

**GOVERNMENT COLLEGE FOR GIRLS LUDHIANA**  
**PROJECT VIVA REPORT**  
**B.B.A. FINAL YEAR**  
**SESSION 2023-24**

SR NO.	COLLEGE ROLL NO.	UNIVERSITY ROLL NO.	STUDENT'S NAME	FATHER'S NAME	CLASS	TOPIC	DURATION	DATE
1	4101	21044671	Aanchal	Gurdeep Singh	B.B.A 3	A comparative study between blinkit and big basket	2.5 Months	April 19, 2024
2	4102	21045091	Amandeep Kaur	Makhan Singh	B.B.A 3	Comparative study of Maruti Suzuki and Hyundai	2.5 Months	April 19, 2024
3	4103	21045094	Divya Sharma	Shravan Kumar Sharma	B.B.A 3	Major Factors affecting Consumer Behaviour towards Life Goods in Ludhiana City	2.5 Months	April 19, 2024
4	4104	21045096	Harshita Minocha	Surinder Kumar	B.B.A 3	A STUDY ON DOES CONSUMERS PAY ATTENTION ON NUTRITIONAL LABELS	2.5 Months	April 19, 2024
5	4105	21045097	Harsimar Kaur	Ramandeep Singh	B.B.A 3	Impact of marketing communication tools on product development	2.5 Months	April 19, 2024
6	4106	21045098	Hemani Dua	Anthony Dua	B.B.A 3	STUDY ON CONSUMER BEHAVIOUR REGARDING SHOPPING ONLINE	2.5 Months	April 19, 2024
7	4107	21045099	Ishika Gupta	Rajesh Gupta	B.B.A 3	A project report on consumer behaviour towards haldiram and bikaner products in Ludhiana	2.5 Months	April 19, 2024
8	4108	21045101	Jasmeet Kaur	Davinderpal Singh	B.B.A 3	EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOUR-A STUDY OF FASHION INDUSTRY	2.5 Months	April 19, 2024
9	4109	21045102	Jaspreet Kaur	Jasvinder Singh	B.B.A 3	Advertising is a power tool for business growth (Coca-Cola)	2.5 Months	April 19, 2024
10	4110	21044685	Kanika	Sanjeev Kumar	B.B.A 3	Consumer Buying Behaviour on Skincare products	2.5 Months	April 19, 2024
11	4111	21045103	Karnaniji Kaur	Jagdeep Singh	B.B.A 3	Comparison between Tim Horton and Starbucks	2.5 Months	April 19, 2024
12	4112	21045104	Kashish Kohli	Devraj Kohli	B.B.A 3	A Study of Consumer Perception towards Patanjali Products.	2.5 Months	April 19, 2024
13	4113	21045105	Khushi Sharma	Ravinder Kumar	B.B.A 3	THE IMPACT OF SOCIAL MEDIA ON MARKETING	2.5 Months	April 19, 2024
14	4114	21045106	Khushnaz Sekhri	Gagan Sekhri	B.B.A 3	The impact of advertisement on consumer buying behaviour	2.5 Months	April 19, 2024
15	4115	21045107	Kirandeep Kaur	Raminder Singh	B.B.A 3	Comparative study on Nykaa and Purlle	2.5 Months	April 19, 2024
16	4116	21045108	Komalpreet Kaur	Navtej Singh	B.B.A 3	Comparative study between Patanjali and Dabur products	2.5 Months	April 19, 2024
17	4117	21045109	Mansirat Ghally	Hardyal Singh	B.B.A 3	Comparative study between lakme and sugar	2.5 Months	April 19, 2024

Principal  
Govt. College For Girls  
LUDHIANA.

18	4118	21045111	Monika	Raghveer Singh	B.B.A 3	CONSUMERS ATTITUDE and PERCEPTION TOWARDS energy drinks and carbonated drinks	2.5 Months	April 19, 2024
19	4119	21045113	Muskan Oberoi	Ved Prakash	B.B.A 3	Comparative study of online education platforms	2.5 Months	April 19, 2024
20	4120	21045114	Namanpreet Kaur	Manjit Singh	B.B.A 3	Comparative analysis between online shopping vs offline shopping	2.5 Months	April 19, 2024
21	4121	21045115	Nandini Dhawan	Dinesh Dhawan	B.B.A 3	Comparative study between natural makeup products and chemical makeup products	2.5 Months	April 19, 2024
22	4122	21045116	Palakpreet Kaur	Inderjit Singh	B.B.A 3	A comparative study of consumer behaviour towards supermarkets and provision stores	2.5 Months	April 19, 2024
23	4123	21045117	Pavani Ahuja	Mohinder Pal Ahuja	B.B.A 3	Exploring consumer satisfaction within fastfood outlets	2.5 Months	April 19, 2024
24	4124	21045118	Poonam Kumari	Parmod Kumar	B.B.A 3	A comparative study on Instagram and Twitter as social media marketing	2.5 Months	April 19, 2024
25	4125	21045119	Prema	Mahinder Singh	B.B.A 3	Comparative study on Zomato and Swiggy	2.5 Months	April 19, 2024
26	4126	21045121	Riya Negi	Vijay Singh Negi	B.B.A 3	Analyse the retail strategy and suggest way to improve the customer satisfaction	2.5 Months	April 19, 2024
27	4127	21045124	Shreya Bharara	Mohit Bharara	B.B.A 3	E marketing in financial services	2.5 Months	April 19, 2024
28	4128	21045126	Simran Choudhary	Karan Chand	B.B.A 3	Comparative study between packed food and unpacked food	2.5 Months	April 19, 2024
29	4129	21045127	Sneha	Ramesh Kumar	B.B.A 3	Perception of consumer towards e payment	2.5 Months	April 19, 2024
30	4130	21045128	Srishti	Gaurav	B.B.A 3	Impact of digital marketing on consumer purchase behavior	2.5 Months	April 19, 2024
31	4131	21045129	Sukhpreet Kaur	Gurdeep Singh	B.B.A 3	Role of packaging on consumer buying behaviour	2.5 Months	April 19, 2024
32	4132	21045131	Supreet Kaur	Iqbal Singh	B.B.A 3	A study of consumer perceptions towards Monte Carlo	2.5 Months	April 19, 2024
33	4133	21045132	Uditi Sharma	Munish Kumar Sharma	B.B.A 3	Evaluation of awareness of investors on online platforms.	2.5 Months	April 19, 2024
34	4134	21045133	Yashika Sama	Naresh Sama	B.B.A 3	A study to assess the consumer preference between online v/s offline healthcare services in Ludhiana, Punjab	2.5 Months	April 19, 2024
35	4135	21045134	Yogita Rani	Paramjit	B.B.A 3	Consumer behaviour towards branded shoes	2.5 Months	April 19, 2024
36	4136	21045110	Manya	Anil Malhotra	B.B.A 3	Study of commercial banks and regional rural banks in Ludhiana	2.5 Months	April 19, 2024
37	4137	21045130	Sunidhi	Vinod Kumar	B.B.A 3	Comparative study of mall culture and window shopping in Ludhiana	2.5 Months	April 19, 2024

## DECLARATION BY STUDENT

I, Yashika Sama, hereby declare that the project report entitled "**THE CONSUMER PREFERENCE BETWEEN ONLINE V/S OFFLINE HEALTHCARE SERVICES IN LUDHIANA, PUNJAB**" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **DR. MONIKA ARORA**, Assistant Professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021- 2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: April 19, 2024

NAME: YASHIKA SAMA

ROLL NO.: 21045133



S. Lata

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled "the impact of social media on marketing" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of Mr. Swaran Singh Varan, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 19-04-24

*Khushi Sharma*

NAME: KHUSHI SHARMA

ROLL NO.: 21045105

*Swarn Singh Varan*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

# DECLARATION

I Certify that the project report "**CONSUMERS ATTITUDE TOWARDS ENERGY DRINKS AND CARBONATED DRINKS**" has been undertaken by me for the partial fulfillment of the requirement of the degree of Bachelors of Business Administration and is an original piece of work done and that no part of this project has been submitted for any other degree, diploma fellowship or similar title in the university or In any other university.

I express my sincere gratitude to my teachers for their valuable guidance, support, and coordination extended for completion of this project.

DATE:- 19.04.24

*Monika*  
NAME:- MONIKA

ROLL NO:- 21045111

*B. S. D.*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I, Yashika Sama, hereby declare that the project report entitled "A STUDY OF CONSUMER PERCEPTION TOWARDS MONTE CARLO" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **DR. MONIKA ARORA**, Assistant Professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021- 2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 19/04/2024

NAME: SUPREET KAUR

ROLL NO.: 21045131



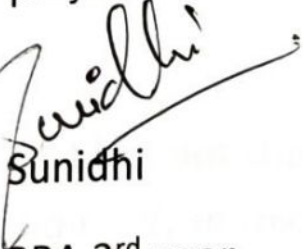
S. Late

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION

I Certify that the project report "A COMPARISON OF MALL CULTURE AND WINDOW SHOPPING" has been undertaken by me for the partial fulfilment of the requirement of the degree of Bachelors of Business Administration and is an original piece of work done and that no part of this project has been submitted for any other degree, diploma fellowship or similar title in the university or In any other university.

I express my sincere gratitude to my teachers for their valuable guidance, support, and coordination extended for completion of this project.

  
Sunidhi  
BBA 3<sup>rd</sup> year

19/04/2024

Roll no.:- 21045130



S. Late

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project work entitled "**COMPARISON BETWEEN TIM HORTONS AND STARBUCKS**" submitted to Panjab University, Chandigarh is record of an original work done by me under the guidance of **Mr. Swaran**, Assistant Professor, Government College For Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the award of the degree of Bachelors of Business Administration (2021-2024). This project is not submitted to any other university or institute for the award of any degree or diploma.

DATE: 19-04-2024

**Karmanjit Kaur**

**Roll no. 21045103**

*Karmanjit Kaur*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.



## DECLARATION BY STUDENT

I hereby declare that the project report entitled "COMPARITIVE STUDY BETWEEN NATURAL MAKEUP PRODUCTS AND CHEMICAL MAKEUP PRODUCTS" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of MRS. POONAM ARYA , Assistant Professor , Government college for girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2023-2024). The result embodied in this project have not been submitted to any other university or institute for the award of any degree or diploma.

DATE: 19-04-2024

Nandini

NAME: NANDINI DHAWAN

ROLL NO: 21045115

Bonid

S. Lata

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled (**Comparative analysis between online shopping versus offline shopping**) submitted to Punjab University Chandigarh, is a record of an original work, done by me under the guidance of **Mr. SWARAN SINGH**, assistant professor Government College for Girls, Ludhiana. This project is submitted in the partial fulfillment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

Date- 19/04/2024

Naman

Name: Namanpreet. Kaur  
Roll no. 21045114

Barid

S. Lata

Principal  
Govt. College For Girls  
LUDHIANA.

# DECLARATION

---

I hereby declare that the project report entitled "evaluation of awareness on online platforms" submitted to Punjab university Chandigarh is a record of an original work done by me under guidance of MRS. JASPREET KAUR Assistant professor, Government College For Girls, Ludhiana. This project is submitted in the fulfillment of requirement for degree of BACHELOR OF BUSINESS ADMINISTRATION 2021-24.

DATE: 19 April 2024



NAME

UDITI SHARMA

ROLL NO. 21045132

Uditi Sharma

S. Lata  
Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled "A STUDY OF CONSUMER PERCEPTION TOWARDS PATANJALI PRODUCTS" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of Dr. MONIKA ARORA, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE - 19-04-24

NAME - KASHISH KOHLI

ROLL NO. - 21045104



S. Lata

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled "COMPARITIVE STUDY OF ZOMATO AND SWIGGY" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **MRS. JASPREET KAUR**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 19-04-2024

NAME: PRERNA

ROLL NO.: 21045119

*Prerna*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## Declaration by Student

I hereby declare that the project report entitled "Comparative study on Instagram and Twitter as social media marketing" submitted Panjab University Chandigarh, is a record of an original work done by me under the Guidance of Mrs. Poonam Arya, Assistant professor, Government College For Girls, Ludhiana. This project is submitted in the partial fulfilment of the Requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other Govt University or Institute for the award of any degree or diploma

DATE :- 19-04-2024

NAME: Poonam Kumari

ROLL NO.:21045118



S. Lata

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION

I Shreya Bharara Student of BBA 2021-2024 Batch , at Government college for girls Ludhiana hereby declare that the project on the topic "E-Marketing in financial services" is my original work and that it has not previously formed the basis of any other Degree , Diploma , Fellowship , or other similar titles. It has been done under the able guidance of Mrs Jaspreet Kaur.

**Shreya Bharara**

*Shreya*  
19/04/24

*Shreya*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled "EXPLORING CONSUMER SATISFACTION WITHIN FASTFOOD OUTLETS" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of MRS. JASPREET KAUR, Professor, Government college for girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2023-2024). The result embodied in this project have not been submitted to any other university or institute for the award of any degree or diploma.

DATE: 19/04/24

*Pavani Ahuja*

NAME: PAVANI AHUJA

ROLL NO: 21045117

*Bavrit*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.



## DECLARATION

I hereby declare that the project report entitled "Comparative study of Commercial Banks and Regional Rural Banks in Ludhiana" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of MRS. JASPREET KAUR, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 19.02.2024

NAME : MANYA

ROLL NO. - 21045110

S. Lata

Principal  
Govt. College For Girls  
LUDHIANA.

*Barinder*

*Manya*

## Declaration by Student

I hereby declare that the project report entitled "Consumer Behaviour towards Branded Shoes" submitted Panjab University Chandigarh, is a record of an original work done by me under the Guidance of **Dr. Monika Arora**, Assistant professor, Government College For Girls, Ludhiana. This project is submitted in the partial fulfilment of the Requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other Govt. University or Institute for the award of any degree or diploma

DATE :- 19-04-2024

NAME: Yogita Rani

ROLL NO.:21045134

*Bari D*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled **Comparative study on online education Platforms**, submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **MRS. JASPREET KAUR**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE:

19/4/24

NAME: MUSKAN OBEROI

ROLL NO.:21045113

S. Late

Principal  
Govt. College For Girls  
LUDHIANA.

## Declaration

This is to certify that the Project Report entitled "Comparative Study of Packed and Unpacked Food" is an original work and has not been submitted in part or full to any other university/institution for the award of any degree or diploma.

*Simran*  
Simran Choudhary

DATE:- 19/04/2024

Roll no: 21045126

*S. Lata*

*S. Lata*  
Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled (**Comparative study of Maruti Suzuki and Hyundai**) submitted to Punjab University Chandigarh, is a record of an original work done by me under the guidance of **Mr. Swaran Singh Varan**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfillment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 19/04/2024

Amandeep Kaur

NAME: AMANDEEP KAUR

ROLL NO. – 21045091

S. Late

S. Late

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled "**CONSUMER BUYING BEHAVIOUR ON SKINCARE PRODUCTS**" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **MRS. MONIKA ARORA**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 19-04-2024

NAME: KANIKA

Roll No : 21044685



S. Lata

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION

This is to certify that the Project Report entitled "**Analyse the study of retail company and customer satisfaction on sales**" is an original work and has not been submitted in part or full to any other university/institution for the award of any degree or diploma.

19/04/2024

*Riya Negi*

Riya Negi

BBA 3rd year

21045121

*Bani D*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## **DECLARATION BY STUDENT**

I hereby declare that the project report entitled "**IMPACT OF MARKETING COMMUNICATION TOOLS ON PRODUCT DEVELOPMENT**" submitted to Panjab University Chandigarh, is the record of an original work done by me under the guidance of **MRS. POONAM ARYA**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelors of Business Administrative session (2021-2024). This results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

Date: 19/4/2024

NAME: HARSIMAR KAUR

ROLL NO: 21045097

*Harsimar Kaur*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.



## DECLARATION

I do hereby declare that dissatisfaction entitles —DOES CONSUMER PAY ATTENTION ON NUTRITIONAL LABELS” is an optimal research work carried out by me. The results embodied in this desertion have not been submitted to any other university or institute for the award of any degree or diploma.

Place:- Ludhiana

Harshita Minocha

*Harshita*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

Thereby declare that the project report entitled Major Factors that affect Consumer Buying Behaviour towards life Goods in Ludhiana City submitted To Panjab University Chandigarh, is a record of an original work done by me under the Guidance of MRS., POONAM ARYA, Assistant professor, Government College For Girls. Ludhiana. This project is submitted in the partial fulfilment of the Requirement for the degree of Bachelor of Business Administration session (2021 2024). The results embodied in this project have not been submitted to any other

**DATE: 2 March, 2024**

**NAME: Divya Sharma** Divya Sharma

**ROLL NO: 21045094**

*Barid*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION

I Jasmeet Kaur, a student of BBA-3, Batch 2021-2024, Government College For Girls, Ludhiana hereby declare that the project on the topic **“EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOUR - A STUDY OF FASHION INDUSTRY”** is my original work and that it has not previously formed the basis for the award of any other Degree, Diploma, Fellowship or other similar titles. It has been done under the guidance of my internal guide **Dr. Monika Arora.**

*Handwritten signature*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## Declaration

I certify that project report "**Consumers perception about Haldiram's and Bikanervala**" products submitted to the Panjab University, Chandigarh is a record of an original work done by me under the guidance of **Mrs Jaspreet kaur** assistant professor, Department of business management, **Government COLLEGE FOR GIRLS , LUDHIANA** and this project work is submitted in the partial fulfilment of the requirement of the degree of **Bachelor of Business Administration** and is an original piece of work done and that no one of this project has been submitted to any other degree, diploma and fellowship or similar title in the university or in any other university of India and abroad.

I express my full gratitude to my teachers who had me in completing my project with full sincerity, devotion, and under the guidance of my teachers.

DATE: 19/04/24

Ishika Gupta

NAME: ISHIKA GUPTA  
CLASS : BBA III  
ROLL NO: 21045099

Govt

S. Lata

Principal  
Govt. College For Girls  
LUDHIANA.

# DECLARATION BY STUDENT

I hereby declare that the project report entitled (Impact of Digital Marketing on Consumer Purchase Behaviour) submitted to Punjab University Chandigarh, is a record of an original work, done by me under the guidance of Mr. Swaran Singh Varan, Assistant Professor Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE:- 19/04/24

*Srishti*

NAME:- SRISHTI

ROLL NO:- 21045128

*[Handwritten Signature]*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR ON ONLINE SHOPPING" submitted to Punjab University Chandigarh, is a record of an original work done by me under the guidance of **MR. Swaran Singh**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfillment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 19/4/24

NAME: HEMANI DUA  
ROLL NO.: 21045098

*Handwritten signature*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled "ROLE OF PACKAGING IN CONSUMER BUYING BEHAVIOUR" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of MRS. POONAM ARYA , Assistant Professor , Government college for girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2023-2024). The result embodied in this project have not been submitted to any other university or institute for the award of any degree or diploma.

DATE:

19/April/2024

NAME: SUKHPREET KAUR

ROLL NO: 21045129

*B. Arora*

S. Lata

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION

I MANSIRAT GHALLY hereby declare that the project work titled "**COMPARATIVE STUDY BETWEEN LAKMÉ AND SUGAR COSMETICS**" is the original work done by me and submitted to Panjab University, Chandigarh fulfillment of requirement for award of **BACHELOR OF BUSINESS ADMINISTRATION** is record of original work done under supervision.

DATE: 19/04/24

NAME: MANSIRAT GHALLY

ROLL NO: - 21045109

Mansirat



S. Late

Principal  
Govt. College For Girls  
LUDHIANA.



## DECLARATION BY STUDENT

I hereby declare that the project report entitled "IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR" submitted to Punjab University Chandigarh, is a record of an original work done by me under the guidance of **MR.Swaran singh**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 19-04-24

Bansal

*Khushnaz*  
NAME: khushnaz sekhri  
ROLL NO.:21045106

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

## DECLARATION BY STUDENT

I hereby declare that the project report entitled “COMPARITIVE STUDY ON NYKAA AND PURPLLE” submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **MRS. MONIKA ARORA**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE 19-04-2024

*Kirandeep K.*  
KIRANDEEP KAUR

21045107

*B. Arora*

*S. Lata*

Principal  
Govt. College For Girls  
LUDHIANA.

# DECLARATION BY STUDENT

I **Palakpreet Kaur**, hereby declare that the project report entitled "**A COMPARATIVE STUDY OF CONSUMER SATISFACTION TOWARDS SUPERMARKETS AND PROVISION STORES**" submitted to **Panjab University, Chandigarh**, is a record of an original work done by me under the guidance of **Dr. Monika Arora**, Assistant Professor, **Government College for Girls, Ludhiana**. This project is submitted in the partial fulfilment of the of the requirement for the degree of **Bachelor of Business Administration**, Session (2021-2024). The results embodied in this project have not been submitted to any other University or Institution for the award of any degree or diploma.

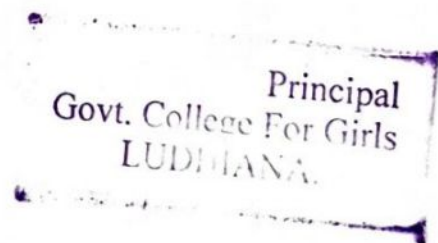
**DATE: 19.04.24**

**NAME: PALAKPREET KAUR**

**ROLL NO.: 21045116**

*Barid*

*S. Lata*



## DECLARATION BY STUDENT

I hereby declare that the project report entitled "COMPARATIVE STUDY BETWEEN BLINKIT AND BIGBASKET" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of MRS. JASPREET KAUR, Assistant Professor, Government college for girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2021-2024). The result embodied in this project have not been submitted to any other university or institute for the award of any degree or diploma.

DATE: 19-4-2024

*Aanchal*  
NAME: AANCHAL

ROLL NO: 21044671

*S. Late*

*S. Late*  
Principal  
Govt. College For Girls  
LUDHIANA.