS ADMINISTRATION
BANGALORE UNIVERSITY

Submitted By

AMAN SAMEER

Reg. No: P03CJ22M015133

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 111

ACADEMIC YEAR 2022-2024

A Project Report on

"A STUDY ON FORECASTING ANALYSIS WITH REFERENCE TO VRL"

Project report submitted to the Bangalore University in partial fulfilment of the
requirements for the award of the degree of

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Submitted by

G VAISHNAVI

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IV SEMESTER MBA

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Assistant professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2023-2024

A Project Report on

"A STUDY ON FORECASTING ANALYSIS WITH REFERENCE TO VRL"

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MASTER OF BUSINESS ADMINISTRATION

BANGLORE UNIVERSITY

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IV SEMESTER MBA

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Assistant professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2023-2024

A Project Report on

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Project report submitted to the Bangalore University in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGLORE UNIVERSITY

Submitted by

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IV SEMESTER MBA

UNDER THE GUIDANCE OF

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Assistant professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2023-2024

,'PREDICTIVE ANALYTICS IN BANKING: UNVEILING PATTERNS OF CUSTOMER CHURN THROUGH MACHINE LEARNING'

Project submitted to the Bangalore University in fulfillment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

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Professor

DAYANANDA SAGAR COLLEGE OF ARTS ,SCIENCE

SHAVIGE MALLESHWARA HILLS .K.S LAYOUT ,

BANGLORE-560078

Academic year-2022-24

"A STUDY ON EMPLOYEE PERFORMANCE MANAGEMENT SYSTEM ATJUBILANTFOOD WORKS CO. LTD"

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

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ASHLESHA KUMARI

P03CJ22M015136

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE 560 064

2023-2024

"A Study on Cold Calling as a Promotional Method for Onex Solutions Pvt. Ltd."

Project submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

Submitted by

ANIKET ASHWIN KAMAT

Reg No: P03CJ22MO15137

UNDER THE GUIDANCE OF

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DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY

Academic Year: **2023-2024**

"A STUDY ON SUPPLY CHAIN MANAGEMENT PRACTICES IN E-COMMERCE WITH SPECIAL REFERENCE TO FLIPKART"

dissertation submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

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Register No.: P03CJ22M015138

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

i

"A STUDY ON THE IMPACT OF MARKETING STRATEGIES ON SALES PERFORMANCE AT Q SKILLS, BENGALURU "

Project report submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGLORE UNIVERSITY

Submitted by

GUGGILLA VENKATA TEJA

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SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY

Academic Year: **2023-2024**

Comparative Analysis of Equity Mutual Funds at PEE PEE Investment.

Project submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

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RUTIKA U MANGALE

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IV SEMESTER MBA

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

"A Study on The Role of Social Media in Marketing with Reference to Partnr Network"

Dissertation submitted to the Bangalore University in partial

fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

OF

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RAHUL M

Register Number: P03CJ22M015141

Under The Guidance of

Prof.B .R. Narasimha Murthy

DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 111

(ACADEMIC YEAR 2022-2024)

A Project Report On

"A Study on Training and Development practices with special reference to nextwealth Bangalore"

Submitted to the Bangalore University in partial fulfilment of the
Requirements for the award of the degree of

MASTER OF BUSINESS ADMISTRATION

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SUBMITTED BY

KAVITHA K

Register No: P03CJ22M015142

1V SEMESTER MBA

Under the Guidance of

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Professsor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT,

BANGALORE - 560078

Academic Year 2022-2024

A STUDY ON THE EFFECTIVENESS OF RECRUITMENT & SELECTION PRACTICES AT MALABAR GROUP

Dissertation submitted to the Bangalore University in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

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IV SEMESTER MBA

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE –560078

Academic Year: 2023-2024

"A STUDY ON IMPACT OF BRAND POSITIONING STRATEGIES IN THE COMPETITIVE EdTech MARKET WITH REFERENCE TO K12 TECHNO SERVICES"

A project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

DEEPAK D.S

P03CJ22M015146

Under the Guidance of

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Assistant Professor

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

AN ANALYSIS OF STOCK PRICES OF BSE SELECTED STOCKS USING THE CAPM MODEL

Dissertation submitted to Bangalore University on partial fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

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ANALYSING THE INFLUENCE OF AI IN CUSTOMER SERVICE, TARGETED ADS AND PREDICTIVE ANALYTICS WITH REFERENCE TO CRIO.DO

Synopsis submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

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"A STUDY ON WASTE AND RECYCLING MANAGEMENT

IN TEXTILE INDUSTRY WITH REFERENCE

TO GREY KNIT APPARELS"

A Project submitted to the Bangalore University in partial fulfilment of the

requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

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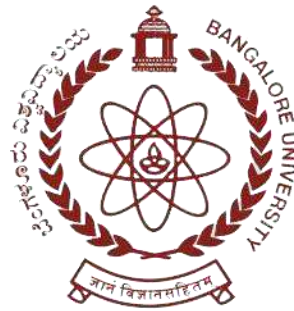Under the Guidance of

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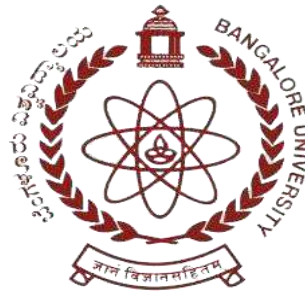Academic Year- 2023-2024

"STUDY ON CHALLENGES OF CROSS BORDER PAYMENTSAT STONEX GROUP (GLOBAL PAYMENTS)"

PROJECT report submitted to the Bangalore University in partial fulfillment of the

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" ENHANCING DIGITAL EXPOSURE FOR INDIAN MSME'S IN SHEET METAL FABRICATION OF MODULAR RACK SYSTEMS"

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"LIFE EXPECTANCY REVEALED: AN EXPLORATORY STUDY OF DEMOGRAPHIC AND SOCIO- ECONOMIC IMPACTS ON LONGEVITY AT EPHICACY LIFESCIENCE ANALYTICS CONSULTING GROUP"

PROJECT SUBMITTED TO THE BANGALORE UNIVERSITY IN PARTIAL

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"A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN MARKETING PRACTICES WITH RESPECT TO ITC LTD:AN EMPIRICAL STUDY OF THE BANGALORE MARKET"

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"A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION"

Project report submitted to the Bangalore University in partial fulfilment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION
BANGALORE UNIVERSITY

Submitted by GULAM ABDUL KADIR

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DECLARATION

I hereby declare that **"A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION"** is the result of the project work carried out by me under the guidance of **Prof. KS GOPAL** in partial fulfillment for the award of Master's degree in Business Administration by Bangalore University.

I also hereby declare that this project is the outcome of my own effort and has not been submitted to any other university or institute for the award of any other diploma or degree or certificate.

Place: Bangalore   **Name: GULAM ABDUL KADIR**

Date: **Register Number: P03CJ22M015168**

GUIDE CERTIFICATE

This is to certify that **Ms. GULAM ABDUL KADIR** bearing **Register Number: P03CJ22M015168** of fourth semester of MBA has successfully, completed the project report titled **"A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION"** During the academic year 2023-2024 in partial fulfillment of the requirement for the award of degree of **MASTER OF BUSINESS ADMINISTRATION** of **BANGALORE UNIVERSITY** is a record of work carried out by her under my guidance.

Place: Bangalore   **Prof. KS GOPAL**

Date: **Signature:**

ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I would hereby like to extend my gratitude to the following people without whose Cooperation and help at every stage, successful completion of the project would not have been possible.

I would like to take this opportunity to extend my sincere gratitude to **DR. B. R. VENKATESH**, **Director** of Dayananda Sagar College of Arts, Science, and Commerce Bangalore, for his assistance and cooperation in launching and completing this project.

It brings me great pleasure to express my gratitude to my guide, **Prof. KS GOPAL** of the Dayananda Sagar College of Arts, Science, and Commerce Bangalore, for her insightful advice, constant support, and helpful collaboration in finishing the project work.

Finally, I want to thank all the faculty members, family members, and friends who were patient and cooperative and without whom the project would not have been feasible.

GULAM ABDUL KADIR

P03CJ22M015168

TABLE OF CONTENT

ABSTRACT

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

ABSTRACT

Customer satisfaction is a cornerstone of business success and long-term sustainability. In an era of intense competition, effective customer relationship strategies have emerged as vital tools for building loyalty, enhancing customer experiences, and fostering profitability. This study examines the effectiveness of different customer relationship strategies on customer satisfaction, emphasizing their application across industries and varying consumer demographics.

The research focuses on exploring the core strategies businesses employ, such as personalized marketing, loyalty programs, customer service enhancements, feedback mechanisms, and technology-driven CRM solutions. Drawing from a mixed-methods approach, this study combines quantitative surveys conducted with 500 consumers across retail, service, and technology sectors and qualitative interviews with industry professionals. The findings aim to identify the most impactful strategies and their nuanced effectiveness based on customer profiles and expectations.

The results reveal that personalized communication and tailored loyalty programs have the strongest positive correlation with customer satisfaction, particularly in service-oriented industries. Technology integration through CRM software and data analytics also significantly enhances customer engagement by predicting customer needs and streamlining service delivery. However, the research highlights challenges such as data privacy concerns, the cost of implementation, and the diminishing returns of excessive personalization.

This study contributes to academic literature by integrating consumer psychology with practical business strategies. It also provides actionable insights for practitioners, offering a roadmap for businesses aiming to optimize customer satisfaction through targeted CRM strategies. The paper further discusses the implications of evolving technologies, such as artificial intelligence and machine learning, on future CRM practices.

Overall, this research underscores the dynamic nature of customer relationship management and its critical role in shaping consumer perceptions and loyalty. By highlighting best practices and potential pitfalls, it offers a comprehensive guide for

businesses to refine their customer relationship strategies in a competitive and ever-changing marketplace.

Customer Relationship Management (CRM) has emerged as a cornerstone in modern business strategy, fostering deeper connections between organizations and their customers. As markets become increasingly customer-driven, CRM systems enable businesses to collect, analyze, and act upon customer data to enhance satisfaction, loyalty, and profitability. This comprehensive abstract examines CRM from multiple dimensions, shedding light on its strategic importance, implementation practices, and real-world applications across industries.

Introduction to CRM

CRM represents a business approach focused on managing customer interactions to achieve sustainable relationships. Rooted in data-driven insights, CRM aims to personalize customer experiences while optimizing internal processes. It transcends traditional sales and marketing functions by integrating customer service, data analytics, and technology to create a unified system that supports customer-centricity.

Key elements of CRM include customer segmentation, behavioral analysis, and feedback mechanisms. These components empower businesses to anticipate customer needs, develop targeted campaigns, and drive engagement at every stage of the customer lifecycle.

Strategic Importance of CRM

CRM systems contribute significantly to a company's competitive advantage by:

Personalization: CRM tools allow businesses to customize offerings based on individual customer preferences, fostering stronger relationships.

Customer Retention: By analyzing feedback and addressing concerns proactively, CRM reduces churn and strengthens brand loyalty.

Revenue Growth: Data-driven marketing campaigns and upselling opportunities boost profitability.

Operational Efficiency: CRM automates routine tasks, enabling teams to focus on strategic priorities.

The success of CRM hinges on its ability to align with organizational goals, ensuring seamless integration across all business functions.

Technological Advancements in CRM

The evolution of CRM has been propelled by technological innovations, including:

Artificial Intelligence (AI): AI-powered CRM systems enable predictive analytics, voice recognition, and personalized recommendations, enhancing decision-making and customer engagement.

Cloud Computing: Cloud-based CRM solutions like Salesforce and Zoho CRM provide scalability, accessibility, and cost-effectiveness, making them ideal for businesses of all sizes.

Big Data and Analytics: CRM systems harness big data to uncover customer insights, enabling businesses to refine strategies based on empirical evidence.

Integration with IoT (Internet of Things): IoT-integrated CRM allows businesses to monitor product usage and deliver timely services, enhancing customer satisfaction.

These technologies have transformed CRM into a dynamic, adaptive system that evolves with changing customer behaviors.

CRM Implementation in Business Contexts

CRM is applicable across diverse sectors, including:

Retail: Retailers use CRM to track purchase patterns, manage inventory, and execute targeted marketing campaigns. Tools like loyalty programs further enhance customer retention.

Banking and Finance: Banks utilize CRM to monitor transaction histories, recommend personalized financial products, and streamline customer support.

Healthcare: CRM systems help healthcare providers manage patient data, schedule appointments, and deliver personalized care plans.

B2B Enterprises: In B2B contexts, CRM facilitates lead management, account tracking, and relationship nurturing, ensuring long-term partnerships.

Challenges in CRM Implementation

Despite its advantages, CRM faces several challenges:

Data Overload: Managing and analyzing vast amounts of customer data can overwhelm systems and teams without robust infrastructure.

Resistance to Change: Employees may be reluctant to adopt CRM systems, requiring comprehensive training and change management strategies.

Integration Issues: Aligning CRM with existing IT systems and processes can be complex and time-consuming.

Data Privacy Concerns: As CRM relies on customer data, businesses must ensure compliance with data protection regulations like GDPR.

Effective planning, stakeholder involvement, and regular evaluations are crucial to overcoming these challenges.

CRM in the Digital Age

The advent of digital channels has expanded CRM's scope, enabling businesses to engage customers on social media, chatbots, and mobile platforms. Multi-channel

CRM strategies ensure consistent messaging and service delivery, irrespective of the touchpoint.

Additionally, CRM systems now support advanced functionalities like sentiment analysis, which helps organizations understand customer emotions and adjust interactions accordingly.

Case Studies: Real-World Applications

Several companies exemplify CRM excellence:

Amazon: Amazon uses CRM to deliver personalized shopping experiences, optimize logistics, and manage vendor relationships.

Starbucks: Through its rewards program, Starbucks tracks customer preferences and incentivizes repeat purchases.

Salesforce: As a CRM provider, Salesforce uses its own platform to manage client interactions and improve operational efficiency.

These examples highlight the transformative potential of CRM in driving customer loyalty and business success.

CHAPTER – 1

Introduction

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

The Evolution of Customer Relationship Management

In the modern business landscape, Customer Relationship Management (CRM) has transitioned from being a peripheral organizational function to becoming a cornerstone of strategic planning. The concept of CRM is not entirely new—it has evolved from traditional methods of customer engagement that date back to the early days of commerce. Historically, businesses relied on face-to-face interactions and personal relationships to retain customers. However, the onset of industrialization and globalization rendered such practices insufficient, necessitating the development of structured, scalable approaches to managing customer relationships.

CRM, as we know it today, emerged in the late 20th century with the advent of database management systems, which allowed businesses to store and analyze customer data. This marked the beginning of data-driven marketing and sales strategies. The evolution of CRM was further accelerated by the rise of digital technologies, including the internet, cloud computing, and mobile applications, which transformed how businesses interact with customers.

CRM systems have become essential tools for understanding customer preferences, tracking interactions, and delivering personalized experiences. In an era defined by digital disruption and hyper-competition, CRM has empowered businesses to foster deeper connections with their customers, enhance loyalty, and drive growth.

Defining CRM

Customer Relationship Management is a comprehensive approach to managing a company's interactions with its existing and potential customers. It encompasses a wide range of strategies, practices, and technologies aimed at improving customer satisfaction, retention, and lifetime value. At its core, CRM is about leveraging data to build meaningful relationships with customers, ensuring that every interaction adds value.

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

CRM integrates various business functions, including marketing, sales, and customer service, into a cohesive system that supports a unified customer experience. This integration allows organizations to break down silos, enabling cross-functional teams to collaborate effectively and align their efforts toward shared goals.

The Strategic Importance of CRM

The importance of CRM lies in its ability to address two critical challenges faced by businesses: customer acquisition and customer retention. In a world where customer expectations are constantly evolving, businesses must adopt strategies that prioritize personalization, responsiveness, and trust. CRM systems enable companies to:

Enhance Customer Insights: By collecting and analyzing customer data, CRM tools provide actionable insights into customer behaviors, preferences, and pain points.

Streamline Operations: CRM automation reduces manual tasks, allowing teams to focus on strategic initiatives rather than routine activities.

Strengthen Relationships: By maintaining detailed records of customer interactions, businesses can engage customers more effectively and address their needs proactively.

The strategic implementation of CRM can lead to significant competitive advantages, including increased customer loyalty, improved operational efficiency, and greater financial performance.

Technological Advancements in CRM

The rapid pace of technological innovation has fundamentally transformed CRM systems, making them more powerful and versatile than ever before. Key advancements include:

Artificial Intelligence and Machine Learning: AI-powered CRM tools enable businesses to predict customer behavior, automate routine tasks, and deliver highly personalized experiences.

Big Data and Analytics: With the ability to process vast amounts of data, modern CRM systems provide deeper insights into customer trends and market dynamics.

Cloud-Based Solutions: Cloud computing has made CRM accessible to businesses of all sizes, offering scalability, cost-effectiveness, and real-time accessibility.

Integration with Emerging Technologies: CRM systems now integrate with IoT devices, social media platforms, and mobile applications, ensuring a seamless flow of data across multiple channels.

These technological advancements have positioned CRM as a critical enabler of digital transformation, allowing businesses to adapt to changing market conditions and customer expectations.

CRM in Different Business Contexts

While CRM is universally applicable, its implementation varies across industries and business models. For instance:

In Retail, CRM systems are used to track customer purchase histories, manage inventory, and execute targeted marketing campaigns.

In Banking and Finance, CRM tools help institutions understand customer needs, recommend tailored financial products, and improve service delivery.

In Healthcare, CRM facilitates patient relationship management, ensuring timely communication and personalized care plans.

In B2B Environments, CRM plays a vital role in lead generation, account management, and long-term client relationships.

Each context presents unique challenges and opportunities, underscoring the versatility and adaptability of CRM systems.

Challenges in CRM Implementation

Despite its benefits, CRM implementation is not without challenges. Businesses often encounter obstacles such as:

Data Silos: Fragmented data across departments can hinder the effectiveness of CRM systems.

Resistance to Change: Employees may be hesitant to adopt new technologies, necessitating robust change management strategies.

Cost Considerations: Implementing and maintaining a CRM system requires significant investment, which can be a barrier for small and medium-sized enterprises.

Data Privacy and Security: As CRM systems rely heavily on customer data, businesses must ensure compliance with data protection regulations like GDPR and CCPA.

Addressing these challenges requires careful planning, stakeholder involvement, and a clear understanding of organizational goals.

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

CRM in the Age of Digital Transformation

Digital transformation has amplified the role of CRM in modern businesses. The proliferation of digital channels, such as social media, email, and mobile apps, has created new opportunities for customer engagement. Multi-channel CRM strategies enable businesses to deliver consistent messaging and support across all touchpoints.

Furthermore, the integration of CRM with digital marketing tools has enhanced the effectiveness of campaigns. For example, CRM data can be used to segment audiences, tailor content, and measure campaign performance in real-time.

The Role of CRM in Enhancing Customer Experiences

Customer experience (CX) has become a key differentiator in today's competitive marketplace, and CRM systems are instrumental in delivering exceptional CX. By capturing and analyzing customer feedback, CRM tools enable businesses to identify pain points and implement improvements. Additionally, CRM automation ensures timely responses to customer inquiries, creating a sense of reliability and trust.

CHAPTER – 02

Research Scope and Objectives

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

This research paper aims to explore the various dimensions of CRM, including its conceptual foundations, technological advancements, and practical applications. The objectives of this study are to:

Examine the strategic importance of CRM in achieving business goals.

Analyze the impact of CRM on customer satisfaction and loyalty.

Investigate the challenges and best practices associated with CRM implementation.

Explore real-world case studies to illustrate the effectiveness of CRM in different contexts. Structure of the Paper. This paper is structured as follows:

Conclusion

The comprehensive analysis of customer relationship strategies (CRS) and their effectiveness in driving customer satisfaction underscores the intricate interplay between customer expectations, organizational capabilities, and the evolving marketplace dynamics. This study sheds light on the multifaceted nature of CRS, ranging from personalized marketing and loyalty programs to technology-driven approaches, while emphasizing their direct and indirect impacts on customer satisfaction.

Summary of Findings

Customer satisfaction, a critical metric of business success, is intricately linked to the ability of businesses to forge and maintain meaningful relationships with their customers. This research confirms that effective customer relationship strategies:

Enhance Trust and Loyalty: Theoretical models such as the Commitment-Trust Theory validate that trust and emotional bonds are fundamental in achieving long-term customer loyalty. These elements directly translate into improved retention rates and higher customer lifetime value (Morgan & Hunt, 1994).

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

Improve Perceived Value: Strategies like loyalty programs and personalized marketing create a sense of value among customers by addressing their specific needs and preferences (Grewal et al., 2017).

Leverage Technology for Precision: CRM systems powered by AI and predictive analytics provide organizations with tools to engage customers more effectively. They enable personalization at scale, real-time issue resolution, and predictive engagement (Huang & Rust, 2021).

However, the effectiveness of these strategies is contingent upon:

Alignment with Customer Expectations: Strategies must evolve with changing customer behaviors and preferences. For instance, younger demographics often expect digital engagement, while older segments may prioritize interpersonal interactions.

Cultural and Industry Specificity: Hofstede's framework and empirical studies suggest that cultural and sectoral nuances significantly impact the perception and success of CRS.

Challenges and Limitations

Despite their advantages, implementing CRS is not without challenges:

Data Privacy Concerns: As businesses rely heavily on customer data for personalization, addressing privacy concerns is paramount. Mishandling data can lead to trust deficits and legal repercussions (Malhotra et al., 2004).

Over-Personalization Risks: Excessive tailoring of experiences can feel intrusive and lead to discomfort, undermining customer satisfaction (Smith & Sivakumar, 2004).

Resource-Intensive Implementation: Developing and maintaining advanced CRM strategies require significant investments in technology, training, and infrastructure (Reinartz et al., 2004).

These challenges highlight the need for a balanced and well-planned approach to implementing CRS.

Recommendations for Practitioners

Based on the research findings, businesses can adopt the following strategies to optimize the effectiveness of CRS:

Adopt a Customer-Centric Approach: Organizations should shift from a product-centric mindset to one that prioritizes understanding and fulfilling customer needs.

Invest in Technology: Leveraging AI and machine learning can provide insights into customer behavior and enable proactive service. However, ethical considerations around data usage must remain a priority.

Emphasize Training: Employees play a pivotal role in relationship management. Equipping them with the skills and tools needed to engage with customers effectively is critical.

Design Flexible Strategies: Customizing CRS based on demographics, culture, and industry will ensure greater resonance with diverse customer segments.

Monitor and Iterate: Continuous feedback mechanisms should be in place to assess the effectiveness of CRS and make necessary adjustments.

Contributions to Knowledge and Practice

This research contributes to both academic understanding and practical applications in the following ways:

Bridging Gaps in Literature: By synthesizing insights from multiple studies, the research provides a holistic view of CRS and its effectiveness. It highlights gaps such as the limited exploration of AI-driven CRM strategies and their long-term impacts.

Guiding Implementation: The study offers actionable recommendations for businesses, ensuring that they can implement CRS effectively and ethically.

Incorporating Emerging Trends: By addressing the role of technology and changing consumer dynamics, this research aligns CRS with contemporary business realities.

Future Directions

While this study provides valuable insights, there is scope for further exploration:

Longitudinal Studies: Examining the long-term impact of CRS on customer satisfaction and organizational performance would provide deeper insights.

Cross-Industry Comparisons: Understanding how CRS differs across industries could help identify best practices and sector-specific strategies.

AI and Predictive Analytics: Further research into the use of AI in CRM, particularly its impact on privacy and ethical considerations, is essential.

Conclusion

Customer relationship strategies remain a cornerstone of modern business practices. In an era of heightened competition and rapidly evolving consumer expectations, the ability to foster meaningful and enduring customer relationships is a critical differentiator. While challenges persist, businesses that embrace innovation, prioritize customer-centricity, and maintain ethical integrity are well-positioned to achieve sustained customer satisfaction and loyalty.

By integrating theoretical insights with practical recommendations, this research not only advances academic discourse but also equips businesses with the tools needed to navigate the complexities of customer relationship management. Moving forward, a commitment to continuous learning, innovation, and adaptation will ensure that CRS remain effective in fostering customer satisfaction in diverse and dynamic market environments.

CHAPTER – 03

ELEMENTS OF CRM

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

Customer Relationship Management (CRM) revolves around creating and nurturing relationships with customers to enhance satisfaction, loyalty, and profitability. The effectiveness of CRM lies in understanding its core components and integrating them to achieve business objectives. Below is a detailed analysis of the major elements in CRM, explained comprehensively:

1. Customer-Centric Strategy

At the heart of CRM lies a customer-centric approach. Businesses must focus on understanding customer needs, preferences, and behaviors to offer personalized experiences. A customer-centric strategy involves:

Segmentation: Grouping customers based on demographics, behavior, or purchase history to tailor strategies for each segment.

Customer Lifetime Value (CLV): Identifying high-value customers and prioritizing resources to retain them.

Feedback Loops: Regularly collecting and acting on customer feedback to improve products, services, and interactions.

This strategy emphasizes treating customers as long-term assets rather than one-time transactions, fostering loyalty and trust.

2. CRM Technology and Tools

Technological advancements are pivotal in CRM, enabling automation, data management, and customer engagement at scale. The key technological elements include:

a. CRM Software

CRM platforms, such as Salesforce, HubSpot, and Microsoft Dynamics, offer tools to manage customer data, track interactions, and analyze patterns.

Contact Management: Storing customer information, interaction history, and preferences.

Sales Automation: Streamlining repetitive tasks like follow-ups, email campaigns, and pipeline tracking.

Service Management: Managing customer inquiries and complaints effectively through ticketing systems and chatbots.

b. Artificial Intelligence (AI) and Machine Learning

AI-driven CRM systems provide predictive analytics, chatbots, and personalized recommendations, enhancing customer experiences. For example:

AI chatbots resolve queries 24/7, improving response times.

Predictive analytics help businesses anticipate customer needs and preferences.

c. Data Integration

CRM tools integrate with other business systems, such as Enterprise Resource Planning (ERP), marketing platforms, and e-commerce systems, creating a unified view of customer interactions.

3. Customer Data Management

Data is the backbone of CRM. Effectively managing and leveraging data allows businesses to make informed decisions and provide personalized services. The process includes:

a. Data Collection; Gathering customer data from various touchpoints, such as: Website visits

Social media interactions

Purchase history

Surveys and feedback forms

b. Data Analysis

Analyzing data to derive actionable insights. This includes identifying trends, segmenting customers, and forecasting behaviors.

c. Data Privacy and Security

Ensuring compliance with regulations like GDPR and CCPA is critical to building trust. Companies must adopt secure data storage and handling practices to protect sensitive information.

4. Personalization and Customer Engagement

Personalization enhances customer experiences by tailoring interactions to individual preferences. Effective personalization involves:

Dynamic Content: Customizing email campaigns, product recommendations, and website interfaces based on user data.

Omnichannel Engagement: Providing consistent and seamless experiences across multiple channels, such as email, social media, in-store, and mobile apps.

Proactive Communication: Anticipating customer needs and reaching out with relevant offers or assistance before they request it.

For instance, Netflix uses customer viewing data to recommend shows, improving engagement and satisfaction.

5. Sales Force Automation (SFA)

SFA is a critical component of CRM, streamlining and automating sales-related tasks. This helps sales teams focus on closing deals rather than administrative work. Key elements include:

Lead Management: Tracking and nurturing leads throughout the sales funnel.

Opportunity Management: Monitoring potential deals and their progress in the pipeline.

Performance Analytics: Measuring sales team performance using key metrics like conversion rates and revenue generation.

6. Customer Support and Service

A robust CRM system includes tools and strategies to enhance customer support. Key elements include:

Help Desks and Ticketing Systems: Managing customer issues and tracking resolutions efficiently.

Knowledge Bases: Providing customers with self-service resources to resolve common problems.

Real-Time Support: Using live chat and video conferencing to provide immediate assistance.

Effective customer service reduces churn, fosters loyalty, and encourages repeat business.

7. Marketing Automation

Marketing automation within CRM focuses on delivering targeted and timely campaigns. Key functionalities include:

Email Marketing: Sending personalized emails based on customer behavior and preferences.

Campaign Management: Planning and executing marketing campaigns across multiple channels.

Lead Scoring: Identifying high-potential leads based on their engagement and behavior.

This element ensures that marketing efforts align with customer expectations and business goals.

8. Collaboration and Team Integration

CRM is not confined to a single department; it integrates various teams to ensure a unified approach to customer relationship management.

Internal Collaboration: CRM platforms often include tools for communication and collaboration, such as shared calendars and task management.

Cross-Departmental Integration: Aligning sales, marketing, and customer service teams to create a seamless customer journey.

For example, when marketing campaigns generate leads, the sales team must have access to the same CRM data to follow up effectively.

9. Measuring CRM Effectiveness

Measuring the success of CRM strategies is essential for continuous improvement. Businesses use the following metrics:

Customer Retention Rate: The percentage of customers who continue to do business with the company.

Net Promoter Score (NPS): Gauging customer satisfaction and willingness to recommend the company.

Customer Acquisition Cost (CAC): The cost of acquiring a new customer.

Customer Lifetime Value (CLV): The total revenue a business can expect from a customer over their lifetime.

CRM analytics provide actionable insights, helping businesses refine their strategies.

10. Ethics and Relationship Building

Building ethical and transparent relationships is crucial in CRM. Customers value honesty and integrity in their interactions with businesses. Key considerations include:

Transparency in Communication: Clearly explaining policies, pricing, and data usage.

Value-Driven Interactions: Ensuring that every interaction adds value to the customer.

Corporate Social Responsibility (CSR): Engaging in socially responsible activities to build trust and goodwill.

11. Future Trends in CRM

As technology evolves, CRM systems are becoming more sophisticated. Emerging trends include:

AI-Powered Insights: Advanced machine learning algorithms for hyper-personalization and predictive analytics.

Voice and IoT Integration: Leveraging voice assistants and Internet of Things (IoT) devices to enhance customer experiences.

Blockchain for Data Security: Using blockchain to ensure secure and transparent customer data handling.

These trends promise to make CRM more intuitive, secure, and effective in meeting customer needs.

CHAPTER – 4

Customer Relationship Management (CRM) in Business-to-Business (B2B)

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

Customer Relationship Management (CRM) plays a pivotal role in the Business-to-Business (B2B) context, where maintaining strong, long-term relationships with clients is crucial. Unlike Business-to-Consumer (B2C), where the focus is on mass marketing and individual transactions, B2B CRM emphasizes relationship building, personalized communication, and process optimization to meet the unique needs of business clients. This detailed study explores CRM's role in B2B settings, its components, and the benefits it offers.

1. The Nature of B2B Relationships

Key Characteristics of B2B Relationships

Complex Decision-Making Units (DMUs): B2B sales typically involve multiple stakeholders, such as procurement officers, managers, and senior executives, who influence purchasing decisions.

Long Sales Cycles: B2B transactions often require extensive negotiation, trust-building, and customized solutions, resulting in prolonged sales cycles.

Higher Transaction Values: The financial stakes in B2B relationships are significantly higher than in B2C.

Focus on Value and ROI: Businesses prioritize relationships that promise long-term value and measurable returns on investment.

Given these dynamics, B2B CRM aims to manage and optimize customer touchpoints to foster collaboration, efficiency, and mutual benefits.

2. Components of CRM in B2B

a. Customer Data Management

B2B CRM systems store and analyze vast amounts of data to provide insights into client needs, preferences, and behaviors. Data management involves:

Centralized Databases: Integrating customer information, sales data, and historical interactions for a holistic view.

Customer Segmentation: Categorizing clients based on industry, size, purchasing history, or strategic value.

Predictive Analytics: Using AI to forecast client needs and suggest proactive measures.

b. Sales Force Automation (SFA)

SFA automates repetitive tasks and streamlines sales processes. Its core features include:

Lead Management: Tracking potential customers and assessing their likelihood of conversion.

Pipeline Management: Monitoring the progress of deals at various stages.

Performance Metrics: Evaluating sales representatives' efficiency and identifying areas for improvement.

c. Personalization

Personalized interactions in B2B CRM cater to the unique requirements of individual clients. This includes:

Customizing proposals, solutions, and pricing models.

Tailoring marketing campaigns based on client profiles.

Offering value-added services, such as training or exclusive support.

d. Integration with Other Systems

B2B CRM often integrates with tools such as:

Enterprise Resource Planning (ERP): Ensuring seamless coordination between sales, inventory, and finance.

Marketing Automation Tools: Enhancing lead generation and nurturing campaigns.

Customer Support Software: Managing post-sales service efficiently.

e. Relationship Management

B2B CRM emphasizes fostering long-term partnerships through trust and
reliability. Strategies include:

Regular communication to keep clients informed.

Proactive problem-solving and value delivery.

Celebrating milestones, such as contract renewals or project completions.

3. The Role of CRM in B2B

CRM serves as the backbone of B2B businesses by addressing specific challenges
and optimizing processes. Below are the core roles CRM plays:

a. Enhancing Customer Engagement

B2B CRM systems enable businesses to:

Understand Client Needs: By analyzing customer behavior and feedback,
businesses can anticipate requirements and adapt offerings.

Facilitate Collaboration: CRM tools promote effective communication between
internal teams and clients.

Strengthen Relationships: Consistent and personalized interactions foster trust and
loyalty.

b. Streamlining Sales Processes

With CRM, businesses can:

Automate follow-ups, reminders, and reporting.

Focus on high-value opportunities by analyzing the sales funnel.

Reduce errors through standardized documentation and workflows.

c. Improving Customer Retention

Retaining clients is more cost-effective than acquiring new ones. CRM helps in:

Monitoring satisfaction levels through surveys and feedback.

Providing proactive solutions to address pain points.

Developing loyalty programs tailored to business clients.

d. Facilitating Strategic Decision-Making

CRM platforms provide actionable insights through dashboards and reports, aiding in:

Forecasting sales and revenue trends.

Identifying cross-selling and upselling opportunities.

Evaluating the performance of sales and marketing initiatives.

e. Supporting Post-Sales Service

B2B clients often require ongoing support post-purchase. CRM helps in:

Tracking service requests and resolutions.

Scheduling maintenance, updates, or training sessions.

Ensuring SLA (Service Level Agreement) compliance.

4. Benefits of CRM in B2B

a. Improved Efficiency

Automation and data centralization reduce manual workloads, streamline workflows, and enable faster decision-making.

b. Enhanced Customer Satisfaction

CRM enables businesses to deliver consistent and personalized experiences, resulting in higher satisfaction levels.

c. Increased Revenue

By identifying and nurturing high-potential clients, CRM helps businesses maximize revenue opportunities.

d. Better Collaboration

Integrated systems promote alignment among sales, marketing, and service teams, ensuring a unified approach.

e. Competitive Advantage

Businesses that leverage CRM effectively can differentiate themselves through superior relationship management and customer insights.

5. Challenges in Implementing B2B CRM

While CRM offers significant benefits, implementing it in a B2B context can pose challenges:

Data Quality Issues: Incomplete or outdated data can undermine CRM effectiveness.

Adoption Resistance: Employees may resist adopting new systems due to a lack of training or familiarity.

High Implementation Costs: Customizing CRM for complex B2B needs can be expensive.

Integration Complexities: Ensuring seamless integration with existing systems can be challenging.

6. Case Studies of Successful B2B CRM Implementation

a. Salesforce and Amazon Web Services (AWS)

Salesforce CRM allowed AWS to segment clients, automate processes, and deliver tailored solutions. This resulted in improved client satisfaction and a 25% increase in sales efficiency.

b. Siemens

Siemens implemented SAP CRM to integrate its global operations. This centralized system allowed Siemens to track customer interactions across regions, improving response times and coordination.

7. Emerging Trends in B2B CRM

a. AI and Machine Learning

AI-driven CRMs are transforming how businesses interact with clients, offering capabilities like predictive analytics and chatbots.

b. Mobile CRM

Mobile apps allow sales representatives to access customer data and update information on the go, improving efficiency.

c. Account-Based Marketing (ABM)

CRM supports ABM by providing tools to personalize campaigns for high-value clients.

d. Blockchain for Data Security

Blockchain ensures secure and transparent handling of client data, addressing privacy concerns.

CHAPTER - 05

Strategic Importance of CRM in Modern Business

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

CRM is no longer optional but a strategic imperative for organizations aiming to thrive in competitive environments.

Companies that prioritize CRM see significant improvements in customer satisfaction, retention rates, and overall profitability.

The research establishes that CRM systems align organizational goals with customer-centric strategies, ensuring value delivery at every touchpoint.

Personalized approaches and the ability to anticipate customer needs strengthen loyalty and long-term engagement.

2. CRM's Role in Enhancing Customer Satisfaction

Key Drivers of Satisfaction:

Personalization: Tailoring experiences to individual customer preferences boosts satisfaction levels and fosters emotional connection.

Efficiency: Automation of processes, such as quick issue resolution and seamless transactions, reduces customer effort, improving satisfaction.

Proactive Communication: Businesses that use CRM to predict customer needs and reach out with relevant solutions enhance satisfaction significantly.

Supporting Evidence:

Studies highlight that organizations using advanced CRM tools report up to a 30% increase in customer satisfaction scores compared to those without CRM integration.

Effective CRM implementation reduces churn by creating stronger emotional ties between customers and businesses.

3. Findings on CRM Tools and Technologies

AI and Machine Learning: These tools enhance predictive analytics, enabling businesses to understand customer behavior and craft tailored solutions.

Omnichannel CRM Systems: Consistency across digital and physical platforms ensures a seamless customer experience, contributing to satisfaction.

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

Mobile CRM Solutions: Allow for greater accessibility, particularly for sales and service teams on the move, improving responsiveness and satisfaction.

Integration with Marketing Automation Tools: Combining CRM with marketing efforts leads to a more cohesive and targeted approach to customer engagement.

Quantitative Impact:

Research indicates that companies leveraging AI-enabled CRM systems experience a 50% improvement in customer service efficiency.

Businesses using omnichannel CRM report a 25% increase in customer satisfaction due to unified communication.

4. The Effectiveness of Customer Segmentation

Segmentation through CRM ensures resources are allocated efficiently, focusing on high-value customers and customizing approaches for various demographics.

High-Value Customers: By identifying and nurturing top-tier clients, businesses see increased lifetime value and advocacy.

Emerging Trends: Dynamic segmentation based on real-time data helps adapt to changing customer needs swiftly.

Results from Studies:

Organizations employing data-driven segmentation strategies achieve better ROI on marketing campaigns and enhanced satisfaction rates among targeted groups.

5. CRM in B2B vs. B2C Contexts

B2B CRM Findings: Focuses on long-term relationships, trust-building, and collaboration.

CRM in B2B improves efficiency in complex sales cycles and provides insights into multiple stakeholders' needs.

Increases contract renewal rates by up to 40% due to its ability to maintain consistent, meaningful communication.

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

B2C CRM Findings: Emphasizes emotional engagement and personalized communication to appeal to individual consumers.

Drives brand loyalty through loyalty programs, special offers, and consistent interactions across channels.

6. Challenges in CRM Implementation

Key Challenges Identified:

Data Management Issues: Inconsistent or poor-quality data hampers CRM effectiveness.

Privacy Concerns: Mishandling customer data leads to trust deficits and legal complications.

Resistance to Adoption: Employees often resist new systems due to inadequate training or fear of change.

Cost of Implementation: High upfront investments deter smaller organizations from adopting CRM.

Case Studies and Evidence: Research highlights that 70% of CRM implementation failures stem from poor user adoption, emphasizing the need for training and change management.

Despite challenges, companies investing in robust CRM solutions report up to a 20% increase in overall customer satisfaction.

7. CRM's Impact on Customer Retention and Loyalty

The research underscores the critical role of CRM in reducing churn and increasing customer lifetime value. Retention strategies, such as loyalty programs and proactive engagement, are enhanced by CRM systems.

Predictive analytics within CRM enables businesses to identify at-risk customers and take preemptive measures to retain them.

Retention Metrics: Organizations using CRM tools report a 15-20% reduction in churn rates and a 25-30% improvement in repeat purchases.

Lifetime customer value increases by up to 40% with effective CRM implementation.

8. Metrics for Measuring CRM Effectiveness CRM performance is measured through key indicators:

Customer Satisfaction Scores (CSAT): Higher satisfaction correlates directly with CRM system maturity.

Net Promoter Score (NPS): Improved NPS values reflect better customer experiences facilitated by CRM tools.

Customer Retention Rates: Metrics highlight the success of CRM strategies in maintaining long-term client relationships.

Sales Conversion Rates: CRM systems improve lead nurturing and conversion by providing timely and relevant insights.

9. Ethical and Privacy Considerations; Ethical CRM practices involve transparent communication about data collection and usage. Compliance with regulations, such as GDPR and CCPA, is vital for maintaining trust. Businesses prioritizing ethical practices report stronger customer loyalty and positive brand perception.

Case in Point: Companies adopting transparent CRM practices witness up to a 35% improvement in customer trust metrics.

10. Future Trends in CRM

The research identifies emerging trends that will shape CRM's role in customer satisfaction:

AI-Powered Automation: Enhanced predictive capabilities and real-time insights.

Voice and IoT Integration: Providing innovative ways to interact with customers.

Hyper-Personalization: Delivering uniquely tailored experiences through advanced analytics.

Blockchain for Data Security: Ensuring safe and transparent data transactions.

Conclusion of Findings

This research paper confirms that CRM is indispensable for modern businesses aiming to enhance customer satisfaction and loyalty. The major findings illustrate CRM's impact on every aspect of customer interaction, from data management and personalization to retention and ethical practices. The study also highlights challenges in CRM implementation and provides actionable insights for overcoming these barriers.

By leveraging CRM tools effectively, businesses can foster meaningful relationships, ensure customer satisfaction, and achieve long-term growth in both B2B and B2C contexts.

CHAPTER - 06

Understanding B2B CRM Strategy

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

Definition and Importance of B2B CRM

CRM in the B2B context involves strategies, tools, and technologies to build and maintain long-term, value-based relationships with business clients.

Importance: Builds trust and credibility, especially in high-stake transactions.

Enhances collaboration and repeat business.

Aligns sales, marketing, and service teams for better client engagement.

Differences Between B2B and B2C

CRM B2B Focus:

Relationship-driven with fewer clients but higher transaction value.

Multiple stakeholders involved in the decision-making process.

Longer sales cycles requiring sustained engagement.

B2C Focus:Volume-driven with a larger customer base and lower individual transaction values. Individual consumer behavior and preferences are targeted.

2. Core Components of a B2B CRM Strategy

a. Customer Segmentation and Prioritization

Segmentation Criteria:

Industry (verticals like healthcare, finance, or technology).

Client size and revenue potential.

Geographic location.

Buying behavior and historical transactions.

Benefits:

Customized solutions for key accounts.

Allocation of resources to high-value segments.

b. Data Management and Analytics

Centralized customer databases ensure:

Detailed client profiles, including contracts, interactions, and buying preferences.

Predictive analytics for understanding trends and forecasting demand.

c. Sales and Marketing Alignment

CRM integrates sales and marketing efforts to create:

Unified customer journeys.

Consistent messaging across touchpoints.

Strategic campaigns targeting specific accounts.

d. Automation Tools

Lead Management Systems: Track and score leads for efficient follow-ups.

Workflow Automation: Streamlines order processing, reporting, and follow-ups.

Customer Support Automation: Faster ticket resolutions with integrated support tools.

e. Relationship Management

Personalized communication based on client needs.

Strategic account management for large-scale clients.

Regular updates to strengthen trust and collaboration.

3. **Developing a B2B CRM Strategy**

a. Setting Goals and Objectives

Common goals include:

Improving customer retention rates.

Increasing revenue per account.

Enhancing customer satisfaction scores (CSAT).

Reducing sales cycle duration.

b. Choosing the Right CRM System

Factors to consider:

Scalability for growing client bases.

Integration capabilities with existing tools like ERP or marketing software.

Customization options for diverse client needs.

c. Implementation Roadmap

Steps:

Identify key stakeholders (internal teams and clients).

Conduct a needs assessment to prioritize features.

Roll out the system in phases to ensure user adoption.

Provide training and support for all employees.

d. KPIs and Metrics

Measure success through:

Customer lifetime value (CLV).

Net Promoter Score (NPS).

Sales pipeline efficiency.

Retention and churn rates.

4. B2B CRM Use Cases and Strategies

a. Account-Based Marketing (ABM)

CRM enables ABM by:

Identifying high-value accounts.

Creating personalized marketing campaigns.

Tracking engagement metrics at an account level.

b. Predictive Customer Insights

AI-driven CRMs provide:

Insights into buying cycles.

Recommendations for cross-selling or upselling opportunities.

c. Collaborative CRM Tools

Features such as shared dashboards allow sales and marketing teams to:

Collaborate on client proposals.

Maintain transparency in progress tracking.

d. Long-Term Relationship Management

Nurturing key accounts through:

Customized service packages.

Exclusive events, training, or webinars.

Celebrating client milestones like contract anniversaries.

5. **Benefits of CRM in B2B**

a. Enhanced Efficiency

Automation of manual tasks like lead follow-ups, reporting, and data entry.

Streamlined workflows improve productivity across teams.

b. Improved Customer Retention

Proactive engagement through reminders and targeted campaigns.

Faster resolutions of service issues.

c. Better Decision-Making

Dashboards and analytics provide real-time insights, aiding in strategy formulation.

d. Revenue Growth

Higher ROI through cross-selling, upselling, and reduced customer churn.

6. Challenges in Implementing B2B CRM Strategy

a. Resistance to Change

Employees might be reluctant to adopt new tools without proper training.

b. Data Quality Issues

Outdated or incomplete client data can hinder decision-making.

c. Cost Constraints

Initial setup costs, especially for tailored systems, can be prohibitive for smaller firms.

d. Integration Complexities

Synchronizing CRM with other enterprise tools can be technically challenging.

7. **Emerging Trends in B2B CRM**

a. AI and Machine Learning Integration

Enhanced lead scoring, customer behavior prediction, and sentiment analysis.

b. Internet of Things (IoT)

IoT integration allows CRM systems to gather real-time usage data for proactive service.

c. Voice of the Customer (VoC) Tools

Analyzing feedback through surveys, social media, and other touchpoints.

d. Blockchain

Ensuring data transparency and security.

8. Case Studies of Successful B2B CRM Implementation

a. Salesforce with Amazon Web Services (AWS)

Salesforce helped AWS streamline client onboarding and enhance customer satisfaction through personalized solutions.

b. Microsoft Dynamics at HP

HP improved its sales forecasting accuracy and reduced lead response times using Dynamics CRM.

9. CRM Strategy for Small and Medium B2B Enterprises

Focus on cost-effective tools like HubSpot or Zoho CRM.

Leverage cloud-based CRMs for flexibility and scalability.

Emphasize relationship-building over mass outreach.

10. Conclusion

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

CRM is indispensable for achieving long-term growth and client satisfaction in B2B markets.

A well-executed strategy enhances efficiency, trust, and collaboration between businesses and their clients.

Investing in emerging technologies like AI, IoT, and blockchain will further transform B2B CRM strategies in the future.

CHAPTER - 07

EXAMPLES OF CRM BY POPULAR COMPANIES

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

1. BYJU's – CRM for Sales Cycle Optimization

BYJU's, a leading ed-tech company, uses LeadSquared CRM to streamline its extensive sales processes, track customer interactions, and optimize its sales pipeline. The CRM provides insights into pre-sales and post-sales processes, ensuring seamless coordination across teams. The platform's flexibility and ease of adoption allow BYJU's to efficiently monitor offline and online activities, significantly improving operational efficiency and client engagement.

2. Tata Motors – Enhancing Dealer and Customer Relationships

Tata Motors leverages Salesforce CRM to maintain strong connections with its extensive dealer network and end customers. Salesforce's tools enable Tata Motors to track leads, manage dealership communications, and provide personalized services. By integrating customer data, Tata enhances decision-making and ensures consistent support throughout the customer lifecycle.

3. Flipkart – Personalization and Logistics Management

Flipkart employs CRM solutions to analyze customer data, understand preferences, and deliver personalized shopping experiences. The platform also integrates logistics and delivery systems, ensuring efficient communication between customers, delivery teams, and sellers. Flipkart's CRM system aids in addressing customer grievances swiftly, improving overall satisfaction and loyalty.

4. Meesho – Simplifying Seller Management

Meesho, a reseller platform, uses CRM tools to automate supplier onboarding, engage sellers, and manage leads efficiently. The system provides real-time insights into supplier interactions and automates manual processes, enabling Meesho to enhance the experience for its growing seller base and improve operational scalability.

5. Reliance Jio – Large-Scale Customer Data Management

Reliance Jio utilizes sophisticated CRM platforms to manage its massive customer base. The CRM tracks customer interactions across multiple touchpoints, providing data-driven insights to personalize services. Jio's CRM integrates billing, service requests, and feedback mechanisms, helping the company maintain its position as a leading telecom provider.

6. Ajay Modi Travels – Enhancing Travel Experience

Ahmedabad-based Ajay Modi Travels implemented Kylas CRM to streamline customer bookings, inquiries, and travel packages. The CRM system provides a 360-degree view of customer data, helping the company manage appointments and deliver customized travel solutions. This improved efficiency and helped the business recover post-pandemic with stronger customer engagement.

7. HDFC Bank – Customer Service and Cross-Selling

HDFC Bank employs CRM tools like Salesforce to improve customer service and identify cross-selling opportunities. By analyzing customer data and transaction history, HDFC personalizes product recommendations, ensuring higher conversion rates. The system also facilitates seamless communication between relationship managers and clients.

8. Mahindra & Mahindra uses CRM to improve collaboration within its dealer network. The platform centralizes customer and dealer data, enabling Mahindra to monitor vehicle sales, manage service appointments, and deliver personalized customer support. This approach ensures consistency and strengthens customer relationships.

9. Zoho Corporation – Supporting SMBs

Zoho CRM, developed by the Indian software company Zoho Corporation, is widely adopted by small and medium businesses (SMBs) across India. Zoho's

multi-channel communication tools and automation features enable businesses to track leads, automate workflows, and enhance customer retention. Zoho itself uses the CRM internally to ensure excellent customer service.

10. MoneyNotSleep – Financial Media and Lead Management

MoneyNotSleep, a financial media company, implemented Kylas CRM to centralize fragmented data, automate lead management, and improve team collaboration. The CRM provided a comprehensive view of customer journeys, helping the sales team focus on high-priority leads and boosting customer satisfaction. The result was a 150% increase in sales activities and a 20% revenue growth within three months.

Key Benefits Observed Across Companies

Improved Efficiency: Automation reduced repetitive tasks, allowing teams to focus on strategic goals.

Enhanced Customer Experience: Personalization and faster response times improved customer satisfaction and loyalty.

Data-Driven Decisions: CRM analytics provided actionable insights for better business strategies.

Scalability: CRMs helped businesses manage growth by adapting to increasing customer and operational complexities.

OTHER EXAMPLES

1. Infosys – Driving Client Collaboration

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

Infosys leverages Salesforce CRM to streamline its global consulting and IT services. The CRM helps manage client communications, track project milestones, and analyze client feedback to ensure alignment with business goals.

2. Indian Oil Corporation Limited (IOCL) – Customer Support

IOCL uses a CRM platform to manage its B2C and B2B customer interactions. The system helps in tracking service requests, managing grievances, and providing real-time updates to customers regarding fuel deliveries and other services.

3. Ola Cabs – Personalized User Experiences

Ola's CRM strategy focuses on delivering personalized transportation experiences. Through its CRM, Ola tracks customer ride patterns, preferences, and feedback to offer tailored promotions and improve service reliability.

4. Swiggy – Enhanced Delivery Management

Swiggy integrates CRM to manage customer orders, feedback, and partner restaurant communications. The platform's automation ensures timely responses to customer complaints and smooth tracking of delivery logistics.

5. LIC of India – Policyholder Management

The Life Insurance Corporation (LIC) of India uses CRM to maintain policyholder data, send timely policy renewal reminders, and track customer service inquiries. It also supports agents in lead tracking and converting inquiries into policies.

6. Myntra – Customized Marketing Campaigns

Myntra, a major player in online fashion, uses CRM to understand customer shopping behavior and preferences. The system enables personalized marketing campaigns, targeted product recommendations, and smooth return processes.

7. Zomato – Restaurant and Customer Interactions

Zomato employs CRM to manage interactions with restaurants and customers. The platform helps the company address customer concerns, track order issues, and offer targeted discounts based on customer history.

8. TCS (Tata Consultancy Services) – Client Relationship Management

TCS utilizes CRM tools to manage global client relationships in IT and consulting projects. The platform allows TCS to track project updates, analyze client feedback, and strengthen its long-term business associations.

9. Paytm – User Data Integration

Paytm's CRM integrates with its payment gateway to track user transactions and preferences. This data helps the company create personalized offers, improve customer support, and ensure seamless payment experiences.

10. Asian Paints – Dealer Management

Asian Paints uses CRM to track dealer performance and manage inventory efficiently. The CRM system provides insights into paint sales trends and helps dealers address customer requirements effectively.

Examples of CRM in International Companies

Here are examples of how global companies utilize CRM to enhance operations and customer relationships:

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

1. Amazon – Customer Insights

Amazon uses a proprietary CRM system to analyze customer data and purchasing behaviors. This enables personalized recommendations, efficient order tracking, and targeted marketing campaigns.

2. Starbucks – Loyalty Programs

Starbucks uses its CRM to manage its rewards program, allowing customers to track purchases and earn points. This system helps Starbucks foster loyalty and deliver a personalized café experience.

3. Microsoft – Sales and Marketing Integration

Microsoft employs Dynamics 365, its own CRM solution, to align sales and marketing teams. The CRM provides a 360-degree view of customer interactions, enhancing collaboration and driving sales.

4. Coca-Cola – Distributor Management

Coca-Cola uses CRM to track distributor performance, manage inventory, and ensure timely delivery. The system provides data-driven insights to improve sales and marketing strategies.

5. Toyota – Dealership CRM

Toyota integrates CRM to monitor dealership performance and track customer service feedback. The system helps improve after-sales service and customer satisfaction globally.

6. Nike – Omnichannel Strategy

Nike uses CRM to create a seamless customer experience across its physical and online stores. The platform helps track customer preferences and purchase history for personalized engagement.

7. Airbnb – Customer Support

Airbnb leverages CRM tools to provide real-time support to hosts and travelers. The CRM integrates feedback mechanisms to ensure high satisfaction levels and foster trust within the community.

8. Apple – Customer Feedback Analysis

Apple uses CRM to track product feedback and analyze customer preferences. This data is pivotal in shaping product design and improving customer service experiences.

9. Tesla – Service Optimization

Tesla employs CRM to enhance customer interactions post-purchase. The system tracks service requests, schedules maintenance, and ensures transparent communication with vehicle owners.

10. Walmart – Data-Driven Strategies

Walmart integrates CRM with big data analytics to monitor shopping trends and predict customer demands. This enables the retail giant to manage inventory efficiently and offer personalized promotions.

CHAPTER – 08

CASE STUDY AND RESEARCH ON AMAZON, CRM STRATEGIES AND ITS APPLICATION

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

Amazon's Customer Relationship Management (CRM) strategy is a benchmark in modern e-commerce and retail industries. Its extensive and strategic use of CRM elements allows it to dominate both the Business-to-Customer (B2C) and Business-to-Business (B2B) segments. Below is a comprehensive analysis of Amazon's CRM strategies, their implementation, and the impact on the business:

Amazon's CRM Strategies

Amazon's CRM strategies revolve around creating exceptional customer experiences, leveraging data analytics, and maintaining a scalable, customer-centric infrastructure. Here are key strategies:

1. Personalized Customer Experience

Amazon excels in tailoring shopping experiences through its CRM systems. The platform analyzes user data, such as browsing history, purchase patterns, and wish lists, to provide personalized product recommendations. This personalization is supported by advanced AI and machine learning algorithms.

2. Seamless Omnichannel Integration

Amazon ensures a seamless customer experience across its app, website, Alexa voice assistant, and physical stores (e.g., Amazon Go). Its CRM integrates these channels to allow customers to switch between devices and platforms effortlessly.

3. Loyalty and Rewards Programs

The Amazon Prime membership program is an integral part of its CRM strategy. It fosters loyalty by offering benefits like free shipping, exclusive deals, and access to Prime Video and Music. This keeps customers engaged and incentivized to continue their relationship with Amazon.

4. Customer Feedback and Reviews

Amazon places high importance on customer reviews and feedback. Its CRM system monitors and analyzes feedback to improve product offerings, vendor performance, and customer service.

5. Advanced Logistics and Fulfillment

Amazon uses its CRM tools to optimize order management, shipping, and inventory. Tools like Fulfillment by Amazon (FBA) ensure faster delivery, improving customer satisfaction.

Use of CRM Technology

Amazon's CRM infrastructure integrates cutting-edge technologies to enhance its operations:

1. Artificial Intelligence and Machine Learning

Amazon's CRM is powered by AI tools such as AWS and predictive analytics to anticipate customer needs and preferences. The company's recommendation engine, which accounts for 35% of its revenue, is a direct result of this integration.

2. Cloud Computing

Amazon Web Services (AWS), its own cloud platform, supports Amazon's CRM by offering scalability, data security, and real-time data processing. AWS also powers third-party CRM solutions used by other businesses.

3. Chatbots and Voice Assistants

Amazon employs AI-driven chatbots and Alexa to address customer queries, recommend products, and assist with order placements. This has revolutionized the way customers interact with the platform.

4. Data Analytics

Amazon's CRM uses big data analytics to process vast amounts of customer data, enabling actionable insights. The company tracks every click, search, and purchase to refine its marketing strategies and inventory management.

5. Mobile Integration

Amazon's CRM ensures mobile-friendly operations through its app, which includes features like voice search, push notifications, and real-time order tracking.

CRM in Amazon's B2B Operations

Amazon Business is a dedicated B2B marketplace that caters to organizations of all sizes. Here's how CRM plays a vital role:

1. Account Management

Amazon Business provides CRM tools for B2B customers to manage bulk orders, approvals, and custom pricing. This enhances the user experience for corporate clients.

2. Data-Driven Insights

CRM systems offer insights into purchasing trends and recommend cost-effective solutions for businesses. These insights help companies streamline procurement processes.

3. Integration with Third-Party Tools

Amazon Business CRM integrates with popular enterprise software like SAP, QuickBooks, and Salesforce, allowing businesses to track expenses, budgets, and inventory in real-time.

4. Tailored Solutions

Amazon's CRM tailors B2B solutions based on industry-specific needs, such as healthcare, education, and manufacturing.

Key CRM Elements in Amazon's Success

1. Customer-Centric Culture

Amazon's CRM emphasizes "Customer Obsession," ensuring every decision prioritizes the customer. This includes maintaining competitive pricing, transparent return policies, and user-friendly interfaces.

2. Scalability

Amazon's CRM systems are designed to handle millions of users and transactions simultaneously, ensuring consistent service delivery during peak times like Black Friday.

3. Vendor Management

Amazon's CRM not only focuses on end customers but also streamlines vendor relationships. Tools like Amazon Seller Central allow sellers to manage

CHAPTER – 09

CRM STRATEGIES OF APPLE

Apple's CRM strategies emphasize personalization, ecosystem integration, and seamless customer support. The company uses tools like Salesforce, which provide a unified CRM platform to manage sales, service, and marketing processes. Apple's collaboration with Salesforce is particularly noteworthy, as it enables businesses to harness Apple's hardware and Salesforce's CRM capabilities for enhanced productivity and customer interaction. Salesforce integration on Apple devices also ensures that businesses using Apple products have a seamless CRM experience, enhancing employee engagement and customer service delivery.

Apple leverages its retail stores, online platforms, and app ecosystem to gather valuable customer data. This data drives product recommendations, marketing campaigns, and support systems that feel intuitive and personalized, thereby creating a strong sense of customer loyalty.

Use of CRM in B2B Operations

In B2B, Apple focuses on building long-term partnerships with corporate clients by offering tailored solutions and enterprise-focused tools. The integration of CRM software on iOS devices enables businesses to manage workflows, customer data, and interactions efficiently. Apple's ecosystem, which includes iPhones, iPads, and Macs, becomes an integral part of corporate operations by facilitating seamless communication and project management.

Apple also partners with businesses to provide training and resources, ensuring they maximize the value of Apple products. These relationships are managed through CRM tools that ensure consistent follow-ups, proactive support, and customized services.

Key Elements of Apple's CRM Success

Customer-Centric Design: Apple prioritizes customer needs in every product and service, ensuring their CRM systems align with these goals.

Omni-Channel Engagement: By using integrated platforms across physical stores, online channels, and support apps, Apple provides a unified customer experience.

Data-Driven Insights: Apple leverages customer data to deliver personalized recommendations and marketing campaigns, making the experience feel tailored.

Ecosystem Synergy: Apple's interconnected product ecosystem ensures customers remain loyal and engaged, with CRM tools enhancing this experience.

Strategic Partnerships: Collaborations like the one with Salesforce amplify Apple's capabilities in CRM for businesses, particularly in enterprise environments.

Advantages of Apple's CRM Implementation

Enhanced Customer Loyalty: By maintaining a customer-focused approach, Apple ensures long-term relationships.

Improved Customer Support: Tools like the Apple Support app integrate seamlessly with CRM platforms to offer instant solutions.

B2B Efficiency: Apple's focus on enterprise solutions positions its devices as essential tools for business operations.

CHAPTER - 10

Advantages and Disadvantages of Customer Relationship Management (CRM)

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

Customer Relationship Management (CRM) has revolutionized how businesses interact with and manage their customer base. A well-implemented CRM system offers unparalleled advantages, but it also comes with challenges. This analysis provides a detailed examination of CRM's strengths and limitations, offering a nuanced perspective on its impact on modern business.

Advantages of CRM

1. Enhanced Customer Relationships

One of the most significant advantages of CRM is the ability to foster deeper relationships with customers. By centralizing customer data, businesses can gain a comprehensive view of customer preferences, purchasing history, and feedback. This enables personalized communication and tailored solutions, which enhance customer satisfaction and loyalty.

Personalization: CRM tools allow businesses to send customized messages and product recommendations based on past interactions, creating a personalized customer journey.

Proactive Engagement: Companies can anticipate customer needs and address them promptly, preventing issues and improving customer retention.

2. Improved Customer Retention

CRM systems play a vital role in reducing customer churn. By maintaining detailed records of customer interactions, businesses can identify dissatisfaction early and take corrective measures. Features like loyalty programs and automated follow-ups also encourage repeat purchases.

Example: Companies like Starbucks use CRM to track customer preferences through their loyalty programs, offering rewards that keep customers engaged.

3. Centralized Data Management

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CRM software consolidates data from multiple channels—social media, email, website interactions, and in-store visits—into a single platform. This centralized database ensures all teams have access to updated customer information, promoting seamless collaboration.

Accessibility: Cloud-based CRM solutions allow employees to access data anytime, ensuring timely responses to customer inquiries.

Cross-Functional Collaboration: Sales, marketing, and customer service teams can work together effectively, leading to consistent customer experiences.

4. Increased Sales and Revenue

CRM systems streamline the sales process by tracking leads, automating follow-ups, and analyzing sales trends. This ensures sales teams focus their efforts on high-potential prospects, improving conversion rates.

Upselling and Cross-Selling: CRM data helps identify opportunities for additional sales, maximizing revenue from existing customers.

Pipeline Management: Tools like Salesforce provide real-time visibility into sales pipelines, enabling better forecasting and planning.

5. Enhanced Marketing Strategies

CRM systems support data-driven marketing by segmenting customers based on demographics, behaviors, and preferences. This allows businesses to design targeted campaigns that resonate with specific audience segments.

Campaign Effectiveness: CRM analytics measure the success of marketing efforts, providing insights for continuous improvement.

Automation: Email marketing and social media campaigns can be automated, saving time while maintaining consistency.

6. Operational Efficiency

Automation is a hallmark of CRM systems, streamlining repetitive tasks such as data entry, scheduling, and follow-ups. This increases productivity and allows employees to focus on strategic activities.

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Cost Savings: By reducing manual work, businesses save time and resources.

Error Reduction: Automated processes minimize the risk of human errors, ensuring accurate data and communication.

7. Better Decision-Making

CRM tools provide real-time analytics and dashboards that help decision-makers understand customer trends, sales performance, and market dynamics. This data-driven approach supports informed decision-making.

Predictive Analytics: AI-powered CRM tools forecast customer behavior, enabling proactive strategies.

KPI Tracking: CRM systems monitor key performance indicators (KPIs), offering insights into areas of improvement.

8. Scalability

CRM systems are scalable, making them suitable for businesses of all sizes. As a company grows, CRM platforms can handle increasing volumes of data and interactions without compromising performance.

Example: Small businesses using tools like Zoho CRM can scale their operations without incurring significant additional costs.

9. Enhanced Customer Support

CRM systems streamline customer support by providing agents with instant access to customer histories and preferences. This ensures timely and effective resolutions.

Multi-Channel Support: CRM platforms integrate with chat, email, and call centers, offering consistent support across channels.

Self-Service Options: Many CRM systems include customer portals where users can access FAQs and track their queries.

10. Competitive Advantage

Companies that effectively utilize CRM gain a competitive edge by delivering superior customer experiences. The ability to understand and predict customer needs ensures they remain ahead of competitors.

Disadvantages of CRM

1. High Initial Costs

Implementing a CRM system requires significant investment in software, hardware, and training. Small businesses may find these costs prohibitive, especially if they lack the resources for a comprehensive rollout.

Customization Costs: Tailoring CRM systems to specific business needs can be expensive.

Ongoing Expenses: Subscription fees for cloud-based CRM solutions and regular updates add to operational costs.

2. Complexity

CRM systems are often complex, requiring significant time and effort for implementation and mastery. Organizations may face challenges in integrating CRM with existing processes and systems.

Steep Learning Curve: Employees may struggle to adapt to new tools, necessitating extensive training.

Implementation Delays: Deploying a CRM system can disrupt operations temporarily, affecting productivity.

3. Data Overload

While CRM systems provide vast amounts of data, businesses may struggle to analyze and utilize this information effectively. Excessive data can lead to analysis paralysis, where decision-making is delayed due to the overwhelming volume of information.

Data Mismanagement: Poor data handling can result in outdated or inaccurate customer records.

Focus Shift: Businesses may prioritize data collection over meaningful engagement.

4. Privacy and Security Risks

CRM systems store sensitive customer information, making them potential targets for cyberattacks. Ensuring data privacy and compliance with regulations like GDPR is a significant challenge.

Security Breaches: Weak security protocols can expose customer data to unauthorized access.

Compliance Costs: Adhering to data protection laws requires additional resources and expertise.

5. Dependency on Technology

CRM systems are heavily reliant on technology, and any disruption—such as software outages or internet failures—can affect operations. Businesses without robust IT support may face frequent downtime.

Limited Offline Access: Cloud-based CRM systems may become inaccessible during network outages.

Vendor Dependency: Businesses using third-party CRM providers are dependent on their services and updates.

6. Resistance to Change

Adopting a CRM system often requires cultural and operational shifts within an organization. Employees resistant to change can hinder the system's adoption and effectiveness.

User Adoption Issues: A lack of buy-in from employees can lead to underutilization of CRM tools.

Training Challenges: Ensuring all employees are proficient in using CRM systems requires ongoing training.

7. Customization Challenges

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While CRM systems offer flexibility, excessive customization can lead to inefficiencies and compatibility issues. Striking the right balance between standard features and tailored solutions is critical.

Over-Engineering: Customizing CRM systems beyond practical requirements can complicate operations.

Integration Issues: Custom solutions may not integrate well with third-party tools or updates.

8. Limited ROI in the Short Term

The benefits of CRM are often realized over the long term, which can be discouraging for businesses seeking immediate returns on investment.

Delayed Payoff: Businesses may not see tangible results during the initial stages of CRM implementation.

High Upfront Costs: The need for significant investment can strain budgets, particularly for smaller organizations.

9. Risk of Over-Automation

While automation is a key advantage, over-automation can lead to impersonal interactions that alienate customers. Striking the right balance between automation and human touch is crucial.

Loss of Personalization: Excessive reliance on automated responses can make interactions feel generic.

Customer Frustration: Automated systems that fail to address unique customer needs can result in dissatisfaction.

10. Lack of Differentiation

As CRM systems become ubiquitous, businesses may struggle to differentiate their customer experiences purely based on CRM capabilities. Unique value propositions beyond CRM are essential for competitive success.

Significance of the Study

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

This research contributes to the growing body of knowledge on CRM by providing a comprehensive analysis of its strategic and operational dimensions. It offers valuable insights for practitioners, academics, and policymakers, emphasizing the role of CRM in driving business success and fostering customer loyalty.

Apple has established itself as a global leader not just in innovation but also in leveraging customer relationship management (CRM) to enhance its interactions with customers and businesses. The company integrates advanced CRM strategies to support its B2B and B2C operations, using cutting-edge technology, robust customer engagement practices, and strategic partnerships.

CHAPTER - 11

Literature Review

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

Customer satisfaction and customer relationship strategies have been extensively studied in the realms of marketing, psychology, and business management. This section explores the key theories, models, and empirical studies that form the foundation of this research, providing a critical analysis of their relevance and limitations.

1. Theoretical Foundations

Customer Satisfaction Models

Kano Model (1984): This model categorizes customer requirements into basic needs, performance needs, and excitement needs. Basic needs must be met to avoid dissatisfaction, performance needs create satisfaction when fulfilled, and excitement needs delight customers by exceeding expectations. The Kano Model highlights the importance of understanding customer expectations when designing relationship strategies.

SERVQUAL Model (1988): Developed by Parasuraman, Zeithaml, and Berry, this model identifies five dimensions of service quality—tangibles, reliability, responsiveness, assurance, and empathy—that influence customer satisfaction. It remains a cornerstone for evaluating the service-oriented aspects of CRM strategies.

Relationship Marketing Theory

Introduced by Berry (1983), relationship marketing focuses on building long-term relationships with customers rather than just completing transactions. The theory emphasizes trust, commitment, and customer loyalty as critical outcomes of effective relationship strategies.

The Customer Experience Model

Pine and Gilmore (1998) argued that businesses should focus on creating memorable experiences to drive customer satisfaction. This model underscores the importance of emotional and experiential aspects of CRM strategies.

2. Empirical Studies on Customer Relationship Strategies

Personalized Marketing

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Studies by Grewal et al. (2017) indicate that personalized communication enhances customer satisfaction by making interactions more relevant and meaningful. However, excessive personalization can lead to privacy concerns, as highlighted by Aaker et al. (2020).

Experiments in e-commerce environments by Kumar et al. (2019) demonstrate that tailored product recommendations increase purchase likelihood and overall satisfaction.

Loyalty Programs Dowling and Uncles (1997) found that loyalty programs foster long-term engagement, especially when rewards are perceived as valuable. More recent research by Bijmolt et al. (2022) shows that tier-based loyalty programs outperform uniform schemes in driving customer satisfaction and retention.

Limitations: Sharp and Sharp (1997) argue that loyalty programs often fail to differentiate brands effectively, as they can be easily replicated by competitors.

Proactive Customer Service Research by Michel et al. (2008) highlights that proactive service, such as anticipating customer needs and resolving issues in advance, significantly enhances satisfaction. Studies in hospitality (Bitner et al., 1990) have shown that personalized and anticipatory service creates memorable customer experiences.

Feedback Mechanisms Customer feedback mechanisms, such as surveys and reviews, are pivotal for continuous improvement. Research by Morgan and Rego (2006) suggests that acting on customer feedback can increase satisfaction and loyalty. However, poor management of feedback systems can lead to frustration and dissatisfaction (Fornell, 1992).

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Technology-Driven CRM

The integration of CRM tools like Salesforce and HubSpot has transformed how businesses manage customer relationships. Studies by Choudhury and Harrigan (2014) reveal that technology enables better customer segmentation, predictive analysis, and automated engagement.

Emerging technologies, such as AI and machine learning, enhance CRM by offering hyper-personalization and real-time support (Huang and Rust, 2021).

3. Factors Influencing Effectiveness of Strategies

Demographics Research indicates that the effectiveness of CRM strategies varies based on demographic factors. For instance, studies by Bolton and Lemon (1999) suggest that younger customers respond better to digital and technology-driven strategies, whereas older customers value human interaction more.

Cultural Context Hofstede's cultural dimensions framework (1980) highlights how cultural differences impact customer expectations and perceptions of satisfaction. For example, collectivist cultures prioritize relationship-building, while individualistic cultures focus on efficiency and personalization.

Industry Variations The effectiveness of CRM strategies also depends on the industry. Studies by Zeithaml et al. (2000) show that service industries, such as hospitality and healthcare, benefit more from relationship-focused strategies, while product-centric industries leverage loyalty programs effectively.

4. Challenges in Implementing CRM Strategies

Despite their potential, CRM strategies face several challenges, as noted in existing literature:Data Privacy and Security: As highlighted by Malhotra et al. (2004), customers are increasingly concerned about how their personal data is collected, stored, and used.

Over-Personalization: Research by Smith and Sivakumar (2004) warns that excessive personalization can lead to customer discomfort, reducing satisfaction.

Resource Constraints: Implementing advanced CRM systems requires significant financial and human resources, as noted by Reinartz et al. (2004).

5. Gaps in Existing Literature

While the literature provides valuable insights, several gaps remain:

Limited comparative analysis of multiple CRS within a single study.

Lack of focus on emerging trends, such as the role of artificial intelligence and predictive analytics in CRM.

Insufficient exploration of CRS effectiveness in specific sectors, such as technology and e-commerce.

Need for longitudinal studies to understand the long-term impact of CRS on customer satisfaction.

Conclusion of Literature Review

The existing body of research underscores the importance of customer relationship strategies in driving customer satisfaction. However, the dynamic nature of consumer behavior, technological advancements, and competitive pressures call for a more integrated and contemporary approach. This study aims to address these gaps by evaluating the effectiveness of various CRS across industries, demographics, and cultural contexts, contributing to both academic knowledge and practical applications.

This literature review provides a comprehensive analysis of existing theories and studies while identifying gaps your research aims to address. Let me know if you'd like additional references or specific models included!

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shift from transactional to relational approaches in services marketing. Read more here

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GULAM ABDUL KADIR

A STUDY ON THE EFFECTIVENESS AND DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION

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File Size
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PROGRESS REPORT – 1

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6.	Name and address of the Company/Organization where dissertation undertaken with date of starting dissertation.	VKC, Kozhikode, India
7.	Progress Report: A brief not reflecting number of meetings with guides, places visited, library visited, books referred, meeting with persons, activities taken up, preparation done for collection and analysis of data etc.	Number of meetings with the guide: 4 Research Papers referred: 4 Work done so far: Prepared Synopsis approved by guide and started with reviewing of literature and Background study regarding topic.

Signature of the Student

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Signature of the Guide

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6.	Name and address of the Company/Organization where dissertation undertaken with date of starting dissertation.	VKC, Kozhikode, India
7.	Progress Report: A brief not reflecting number of meetings with guides, places visited, library visited, books referred, meeting with persons, activities taken up, preparation done for collection and analysis of data etc.	Number of meetings with the guide: 4

Research Papers referred: 2

Work done so far: Introduction, Data collection completed and approved by guide, started with data analysis, and collected information about company. |

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PROGRESS REPORT – 3

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Signature of the Student   **Signature of the Guide**
GULAM ABDUL KADIR   KS GOPAL
(P03CJ21M00168)   **(ASSISTANT PROFESSOR)**

"AN INVESTOR PERSPECTIVE ON FINANCIAL PRODUCTS AT THE SIRSI URBAN SAHAKARI BANK LTD."

Project submitted to the Bangalore University in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION
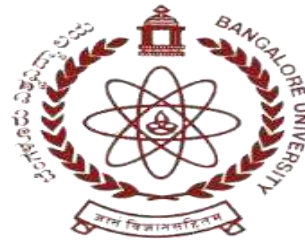
Submitted by

NKHIL G NAIK

Reg No: P03CJ22M015169

UNDER THE GUIDANCE OF

Assistant Professor

Dr. SHASHIKUMAR CR

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,

BANGALORE – 560078

Academic Year- 2022-24

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Academic Year- 2022-24

A STUDY ON THE CHALLENGES OF RURAL MARKETING AND THE ROLE OF DIGITAL TECHNOLOGY IN KADAMBA SOCIETY

Project Report submitted to the Bangalore University in partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Submitted by

SHREYAS.N. KULKARNI

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078, 2022-2024

"THE IMPACT OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING STRATEGIES"

Project report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

OF

BANGALORE UNIVERSITY

Submitted By

D. ROHITH

Register Number: P03CJ22MO15171

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GUIDE REG. NO: 16CQFG013

DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 111

(ACADEMIC YEAR 2022-2024)

"THE IMPACT OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING STRATEGIES"

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DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 111

(ACADEMIC YEAR 2022-2024)

"A STUDY ON FINANCIAL LITERACY AND INVESTMENT BEHAVIOR WITH REFERENCE TO TITAN COMPANY LIMITED"

A Project submitted to Bangalore University in partial fulfillment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF

BANGALORE UNIVERSITY

By

SHALINI P

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DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

THE IMPACT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING ON TALENT ACQUISITION AND RECRUITMENT PROCESSES: A COMPREHENSIVE ANALYSIS OF UPLERS, INDIA

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

MASTER OF BUSINESS ADMINISTRATION

of

BANGALORE UNIVERSITY

By

Kamlesh.A

P03CJ22M015173

Under the guidance of

Dr. Srikanta Murthy

DEPAREMENT OF MASTERS IN BUSINESS ADMINISTRATION

DAYANANDA SAGAR INSTITUTIONS

"PRECISION MARKETING: ADVANCED TECHNIQUES IN CUSTOMER SEGMENTATION AT COLAN INFOTECH PRIVATE LIMITED"

PROJECT SUBMITTED TO THE BANGALORE UNIVERSITY IN PARTIAL

FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

AJITH KUMAR G

REG NO: P03CJ22M015174

UNDER THE GUIDANCE OF

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Department of management studies (BU)

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078

A STUDY ON EMPLOYEE ENGAGEMENT AT METRO CASH AND CARRY

Dissertation submitted to Bangalore University in partial fulfillment of the

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

VISHAL M

REGISTER NUMBER: P03CJ22M015175

IV SEMESTER MBA

UNDER THE GUIDANCE OF

DR. VENKATESH B R

Director

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,

BANGALORE – 560078

Academic Year: 2022-2024

"A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY IN STANZA LIVING" MASTERS OF BUSINESS

ADMINISTRATION BANGALORE UNIVERSITY

Submitted By

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Krupakar R Gowda

Reg no- P03CJ22M015176

Under the guidance of **Mr. KS Gopal**

Professor of Management Studies

Dayanandasagar college of Management studies

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY

Academic Year: **2022-2024**

A PROJECT REPORT ON

"A STUDY ON THE INFLUENCE OF VENTURE CAPITAL ON GLOBAL SPACE EXPLORATION MARKETING"

Project submitted to the Bangalore university in partial fulfilment of the

requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY

ANJAN KRISHNA A S

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ASSISTANT PROFESSOR

Guide Reg No : 16CQFG013

DEPARTMENT OF MANAGEMENT STUDIES

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT.

BANGALORE – 560 111

ACADEMIC YEAR - 2022-2024

" PREFERENCE OF SOCIAL MEDIA MARKETING AMONG STUDENTS IN PLANEDU CONSULTANCY IN BENGALURU"

A Project Report submitted to the Bangalore University in partial fulfillment of the

requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY
LAKSHMINARAYANA CHOWDARY
Reg No: P03CJ22M015178

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Dr. B.R VENKATESH
Associate Professor

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE-560078

Academic Year:2022-2024

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
CONSOLIDATED LIST OF PROJECT OF 4TH SEMESTER MBA 2024 (2022-2024 BATCH)

SL. NO.	REG. NO.	NAME	TYPE OF RESEARCH	TOPIC/TITLE	GUIDE NAME
1	P03CJ22M015001	PANKUSH JAIN	HR	DIGITAL TRANSFORMATION IN RECRUITMENT (EXPLORING THE EFFECT AND CHALLENGES OF E-RECRUITMENT) WITH REFERENCE TO CAPGEMINI	DR. AMEER ASRA AHMED
2	P03CJ22M015002	UDAYAGIRI SIVA CHARAN SUBRAMANYAM	HR	INFLUENCE OF ALTRUISM AND WORK ENGAGEMENT ON THE JOB SATISFACTION OF GEN Z EMPLOYEES	DR. AMEER ASRA AHMED
3	P03CJ22M015003	YELLAMPATI PUNYAMURTHY	HR	TALENT MANAGEMENT AND ITS INFLUENCES ON EMPLOYEE RETENTION AND CAREER DEVELOPMENT OF GEN Z EMPLOYEES	DR. AMEER ASRA AHMED
4	P03CJ22M015004	JUNEDSHIRAHATTI	MARKETING	A STUDY ON EFFECTIVENESS OF SALES PROMOTION STRATEGY AT TVS MOTORS	DR. KADAMBINI KATKE
5	P03CJ22M015005	NISCHITA M HONAKERI	HR	THE ROLE OF EMPLOYEE RESOURCE GROUPS (ERGS) IN PROMOTING DIVERSITY, EQUITY AND INCLUSION	DR. AMEER ASRA AHMED
6	P03CJ22M015006	BASAVARAJESHWARI R ABBIGERI	FINANCE	A STUDY ON LONG TERM FINANCIAL MANAGEMENT AND PERFORMANCE OF THE OPERATIONAL UNITS USING CAPITAL BUDGETING TECHNIQUES AT NPCIL, KAIGA GENERATING STATION	DR. CHETAN SHETTY
7	P03CJ22M015007	SAHEL SALAM K C	HR	IMPACT OF REMOTE WORK ON EMPLOYEE PRODUCTIVITY AND WELL-BEING	DR. AMEER ASRA AHMED
8	P03CJ22M015008	SAMEERA BHARADWAJ KS	MARKETING	A STUDY TO ANALYZE CUSTOMER RETENTION STRATEGIES IN LEAD GENERATION:A CASE STUDY ON PAGE INDUSTRIES LIMITED	DR. KADAMBINI KATKE
9	P03CJ22M015009	SHARATH KALKUNTE	MARKETING	VOICE SEARCH OPTIMISATION: STRATEGIES FOR OPTIMISING CONTENT FOR VOICE SEARCH USING AI TOOLS AND ITS IMPACT ON SEO PERFORMANCE	DR. KADAMBINI KATKE
10	P03CJ22M015010	VISHAL RANJAN	FINANCE	A STUDY ON THE CHALLENGES OF RURAL MARKETING AND THE ROLE OF DIGITAL TECHNOLOGY IN KADAMBA	DR. B R VENKATESH

11	P03CJ22M015011	DEVIKA R	HR	A STUDY EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE"	DR. SHASHIKUMAR C R
12	P03CJ22M015012	KAVYASHREE R	FINANCE	"A STUDY ON CASH FLOW ANALYSIS AT VMR PROPERTIES, CONSTRUCTIONS AND DEVELOPERS BANGALORE".	PROF. NAYANA T
13	P03CJ22M015013	MOKESHWAR	MARKETING	A STUDY ON THE IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER SATIESFACTION: A CASE STUDY OF KENT WATER PURIFIER	DR. KADAMBINI KATKE
14	P03CJ22M015014	PRADEEP VARMA DANDU	MARKETING	A STUDY ON IMPACT OF CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER RETENTION: A CASE STUDY OF NANDI MOTORS	DR. KADAMBINI KATKE
15	P03CJ22M015015	AKSHAY A NAIK	MARKETING	A STUDY ON EFFECTIVENESS OF INTEGRATED MARKETING COMMUNICATIONS IN DRIVING BRAND AWARENESS AND MARKET PENETRATION FOR AURM: A CASE STUDY OF PRANSU TECHNOLOGIES PRIVATE LIMIED.	DR. KADAMBINI KATKE
16	P03CJ22M015016	SUHAS M S	BUSINESS ANALYTICS	A STUDY ON SALES METRIC EVALUATION THROUGH INTERCTAIVE DASHBOARDS FOR DOLPHIN IRRIGATION SYSTEMS	DR. SUBBULAKSHMI S
17	P03CJ22M015017	SURESH R	HR	EMPLOYEE-CENTRIC EVALUATION OF JOB PORTAL EFFECTIVENESS IN THE HIRING PROCESS	DR. AMEER ASRA AHMED
18	P03CJ22M015018	DUSHYANTH M.C	FINANCE	THE IMPACT OF TECHNOLOGICAL ADVANCEMENTS ON LOAN PROCESSING EFFICIENCY AND CCESSIBILITY IN MICROFINANCE INSTITUTIONS: A CASE STUDY OF CHAITANYA INDIA FIN CREDIT PRIVATE LIMITED	DR. CHETAN SHETTY
19	P03CJ22M015019	ABHAY SURYA B	MARKETING	A STUDY ON CONSUMER PERCEPTUAL CONSTRUCT AND ITS IMPACT ON PURCHASE BEHAVIOUR: A SPECIAL REFERENCE TO FINANCIAL SEVICES-LOANS AND ADVANCES	DR. KADAMBINI KATKE
20	P03CJ22M015020	MUBERREZ BAIG	BUSINESS ANALYTICS	TIME AND MOTION STUDY OF SUPER VALUE COMPUTER TOMOGRAPHY MACHINE IN WIPRO GE HEALTH CARE	DR. SUBBULAKSHMI S
21	P03CJ22M015021	RAVUTAPPA MALAGHAN	BUSINESS ANALYTICS	A STUDY ON IMPCT OF RECEIVABLES MANAGEMENT ON PROFITABILITY AT INNOVKRAFT INCORPORATION	DR. SUBBULAKSHMI S
22	P03CJ22M015023	SAKTHI SUNDARAM R	MARKETING	A STUDY ON ETHICAL ISSUES IN ARVIND CERAMICS PRIVATE LIMITED	DR. KADAMBINI KATKE

23	P03CJ22M015024	DEEPIKA N	FINANCE	A STUDY ON EFFECTIVE ASSET LIABILITY MANAGEMENT AT CAPITAL SOUHARDA COOPERATIVE LTD	DR. CHETAN SHETTY
24	P03CJ22M015025	VEMULA SOWMYA	MARKETING	A STUDY ON RELEVENCE OF TRADITIONAL ADVERTISING METHODS: A SPECIAL REFERENCE TO BILLBOARDS	DR. KADAMBINI KATKE
25	P03CJ22M015026	RASHMI KULKARNI	FINANCE	A STUDY ON COST REDUCTION AND BUDGETARY CONTROL OF BALABHIMESHWAR MOTORS	DR. SHASHIKUMAR C R
26	P03CJ22M015027	RAKESH M	BUSINESS ANALYTICS	A STUDY ON OPERATIONAL AND FINANCIAL PERFORMANCE OF AGROES SERVICES PRIVATE LIMITED	DR. SUBBULAKSHMI S
27	P03CJ22M015028	CHANDAN C S	FINANCE	A STUDY ON CREDIT RISK MANAGEMENT AT BANGALORE DISTRICT CENTRAL CO-OPERATIVE BANK	DR. SHASHIKUMAR C R
28	P03CJ22M015029	KARTHIK P	BUSINESS ANALYTICS	STRATEGIC DEPLOYMENT AND PROFIT ANALYSIS AT GEMBA CONCEPTS THROUGH DASHBOARD DRIVEN APPROACH	DR. SUBBULAKSHMI S
29	P03CJ22M015030	PURUSHOTHAM N	MARKETING	IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER'S PERCEPTUAL CONSTRUCT AND BUYING BEHAVIOUR: A CASE STUDY OF BENGALURU URBAN	DR. KADAMBINI KATKE
30	P03CJ22M015031	SNEHA. R	FINANCE	THE EFFECT OF INTEREST RATE FLUCTUATIONS ON THE FINANCIAL PERFORMANCE OF SHRIRAM FINANCE LTD	DR. CHETAN SHETTY
31	P03CJ22M015032	JEEVITHA H S	BUSINESS ANALYTICS	DIGITAL HEALTH REVOLUTION: EXPLORING OPPORTUNITIES FOR TEVA PHARMACEUTICALS IN INDIA'S GROWING ONLINE PHARMACY MARKET	DR. SUBBULAKSHMI S
32	P03CJ22M015033	VARUNKUMAR N	FINANCE	STUDY ON ANALYSIS OF CAPITAL BUDGET AT HINDUSTAN AERONAUTICS LIMITED (ENGINE DIVISION	DR. SHASHIKUMAR C R
33	P03CJ22M015034	VINEET UDAY SHANBHAG	MARKETING	A STUDY ON STREAMLINING THE CLOUD ONBOARDING PROCESS FOR CUSTOMER EXPERIENCE WITH REFERENCE TO AXCESS.IO"	DR. C B VENKATA KRISHNA PRASAD
34	P03CJ22M015035	VIVEK J	FINANCE	COMPARATIVE PERFORMANCE OF AXIS MUTUAL FUNDS	DR. SHASHIKUMAR C R
35	P03CJ22M015036	DARSHAN NAGAPATI HEGDE	FINANCE	A STUDY ON ANALYSIS OF LOAN DISBURSEMENT WITH RESPECT TO TMS LTD SIRSI	DR. CHETAN SHETTY

36	P03CJ22M015037	SYED ISRAR	FINANCE	"OPTIMIZING SWING TRADING STRATEGIES:A COMPREHENSIVE EVALUATION OF TECHNICAL INDICATORS AND REAL-TIME MARKET DATA".	PROF. NAYANA T
37	P03CJ22M015038	JOSHIKA DK	MARKETING	A STUDY ON CONSUMER BUYING BEHAVIOUR AT ICICI BANK PVT LTD	DR. C B VENKATA KRISHNA PRASAD
38	P03CJ22M015039	TRUPTHI RAVISHANKAR	HR	EMPLOYEE ENGAGEMENT AND HAPPINESS AT WORK : A DEMOGRAPHIC STUDY OF EMPLOYEES IN THE VIRTUAL WORLD AT PLANSOURCE INDIA OPERATIONS PRIVATE LIMITED	DR. AMEER ASRA AHMED
39	P03CJ22M015040	B.MAHESH	MARKETING	EMPOWERING INDIAN MSME'S IN SHEET METAL FABRICATION THROUGH DIGITAL TRANSFORMATION	DR. C B VENKATA KRISHNA PRASAD
40	P03CJ22M015041	SACHIN RAJ	MARKETING	"A STUDY ON CURRENT TRENDS OF INTERNET MARKETING TOWARDS ONLINE SHOPPING AT DELHIVERY LTD"	DR. C B VENKATA KRISHNA PRASAD
41	P03CJ22M015042	UDAY GOWDA N	MARKETING	A STUDY ON FACTORS INFLUENCING CUSTOMER PREFERENCE FOR HIRING INTEROR DESIGNER IN BENGALURU CITY	DR. C B VENKATA KRISHNA PRASAD
42	P03CJ22M015044	RAJENDRA GANAPATI NAIK	FINANCE	A STUDY ON CAPITAL BUDGETING DECISIONS WITH REFERENCE TO FAS-INERGEIA SOLAR PVT. LTD	DR. CHETAN SHETTY
43	P03CJ22M015045	MANJUNATH	FINANCE	"A STUDY ON IMPACT OF FINANCIAL PLANNING AND TAX SAVING STRATEGIES ON THE EMPLOYEES OF STURLITE ELECTRIC PVT LTD".	PROF. NAYANA T
44	P03CJ22M015046	TEJASWINI M	MARKETING	A STUDY ON MARKETING STRATEGIES FOR LEAD GENERATION THROUGH FORMS, LANDING PAGES AND EMAIL CAMPAIGNS WITH REFERENCE TO ALTAIR	DR. C B VENKATA KRISHNA PRASAD
45	P03CJ22M015047	VIJAY K MANDRE	BUSINESS ANALYTICS	ANALYTICAL MODEL ON FOUR DAY WORK WEEK AND ITS IMPACT ON ORGANIZATIONAL PRODUCTIVITY AT NTT DATA SERVICE	DR. SUBBULAKSHMI S
46	P03CJ22M015048	BEVANTH E SINGH	FINANCE	"A STUDY ON OPTIONS TRADING AND STRATEGIES ON NIFTY-FIFTY STOCKS".	PROF. NAYANA T
47	P03CJ22M015049	MARSHEL J FERNANDES	FINANCE	A STUDY ON ESTIMATING THE FAIR VALUE OF THE SHARE USING DISCOUNTED CASHFLOW MODEL	DR. CHETAN SHETTY
48	P03CJ22M015050	SANKETH	FINANCE	"A STUDY OF MICROFINANCE LENDING MODELS AND THEIR IMPACT ON POVERTY ALLEVIATION".	PROF. NAYANA T

49	P03CJ22M015051	NAMRATHA M P	FINANCE	A STUDY ON RISK AND RETURN ANALYSIS OF TEVA PHARMACEUTICALS PVT LTD	DR. SHASHIKUMAR C R
50	P03CJ22M015052	VISHWAS BARKER	MARKETING	"A PROJECT REPORT ON CREDIT RISK MANAGEMENT AT URBAN BANK SHIGGAON".	PROF. NAYANA T
51	P03CJ22M015053	LALITHA B	HR	A STUDY ON WORKFORCE INVOLVEMENT WITH REFERENCE TO PLANSOURCE INDIA OPERATIONS PRIVATE LIMITED	DR. SHASHIKUMAR C R
52	P03CJ22M015054	SANJAY SAJJAN	MARKETING	"A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY ON RELANCE DIGITAL"	DR. C B VENKATA KRISHNA PRASAD
53	P03CJ22M015055	ARSHIYA NAZ K.B.	FINANCE	"A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SELECTED STEEL COMPANIES IN INDIA".	PROF. NAYANA T
54	P03CJ22M015056	HARSHITHA M P	FINANCE	A STUDY ON LOAN AND ADVANCES OF PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK LTD	DR. CHETAN SHETTY
55	P03CJ22M015057	SANJANA B K	BUSINESS ANALYTICS	A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF MEDI ASSIST HEALTHCARE SERVICES LIMITED, BANGALORE	DR. SUBBULAKSHMI S
56	P03CJ22M015058	SACHIN K N	MARKETING	A STUDY ON FINANCIAL PLANNING FOR SALARIED EMPLOYEES & TAX SAVING STRATEGIES AT GOSTOL TST INDIA PVT.LTD	DR. C B VENKATA KRISHNA PRASAD
57	P03CJ22M015059	DEVADARSH SUNIL	FINANCE	A STUDY ON CASH FLOW MANAGEMENT AND ITS IMPACT ON PROJECT COMPLETION AT BHARRI CONSTRUCTIONS AND PROJECTS	DR. SHASHIKUMAR C R
58	P03CJ22M015060	AISHIK ROY CHOUDHURY	HR	A STUDY TO ANALYZE THE EFFECT OF EMPLOYEE WELLNESS PROGRAMS ON EMPLOYEE RETENTION	DR. AMEER ASRA AHMED
59	P03CJ22M015061	SURYA MARKANDEYA BAGUR	BUSINESS ANALYTICS	LEVERAGING INFLUENCE : ANALYZING AFLOG'S ROLE IN BRAND MARKETING THROUGH SOCIAL MEDIA	DR. SUBBULAKSHMI S
60	P03CJ22M015062	ADITYA UDAYKUMAR MADIVAL	MARKETING	A STUDY IN WAREHOUSE MANAGEMENT SYSTEM FOR REDIRECTED STORAGE IN ITC LIMITED.	PROF. NIVEDITHA K
61	P03CJ22M015063	NARAYAN S VINOD	HR	A STUDY ON ORGANISATIONAL COMMUNICATION AND CULTURE ON EMPLOYEE AND ITS IMPACT ON EMPLOYEE PERFORMANCE	DR. AMEER ASRA AHMED

62	P03CJ22M015064	SURAJ S KOTHARI	FINANCE	A STUDY ON THE ANALYSIS OF RISK AND RETURN MANAGEMENT WITH REFERENCE TO AXIS BANK	PROF. NIVEDITHA K
63	P03CJ22M015065	NEVIL	MARKETING	A STUDY ON PRODUCT PORTFOLIO OF SHREE SHAKAMBHARI AGRO INDUSTRIES NEEMUCH (M.P)	DR. C B VENKATA KRISHNA PRASAD
64	P03CJ22M015066	MANASI DEEPAK CHIKODRE	FINANCE	A COMPREHENSIVE STUDY ON INDEX WITH REFERENCE TO NIFTY 50	DR. SHASHIKUMAR C R
65	P03CJ22M015067	SHASHANK H. G.	FINANCE	A CROSS-BORDER ANALYSIS OF FACTORING AND INVOICE DISCOUNTING PRACTICES	DR. B R VENKATESH
66	P03CJ22M015068	PRIYA M S	HR	A STUDY ON IN-DEPTH ANALYTICAL REVIEW OF TRAINING EFFECTIVENESS AND IT'S IMPACT ON EMPLOYEE PERFORMANCE AND ORGANIZATIONAL COMMITMENT AT TELEPERFORMANCE	DR. AMEER ASRA AHMED
67	P03CJ22M015169	NIKHIL G NAIK	FINANCE	AN INVESTOR PERSPECTIVE ON FINANCIAL PRODUCTS AT THE SIRSI URBAN SAHAKARI BANK LTD	DR. SHASHIKUMAR C R
68	P03CJ22M015069	DIVYA G	HR	A STUDY ON INFLUENCE OF WELFARE MEASURES ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO STRATEGI AUTOMATION PVT LTD, BANGALORE	DR. B R VENKATESH
69	P03CJ22M015070	ABHIRAM M V	BUSINESS ANALYTICS	A STUDY ON EFFECTIVENESS OF TRADING ON STOCK MARKET COURSES: POST COURSE SURVEY OF ATTENDEES AT HEXAURUM	DR. VINISH P
70	P03CJ22M015071	K VARUN GOVIL	BUSINESS ANALYTICS	A STUDY ON QUALITY CONTROL AND PROCESS OPTIMIZATION AT JB TEXTILE MANUFACTURERS.	DR. VINISH P
71	P03CJ22M015072	GAGAN	HR	A STUDY ON EFFECTIVENESS OF VARIOUS HR POLICIES TOWARDS MARUTI SUZUKI ARENA, KALABURGI.	DR. B R VENKATESH
72	P03CJ22M015073	SHARANYA R VASISHTA	MARKETING	"A COMPARATIVE STUDY OF VARIOUS GST RETURNS: UNDERSTANDING FILING PROCESS AND COMPLIANCE	DR. C B VENKATA KRISHNA PRASAD
73	P03CJ22M015075	H N ARUN	MARKETING	A STUDY ON TRANSLATION RISK EXPOSURE WITH RESPECT TO VISTRA CORPORATE SERVICES	PROF. TEJASWINI L KULKARNI
74	P03CJ22M015076	SOWMITHRA R	BUSINESS ANALYTICS	BUILDING A PROVIDER RECOMMENDATION MODEL FOR FOSTER CARE HOME SERVICES	DR. VINISH P

75	P03CJ22M015077	VIDYANANDA C HEGDE	MARKETING	INVESTOR AWARENESS AND SATISFACTION TOWARDS IPO'S WITH DATA DRIVEN INSIGHTS	PROF. NIVEDITHA K
76	P03CJ22M015078	TEJASKARA N S	MARKETING	STUDY ON THE IMPACT OF SOCIAL MEDIA COMMUNITIES ON STOCK MARKET INVESTMENT DECISIONS	PROF. TEJASWINI L KULKARNI
77	P03CJ22M015079	RAHUL TILAK	FINANCE	A STUDY ON IMPACT OF RENEWABLE ENERGY INTEGRATION ON FINANCIAL STATUS USING GARCH MODEL	PROF. NIVEDITHA K
78	P03CJ22M015080	SUKRUTH HEBBAR G R	FINANCE	A STUDY ON IMPLEMENTING ACTIVITY-BASED COSTING FOR COST EFFICIENCY	PROF. NIVEDITHA K
79	P03CJ22M015081	RAKESH SHARMA NS	FINANCE	A STUDY ON LOANS AND ADVANCES OF BANGALORE DISTRICT CENTRAL CO OPERATIVE BANK	PROF. VAISHANAVI J
80	P03CJ22M015082	ASWATHI P NAIR	MARKETING	A STUDY ON ASSESSING THE IMPACT OF REMOTE WORK ON EMPLOYEE PRODUCTIVITY AT NXTJOB.AI	PROF. TEJASWINI L KULKARNI
81	P03CJ22M015083	MEGHANA U HEGDE	FINANCE	INVESTORS PERCEPTION TOWARDS MUTUAL FUND INVESTMENTS: SURVEY BASED STUDY	PROF. NIVEDITHA K
82	P03CJ22M015084	RASHATH H S	MARKETING	A COST-BENEFIT ANALYSIS OF TELEHEALTH IMPLEMENTATION IN POST-ACUTE CARE SETTINGS	PROF. TEJASWINI L KULKARNI
83	P03CJ22M015085	VAISHNAVI G	HUMAN RESOURCES	A STUDY ON TRAINING AND DEVELOPMENT OF EMPLOYEES AT HDFC LIFE MG ROAD BANGALORE	PROF. TEJASWINI L KULKARNI
84	P03CJ22M015086	ADITI MANSUR	BUSINESS ANALYTICS	A STUDY ON CASH FLOW ANALYSIS AT BINDYA CARGO PVT. LTD BANGALORE	DR. VINISH P
85	P03CJ22M015087	SHARADVI K S	HUMAN RESOURCE	A STUDY ON EMPLOYEE ENGAGEMENT WITH REFERENCE TO CENDROL CONSTRUCTION CONTRACTS PVT LTD, BANGLORE	PROF. VAIBHAV PATIL
86	P03CJ22M015088	K SHRAVANI	HUMAN RESOURCE	A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON THE MOTIVATION LEVEL OF EMPLOYESS WITH REFERENCE TO ITC LTD, BANGALORE	PROF. VAIBHAV PATIL
87	P03CJ22M015089	SNEHA LOKUR	FINANCE	A BRIEF STUDY ON THE IMPACT OF TAX INCENTIVES ON FOREIGN DIRECT INVESTMENTS	PROF. NIVEDITHA K

88	P03CJ22M015090	AADITHYA S	MARKETING	A STUDY ON CUSTOMER BEHAVIOUR AND EXPERIENCE AT IKEA	PROF. TEJASWINI L KULKARNI
89	P03CJ22M015091	DEEPTHI V	FINANCE	A STUDY ON INTRINSIC VALUE THROUGH DIVIDEND DISCOUNT MODEL ON SELECTED MID-CAP STOCKS IN NATIONAL STOCK EXCHANGE	DR. CHETAN SHETTY
90	P03CJ22M015092	MAHIMA DEVI	HUMAN RESOURCE	A STUDY ON E-RECRUITMENT WITH SPECIAL REFERENCE TO BHILWARA INFOTECH LIMITED	PROF. VAIBHAV PATIL
91	P03CJ22M015093	JYOTHISH KUMAR S	MARKETING	A STUDY ON CUSTOMER PROFILE CREATION AND CUSTOMER SATISFACTION IN DECATHLON SPORTS PVT LTD	PROF. TEJASWINI L KULKARNI
92	P03CJ22M015094	NIHAL SAGAR GOWDA	MARKETING	A STUDY ON IMPACT OF DIGITAL MARKETING ON TRAVEL AND TOURISM AT SRS TRAVELS	PROF. TEJASWINI L KULKARNI
93	P03CJ22M015095	SAHANA J	HUMAN RESOURCE	A STUDY ON TRAINING AND DEVELOPMENT PRACTICES WITH SPECIAL REFERENCE TO CREATIVE SYNERGIES GROUP	PROF. NIVEDITHA K
94	P03CJ22M015096	ADITI DEWANGAN	FINANCE	A STUDY ON CONSTRUCTION OF OPTIMAL PORTFOLIO USING SELECTED 30 STOCKS LISTED IN BSC INDIA LTD	PROF. NIVEDITHA K
95	P03CJ22M015097	DUSHYANTH V GOWDA	HUMAN RESOURCE	A STUDY ON EMPLOYEE STRESS MANAGEMENT FOR BETTER PRODUCTIVITY AT SR INTERIORS, BENGALURU	PROF. VAIBHAV PATIL
96	P03CJ22M015098	MOHAMMED JASEEM P	MARKETING	A STUDY ON THE EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL STRATEGIES INFLUENCING CONSUMER DECISION-MAKING PROCESS OF KEXA VENTURES PVT. LTD.	PROF. TEJASWINI L KULKARNI
97	P03CJ22M015099	V.AISHWARYA GUPTA	FINANCE	A STUDY ON THE ANALYSIS OF PERFORMANCE BUDGET AT HINDUSTAN AERONAUTICS LIMITED	PROF. NIVEDITHA K
98	P03CJ22M015100	LAHARI K M	HUMAN RESOURCE	A STUDY ON INFLUENCE OF ORGANISATIONAL CLIMATE ON EMPLOYEE COMMITMENT AT CODELINEAR SOFTWARE SOLUTIONS PVT LTD, BANGALORE	PROF. VAIBHAV PATIL
99	P03CJ22M015101	SHREYA CHAKRABORTY	HUMAN RESOURCE	A STUDY ON ANALYSIS OF THE E-RECRUITMENT PROCESS IN ZAPWORLD	PROF. VAIBHAV PATIL
100	P03CJ22M015102	BHAIRAVAGIRI M N	BUSINESS ANALYTICS	PREDICTIVE ANALYTICS FOR FINANCIAL STABILITY- A CASE STUDY OF 3M'S BALANCE SHEET	DR. VINISH P

101	P03CJ22M015103	SUNITHA V H	MARKETING	A STUDY ON BRAND MARKETING MIX AT KARNATAKA SOAPS AND DETERGENTS LIMITED	PROF. TEJASWINI L KULKARNI
102	P03CJ22M015104	AMRUTHA K	HUMAN RESOURCE	A STUDY ON EVALUATING THE FUTURE OF HIRING: EFFICIENCY AND EFFECTIVENESS IN DIGITAL RECRUITMENT WITH REFERENCE TO CAPGEMINI, BANGALORE	PROF. VAIBHAV PATIL
103	P03CJ22M015105	H G RAKSHA	FINANCE	A STUDY ON ANALYSIS OF FUND MANAGEMENT AT KARNATAKA SOAPS AND DETERGENTS LIMITED	PROF. VAISHANAVI J
104	P03CJ22M015106	TEJASHWINI N	BUSINESS ANALYTICS	FINANCIAL PERFORMANCE ANALYSIS OF 3M USING BALANCE SHEET MATRICES AND FINANCIAL GROWTH PROJECTION.	DR. VINISH P
105	P03CJ22M015107	VINITHA M	HUMAN RESOURCE	A STUDY ON WORK CULTURE AND ITS INFLUENCE ON EMPLOYEE PRODUCTIVITY AT CENDROL CONSTRUCTION CONTRACTS PVT LMT	PROF. VAIBHAV PATIL
106	P03CJ22M015108	NAMRATHA PATIL	HUMAN RESOURCE	A STUDY ON EMPLOYEE TRAINING AND ITS ROLE IN PERFORMANCE ENHANCEMENT IN ASCENTIA ORGANISATION, BANGALORE	PROF. VAIBHAV PATIL
107	P03CJ22M015109	SAKSHI SATYANARAYANA GOWDA	HUMAN RESOURCE	A STUDY ON INFLUENCE OF ONLINE TRENDS AND SOCIAL MEDIA ON THE PROCESS OF TALENT ACQUISITION AT ABB, BANGALORE	PROF. VAIBHAV PATIL
108	P03CJ22M015111	SHAKEEL AKTHAR A V	MARKETING	A COMPARATIVE ANALYSIS OF EFFECTIVENESS OF DIGITAL MARKETING STRAEGIE VS OTHER MARKETING STRATEGIES A CASE STUDY OF ZOMATO	DR. M.R SRIKANTA MURTHY
109	P03CJ22M015112	SPOORTHY H S	FINANCE	A BRIEF STUDY ON EXPATRIATES AND THEIR WORK LIFE BALANCE WITH RESPECT TO IT COMPANIES	DR. B R VENKATESH
110	P03CJ22M015113	DEEPIKA K	HR	WORKPLACE DIVERSITY AND POSITIVE LEADERSHIP STYLE AND ITS IMPACT ON EMPLOYEE WELL - BEING: A STUDY WITH REFERENCE TO BLUE DART EXPRESS	DR. B R VENKATESH
111	P03CJ22M015114	CK PREETHI	HUMAN RESOURCE MANAGEMENT	"A STUDY ON E-LEARNING AND TECHNOLOGY BASED TRAINING METHODS ON EMPLOYEE LEARNING AND DEVELOPMENT "	DR. VIJAYA KUMAR. J
112	P03CJ22M015115	VIJAYA MADHAVAN S	MARKETING	A STUDY ON RETAILER SATISFACTION TOWARDS MANUFACTURING OF PAVER BLOCKS AND MODERN COMPOUND WALL	DR. M.R SRIKANTA MURTHY
113	P03CJ22M015116	B. S. DIVYA	FINANCE	"A COMPARATIVE STUDY OF AUTO MOBILE FINANCE AT NON-BANKING PRIVATE LIMITED"	PROF. VAISHANAVI J

114	P03CJ22M015117	MANOHAR G M	BUSINESS ANALYTICS	A STUDY ON DEVELOPING A COMPREHENSIVE SALES DASHBOARD USING POWER BI FOR EFFECTIVE DECISION MAKING IN AQUERELLE INDIA PVT LTD	DR. VINISH P
115	P03CJ22M015118	CHINMAYE P	FINANCE	"EVALUATING THE FINANCIAL VIABILITY OF SOLAR ENERY PROJECTS: A STUDY AT PRDC PVT. LTD	PROF. VAISHANAVI J
116	P03CJ22M015119	MOHAMMED ARFAZ	FINANCE	A STUDY ON RECEIVABLES MANAGEMENT WITH REFERENCE TO KARNATAKA MARINE PRODUCTS	PROF. VAISHANAVI J
117	P03CJ22M015120	HITHESH S S	FINANCE	A STUDY ON NON-PERFORMING ASSETS AT THE URBAN CO-OPERATIVE BANK JAMKHANDI	PROF. VAISHANAVI J
118	P03CJ22M015121	VISHAL M KOCHREKAR	MARKETING	A BRIEF STUDY ON PREDCTIVE MODELS USED FOR COST ESTIMATION OF BANGALORE REAL ESTATATE PRICES	DR. M.R SRIKANTA MURTHY
119	P03CJ22M015122	SANGAMESH BAGEWADI	FINANCE	STUDY ON FORECASTING OF REVENUES AND EXPENSES OF JK TYRES WITH DISCOUNTED CASH FLOW	PROF. VAISHANAVI J
120	P03CJ22M015123	RAHUL RAJ	MARKETING	A STUDY ON MARKETING STRATEGIES AND IT'S IMPACT ON ACCOMODATION FOR STANZA LIVING	DR. KADAMBINI KATKE
121	P03CJ22M015124	SP SAMRAT	MARKETING	A STUDY ON CONSUMER SATISFACTION TOWARDS BLUE STAR AIR CONDITIONERS	DR. C B VENKATA KRISHNA PRASAD
122	P03CJ22M015125	D VEERA SEKHAR REDDY	BUSINESS ANALYTICS	A STUDY ON ANALYZING MARKETING STRATEGIES FOR LAUNCHING INNOVATIVE FOOD PRODUCTS AT HALDIRAM	PROF. B.R NARASIMHA MURTHY
123	P03CJ22M015126	NEHARICKA SUBBA	HUMAN RESOURCE MANAGEMENT	"A STUDY ON WORK CULTURE AND ITS INFLUENCE ON EMPLOYEE PRODUCTIVITY AT BEML LTD"	DR. VIJAYA KUMAR. J
124	P03CJ22M015127	VAMSHI KRISHNA	HUMAN RESOURCE MANAGEMENT	"A STUDY ON EMPLOYEE BRANDING AND ITS IMPACT ON TALENT ACQUISITION AT PAVAN GROUPS"	DR. VIJAYA KUMAR. J
125	P03CJ22M015128	R SAI SUJITH	MARKETING	A STUDY OF PRODUCT MIX OF NANDINI KMF BELLARY	PROF. B.R NARASIMHA MURTHY
126	P03CJ22M015129	SOMPALLI CHAITANYA	HUMAN RESOURCE MANAGEMENT	"A STUDY ON LEADERSHIP STYLES AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT METRO CASH AND CARRY"	DR. VIJAYA KUMAR. J

127	P03CJ22M015130	POONAM PONNAMMA KV	MARKETING	MARKETING STRATEGIES FOR PROMOTING AI DRIVEN SOLUTIONS IN ROADWAY MANAGEMENT	PROF. B.R NARASIMHA MURTHY
128	P03CJ22M015131	BHAKTI S SHIRODKAR	HUMAN RESOURCE MANAGEMENT	"A STUDY ON WORKPLACE CULTURE AND EMPLOYEE SATISFACTION AT WLDD PVT. LTD. "	DR. VIJAYA KUMAR. J
129	P03CJ22M015132	SURYA KIRAN K	FINANCE	"A STUDY ON MUTUAL FUNDS WITH REFERENCE TO THE LARGE CAP SPACE IN INDIA"	PROF. VAISHANAVI J
130	P03CJ22M015133	AMAN SAMEER	MARKETING	A STUDY ON CUSTOMER PERCEPTION TOWARDS VKC FOOTWEAR WITH SPECIAL REFERENCE TO CALICUT KERALA	PROF. B.R NARASIMHA MURTHY
131	P03CJ22M015134	G VAISHNAVI	FINANCE	"A STUDY ON FORECASTING ANALYSIS WITH REFERENCE TO VRL".	PROF. NAYANA T
132	P03CJ22M015135	SOUBHAGYA SINGRI	BUSINESS ANALYTICS	PREDICTIVE ANALYTICS IN BANKING: UNVEILING PATTERNS OF CUSTOMER CHURN THROUGH MACHINE LEARNING	DR. VINISH P
133	P03CJ22M015136	ASHLESHA KUMARI	HUMAN RESOURCE MANAGEMENT	"A STUDY ON EMPLOYEE PERFORMANCE MANAGEMENT SYSTEM AT JUBILANT FOOD WORKS CO.LTD"	DR. VIJAYA KUMAR. J
134	P03CJ22M015137	ANIKET KAMAT	MARKETING	A STUDY ON COLD CALLING AS PROMOTIONAL METHOD FOR ONEX SOLUTION PVT LTD	PROF. B.R NARASIMHA MURTHY
135	P03CJ22M015138	HARSHA M	MARKETING	A STUDY ON SUPPLY CHAIN MANAGEMENT PRACTICES IN E-COMMERCE WITH SPECIAL REFERENCE TO FLIPKART	PROF. B.R NARASIMHA MURTHY
136	P03CJ22M015139	GUGGILLA VENKATA TEJA	MARKETING	A STUDY ON THE IMPACT OF MARKETING STRATEGIES ON SALES PERFORMANCE AT Q SKILLS , BENGALURU	PROF. B.R NARASIMHA MURTHY
137	P03CJ22M015140	RUTIKA MANGALE	FINANCE	COMPARATIVE ANALYSIS OF EQUITY MUTUAL FUNDS AT PEE PEE INVESTMENT	PROF. VAISHANAVI J
138	P03CJ22M015141	RAHUL M	MARKETING	A STUDY ON THE ROLE OF SOCIAL MEDIA IN MARKETING WITH REFERENCE TO PARTNR NETWORK	PROF. B.R NARASIMHA MURTHY
139	P03CJ22M015142	KAVITHA.K	HUMAN RESOURCE MANAGEMENT	"A STUDY ON TRAINING AND DEVELOPMENT PRATICES WITH SPECIAL REFERANCE TO NEXTWEALTH BANGALORE"	DR. VIJAYA KUMAR. J

140	P03CJ22M015144	SHREYA TP	HUMAN RESOURCE MANAGEMENT	"A STUDY ON THE EFFECTIVENESS OF RECRUITMENT & SELECTION AT MALABAR GROUP "	DR. VIJAYA KUMAR. J
141	P03CJ22M015145	KIRAN PATEL E D	BUSINESS ANALYTICS	A STUDY ON ENHANCING DECISION MAKING AND ORGANIZATIONAL GROWTH IN IT FIRMS THROUGH SYNERGISTIC BI TOOLS	PROF. B.R NARASIMHA MURTHY
142	P03CJ22M015146	DEEPAK D S	MARKETING	A STUDY ON IMPACT OF BRAND POSITIONING STRATEGIES IN THE COMPETITIVE EDTECH MARKET WITH REFERENCE TO K12 TECHNO SERVICES	PROF. B.R NARASIMHA MURTHY
143	P03CJ22M015148	PUSHPALATHA M	FINANCE	AN ANALYSIS OF STOCK PRICES OF BSE SELECTED STOCKS USING THE CAPM MODEL	PROF. VAISHANAVI J
144	P03CJ22M015149	SRILAKSHMI KS	MARKETING	ANALYSING THE INFLUENCE OF AI IN CUSTOMER SERVICE, TARGETED ADS AND PREDICTIVE ANALYSIS	DR. M.R SRIKANTA MURTHY
145	P03CJ22M015150	SHARAN	MARKETING	A STUDY ON ROLE OF WASTE AND RECYCLING MANAGEMENT IN TEXTILE INDUSTRY WITH REFERENCE TO GREY KNIT APPARELS	DR. M.R SRIKANTA MURTHY
146	P03CJ22M015110	TARAIQ AZIZ LASKAR	MARKETING	A STUDY ON BUILDING BRAND VISIBILITY: ENHANCING MARKET PRESENCE IN THE CONSTRUCTION INDUSTRY	DR. M.R SRIKANTA MURTHY
147	P03CJ22M015152	RUTWIK HONAWAD	FINANCE	"A STUDY ON FINANCIAL STATEMENT ANALYSIS AND ORGANISATIONAL STUDY OF KARNATAKA MILK FEDERATION".	PROF. NAYANA T
148	P03CJ22M015153	SHRIHARSHA K. MALAVADE	MARKETING	A COMPREHENSIVE ANALYSIS OF E -MAIL MARKETING STRATEGIES AND ITS TRENDS	PROF. K S GOPAL
149	P03CJ22M015154	AMITH TGM	HUMAN RESOURCE MANAGEMENT	"A STUDY ON ANALYSIS OF SALES PROMOTION AND ADVERTISING OF MUTHOOT FINANCE "	DR. VIJAYA KUMAR. J
150	P03CJ22M015155	B.S. RISHI NANDA	MARKETING	A STUDY ON CHALLENGES OF CROSS BORDER PAYMENTS AT STONEX GROUP (GLOBAL PAYMENTS)	PROF. K S GOPAL
151	P03CJ22M015156	ROHAN PIUS	HUMAN RESOURCE MANAGEMENT	COMPARATIVE STUDY ON INTERACTIVE VOICE RESPONSE (IVR) IN RECRUITMENT TEAMLEASE AND BHILWARA INFOTECH LTD.	DR. VIJAYA KUMAR. J
152	P03CJ22M015157	SAMPRITHA R SHETTY	FINANCE	"FINANCIAL HEALTH ASSESMENT: A COMPARITIVE ANALYSIS OF VIVO-ZS1D MOBILE PRIVATE LIMITED".	PROF. NAYANA T

153	P03CJ22M015158	KARTHIK M RAO	MARKETING	A STUDY ON CONSUMER SATISFACTION FOR PERSONAL PRODUCTS AT METRO CASH & CARRY INDIA PVT.LTD	PROF. K S GOPAL
154	P03CJ22M015159	AKASH V.P.	MARKETING	ENHANCING DIGITAL EXPOSURE FOR INDIAN MSMES IN SHEET METAL FABRICATION OF MODULAR RACK SYSTEMS	PROF. K S GOPAL
155	P03CJ22M015160	SHANTVEER HAVERI	HUMAN RESOURCE	A BRIEF STUDY ON ANALYSING A IMPACT ON INTEREST RATES CHANGES IN INVESTMENT PORTFOLIO	DR. M.R SRIKANTA MURTHY
156	P03CJ22M015161	NAVAMI V J	FINANCE	A STUDY ON COST CONTROL ANALYSIS AT KARNATAKA SOAPS AND DETERGENT LIMITED, BENGALURU	DR. CHETAN SHETTY
157	P03CJ22M015162	LIKITHA M JALADANKI	BUSINESS ANALYTICS	LIFE EXPECTANCY REVEALED: AN EXPLORATORY STUDY OF DEMOGRAPHIC AND SOCIO- ECONOMIC IMPACTS ON LONGEVITY AT EPHICACY LIFESCIENCE ANALYTICS CONSULTING	DR. VINISH P
158	P03CJ22M015163	AAGHASH R	MARKETING	A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN MARKETING PRACTICES WITH RESPECT TO ITC LTD -AN EMPIRICAL STUDY OF THE BANGALORE MARKET	PROF. K S GOPAL
159	P03CJ22M015164	YUKESH R	MARKETING	A STUDY ON IMPACT OF EMOTIONAL INTELLIGENNCE OF WOMEN LEADERSHIP IN DELTA'S TRADE LINK, DINDIGUL	PROF. K S GOPAL
160	P03CJ22M015165	AYUSHI SHUKLA	HUMAN RESOURCE	EXPATRIATE MANAGEMENT : WHAT CONSTITUTES SUCCESS OR FAILURE OF EXPATRIATES.	DR. M.R SRIKANTA MURTHY
161	P03CJ22M015166	AYYAPAYYA SWAMI	BUSINESS ANALYTICS	A STUDY ON SUPPLY CHAIN AND DISTRIBUTION STRATEGIES OF KMF AND THEIR IMPACT ON MARKET PENETRATION	DR. VINISH P
162	P03CJ22M015168	GULAM ABDUL KADIR	MARKETING	A STUDY ON THE EFFECTIVENESS OF DIFFERENT CUSTOMER RELATIONSHIP STRATEGIES ON CUSTOMER SATISFACTION	PROF. K S GOPAL
163	P03CJ22M015170	SHREYAS KULKARNI	FINANCE	ESTIMATING FAIR VALUE OF COAL INDIA LTD. QUOTED ON NSE USING FINANCIAL MODELLING TECHNIQUES	DR. B R VENKATESH
164	P03CJ22M015171	D.ROHITH	MARKETING	IMPACT OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING STRATEGIES	PROF. K S GOPAL
165	P03CJ22M015172	SHALINI P	HUMAN RESOURCE	A STUDY ON SAVINGS AND INVESTMENT HABIT OF SALARIED EMPLOYEES"	DR. M.R SRIKANTA MURTHY

166	P03CJ22M015173	KAMLESH A	HUMAN RESOURCE	THE IMPACT OF ARTIFICIAL INTELLIGENE AND MACHINE LEARNING ON TALENT ACQUISITION AND RECRUITMENT PROCESS A COMPREHENSIVE ANALYSIS OF UPLERS, INDIA	DR. M.R SRIKANTA MURTHY
167	P03CJ22M015174	AJITH KUMAR G	MARKETING	"PRECISION MARKETING: ADVANCED TECHNIQUES IN CUSTOMER SEGMENTATION AT COLAN INFOTECH PRIVATE LIMITED"	DR. B R VENKATESH
168	P03CJ22M015175	VISHAL M	HR	A STUDY ON EMPLOYEE ENGAGEMENT AT METRO CASH AND CARRY	DR. B R VENKATESH
169	P03CJ22M015176	KRUPAKAR R.GOWDA	MARKETING	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER SATISFACTION TOWARDS SERVICE AND QUALITY IN STANZA LIVING	PROF. K S GOPAL
170	P03CJ22M015177	ANJAN KRISHNA A.S.	MARKETING	A STUDY ON THE INFLUENCE OF VENTURE CAPITAL ON GLOBAL SPACE EXPLORATION MARKETING	PROF. K S GOPAL
171	P03CJ22M015178	LAKSHMINARAYANA CHOWDARY	MARKETING	PREFERENCE OF SOCIAL MEDIA MARKETING IN PLANEDU CONSULTANCY IN BANGALORE.	DR. B R VENKATESH