

Government College For Girls, Ludhiana
Project Viva Report

B.B.A. Final Year

Session 2024-2025

SR. No.	College roll no.	University Roll no.	Student's Name	Father's Name	Class	Topic	Duration	Date
1	4101	22045641	Aakriti kumari	Ajay dubey	BBA-3	Emerging trends of e-commerce in garments industry	2.5 months	17 April, 2025
2	4102	22045642	Aastha Sharma	Satish Kumar	BBA-3	comparison between Rapido and Uber	2.5 months	17 April, 2025
3	4103	22045644	Amran heer	Varinder kumar	BBA-3	consumer preference between cetaphil and derma co products.	2.5 months	17 April, 2025
4	4104	22045645	Anjali	Tarun sofai	BBA-3	To study the various challenges faced by consumers in digital transactions	2.5 months	17 April, 2025
5	4105	22045646	Anjali Sharma	Satish Kumar	BBA-3	Comaprison between Zudio and westside	2.5 months	17 April, 2025
6	4106	22045687	Anjpita devi	Rajpal	BBA-3	Study of customer satisfaction on blinkit app	2.5 months	17 April, 2025
7	4107	22045647	Anmolpreet Kaur	Jagdev Singh	BBA-3	"Work without walls - The rise of online work culture "	2.5 months	17 April, 2025

Principal,
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LUDHIANA

(Signature)

8	4108	22045649	Arshdeep kaur	Ajmer singh	BBA-3	Comparison of the Brands of Two - Wheeler segment (Bajaj and Hero Honda)	2.5 months	17 April, 2025
9	4109	22045650	Bhavandeep Kaur	Sawinderpal singh	BBA-3	The era of OTT platforms: Netflix v/s Traditional television channels	2.5 months	17 April, 2025
10	4110	22045651	Diksha	Satnam Singh	BBA-3	A study on consumer preference towards health and dietary supplements	2.5 months	17 April, 2025
11	4111	22045652	Gunjan	Pawan Kumar	BBA-3	"Effect of financial and non financial incentives on employees performance"	2.5 months	17 April, 2025
12	4112	22045653	Inderjeet Kaur	Daljeet Singh	BBA-3	Comparative study on marketing strategies of Amul and Mother Dairy products	2.5 months	17 April, 2025
13	4113	22045654	Isha	Dinesh Kumar Goyal	BBA-3	consumer preference between online and offline clothing stores	2.5 months	17 April, 2025
14	4114	22045655	Jashandeep kaur	kulwant Singh	BBA-3	Comparative Study on Domino's and Pizza Hut (with special reference to Service Quality)	2.5 months	17 April, 2025
15	4115	22045657	Jasmeet kaur	Charanjit singh	BBA-3	The electric vehicle experience: measuring customer satisfaction and expectations	2.5 months	17 April, 2025
16	4116	22045658	Jenus Bamba	Palvinder kumar	BBA-3	"Revolution in learning-Human teaching V/S AI tools"	2.5 months	17 April, 2025

Principal,
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LUDHIANA,

25/2/

17	4117	22045660	Jyanti Mehan	Bharat Bhushan Mehan	BBA-3	comparative study on Maybelline and recode	2.5 months	17 April, 2025
18	4118	22045661	Jyoti	Suraj Kumar prajapati	BBA-3	analysis the consumer buying behaviour toward branded sports shoes	2.5 months	17 April, 2025
19	4119	22045662	Kajal Kumari	Rajesh Kumar	BBA-3	DIGITAL ENTERTAINMENT: Youth Consumption Pattern of OTT Platforms	2.5 months	17 April, 2025
20	4120	22045663	Kamalpreet kaur	Jagjeet singh	BBA-3	Comparison study of supermarket and local stores	2.5 months	17 April, 2025
21	4121	22045246	kamini	Lalan shah	BBA-3	Impact of social media on mental health	2.5 months	17 April, 2025
22	4122	22045665	kashish	Raj Kumar	BBA-3	consumer behaviour analysis between heebie and Barista coffee	2.5 months	17 April, 2025
23	4123	22045346	Kashish Maini	Raman Maini	BBA-3	Economic impact of wedding industry in India: A study of trends and spending patterns	2.5 months	17 April, 2025
24	4124	22045667	Kirandeep kaur	Harvinder Singh	BBA-3	Comparative study on marketing strategies of zomato and swiggy	2.5 months	17 April, 2025
25	4125	22045668	komalpreet kaur	Kulwant Singh	BBA-3	study of customer satisfaction and preference with special reference to jio	2.5 months	17 April, 2025

26	4126	22045672	mehak	Surinder	BBA-3	The role of social media in consumer's purchase behavior towards H&M	2.5 months	17 April, 2025
27	4127	22045670	Mehak	Harivansh chopra	BBA-3	Emerging trends in makeup industry	2.5 months	17 April, 2025
28	4128	22045673	Monika sharma	Bikash chander sharma	BBA-3	A study on comparison of consumer behaviour between different generations (millennial vs generation Z) towards fast fashion	2.5 months	17 April, 2025
29	4129	22045675	Nandani	Ashok kumar	BBA-3	A study on Role of Social media for Purchase of branded wedding apparels	2.5 months	17 April, 2025
30	4130	22045676	Navreet kaur	Gurmeet Singh	BBA-3	Study on consumer satisfaction on Byju's online learning app	2.5 months	17 April, 2025
31	4131	22045677	Prabhleen Kaur	Sarabjit Singh	BBA-3	Review of India's baby care market	2.5 months	17 April, 2025
32	4132	22045678	Prachi Pruthi	Satish Kumar Pruthi	BBA-3	Consumer Preference towards digital payments or cash	2.5 months	17 April, 2025
33	4133	22045679	Preeti	Rajesh Kumar Singh	BBA-3	Study of consumer behaviour towards online shopping app AJIO	2.5 months	17 April, 2025
34	4134	22046094	Sanya Berry	Sanjay Berry	BBA-3	Impact of Influencer Marketing on Brand Visibility	2.5 months	17 April, 2025

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35	4135	22045681	Savita Rani	Bihari Lal	BBA-3	Case study on MEESHO	2.5 months	17 April, 2025
36	4136	22045682	Simran	Salinder Singh	BBA-3	Study the customer perception towards the usage of branded cosmetic products	2.5 months	17 April, 2025
37	4137	22045683	Sukhmanjot Kaur	Karamjeet Singh	BBA-3	Comparative study of consumer preference for haldiram vs bikanerwal	2.5 months	17 April, 2025
38	4138	22045685	Taniya	Pardeep Kumar	BBA-3	Comparative Study of Public sector banks and Private sector banks (with special reference to Service Quality)	2.5 months	17 April, 2025
39	4139	22046622	vanshika sharma	Akashdeep	BBA-3	customer satisfaction towards banking services provided by SBI	2.5 months	17 April, 2025
40	4140	22045669	Krishma rani	Ranhu Sahu	BBA-3	Digital media VS Sports industry	2.5 months	17 April, 2025
41	4141	22045674	Naina Kapoor	Ramesh.k.Kapoor	BBA-3	Consumer preference on electric car & manual car	2.5 months	17 April, 2025
42	4142	22045820	Triptinder kaur	Salvinder singh	BBA-3	A study on brand preference between boAt and Noise	2.5 months	17 April, 2025
43	4143	22045671	Mehak	Jatinder Kumar	BBA-3	Study on challenges faced by the working women in ludhiana	2.5 months	17 April, 2025

Principal,
Govt. College for Girls
LUDHIANA.

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DECLARATION BY STUDENT

I Aakriti kumari , hereby that the project report entitled “ **THE EMERGING TRENDS OF E- COMMERCE IN GARMENTS INDUSTRY**” submitted to Punjab 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 fulfillment of the requirement for the degree of Bachelor of Business Administration session [2022-25] . The results embodied in this project have not been submitted to any other university or institute for the award of any degree of diploma .

DATE: 17/04/2025

NAME: AAKRITI KUMARI

Aakriti Kumari

ROLL NO: 22045641


SUPERVISOR SIGNATURE


HEAD OF DEPARTMENT

PG Department of

Commerce and Management


PRINCIPAL

Government college for girls
Ludhiana

DECLARATION

I Arshdeep Kaur , Roll No. 22045649 student of B.B.A (3rd Year) Government college for girls, Ludhiana hereby declare that the Project Report entitled "Comparison of the brands of Two Wheeler segment" is an original work done by me under the guidelines of MR. SWARAN SINGH, ASSISTANT PROFESSOR (Government college for girls, Ludhiana) and the same has not been submitted to any other Institute for award of any degree. The project report was presented to the supervisor of the project. 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: 17-04-2025

NAME: ARSHDEEP KAUR

ROLL NO: 22045649

Arshdeep Kaur

[Signature]

SUPERVISOR SIGNATURE

[Signature]

HEAD OF DEPARTEMENT
PG Department of
Commerce and management

S. Late

PRINCIPAL
Government college for Girls
Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled "EFFECT OF FINANCIAL AND NON-FINANCIAL INCENTIVES ON EMPLOYEES PERFORMANCE" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of DR. BHARTI KAMBOJ, 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 (2022-2025). 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: 17TH APRIL, 2025

NAME: GUNJAN *Gunjan*

ROLLNO.: 22045652

Bkamboj
17/2025
SUPERVISOR SIGNATURE

Bart
Head of department
PG Department of
Commerce and Management

Lata
Principal
Government College For Girls
Ludhiana

DECLARATION BY STUDENT

I, Mehak, hereby declare that the project report entitled "STUDY ON CHALANGES FACED BY WORKING WOMEN IN LUDHIANA" submitted to Punjab University, is a record of an original work done by me under the guidance of Dr. BHARTI, Assistant professor, Government College for Girls, Ludhiana. The project is submitted in the partial fulfillment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17-4-2025

NAME: MEHAK

ROLLNO: 22045671

Mehak

Bhanu
17/4/2025

SUPERVISOR SIGNATURE

[Signature]

HEAD OF DEPARTMENT

PG Department of

Commerce and Management

S. Lata
PRINCIPAL

Government College for Girls

Ludhiana

DECLARATION

I, **Jashandeep Kaur**, hereby declare that the project report titled **Comparative Study on Domino's and Pizza Hut (with special reference to Service Quality)** submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of Dr. **Bharti kamboj**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the **Degree of Bachelors Business Administration, session (2022-2025)**.

Date : 17-04-2025

Name-Jashandeep Kaur Jashandeep kaur

Roll No.22045655

Bharti Kamboj
17/4/2025
Supervisor Signature

[Signature]

Head of Dept.

S. Lata

Principal

PG Dept of
Commerce and Management
Ludhiana

Government College For Girls,ldh

DECLARATION BY STUDENT

I, DIKSHA hereby declare that the project report entitled "THE STUDY OF CONSUMER PREFERENCE TOWARDS HEALTH AND DIETARY SUPPLEMENTS" submitted to Panjab 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 (2022- 2025). 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 : 17-04-2025

NAME: DIKSHA Diksha .

ROLL NO. : 22045651


SUPERVISOR SIGNATURE


HEAD OF DEPARMENT
PG Department of
Commerce and Management


PRINCIPAL
Government college for Girls
Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled "comparative study on consumer analysis between Cetaphil and Dreamco. 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 partial fulfillment of the requirement for the degree of **Bachelor of Business Administration (BBA)** for the session **(2022-2025)**. 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: 17-04-2025



Aman Heer

NAME: AMAN HEER

ROLL NO.: 22045644



HEAD OF DEPARTMENT

(PG Department of
commerce & management)

S. Lata

PRINCIPAL

Government college for girls,
Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled “REVIEW ON INDIA’S BABYCARE MARKET” 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 (2022-2025). The results included in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 17/04/2025

NAME: PRABHLEEN KAUR *Prabhleen Kaur*

ROLL NO: 22045677

[Signature]
SUPERVISOR SIGNATURE

[Signature]
HEAD OF DEPARTMENT
PG department of
Commerce and management

S. Lata
PRINCIPAL
Government college for girls
Ludhiana

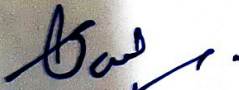
DECLARATION BY STUDENT

I Kirandeep kaur, hereby declare that the project report entitled "COMPARITIVE STUDY OF MARKETTING STRATEGIES OF ZOMATO AND SWIGGY" 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 (2022-2025). 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: 17-04-2025

NAME : KIRANDEEP KAUR Kirandeep Kaur

ROLL NO. 22045667


HEAD OF DEPARTMENT

PG department of

Commerce and management


SUPERVISOR SIGNATURE


PRINCIPAL

Government college for Girls

Ludhiana

DECLARATION BY STUDENT

I, Kashish Maini hereby declare that the Research Project entitled "Economic Impact of Wedding Industry in India: A Study of Trends and Spending Patterns" submitted in partial fulfilment of the requirements of the degree of Bachelor of Business Administration, to Government College for Girls (Panjab University) is my original work done under the guidance of Mr Swaran Singh and not submitted for any other degree or diploma. The information and data given in the report is authentic to the best of my knowledge.

Date: 17th April, 2025

Name:- Kashish Maini Kashish Maini

Roll no.22045346

SUPERVISOR SIGNATURE

HEAD OF DEPARTMENT

PG Department of

Commerce and Management

PRINCIPAL

Government College for Girls

Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled **"The Electric Vehicle Experience: Measuring Customer Satisfaction and Expectations"** 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 (2022-2025). The results included in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 17th April, 2025

NAME: JASMEET KAUR *Jasmeet Kaur*

ROLL NO: 22045657

A. Kaur
SUPERVISOR SIGNATURE

Bark
HEAD OF DEPARTMENT
PG department of
Commerce and management

S. Lata
PRINCIPAL
Government college for girls
Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled **“COMPETATIVE STUDY OF CONSUMER PREFERENCE FOR HALDIRAM VS BIKANERVALA”** 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 (2022-2025). The results included in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE: 17-04-25

NAME: SUKHMANJOT KAUR *Sukhmanjot kaur*

ROLL NO: 22045683

[Signature]
SUPERVISOR SIGNATURE

[Signature]
HEAD OF DEPARTMENT

PG department of

Commerce and management

S. Lata
PRINCIPAL

Government College for girls

Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled **"A COMPARATIVE STUDY BETWEEN PUBLIC SECTOR BANKS AND PRIVATE SECTOR BANKS"** "submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of Dr. BHARTI, 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 (2022-2025). 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: 17-4-2025

NAME: TANIYA Taniya

ROLL NO: 22045685

Phambars
17/4/2025
SUPERVISOR SIGNATURE

Bhand
HEAD OF DEPARTMENT

**PG Department Of Commerce
And Management**

S. K. Singh
PRINCIPAL

**Government College For Girls
Ludhiana**

DECLARATION BY STUDENT

I Savita Rani, hereby declare that the project report entitled "CASE STUDY ON MEESHO" submitted to Panjab 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 (2022-2025). 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: 17-04-2025

NAME: SAVITA RANI *Savita Rani*

ROLL NO. 22045681

SUPERVISOR SIGNATURE

HEAD OF DEPARTMENT

PG Department of

Commerce and Management

PRINCIPAL

Government College for Girls

Ludhiana

CERTIFICATE OF APPROVAL

This to certify that the project work entitled "THE ROLE OF SOCIAL MEDIA IN CONSUMER'S PURCHASE BEHAVIOR TOWARDS H&M, LUDHIANA, PUNJAB" submitted by MEHAK (BBA 3rd Year, Roll No.22045672) to Panjab University, Chandigarh in partial fulfilment of degree of Bachelors of Business Administration during the year 2022-2025, has been approved After an oral examination, in collaborations with the external examiner.

DATE: 17/04/2025

SIGNATURE OF SUPERVISOR

MEHAK *Mehak*

22045672

Band
HEAD OF DEPARTMENT
(PG department of commerce
And management)

PRINCIPAL
S. Lata

DECLARATION BY STUDENT

I hereby declare that the project report entitled "COMPARISON BETWEEN MANUAL CARS AND ELECTRIC CARS" submitted to Panjab 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 (2022-25). The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

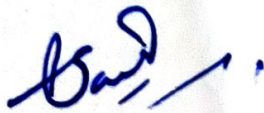
DATE: 17-04-2025

NAME: NAINA KAPOOR Nain Kapoor

UNIVERSITY ROLL NO.: 22045674



SUPERVISOR SIGNATURE



HEAD OF DEPARTMENT

PG Department of
Commerce and management



PRINCIPAL

Govt. college for Girls
Ludhiana

DECLARATION BY STUDENT

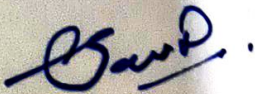
I, Anjali, hereby declare that the project report entitled "TO STUDY THE VARIOUS CHALLENGES FACED BY CONSUMERS IN DIGITAL TRANSACTIONS" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of DR.BHARTI KAMBOJ, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17-4-2025

NAME: ANJALI Anjali

ROLL NO.: 22045645


SUPERVISOR SIGNATURE



HEAD OF DEPARTMENT

PG Department of

Commerce and Management



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Government college for girls

Ludhiana

DECLARATION BY STUDENT

I, Isha, hereby declare that the project report entitled "THE CONSUMER PREFERENCE BETWEEN ONLINE V/S OFFLINE CLOTHING STORE" 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. The project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17.04.2025

NAME: ISHA Isha.

ROLL NO: 22045654


SUPERVISOR SIGNATURE



HEAD OF DEPARTMENT

PG Department of

Commerce and management



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Government college for Girls

Ludhiana

DECLARATION BY STUDENT

I, Jyoti, hereby declare that the project report entitled "**ANALYSIS OF CONSUMER BUYING BEHAVIOUR TOWARD BRANDED SPORTS SHOES**" 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 (2022-2025). 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: 17/4/25

NAME: JYOTI Jyoti

ROLL NO.: 22045661


SUPERVISOR SIGNATURE


HEAD OF DEPARTEMENT

PG Department of Girls

Commerce And Management


PRINCIPAL

Government College for Girls

Ludhiana

DECLARATION BY STUDENT

I, Simran hereby declare that the project report entitled "**STUDY THE CUSTOMERS PRECEPTION TOWARDS THE USAGE OF BRANDED COSMETIC PRODUCTS**" submitted to Punjab University Chandigarh, is a record of an original work done by me under the guidance of Dr. BHARTI, 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 (2022-2025). 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: 17-04-2025

NAME: SIMRAN *Simran*

ROLL NO: 22045682

Simran
17/2.25
SUPERVISOR SIGNATURE

Band
HEAD OF DEPARTMENT

(PG Department of
Commerce and management)

S. Lata
PRINCIPAL
Government college for Girls
Ludhiana

DECLARATION BY STUDENT

I, KAJAL, hereby declare that the project report entitled **DIGITAL ENTERTAINMENT: YOUTH CONSUMPTION PATTERN OF OTT PLATFORM** SUBMITTED TO PUNJAB UNIVERSITY CHANDIGARH, is a record of original work done by me under the guidance of MRS. POONAM AARYA, Assistant Professor, government college for girls Ludhiana. This report is submitted in the partial fulfillment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). The result embodied in this project has not been submitted to any other University or institute for the award of any degree or diploma.

DATE: 17/4/25

NAME: KAJAL KUMARI *Kajal Kumari*

ROLL NO.: 22045662



SUPERVISOR SIGNATURE



HEAD OF DEPARTMENT

PG Department of

Commerce and Management



PRINCIPAL

Government College for Girls

Ludhiana

DECLARATION BY STUDENT

I, Monika Sharma, hereby declare that the project report entitled "A STUDY ON COMAPRISON OF CONSUMER BEHAVIOR BETWEEN DIFFERENT GENERATIONS (MILLENNIALS VS. GENERATION Z) TOWARDS FAST FASHION" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of MS. 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 (2022- 2025). 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: 17 April 2025

NAME: MONIKA SHARMA *Monika Sharma*

ROLL NO.: 22045673

A. Kaur
SUPERVISOR SIGNATURE

Bast
HEAD OF DEPARTMENT

PG Department of

Commerce and management

S. Lata

PRINCIPAL

Government College for
Girls, Ludhiana

DECLARATION BY STUDENT

I, Anmolpreet Kaur, hereby declare that the project report entitled “WORK WITHOUT WALLS: THE RISE OF ONLINE WORK CULTURE IN LUDHIANA, PUNJAB”, 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 fulfillment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17-04-2025

NAME: ANMOLPREET KAUR

Anmolpreet K

ROLL NO: 22045647

SUPERVISOR SIGNATURE

HEAD OF DEPARTMENT

**(PG Department of Commerce
& Management)**

PRINCIPAL

**Government college for girls,
Ludhiana**

DECLARATION BY STUDENT

I, Jenus Bamba, hereby declare that the project report entitled "**Revolution in learning – Human teaching Vs AI Tools**" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **Ms. 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 (2022- 2025). 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: 17th April, 2025

Name: Jenus Bamba Jenus Bamba

Roll no: 22045658


Supervisor Signature



HEAD OF DEPARTMENT
PG Department of Commerce and
Management



PRINCIPAL
Government College for Girls
Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled **"COMPARISON BETWEEN RAPIDO AND UBER"** 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 fulfillment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17-04-2025


Supervisor Signature

Name Aastha Sharma *Aastha Sharma*

Roll No 22045642


Head of Department

PG Department of

Commerce and Management

S. Lata
PRINCIPAL

Government College For

Girls Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled submitted "**COMPARATIVE STUDY OF SUPERMARKETS AND LOCAL STORES**" 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 (2022-2025). 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: 17.04.2025

NAME: Kamalpreet kaur

*Kamalpreet
Kaur*

ROLL NO.: 22045663

[Signature]
Supervisor Signature

[Signature]
HEAD OF DEPARTMENT

PG Department of

Commerce and Management

S. Lata
PRINCIPAL
Government college for girls

Ludhiana

DECLARATION BY STUDENT

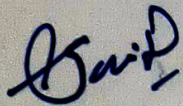
I, Anjpita devi, hereby declare that the project report entitled "STUDY OF CUSTOMER SATISFACTION ON BLINKIT", submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of Mrs. JASPREET KAUR, Assistant Professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17 April, 2025

NAME: ANJPITA DEVI - Anjpita Devi,

ROLL NO: 22045687


SUPERVISOR SIGNATURE



HEAD OF DEPARTMENT

PG Department of

Commerce and management



PRINCIPAL

Government college for girls

Ludhiana

DECLARATION BY STUDENT

I Nandani, hereby declared that this project report entitled "TO STUDY THE ROLE OF SOCIAL MEDIA IN THE PURCHASE DECISION OF BRANDED WEDDING APPARELS " Submitted to Panjab University Chandigarh , is original work done by me under the guidance and supervision of Dr. Bharti, Assistant Professor of Government College for girls, Ludhiana. The project is submitted in the partial fulfillment of the requirement for the degree of Bachelor of Business Administration session (2022 - 2025). The interpretations put forth are based on my reading and understanding of the original texts and they are not published anywhere in the form of books, monographs or article. I further, declare that the project or any part there of has not been submitted elsewhere and has not formed the basis for the award of any Degree/Diploma or other similar title.

DATE: 17-4-2025
NAME: NANDANI Nandani
ROLL NO.: 22045675


SUPERVISOR SIGNATURE


HEAD OF DEPARTEMENT
PG DEPARTEMENT OF
COMMERCE AND MANAGEMENT

S. Lata
PRINCIPAL
GOVERNMENT COLLEGE FOR GIRLS
LUDHIANA

DECLARATION BY STUDENT

I, Mehak Chopra, hereby declare that the project titled "Emerging Trends in the Makeup Industry" submitted by me is a result of my own independent research and effort. This project has not been submitted to any other institution or university for the award of any degree, diploma, or certificate.

All sources of information, data, and references used in the project have been duly acknowledged. I have completed this work under the guidance and supervision of Dr. POONAM ARYA, and I take full responsibility for the contents and authenticity of this project.

Date:

Name: Mehak Chopra

Roll No.: 22045670



SUPERVISOR SIGNATURE



HEAD OF DEPARTMENT

PG Department of

Commerce and Management



PRINCIPAL

Government college for girls

Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled "digital media vs sports industry. 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 partial fulfillment of the requirement of the degree of **Bachelor of Business Administration (BBA)** for the session (2025-2026). 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: 17-4-2025

NAME: KARISHMA RANI

Karishma Rani

ROLL NO: 22045669

SIGNATURE

[Signature]
SUPERVISORS

[Signature]

HEAD OF DEPARTMENT

PG Department of

Commerce and management

S. Lata

PRINCIPAL

Government college for girls

Ludhiana

DECLARATION BY STUDENT

I, Komalpreet Kaur, hereby declare that project report entitled "THE STUDY OF CUSTOMER SATISFACTION PREFERENCE WITH SPECIAL REFERENCE TO JIO" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of DR. SWARAN SINGH, Assistant Professor, Government College for Girls, Ludhiana. The project is submitted in the partial fulfillment of the requirement for the degree of a Bachelor of Business Administration session (2022 – 2025). 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 : 17 - 04 - 2025

NAME : KOMALPREET KAUR *Komalpreet Kaur*

ROLL NO. : 22045668


SUPERVISOR SIGNATURE



HEAD OF DEPARTMENT

PG Department of

Commerce and Management

S. Lata

PRINCIPAL

Government College for Girls

Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled "COMPARITIVE STUDY ON MAYBELLINE AND RECODE" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of PROFESSOR 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 (2022-2025). 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 17-04-2025

NAME-JYANTI MEHAN

ROLL NO.22045660



SUPERVISOR SIGNATURE



HEAD OF DEPARTMENT

PG Department Of

Commerce And Management

S. Lata

PRINCIPAL

Government College For Girls

Ludhiana

DECLARATION BY STUDENT

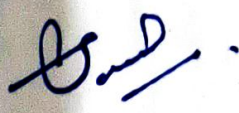
I Inderjeet Kaur, hereby declare that the project report entitled **"COMPARISON BETWEEN AMUL AND MOTHER DAIRY PRODUCTS"** submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **DR. MONIKA ARORA**, Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17-04-2025

NAME: INDERJEET KAUR *Inderjeet Kaur*

ROLL NO. 22045653


SUPERVISOR SIGNATURE


HEAD OF DEPARTMENT

PG Department of

Commerce and Management


PRINCIPAL

Government College for Girls

Ludhiana

DECLARATION BY STUDENT

I hereby declare that the project report entitled "**Customer Satisfaction Towards Banking Services Provided by SBI**" 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 partial fulfillment of the requirement for the degree of **Bachelor of Business Administration (BBA)** for the session **(2022-2025)**. The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

[Signature]
17/4/25

DATE 17.04.2025

Vanshika Sharma
NAME: VANSHIKA SHARMA
ROLL NO.: 22046622

[Signature]

HEAD OF DEPARTMENT

(PG Department of
commerce & management)

S. Lata

PRINCIPAL

Government college for girls,
Ludhiana

DECLARATION BY STUDENT

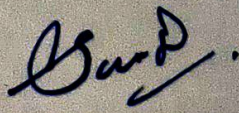
I, Anjali, hereby declare that the project report entitled "**COMPARISON BETWEEN ZUDIO AND WESTSIDE**" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **MRS. JASPREET KAUR**, Assistant Professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17, April 2025

NAME: ANJALI SHARMA Anjali

ROLL NO: 22045646


SUPERVISOR SIGNATURE


HEAD OF DEPARTMENT

PG Department of

Commerce and Management


PRINCIPALL

Government college for Girl

Ludhiana

DECLARATION BY STUDENT

I, Bhavan, hereby declare that the project report entitled **"THE ERA OF OTT PLATFORMS: NETFLIX Vs TRADITIONAL TELEVISION CHANNELS"** 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 (2022-2025). 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: 17/4/2025

NAME: BHAVANDEEP KAUR *Bhavandeep kaur*

ROLL NO.: 22045650



SUPERVISOR SIGNATURE



HEAD OF DEPARTMENT

PG Department of

Commerce and management



PRINCIPAL

Government college for girls

Ludhiana

GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA
DECLARATION BY STUDENT

I, Navreet Kaur, hereby declare that project report entitled "STUDY ON CUSTOMER SATISFACTION TOWARDS BYJU'S ONLINE LEARNING APP"

Submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of MRS BHARTI, Assistant Professor, Government College for Girls, Ludhiana. The project is submitted in the partial fulfillment of the requirement for the degree of a Bachelor of Business Administration session (2022 – 2025). 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 : 17/4/2025

Navreet Kaur
NAME : NAVREET KAUR

ROLL NO. : 22045676

SIGNATURE

[Signature]
SUPERVISOR

HEAD OF DEPARTMENT

[Signature]
PRINCIPAL

[Signature]
PG Department of
College for Girls

Government

Commerce and management.

Ludhiana

DECLARATION BY STUDENT

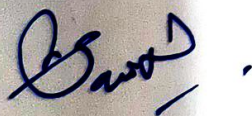
I hereby declare that the project report entitled "Consumer behaviour analysis between the heebie and Barista coffee" submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of Dr. Monika Arora Assistant professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17/4/2025



Kashish
NAME: KASHISH

ROLL NO.: 22045665



HEAD OF DEPARTMENT

PG Department of

Commerce and management

S. Lata

PRINCIPAL

Government college for girls

Ludhiana

DECLARATION BY STUDENT

I hereby declare that "CONSUMER PREFERENCE TOWARDS DIGITAL PAYMENTS OR CASH" submitted to Panjab 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 (2022-2025). 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 : 17.04.2025

NAME : PRACHI PRUTHI Prachi

ROLL NO. : 22045678.


SUPERVISOR SIGNATURE


HEAD OF DEPARTMENT
PG department of commerce
and Management


PRINCIPAL
Government college for girls,
Ludhiana

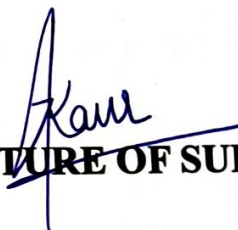
DECLARATION BY STUDENT

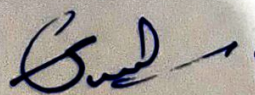
I here by declare that the project report entitled "A STUDY ON BRAND PREFERENCE BETWEEN BOAT AND NOISE" Submitted to Punjab University Chandigarh, is a record of an original work done by under the guidance of **MRS. JASPREET KAUR**, assistant professor, Government College for Girls, Ludhiana . This project is submitted in the partial fulfilment of requirement for the degree of bachelor of Bachelor of Business Administration session (2022-2025). 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: 17-4-2025

NAME : TRIPTINDER KAUR

ROLL NUMBER : 22045820


SIGNATURE OF SUPERVISOR


HEAD OF DEPARTMENT

PG department of commerce and management


PRINCIPAL
GOVERNMENT COLLEGE
FOR GIRLS LUDHIANA.

DECLARATION BY STUDENT

I hereby declare that the project report entitled "**IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH**" on the people of Ludhiana submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **DR. 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 (2022-2025). 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: 17, April, 2025

NAME: KAMINI *Kamini*

ROLL NO.: 22045246


SUPERVISOR SIGNATURE


HEAD OF DEPARTMENT
PG Department of
Commerce and management

S. Lata
PRINCIPAL
Government College for Girls
Ludhiana

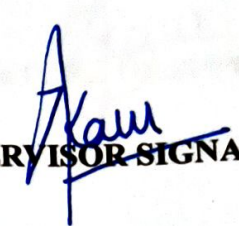
DECLARATION BY STUDENT

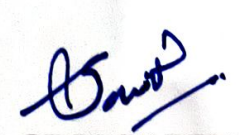
I, Preeti, hereby declare that the project report entitled “ **STUDY OF CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING APP AJIO** ”submitted to Panjab University Chandigarh, is a record of an original work done by me under the guidance of **Mrs. Jaspreet Kaur**, Assistant Professor, Government College for Girls, Ludhiana. This project is submitted in the partial fulfilment of the requirement for the degree of Bachelor of Business Administration session (2022-2025). 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: 17 April, 2025

NAME: PREETI Preeti

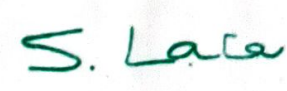
ROLL NO.: 22045679


SUPERVISOR SIGNATURE


HEAD OF DEPARTMENT

PG Department of

Commerce and Management


PRINCIPAL

Government college for Girls

Ludhiana

DECLARATION BY STUDENT

I ,Sanya , hereby declare that project report entitled "IMPACT OF INFLUENCER MARKETING ON BRAND VISIBILITY " submitted to Panjab University Chandigarh, is record of an official 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 fulfillment of the requirement for the degree of Bachelor of Business administration session (2022-2025) . 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 : 17/04/25

NAME : SANYA BERRY Sanya

ROLL NO. : 22046094

A. Kaur
SUPERVISOR SIGNATURE

S. P.
HEAD OF DEPARTMENT

S. Lata
PRINCIPAL

**PG Department of
Commerce and management**

**Government College for
Girls, Ludhiana**