

## **ANNEXURE**

### **METRIC NO. 1.3.2**

#### **MASTER OF COMMERCE**

Scanned copies of declaration of summer project –viva report submitted by the students on the exploratory study conducted by them on various topics, duly sealed and signed by **Head of Institute at the end of the file.**



# Govt. College for Girls

Rakh Bagh, LUDHIANA- 141001

e-mail : gcgludhiana@gmail.com

Ph : 0161-2449650

Website: www.gcgludh.org

No. ....3837.....

Dated....19-09-23..

The projects were given to M.Com 2nd semester students in lieu of summer training and internship in session 2021-2022 for which the letter received from the Deputy Registrar, Panjab University, Chandigarh is attached here with, for your perusal.

D/A: Scanned letter of Panjab University, Chandigarh.

Principal,  
Govt. College for Girls  
Ludhiana

PANJAB UNIVERSITY, CHANDIGARH

From:

The Deputy Registrar  
Colleges Branch  
Administrative Building  
Panjab University  
Chandigarh.

To:

1. Principals of all the Colleges affiliated to Panjab University, Chandigarh.
2. Heads of all the Branches/Offices of Administrative Block, Panjab University, Chandigarh.
3. P.A. to Registrar, PU, Chandigarh
4. P.A. to COE, PU, Chandigarh
5. P.A. to DCDC, PU, Chandigarh

Through E-mail

No. Misc/A-1/34428-34648

Date: 18/7/2022

**Subject: Summer Training & Internship of M.Com. 2nd Semester students for the session 2021-22.**

Dear Sir/Madam

This has reference to the subject regarding Summer Training & Internship of M.Com. 2<sup>nd</sup> Semester students for the session 2021-22.

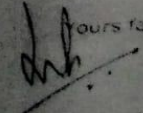
In this regard, it is to inform that the Joint Academic and Administrative Committee held on 13.06.2022 in the office of Chairperson, University Business School, PU, recommended that in the view of the fact that examination for M.Com. 2<sup>nd</sup> semester will continue up to 28-7-2022 and next academic session is going to be commenced from 11-8-2022 thus there will not be sufficient time for undertaking summer training hence the project report should be prepared and submitted in lieu of summer training.

The Competent Authority, after considering the recommendation of JAAC has approved that Summer Training & Internship of M.Com. 2<sup>nd</sup> Semester students will be converted into Project Report for the session 2021-22.

This decision shall be applicable for the students of M.Com. 2<sup>nd</sup> Semester and for the classes/courses in the Colleges where summer internship or training is applicable for the session 2021-22 only.

The respective colleges are also required to maintain the record of the viva voce examination conducted through online or offline mode. This is for the kind information and necessary action of all concerned.

Yours faithfully

  
Deputy Registrar (Colleges)

ATD  
18/7/2022  
SL

A  
PROJECT REPORT  
ON  
**IMPACT OF DIGITAL MARKETING ON CONSUMER  
BUYING BEHAVIOUR WITH SPECIAL REFERENCE  
TO LUDHIANA CITY**

**SUBMITTED TO : PANJAB UNIVERSITY, CHANDIGARH**

In the partial fulfilment of the requirement for the award of

Degree of

**MASTER OF COMMERCE**



**SUBMITTED BY:**

Amandeep Kaur

M.COM 2<sup>ND</sup> SEM

Roll No - 43321

**Government College For Girls, Ludhiana**

2021-2022

### DECLARATION

I **Amandeep Kaur** student of M.COM declare that the project report title '**Impact of Digital Marketing on Consumer buying behaviour with special reference to Ludhiana city**' has been personally done by me under the guidance of teachers of PG department of Govt. College for Girls, Ludhiana to partially fulfilling the requirement of M.Com program. All the data represented in this project is true and correct to the best of my knowledge and belief.

I also declare that this report is my own preparation and not copied from anywhere.

*Amandeep kaur*  
Amandeep Kaur  
Roll No - 43321

*S. Late*

*S. Late*

Principal  
Govt. College fo. Girls  
Ludhiana

A  
PROJECT REPORT  
ON  
"STUDY ON IMPACT OF CLIMATE CHANGE ON  
THE ECONOMY OF LUDHIANA "

Submitted to PANJAB UNIVERSITY,  
CHANDIGARH

In the partial fulfilment of the requirement of the  
award of degree of

MASTER OF COMMERCE



SUBMITTED BY-

AMANPREET KAUR

Roll no. -- 43322

M.com 2<sup>nd</sup> semester

GOVT. COLLEGE FOR GIRLS ,  
LUDHIANA

2021-22

## STUDENT DECLARATION

I hereby declare that the research entitled "IMPACT OF CLIMATE CHANGE ON THE ECONOMY OF LUDHIANA" is written and submitted by me to "Masters of Commerce of Government College for Girls, Ludhiana" in partial fulfilment of the requirement for the degree of M.COM, is my original work and is based on the data collected by myself. I further declare that this project work has not been submitted to thus or any other university for the award of any other degree, diploma and other equivalent course.

*Amanpreet Kaur*  
AMANPREET KAUR

DATE: 28 AUGUST

Place: LUDHIANA

*Bavinder*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana

**A**  
**PROJECT REPORT**  
**ON**  
**ONLINE ADVERTISING WITH REFERENCE TO**  
**FLIPKART AND YOUTUBE IN FEROZEPUR**  
**Submitted to PANJAB UNIVERSITY, CHANDIGARH**  
**In the Partial Fulfillment of the requirement for the**  
**Award of Degree of**  
**MASTER OF COMMERCE**



**SUBMITTED BY:**  
**Amritpreet Kaur**

**Roll No:**  
**43323**

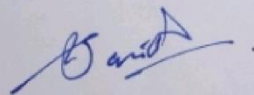
**PG DEPARTMENT OF COMMERCE**  
**GOVERNMENT COLLEGE FOR GIRLS,**  
**LUDHIANA**  
**SESSION- 2021-2022**



## DECLARATION

I undersigned AMRITPREET KAUR student of M.COM declare that I have done the project on the 'Online Advertisement with reference to Flipkart and YouTube' has been personally done by me under the guidance of teachers of PG department in partial fulfilment of M.COM program during academic year 2021-2022. All the data represented in this project is true and correct to the best of my knowledge & belief. I also declare that this report is my own preparation and not copied from anywhere.

Amritpreet Kaur



S. Lata

Principal  
Govt. College for Girls  
Ludhiana

**A  
PROJECT REPORT  
ON  
STUDY ON PREFERENCE TOWARDS MOBILE  
WALLETS AMONG COLLEGE STUDENTS IN  
LUDHIANA CITY**

Submitted to  
**PANJAB UNIVERSITY, CHANDIGARH**

In the Partial Fulfillment of the requirement for the Award of Degree of

**Master of Commerce**



**SUBMITTED BY:**

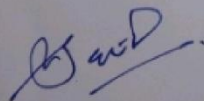
Ashima Sharma

Roll No. 43324

**GOVERNMENT COLLEGE FOR GIRLS,  
LUDHIANA  
2021-2022**

## DECLARATION

I undersigned ASHIMA SHARMA student of M.COM declare that I have done the project on "STUDY ON PREFERENCE TOWARDS MOBILE WALLETS AMONG COLLEGE STUDENTS IN LUDHIANA CITY" has been personally done by me under the guidance in partial fulfillment of M.COM program during academic year 2021-2022. All the data represented in this project is true and correct to the best of my knowledge and belief. I also declare that this project report is my own preparation and not copied from anywhere else.



Ashima Sharma  
ASHIMA SHARMA

S. Lata

Principal  
Govt. College for Girls  
Ludhiana

**PROJECT REPORT CONSUMER BEHAVIOUR  
TOWARD CHOICE BETWEEN STREET FOOD  
VS FAST FOOD CHAINS POST COVID - 19**

SUBMITTED TO PANJAB UNIVERSITY, CHANDIGARH IN PARTIAL  
FULFILMENT OF THE REQUIREMENT OF THE DEGREE OF

**M.COM (MASTER OF COMMERCE)**



**Submitted By:**

**Bhavya**

**Roll no. 43326**

**GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA**

**2021-22**

## Declaration

I Bhavya student of Master of commerce, hereby declare that the project report entitled "CONSUMER BEHAVIOUR TOWARDS CHOICE OF STREET FOOD VS FAST FOOD CHAINS POST COVID - 19" submitted to the Pan jab university in Partial completion of the requirement for the award of the degree of Masters of commerce (Academic Year 2021-23) is a record of original research work done by me under the supervision and guidance of PG Teachers of Commerce, Government college for Girls and it has not formed the basis for the award of any Degree of other similar to any other candidate.

Place: Ludhiana

Bhavya  
Bhavya

Time: 3 September 2022

43326

Sarip

S. Lata

Principal  
Govt. College fo. Girls  
Ludhiana

**A PROJECT REPORT**  
**ON**  
**“A STUDY ON THE SOCIAL PRESSURE THAT STUDENTS**  
**FACE AFTER GRADUATION”**

Submitted in the Partial Fulfillment of the requirement for the award of  
Degree of Master of Commerce, Panjab University,

Chandigarh



**SUBMITTED BY:**

DIKSHA WADHWA

Roll No. 43327

**GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA**

**2021-2022**

DECLARATION

I undersigned DIKSHA WADHWA student of M.COM declare that I have done the project on "SOCIAL PRESSURE THAT STUDENTS FACE AFTER GRADUATION" has been personally done by me under the guidance in partial fulfilment of M.COM program during academic year 2021-2022. All the data represented in this project is true and correct to the best of my knowledge and belief. I also declare that this project report is my own preparation and not copied from anywhere else.

*Diksha Wadhwa*

DIKSHA WADHWA

*S. Lata*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana

**“ STUDY OF HEALTH INSURANCE SECTOR OF LUDHIANA ”**

A Project Report Presented To The Faculty Of Commerce

Submitted in partial fulfilment of the requirements for the award

Of

**Masters in Commerce (2021-2022)**

**PANJAB UNIVERSITY , CHANDIGARH**



**SUBMITTED BY :**

**Dinky**

**Roll No. 43328**

**M.Com 2<sup>nd</sup> Semester**

**GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA**

**SESSION - 2021-2022**



## DECLARATION

I hereby declare that the project report entitled "STUDY OF HEALTH INSURANCE SECTOR OF LUDHIANA" for the Masters of Commerce of Government College for Girls, Ludhiana affiliated to Punjab University, Chandigarh, is my original work and the project report has not formed the basis for the award of any degree, diploma, or any other similar titles.

SarD

Dinky  
DINKY

S. Lata

Principal  
Govt. College fo. Girls  
Ludhiana. —

**A**  
**RESEARCH PROJECT REPORT**  
**ON**  
**EMPLOYESS ENGAGEMENT IN LUDHIANA**  
**INDUSTRIES**

**Submitted in partial fulfillment of the requirements for the degree of**  
**Master of Commerce**

**PUNJAB UNIVERSITY, CHANDIGARH**



**SUBMITTED BY:**  
**Gurleen Kaur**  
43329

**GOVERNMENT COLLEGE FOR GIRLS , LDH.**

DECLARATION

This is to certify that the Project Report entitled “ EMPLOYEE ENGAGEMENT IN LUDHIANA INDUSTRIES” 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.

Signature of student

*Gurleen Kaur*  
Gurleen Kaur  
43329

*S. Lata*

S. Lata

Principal  
Govt. College for Girls  
Ludhiana

**A**  
**Project Report**  
**ON**  
**A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS**  
**THE SOFT DRINKS OF COCA-COLA IN LUDHIANA**

**Submitted to PUNJAB UNIVERSITY, CHANDIGARH**  
**In the Partial Fulfillment of the requirement for the Award of**  
**Degree of**  
**MASTER OF COMMERCE**  
**(SESSION: 2021-2022)**



**SUBMITTED BY:**  
**Harmanpreet Kaur**  
**Roll no: 43330**  
**GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA**

## DECLARATION

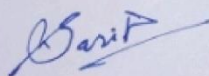
I, Harmanpreet Kaur hereby declare that the Project Report entitled "A Study on Consumer Preferences and Satisfaction towards the Soft Drinks of Coca-Cola in Ludhiana" submitted to the PUNJAB UNIVERSITY, in the partial fulfillment of the requirement for the award of the Degree of Master of Commerce is a record of original and independent research work done by me. All the data represented in this project is true and correct to the best of my knowledge and belief. I also declare that this project report is my own preparation.

Harmanpreet kaur  
Signature

Date: 30/08/22

Place: Ludhiana

S. Lata



Principal  
Govt. College fo. Girls  
Ludhiana

A  
PROJECT REPORT  
ON  
CUSTOMER SATISFACTION LEVEL REGARDING  
CENTRAL BANK OF INDIA  
BANKING SERVICES IN LUDHIANA  
Submitted to  
PANJAB UNIVERSITY, CHANDIGARH  
*In partial fulfilment of the requirement for the award of*  
Degree of  
MASTER OF COMMERCE  
[SESSION: 2021-22]



SUBMITTED BY:  
JANAVI RAWAL  
ROLL NO -: 43331  
GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA

## STUDENT DECLARATION

I undersigned JANAVI RAWAL student of M.COM declare that I have done the project on **Customer satisfaction level regarding central bank of India banking services in Ludhiana** has been done by me in partial fulfilment M.COM program during academic year 2021-22. All the data represented in this project is true and correct to the best of my knowledge and belief. I also declare that this project report is my own preparation and not copied from anywhere else.

Signature  
*Janavi Rawal*  
JANAVI RAWAL

PLACE - Ludhiana  
DATE - 30/03/2022

*S. Lata*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana

A  
PROJECT REPORT  
ON  
PERCEPTION OF STUDENTS OF SCHOOLS AND COLLEGES  
REGARDING  
E-LEARNING DURING COVID19

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

MASTERS OF COMMERCE,  
PANJAB UNIVERSITY, CHANDIGARH



SUBMITTED BY

Kamalpreet Kaur

Roll no – 43332

M.Com 2<sup>nd</sup> Semester

GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA  
2021-2022



**DECLARATION**

I **Kamalpreet Kaur**, Roll no. **43332** a full time Bonafide student of Masters of Commerce (M.Com) Programme of Government College for Girls, Ludhiana.

I hereby declare that this Project Report entitled "**Perception of Student of school and colleges of Punjab regarding E-learning during COVID19**" carried out by me in partial fulfillment of M.com programme during academic year 2021-2023. All the data represented in this project is true and correct to the best of my knowledge & belief. I also declare that this project is my own preparation.

Signature  
*Kamalpreet Kaur*  
Kamalpreet Kaur  
43332

Place- LUDHIANA  
Date- 1-9-22

*[Handwritten Signature]*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana

A  
PROJECT REPORT  
ON  
CONCEPT OF DIGITAL MARKETING REGARDING E-MAIL  
AND PAY-PER-CLICK ADVERTISING  
Submitted to PUNJAB UNIVERSITY, CHANDIGARH  
In the Partial Fulfillment of the requirement for the Award of

Degree of  
MASTER OF COMMERCE



SUBMITTED BY :-

Komal

ROLL NO :-

43334

PG DEPARTMENT OF COMMERCE  
GOVERNMENT COLLEGE FOR GIRLS,  
LUDHIANA

SESSION :- 2021-2023

**DECLARATION**

I Hereby affirm that work presented in this project report entitled to "Concept of Digital Marketing Regarding Email And Pay-Per-Click" is exclusively my own and there is no collaboration does not contain any work for which degree or diploma has been avoided by any other university/ institution.

Date: 31/8/2022

Place: Ludhiana

Komal  
Komal

*B. S. D.*

S. Lata

Principal  
Govt. College fo. Girls  
Ludhiana

**A PROJECT REPORT ON  
CONSUMER BUYING PATTERN TOWARDS AMUL MILK  
WITH SPECIAL REFERENCE TO LUDHIANA DISTRICT**

**SUBMITTED TO  
PANJAB UNIVERSITY, CHANDIGARH  
*in partial fulfillment of the requirements for the award  
of the Degree of  
MASTER OF COMMERCE  
( SESSION: 2021-23)***



**SUPERVISED BY:-  
Teachers of PG dept.  
Commerce**

**SUBMITTED BY:-  
Kritika Garg  
Roll No. 43335**

**GOVERNMENT COLLEGE FOR GIRLS  
LUDHIANA**

## DECLARATION

I undersigned KRITIKA GARG student of M.Com, hereby declare that the project report entitled "A Study of Consumer Satisfaction towards Amul Milk with reference to Ludhiana district" submitted to the Panjab University in partial fulfillment of the requirement for the award of the degree of Masters of Commerce ( Academic Year 2021-23) is a record of original research work done by me under the supervision and guidance of PG teachers of Commerce, Government College for Girls and it has not formed the basis for the award of any Degree of other similar title to any other candidate.

PLACE: Ludhiana

DATE TIME: 31 August 2022

*Kritika Garg*  
KRITIKA GARG

43335

*Brid*

*S. Lata*

Principal  
Govt. College fo. Girls  
Ludhiana

A  
Project Report  
ON  
CONSUMER SATISFACTION TOWARDS LG HOME APPLIANCES IN  
LUDHIANA  
Submitted to PANJAB UNIVERSITY, CHANDIGARH  
In the Partial Fulfillment of the requirement for the Award of Degree of  
MASTER OF COMMERCE SESSION: 2021-22



GOVERNMENT COLLEGE FOR GIRLS  
LUDHIANA

SUBMITTED BY:-

Lakshmi

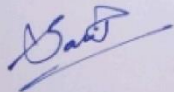
Roll No: 43336

**CERTIFICATE OF APPROVAL**

This is to certify that the project work entitles " **CONSUMER SATISFACTION TOWARDS HOME APPLIANCES IN LUDHIANA**" is a bonafide work carried out by Lakshmi in partial fulfillment for the degree of Masters of Commerce at Government College For Girls, Ludhiana affiliated to Panjab University , Chandigarh. This project report is approved hereby.

**STUDENT DECLARATION**

I undersigned LAKSHMI student of M.COM declare that I have done the project on **Consumer Satisfaction Towards Home appliances in ludhiana** has been personally done by me under the guidance of my teachers, family and friends in partial fulfillment of M.COM program during academic year 2021-2022. All the data represented in this project is true & correct to the best of my knowledge & belief. I also declare that this project report is my own preparation and not copied from anywhere else.



Signature  
Lakshmi  
Lakshmi

43336

S. Lata

Principal  
Govt. College fo. Girls  
Ludhiana

A  
Project Report  
ON  
COMPARATIVE STUDY ON CONSUMER SATISFACTION OF  
RELIANCE JIO AND BHARTI AIRTEL

Submitted to PANJAB UNIVERSITY, CHANDIGARH  
In the Partial Fulfillment of the requirement for the Award of  
Degree of  
MASTER OF COMMERCE  
(SESSION: 2021-2022)



SUBMITTED BY:

Malika Aggarwal

Roll no. 43337

GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA



## DECLARATION

I hereby affirm that work presented in this project report entitled

**"Comparative study on consumer satisfaction of Reliance Jio and Bharti Airtel"**

Is exclusively my own and does not contain any work for which degree or diploma has been provided by any other university / institution. All the data represented in this project is true & correct to the best of my knowledge & belief. I also declare that this project report is my own preparation and not copied from anywhere else.

Date: 30-8-2022

Place: Ludhiana

Malika Aggarwal  
Malika Aggarwal

*Basit*

S. Lata

Principal  
Govt. College fo. Girls  
Ludhiana.

**A  
PROJECT REPORT  
ON  
RELIANCE FRESH**

**Submitted to PANJAB UNIVERSITY, CHANDIGARH  
In the Partial Fulfillment of the requirement for the  
Award of Degree of**

**MASTER OF COMMERCE**



**SUBMITTED BY: MANJINDERJIT KAUR**

**ROLL NO: 43339**

**PG DEPARTMENT OF COMMERCE  
GOVERNMENT COLLEGE FOR GIRLS,  
LUDHIANA**

**SESSION- 2021-2023**

## DECLARATION

I undersigned MANJINDERJIT KAUR student of M.COM declare that I have done the project on the RELIANCE FRESH has been personally done by me under the guidance of teachers of PG department in partial fulfilment of M.COM program during academic year 2021-2022. All the data represented in this project is true and correct to the best of my knowledge & belief. I also declare that this report is my own preparation and not copied from anywhere.

*Manjinderjit Kaur*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana.

**A**  
**PROJECT REPORT**  
**ON**  
**IMPACT OF NEWSPAPER, TELEVISION AND MOBILE**  
**PHONE PRODUCT ADVERTISEMENT ON THE PEOPLE OF**  
**21 TO 30 AGE GROUP, LUDHIANA**

**Submitted to PANJAB UNIVERSITY, CHANDIGARH**  
**In the Partial Fulfillment of the requirement for the Award of**  
**Degree of**

**MASTER OF COMMERCE**

**(SESSION: 2021-2022)**

**PANJAB UNIVERSITY, CHANDIGARH**



**SUBMITTED BY**  
**MANPREET KAUR**  
**Roll NO. 43340**  
**GOVERNMENT COLLEGE FOR GIRLS,**  
**LUDHIANA**

### STUDENT DECLARATION

I undersigned MANPREET KAUR student of M.COM declare that I have done the project on IMPACT OF NEWSPAPER, MOBILE PHONE AND TELEVISION ON THE AGE GROUP OF 21 to 30 has been personally done in partial fulfillment of M.COM program during academic year 2021-2022. All the data represented in this project is true & correct to the best of my knowledge & belief. I also declare that this project report is my own preparation and not cop

Signature  
*Manpreet Kaur*  
MANPREET KAUR

*S. Lata*

*S. Lata*  
Principal  
Govt. College for Girls  
Ludhiana.

**A PROJECT REPORT  
ON  
CONSUMER AWARENESS REGARDING  
CONSUMER RIGHTS**

Submitted in the Partial Fulfillment of the requirement for the award of  
Degree of Master of Commerce, Panjab University,  
Chandigarh



**SUBMITTED BY:**

NANCY RANI

Roll No. 43343

**GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA**

**2021-2022**

### DECLARATION

I undersigned NANCY RANI student of M.COM declare that I have done the project on **“Consumer Awareness Regarding Consumer Rights”** has been personally done by me under the guidance in partial fulfilment of M.COM program during academic year 2021-2022. All the data represented in this project is true and correct to the best of my knowledge and belief. I also declare that this project report is my own preparation and not copied from anywhere else.

*Nancy Rani*  
NANCY RANI

*Bansid*

*S. Lata*

Principal  
Govt. College fo. Girls  
Ludhiana

**A**  
**PROJECT REPORT**  
**ON**  
**CONSUMER BUYING BEHAVIOUR IN RESPECT OF**  
**DOMINOS**

Submitted to: PANJAB UNIVERSITY, CHANDIGARH  
In the partial fulfilment of the requirement for the award of  
Degree of  
MASTER OF COMMERCE  
(SESSION: 2021-2022)



SUBMITTED BY :  
MEHAK ARORA  
Roll No:43342

GOVERNMENT COLLEGE FOR GIRLS  
LUDHIANA

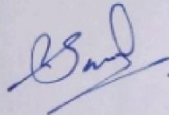


**STUDENT DECLARATION**

I **MEHAK ARORA** hereby affirm that all the information furnished in this **PROJECT** is my original work containing authentic facts and there is no collaboration does not contain any work for which degree or diploma has been avoided by any other university.

Mehak Arora  
**MEHAK ARORA**

S. Lata



Principal  
Govt. College for Girls  
Ludhiana

A  
SUMMER TRAINING PROJECT REPORT  
ON  
CONSUMER SATISFACTION LEVEL  
A COMPREHENSIVE STUDY ON BIGBASKET  
SERVICES

Submitted in the partial fulfilment of the  
requirement for the award of degree of  
MASTER OF COMMERCE  
PUNJAB UNIVERSITY, CHANDIGARH



SUBMITTED BY : Mansi

Roll no. – 43341

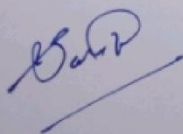
M.COM 2ND SEMESTER

GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA

## DECLARATION

Mansi Roll no. 43341 student of M.COM 2<sup>ND</sup> semester ,  
Government college for girls, Ludhiana declaring that the  
information given in the project work is correct and the data  
presented in this project is true as far as I know.

I hereby also declare that the project report entitled CONSUMER  
SATISFACTION LEVEL FROM BIG BASKET SERVICES (LUDHIANA)  
submitted for the M.com is my original work and the project report  
formed the basis for the award of my degree , diploma or other  
similar titles.



S. Lata  
Principal  
Govt. College for Girls  
Ludhiana

Mansi  
Mansi

M.COM 2<sup>ND</sup> SEM

43341

**A PROJECT REPORT  
ON  
IMPACT OF SOCIAL MEDIA  
(FACEBOOK , WHATSAPP ,TWITTER)  
ON YOUTH IN LUDHIANA CITY**

**—Dissertation Submitted To The  
PUNJAB UNIVERSITY  
In the partial fulfilment of the requirements for the  
award of degree of  
MASTERS OF COMMERCE**



**Submitted by: Nancy Verma      Roll No: 43344**

**PG DEPARTMENT OF COMMERCE  
GOVERNMENT COLLEGE FOR GIRLS, LDH  
SESSION- 2021-2022**

## STUDENT DECLARATION

I undersigned NANCY VERMA student of M.COM declare that I have done the project report on 'Impact of social media (facebook, whatsapp, twitter) on youth in Ludhiana city' has been personally done by me in partial fulfilment of M.COM program during academic year 2021-2022. All the data represented in this project is true and correct to the best of my knowledge & belief. I also declare that this report is my own preparation and not copied from anywhere else.

*Nancy Verma*

Nancy Verma

43344

*Bard*

*S. Lata*

Principal  
Govt. College fo. Girls  
Ludhiana.

**A PROJECT REPORT ON  
CONSUMER APTITUDE TOWARD ONLINE FOOD DELIVERY  
FROM ZOMATO IN LUDHIANA**

Submitted in the partial fulfilment of the requirement for the award of  
degree of

Master of commerce

**Panjab University , Chandigarh**



**SUBMITTED BY :**

NEEYATI

Roll no. – 43345

M.com 2<sup>nd</sup> semester



**Government College for girls, Ludhiana**

## DECLARATION

I, Neevati Talwar, Rollno. 43345 student of M.com 2<sup>nd</sup> semester, Government college for girls, Ludhiana declaring that the information given in this project work is correct and the data represented in this project is true as far as I know.

I hereby also declare that the project report entitled **CONSUMER APTITUDE TOWARD ONLINE FOOD DELIVERY FROM ZOMATO IN LUDHIANA** submitted for the M.com is my original work and the project report has not formed the basis for the award of my degree, diploma or other similar titles.

Date - Sept 1, 2022

Place - Ludhiana

*Neevati*

NEEVATI

M.COM (2<sup>ND</sup> SEM)

ROLLNO. 43345

*S. Lata*

Principal  
Govt. College fo. Girls  
Ludhiana.

A  
Project Report  
On  
**IMPACT OF COVID-19 ON CONSUMER BUYING  
BEHAVIOUR IN LUDHIANA'S RETAIL SECTOR**

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

**MASTER OF COMMERCE,  
PANJAB UNIVERSITY, CHANDIGARH**



Submitted by:

**PALAK RISHI**

**Roll number- 43346**

**M.COM SEMESTER 2,**

**(SESSION: 2021-2022)**

**Government College for Girls, Ludhiana**



### DECLARATION

I hereby declare that the project work entitled "IMPACT OF COVID-19 ON CONSUMER BUYING BEHAVIOUR IN LUDHIANA'S RETAIL SECTOR" submitted to PANJAB UNIVERSITY, CHANDIGARH in partial fulfillment of the requirement for the award of degree of MASTER IN COMMERCE, is an original research work done by me. I further declare that the work reported in this project has not been submitted and will not be submitted, either in part or full, for the award of any other degree or diploma in this institute or any other institute or university.

DATE: August 30, 2022

*Palak Rishi*

PALAK RISHI

ROLL NUMBER- 43346

*Barita*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana

**"A STUDY ON CONSUMER'S BEHAVIOUR  
TOWARDS REALME SMARTPHONES"**

Project Report submitted in the partial fulfillment of the  
requirement for the award of degree of

Master of Commerce.

**PUNJAB UNIVERSITY, CHANDIGARH**



**SUBMITTED BY:**

Parampreet Kaur

Roll no.- 43347

M.com 2<sup>nd</sup> semester

**P.G. DEPARTMENT OF COMMERCE**

**Government College For Girls, Ludhiana**

**2021-2022**

## STUDENT DECLARATION

I undersigned PARAMPREET KAUR student of M.COM declare that I have done the project on Consumer's Behavior Towards Realme Smartphones has been personally done by me In partial fulfillment of M.COM program during academic year 2021-2023. All the data represented in this project report is true & correct to the best of my knowledge & belief. I also declare that this project report is my own preparation and not copied from anywhere else.

Signature  
*Parampreet kaur*  
Parampreet kaur

43347

PLACE: Ludhiana

*S. Lata*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana.

**A RESEARCH PROJECT REPORT**  
**ON**  
**“INFLUENCE OF TECHNOLOGY ON STUDENTS**  
**OF SECONDARY EDUCATION IN LUDHIANA”**

Submitted to :- **PANJAB UNIVERSITY, CHANDIGARH**  
in partial fulfilment of the requirements for the degree of  
**Masters of Commerce**  
(2022-2023)

**GOVERNMENT COLLEGE FOR GIRLS**  
**LUDHIANA**



SUBMITTED BY :-  
PRABHPREET KAUR MATHAROO  
ROLL NO:- 43348

### Declaration

This is to certify that the Project Report entitled "INFLUENCE OF TECHNOLOGY ON STUDENTS OF SENIOR SECONDARY EDUCATION " 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.

Signature of student  
*Prabhpreet Kaur Matharoo*  
Prabhpreet Kaur Matharoo

43348

*Basid*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana.

A  
PROJECT REPORT  
ON  
IMPACT OF E-BANKING IN ADULTS  
OF PUNJAB

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

MASTER OF COMMERCE,  
PANJAB UNIVERSITY, CHANDIGARH



SUBMITTED BY:-

Ravinder Kaur

Roll No: 43349

M.Com 2<sup>nd</sup> semester

GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA  
2021-2022

### Student Declaration

I, Ravinder Kaur roll no 43349 a full time Bonafide student of Master of Commerce (M.com) programme of Government College for Girls, Ludhiana.

I hereby declare that this project report entitled "**Impact of E- banking in adults of Punjab**" carried out by me in partial fulfilment of M.com programme during academic year 2021- 2023. All the data represented in this project is true and correct to the best of my knowledge and belief. I also declare that this project is my own preparation.

Place- LUDHIANA  
Date- 1-9-22

Signature  
*Ravinder Kaur*  
Ravinder Kaur  
Roll No: 43349

*Barit*

*S. Lala*  
Principal  
Govt. College fo. Girls  
Ludhiana

**A PROJECT REPORT ON  
A STUDY ON CONSUMER SATISFACTION ON  
NESTLE CHOCOLATES**

Submitted in the partial fulfilment of the requirement for the  
award of degree of **MASTERS OF COMMERCE**

**PUNJAB UNIVERSITY , CHANDIGARH**



SUBMITTED BY-RAVLEEN KAUR  
ROLL NO - 43350  
M.COM 2<sup>ND</sup> SEMESTER

**GOVERNMENT COLLEGE FOR  
GIRLS , LDH.**



**DECLARATION**

I under signed RAVLEEN KAUR, student of M.COM 2<sup>ND</sup> SEMESTER, GOVERNMENT COLLEGE FOR GIRLS , LDH hereby I declare that the project work ( **A STUDY ON CONSUMER SATISFACTION ON NESTLE CHOCOLATES** ) represented data is correct and true. and has been created by me under the supervision of teachers guidance.

This report has not been submitted to any other university for any examination.

*Ravleen Kaur*

*Sarid*

*S. Lata*

Principal  
Govt. College fo. Girls  
Ludhiana.

**PROJECT REPORT**  
**ON**  
**CONSUMER BEHAVIOUR TOWARDS CADBURY PRODUCTS**  
**IN LUDHIANA CITY**

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

**MASTER OF COMMERCE**  
**PANJAB UNIVERSITY, CHANDIGARH**



**SUBMITTED BY :- RIYA**  
**ROLL.NO :- 43353**  
**M.COM 2<sup>nd</sup> semester**

**GOVERNMENT COLLEGE FOR GIRLS, LUDHIANA**  
**SESSION:- 2021-2022**

## DECLARATION

I Riya student of M.com declare that I have done the project on a study of "CONSUMER BEHAVIOUR TOWARDS CADBURY PRODUCTS" has been personally done by me in partial fulfilment of M.com program during Academic year 2021-2022. All the data represented in this project is true & correct to the best of my knowledge and belief.

*Riya*  
RIYA  
43353

*B. Singh*

*S. Lata*

Principal  
Govt. College fo. Girls  
Ludhiana

**A**  
**PROJECT REPORT**  
**ON**  
**SECURITY AND PRIVACY ISSUES IN E-COMMERCE**  
**SUBMITTED TO PANJAB UNIVERSITY, CHANDIGARH**

IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF DEGREE OF  
**MASTER OF COMMERCE**



**SUBMITTED BY:-**

**ROOPA**

**ROLL NO. 43354**

**PG DEPARTMENT OF COMMERCE**

**GOVERNMENT COLLEGE FOR GIRLS,**  
**LUDHIANA**

**SESSION:-2021-2022**

## DECLARATION

I understanding ROOPA Student of M.COM declare that I have done the project on the **SECURITY AND PRIVACY ISSUES IN E-COMMERCE** has been personally done by me under the guidance of teachers of PG department in partial fulfillment of M.COM program during academic year 2021-2022. All the data represented in the project is true a correct to the best of my knowledge & belief

Date: 30-8-22

Place: Ludhiana

Roopa  
ROOPA

Gari P.

S. Lata  
Principal  
Govt. College for Girls  
Ludhiana.

**A  
PROJECT REPORT  
ON  
“STUDY ON IMPACT OF AMAZON DIGITAL  
MARKETING PERFORMANCE (PRODUCT) ON  
CONSUMER BUYING BEHAVIOUR IN LUDHIANA”**

**Submitted to PUNJAB UNIVERSITY,  
CHANDIGARH**

**in the partial fulfillment of the requirement of the  
award of degree of  
MASTER OF COMMERCE**



**SUBMITTED BY:**

**Roopali**

**Roll no:- 43355**

**M.com 2<sup>nd</sup> semester**

**GOVT. COLLEGE FOR GIRLS, LUDHIANA**

**2021-2022**

## STUDENT DECLARATION

I hereby declare that the research entitled "IMPACT OF AMAZON DIGITAL MARKETING PERFORMANCE (PRODUCT) ON CONSUMER BUYING BEHAVIOUR IN LUDHIANA CITY" is written and submitted by me to "Masters of Commerce of Government College for Girls, Ludhiana" in partial fulfilment of the requirement for the degree of M.COM, is my original work and is based on the data collected by myself.

I further declare that this project work has not been submitted to thus or any other university for the award of any other degree, diploma and other equivalent course.

Date: 31-8-22

Place: Ludhiana

*Roopali*  
ROOPALI

*Barish*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana

**A**  
**PROJECT REPORT**  
**ON**  
**CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING ON FLIPKART**  
**IN LUDHIANA**  
**Submitted to PUNJAB UNIVERSITY, CHANDIGARH**  
**In the Partial Fulfillment of the requirement for the Award of Degree of**  
**MASTER OF COMMERCE**



**SUBMITTED BY:-**  
**RUPA KUMARI**

**ROLL NO:-**  
**43356**

**PG DEPARTMENT OF COMMERCE**  
**GOVERNMENT COLLEGE FOR GIRLS,**  
**LUDHIANA**

**SESSION :- 2021-2022**



## Declaration

I undersigned RUPA KUMARI student of M.COM declare that, I have done the project on the 'Consumer perception towards online shopping on Flipkart' has been personally done by me under the guidance of teachers of PG department in partial fulfillment of M.COM program during academic year 2021-2022. All the data represented in this project is true and correct to the best of my knowledge & belief. I also declare that this report is my own preparation and not copied from anywhere.

Rupa Kumari

Basit

S. Lata

Principal  
Govt. College for Girls  
Ludhiana

**A PROJECT ON  
LUDHIANA LUBRICANT**

**SUBMITTED TO  
PUNJAB UNIVERSITY, CHANDIGARH**

**In The Partial Fulfilment of the Requirement of the  
Award of Degree Of  
MASTER OF COMMERCE**



**SUBMITTED BY:  
SHIKHA MISHRA  
ROLL NO 43357**

**PG DEPARTMENT OF COMMERCE  
GOVERNMENT COLLEGE FOR GRILS, LUDHIANA  
SESSION- 2021-2022**

## DECLARATION

I undersigned SHIKHA MISHRA student of M.COM declare that I have done my project on account management on Ludhiana lubricant has personally done by me under the guidance of that company account manager and also my teachers help department of PG. in partial fulfillment of M.COM programing during academic year 2021-2022. All the data represented in this project is true and correct to the best of my knowledge and belief.

*Shikha Mishra*

*Barit*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana

**A**  
**Project report**  
**ON**  
**CONSUMER BEHAVIOUR REGARDING BURGER KING IN**  
**LUDHIANA**

**Submitted to PANJAB UNIVERSITY CHANDIGARH**

**In the partial fulfilment of the requirement for the award of**  
**degree of**

**Master of commerce**

**(SESSION: 2022-2023)**



**SUBMITTED BY:**  
**SHIVANI**

**Roll no: 43358**

**Government College for girls**

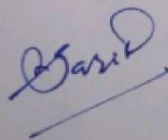
**Ludhiana**

## DECLARATION

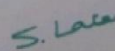
I hereby declare that the project entitled "BRAND IMAGE AND ITS IMPACT ON CONSUMER BEHAVIOR" completed and written by me has not previously formed the basis for the award of any degree or diploma or other similar title of this or any other university examining body.

Place: Ludhiana

Date: 12 Aug



Student  
Shivani  
(Shivani)



Principal  
Govt. College fo. Girls  
Ludhiana

**A  
PROJECT REPORT  
ON  
RECRUITMENT PROCESS OF NEW SWAN ENTERPRISES  
FOCAL POINT, LUDHIANA  
IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF DEGREE OF  
MASTER OF COMMERCE**



**PANJAB UNIVERSITY, CHANDIGARH  
SUBMITTED BY:  
SHIWANI  
ROLL NO: 43359  
M.COM 2<sup>ND</sup> SEMESTER  
PG DEPARTMENT OF COMMERCE  
GOVERNMENT COLLEGE FOR GIRLS  
LUDHIANA  
SESSION: 2021-2022**

DECLARATION

I hereby declare that research report and entitled "RECRUITMENT PROCESS OF NEW SWAN ENTERPISES FOCAL POINT, LUDHIANA" submitted in the partial fulfillment of the requirement for the award of the degree of M.com is one of my original work and not submitted for the award of any other degree/diploma, fellowship or similar title.

*Shiwani*  
SHIWANI  
43359

*Basit*  
\_\_\_\_\_

*S. Lata*

Principal  
Govt. College fo. Girls  
Ludhiana

A

Project report

On

CUSTOMER ATTITUDE TOWARDS ONLINE SHOPPING ON  
MYNTRA

Submitted to PANJAB UNIVERSITY, CHANDIGARH

In the Partial fulfilment of the requirement for

Award of Degree of

MASTER OF COMMERCE



Submitted by: Simranjit Kaur      Roll No: 43360

PG DEPARTMENT OF COMMERCE  
GOVERNMENT COLLEGE FOR GIRLS,  
LUDHIANA

SESSION: (2021-2022)



## STUDENT DECLARATION

I undersigned SIMRANJIT KAUR student of M.COM declare that I have done the project on 'Customer attitude towards online shopping on Myntra' on 18-28 age group people has been personally done by me under the guidance of teachers of PG department in partial fulfilment of M.COM program during academic year 2021-2022. All the data represented in this project is true and correct to the best of my knowledge & belief. I also declare that this report is my own preparation and not copied from anywhere else.

*Simranjit Kaur*

*Sarita*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana.

A  
PROJECT REPORT  
ON  
"CUSTOMER SATISFACTION TOWARDS RELIANCE JIO"  
SPECIAL REFERENCE TO LUDHIANA CITY  
Submitted to PUNJAB UNIVERSITY, CHANDIGARH  
IN the Partial Fulfillment of the requirement for the Award of  
Degree of  
MASTER OF COMMERCE  
(SESSION: 2021-22)



SUBMITTED BY:

Varkha

ROLL NO:-

43361

PG DEPARTMENT OF COMMERCE  
GOVERNMENT COLLEGE FOR GIRLS

## Declaration

I undersigned Varkha student of M.com declare that, I have done the project on "Customer Satisfaction towards Reliance JIO" has been personally done by me under the guidance of teacher of PG department in Partial Fulfillment of M .com program during academic year 2021-2022 . All the data represented in this project is true and correct to the best of my knowledge & belief. I also declare that this report is my own preparation and not copied from anywhere.

Signature

*Varkha*

Varkha

Roll no.43361

*Sarita*

*S. Lata*

Principal  
Govt. College for Girls  
Ludhiana

A  
PROJECT REPORT  
ON  
MARKETING STRATEGIES OF MCDONALD'S IN LUDHIANA  
SUBMITTED TO PANJAB UNIVERSITY, CHANDIGARH  
in partial fulfilment of the requirements for the award of the Degree  
of  
MASTER OF COMMERCE



SUBMITTED BY:

Vinpreet Kaur

Roll No. : 43362

PG DEPARTMENT OF COMMERCE  
GOVERNMENT COLLEGE FOR GIRLS,  
LUDHIANA  
SESSION : 2021-2022

**Student Declaration**

I, Vinpreet Kaur Roll no. 43362 a full time Bonafide student of Masters of Commerce (M.COM) of Government College for Girls, Ludhiana.

I hereby declare that this project report entitled "Marketing Strategies of McDONALD'S in Ludhiana" carried out by me in partial fulfilment of M.Com programme during academic year 2021-23. All the data represented in this project is true and correct to the best of my knowledge and belief. I also declare that this project is my own preparation.

Signature  
Vinpreet Kaur  
Vinpreet Kaur

Roll No. 43362

Place: LUDHIANA

Date: 1-9-22

Bari

*Signature*

Principal  
Govt. College For Girls  
LUDHIANA

Principal  
Govt. College fo. Girls  
Ludhiana