

PROJECT REPORT ON
“A STUDY ON EMPLOYEE ENGAGEMENT INITIATIVES IN
BANKING INDUSTRY”



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211470 Aanchal
2211471 Aditya Bhardwaj
2211472 Alisha Khurana
2211473 Aman
2211474 Amandeep Singh
2211475 Amit

Supervisor

Ms. Neelam Sharma
Assistant Professor



DEPARTMENT OF MANAGEMENT

GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY

(2022-2025)

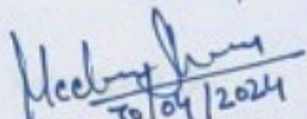
CERTIFICATE OF COMPLETION

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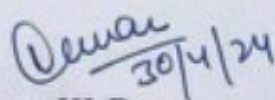
2211470	Aanchal
2211471	Aditya Bhardwaj
2211472	Alisha Khurana
2211473	Aman
2211474	Amandeep Singh
2211475	Amit

The project has met all the requirements and standards set forth by Gian Jyoti Institute of Management and Technology.

I hereby acknowledge the successful completion of this project.


30/04/2024
Signature of Supervisor:

Ms. Neelam Sharma
Assistant Professor
GJIMT


30/4/24
Signature of HoD:

Dr. Rakhee Dewan
GJIMT

PROJECT REPORT ON
"A STUDY ON THE BENEFITS OF EMPLOYEE RECOGNITION
PROGRAMS IN SERVICE INDUSTRY"



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA
Bachelor of Business Administration (BBA)

Submitted By

2211476 Anand
2211477 Anchal
2211479 Ankita Sharma
2211480 Anmol Chaddha
2211481 Arvind Kumar
2211482 Aryan Yadav

Supervisor

Ms. Neelam Sharma
Assistant Professor



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GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY

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2211476	Anand
2211477	Anchal
2211479	Ankita Sharma
2211480	Anmol Chaddha
2211481	Arvind Kumar
2211482	Aryan Yadav

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Assistant Professor
GJIMT


30/4/24

Signature of HoD:

Dr. Rakhee Dewan
GJIMT

PROJECT REPORT ON
“A STUDY ON EMOTIONAL LABOR AND IT’S
PSYCHOMETRIC IMPACT ON SCHOOL TEACHERS”



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211484 Asthana Divyansh
2211485 Bharat Dhiman
2211486 Bhaskar Kumar
2211488 Dhann Singh
2211489 Farzan Manzoor Bhat
2211492 Gursimran Singh

Supervisor

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Assistant Professor



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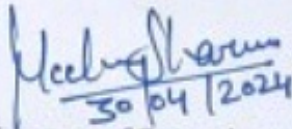
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2211484	Asthana Divyansh
2211485	Bharat Dhiman
2211486	Bhaskar Kumar
2211488	Dhann Singh
2211489	Farzan Manzoor Bhat
2211492	Gursimran Singh

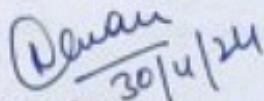
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Ms. Neelam Sharma
Assistant Professor
GJIMT


30/4/24

Signature of HoD:

Dr. Rakhee Dewan
GJIMT

PROJECT REPORT ON
"INVESTIGATING THE ROLE OF CRM SYSTEMS IN
IMPROVING THE CUSTOMER RETENTION IN
TELECOMMUNICATION SECTOR"



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211493 Harsh Arora
2211494 Harsh Kumar
2211495 Harshpreet Singh
2211496 Harvir Singh Minhas
2211497 Himanshu Gandhi
2211498 Hiten Sharma

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Assistant Professor



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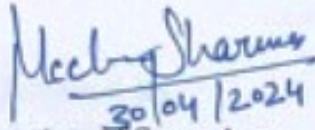
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2211493	Harsh Arora
2211494	Harsh Kumar
2211495	Harshpreet Singh
2211496	Harvir Singh Minhas
2211497	Himanshu Gandhi
2211498	Hiten Sharma

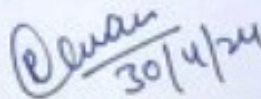
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GJIMT


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GJIMT

PROJECT REPORT ON
“EXPLORING THE INCORPORATION OF GAMIFICATION
ELEMENTS WITHIN ONLINE LEARNING APPS AND THEIR
IMPACT ON STUDENTS’ MOTIVATION AND LEARNING
OUTCOMES”



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211499 Irfan Khan
2211500 Ishika
2211501 Kanika Negi
2211502 Kartavya Singh
2211504 Khushdeep Kaur
2211505 Kunika

Supervisor

Ms. Neelam Sharma
Assistant Professor



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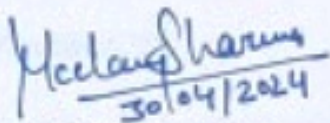
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2211499	Irfan Khan
2211500	Ishika
2211501	Kanika Negi
2211502	Kartavya Singh
2211504	Khushdeep Kaur
2211505	Kunika

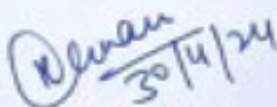
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Assistant Professor
GJIMT


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GJIMT

PROJECT REPORT ON
“IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER
BEHAVIOR”



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211506 Lantham Alex Singh
2211507 Mahender Kumar Jaiswal
2211508 Mamta
2211510 Manish Negi
2211511 Millind Sharma
2211512 Mohammad Khushal

Supervisor

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Assistant Professor



DEPARTMENT OF MANAGEMENT

GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY

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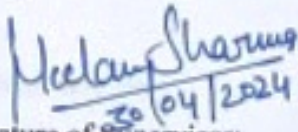
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2211506	Lantham Alex Singh
2211507	Mahender Kumar Jaiswal
2211508	Mamta
2211510	Manish Negi
2211511	Millind Sharma
2211512	Mohammad Khushal

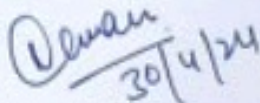
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Signature of Supervisor:

Ms. Neelam Sharma
Assistant Professor
GJIMT


30/4/24

Signature of HoD:

Dr. Rakhee Dewan
GJIMT

PROJECT REPORT ON
"EVALUATING THE BENEFITS OF LOYALTY PROGRAMS IN
THE RETAIL SECTOR"



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211516 Naveen Kumar
2211519 Neeraj Kumar
2211520 Netraj Khangembam
2211521 Nikhil
2211522 Nikhil
2211523 Pankaj Rawat

Supervisor

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Assistant Professor



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GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY

(2022-2025)

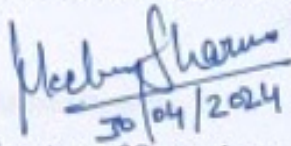
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2211516	Naveen Kumar
2211519	Neeraj Kumar
2211520	Netraj Khangembam
2211521	Nikhil
2211522	Nikhil
2211523	Pankaj Rawat

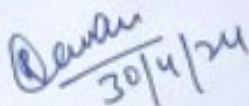
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Signature of Supervisor:

Ms. Neelam Sharma
Assistant Professor
GJIMT


30/4/24

Signature of HoD:

Dr. Rakhee Dewan
GJIMT

PROJECT REPORT ON
"A STUDY ON ASSESSING THE DYNAMICS OF TALENT
MANAGEMENT PROGRAMS IN TECHNOLOGY SECTOR"



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211524 Parteksh
2211525 Prashant Yadav
2211526 Pratham
2211527 Pratham Sharma
2211530 Rahul Maurya
2211531 Rajat Kumar

Supervisor

Ms. Neelam Sharma
Assistant Professor



DEPARTMENT OF MANAGEMENT

GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY

(2022-2025)

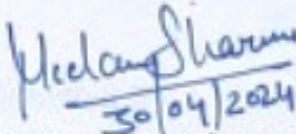
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2211524	Parteksh
2211525	Prashant Yadav
2211526	Pratham
2211527	Pratham Sharma
2211530	Rahul Maurya
2211531	Rajat Kumar

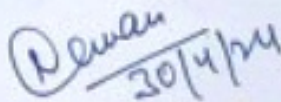
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Ms. Neelam Sharma
Assistant Professor
GJIMT


30/4/24

Signature of HoD:

Dr. Rakhee Dewan
GJIMT

PROJECT REPORT ON
"ASSESSING THE EFFECTIVENESS OF SOCIAL MEDIA
ADVERTISING IN THE FASHION INDUSTRY"



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211532 Richa
2211533 Ritika
2211534 Rohit Singh Bisht
2211535 Ruchi Thakur
2211536 Rupali Pandayar
2211537 Sachin Pal

Supervisor

Ms. Neelam Sharma
Assistant Professor



DEPARTMENT OF MANAGEMENT

GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY

(2022-2025)

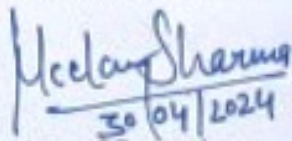
CERTIFICATE OF COMPLETION

This is to certify that the group project titled "**ASSESSING THE EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING IN THE FASHION INDUSTRY**" has been successfully completed by the following students of BBA IV under my supervision:

2211532	Richa
2211533	Ritika
2211534	Rohit Singh Bisht
2211535	Ruchi Thakur
2211536	Rupali Pandayar
2211537	Sachin Pal

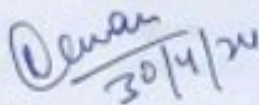
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Assistant Professor
GJIMT


30/4/24

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PROJECT REPORT ON
"A STUDY ON THE INVESTIGATING THE IMPACT OF DATA
VISUALIZATION TECHNIQUES ON DECISION MAKING IN
MARKETING CAMPAIGNS"



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA
Bachelor of Business Administration (BBA)

Submitted By

2211538 Sachin Prasad
2211539 Samiksha
2211540 Shaina
2211541 Shivam Bhargav
2211542 Shivam Tinna
2211543 Simran Kaur

Supervisor

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Assistant Professor



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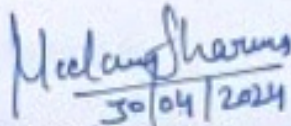
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2211538	Sachin Prasad
2211539	Samiksha
2211540	Shaina
2211541	Shivam Bhargav
2211542	Shivam Tinna
2211543	Simran Kaur

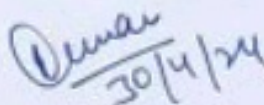
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Assistant Professor
GJIMT


30/4/24

Signature of HoD:

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GJIMT

PROJECT REPORT ON
"ANALYSE THE INFLUENCE OF BEHAVIOURAL BIASES ON
INVESTMENT DECISION MAKING"



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211544 Simran Vashisht
2211545 Sneha
2211546 Sujal Singh Gosain
2211547 Suraj Jayswal
2211548 Tisha Rathore
2211549 Tony Massey
2211550 Tushar Gupta

Supervisor

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Assistant Professor



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GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY

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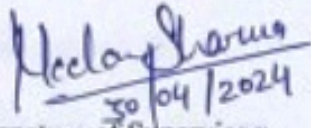
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2211544	Simran Vashisht
2211545	Sneha
2211546	Sujal Singh Gosain
2211547	Suraj Jayswal
2211548	Tisha Rathore
2211549	Tony Massey
2211550	Tushar Gupta

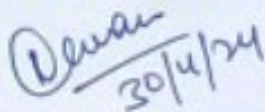
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PROJECT REPORT ON
“A STUDY ON CONSUMER AWARENESS TOWARDS GREEN
PRODUCTS”



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Bachelor of Business Administration (BBA)

Submitted By

2211551 Varnika
2211552 Vikas Saini
2211553 Vinayak Singh
2211554 Vishal Kumar
2211555 Vivekanand
2211556 Yash Gaur
2211557 Yashpal

Supervisor

Ms. Neelam Sharma
Assistant Professor



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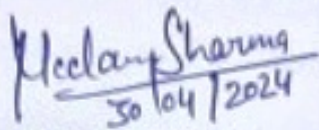
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2211551	Varnika
2211552	Vikas Saini
2211553	Vinayak Singh
2211554	Vishal Kumar
2211555	Vivekanand
2211556	Yash Gaur
2211557	Yashpal

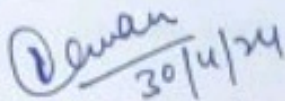
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