

**PROJECT REPORT ON**  
**“A STUDY ON WORK-LIFE BALANCE AMONG REMOTE**  
**WORKFORCE”**



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**

**Bachelor of Business Administration (BBA)**

**Submitted By**

2111666     Abhishek  
2111667     Akshay Goyal  
2111668     Ambika Prasad  
2111669     Ankit Kumar Mali  
2111670     Ankush Yadav  
2111671     Anurag Kumar

**Supervisor**

Ms. Nibha Partap  
Assistant Professor



**DEPARTMENT OF MANAGEMENT**

**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**(2021-2024)**

## CERTIFICATE OF COMPLETION

This is to certify that the group project titled “**A STUDY ON WORK-LIFE BALANCE AMONG REMOTE WORKFORCE**” has been successfully completed by the following students of BBA VI under my supervision:

2111666	Abhishek
2111667	Akshay Goyal
2111668	Ambika Prasad
2111669	Ankit Kumar Mali
2111670	Ankush Yadav
2111671	Anurag Kumar

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.

Signature of Supervisor: *Nibha*  
30/4/2024

Ms. Nibha Partap  
Assistant Professor  
GJIMT

*Dewan*  
30/4/24  
Signature of HoD:

Dr. Rakhee Dewan  
GJIMT

**PROJECT REPORT ON**  
**"A STUDY ON MARKETING STRATEGIES OF AUTOMOBILE**  
**COMPANIES"**



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**

**Bachelor of Business Administration (BBA)**

**Submitted By**

2111672 Anurag Thakur  
2111673 Aryan Marwah  
2111674 Asha  
2111675 Bhuvesh Verma  
2111676 Bishesar  
2111677 Chanpreet Singh

**Supervisor**

Ms. Nibha Partap  
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2111672      Anurag Thakur  
2111673      Aryan Marwah  
2111674      Asha  
2111675      Bhuvesh Verma  
2111676      Bishesar  
2111677      Chanpreet Singh

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Signature of Supervisor: *Nibha*  
*30/4/2024*

Ms. Nibha Partap  
Assistant Professor  
GJIMT

*Rakhee*  
*30/4/24*  
Signature of HoD:

Dr. Rakhee Dewan  
GJIMT

**PROJECT REPORT ON**  
**"ASSESSING THE IMPACT OF PERFORMANCE BONUSES ON**  
**EMPLOYEE MOTIVATION IN HOSPITALITY SECTOR"**



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**

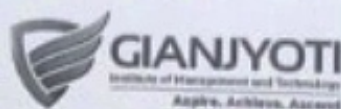
**Bachelor of Business Administration (BBA)**

**Submitted By**

2111679      Deepak Kumar  
2111680      Dhananjay Bisht  
2111682      Dhruv Kaura  
2111683      Dikshant Rana  
2111684      Divya  
2111685      Gundeep Kaur

**Supervisor**

Ms. Nibha Partap  
Assistant Professor



**DEPARTMENT OF MANAGEMENT**

**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**(2021-2024)**

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Assistant Professor  
GJIMT

*Nibha*  
30/4/2024

Signature of HoD:

Dr. Rakhee Dewan  
GJIMT

*Dewan*  
30/4/24

**PROJECT REPORT ON**  
**"ASSESSING THE EFFECTIVENESS OF EMAIL MARKETING**  
**CAMPAIGNS IN THE E-COMMERCE SECTOR"**



**L.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**

**Bachelor of Business Administration (BBA)**

**Submitted By**

2111686 Gurkirat Singh  
2111687 Gurleen Kaur  
2111688 Harkamal Preet Kaur  
2111690 Ibrahim Masih  
2111691 Isha Kumari  
2111693 Karan

**Supervisor**

Ms. Nibha Partap  
Assistant Professor



**DEPARTMENT OF MANAGEMENT**

**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**(2021-2024)**

## CERTIFICATE OF COMPLETION

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2111686	Gurkirat Singh
2111687	Gurleen Kaur
2111688	Harkamal Preet Kaur
2111690	Ibrahim Masih
2111691	Isha Kumari
2111693	Karan

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

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Signature of Supervisor: *Nibha*  
30/4/2024

Ms. Nibha Partap  
Assistant Professor  
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*Dewan*  
30/4/24

Signature of HoD:  
Dr. Rakhee Dewan  
GJIMT



**PROJECT REPORT ON**  
**“EXPLORING THE ROLE OF WORK LIFE BALANCE**  
**INITIATIVES IN THE IT SECTOR”**



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**

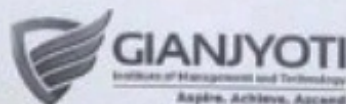
**Bachelor of Business Administration (BBA)**

**Submitted By**

2111694 Ketan Nagar  
2111697 Lavleen Kaur  
2111698 Manish Kumar  
2111699 Menka  
2111700 Mohd Alam  
2111701 Mohd Monis

**Supervisor**

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Assistant Professor



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**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**(2021-2024)**

## CERTIFICATE OF COMPLETION

This is to certify that the group project titled “**EXPLORING THE ROLE OF WORK LIFE BALANCE INITIATIVES IN THE IT SECTOR**” has been successfully completed by the following students of BBA VI under my supervision:

2111694	Ketan Nagar
2111697	Lavleen Kaur
2111698	Manish Kumar
2111699	Menka
2111700	Mohd Alam
2111701	Mohd Monis

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.

Signature of Supervisor: *Nibha*  
30/4/2024

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Assistant Professor  
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*Dewan*  
30/4/24  
Signature of HoD:

Dr. Rakhee Dewan  
GJIMT

**PROJECT REPORT ON**  
**"INVESTIGATING THE EFFECTIVENESS OF EMPLOYEE**  
**WELLNESS PROGRAMS IN INSURANCE SECTOR"**



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**

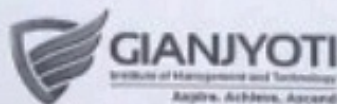
**Bachelor of Business Administration (BBA)**

**Submitted By**

2111702 Muskan  
2111703 Neha  
2111704 Neha  
2111705 Nikhil Paswan  
2111706 Ojasaw Godara  
2111707 Owais Hassan

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**DEPARTMENT OF MANAGEMENT**

**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**(2021-2024)**

## CERTIFICATE OF COMPLETION

This is to certify that the group project titled "INVESTIGATING THE EFFECTIVENESS OF EMPLOYEE WELLNESS PROGRAMS IN INSURANCE SECTOR" has been successfully completed by the following students of BBA VI under my supervision:

2111702	Muskan
2111703	Neha
2111704	Neha
2111705	Nikhil Paswan
2111706	Ojasaw Godara
2111707	Owais Hassan

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Assistant Professor  
GJIMT

*Nibha*  
30/4/2024

Signature of HoD:

Dr. Rakhee Dewan  
GJIMT

*Dewan*  
30/4/24

**PROJECT REPORT ON**  
**“A STUDY ON THE INVESTMENT PREFERENCES OF**  
**INVESTORS IN TRICITY”**



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**

**Bachelor of Business Administration (BBA)**

**Submitted By**

2111709 Peerzada Mohammad Yaqoob  
2111710 Priyanshu Thakur  
2111711 Rahul  
2111712 Rahul  
2111714 Rajat Kumar  
2111715 Rajat Thakur

**Supervisor**

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**DEPARTMENT OF MANAGEMENT**

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**(2021-2024)**

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2111709	Peerzada Mohammad Yaqoob
2111710	Priyanshu Thakur
2111711	Rahul
2111712	Rahul
2111714	Rajat Kumar
2111715	Rajat Thakur

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I hereby acknowledge the successful completion of this project.

Signature of Supervisor:

Ms. Nibha Partap  
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GJIMT

*Nibha*  
30/4/2024

Signature of HoD:

Dr. Rakhee Dewan  
GJIMT

*Rakhee Dewan*  
30/4/24

**PROJECT REPORT ON**  
**“EVALUATING CUSTOMER SATISFACTION SCORES**  
**THROUGH SURVEY DATA ANALYSIS FOR FOOD DELIVERY**  
**INDUSTRY”**



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**

**Bachelor of Business Administration (BBA)**

**Submitted By**

2111716 Ritik Kumar  
2111718 Rohit Sharma  
2111719 Rohit Sharma  
2111720 Sahil  
2111721 Saurabh Bansal  
2111723 Shaina

**Supervisor**

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**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**(2021-2024)**

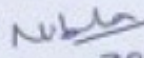
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This is to certify that the group project titled “EVALUATING CUSTOMER SATISFACTION SCORES THROUGH SURVEY DATA ANALYSIS FOR FOOD DELIVERY INDUSTRY” has been successfully completed by the following students of BBA VI under my supervision:

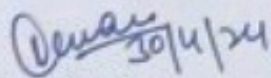
2111716	Ritik Kumar
2111718	Rohit Sharma
2111719	Rohit Sharma
2111720	Sahil
2111721	Saurabh Bansal
2111723	Shaina

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Signature of Supervisor:   
30/4/2024

Ms. Nibha Partap  
Assistant Professor  
GJIMT

  
30/4/24

Signature of HoD:

Dr. Rakhee Dewan  
GJIMT



**PROJECT REPORT ON**  
**“EVALUATING THE EFFECTIVENESS OF TALENT**  
**ACQUISITION STRATEGIES IN THE SOFTWARE**  
**DEVELOPMENT INDUSTRY”**



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**

**Bachelor of Business Administration (BBA)**

**Submitted By**

2111724 Sheetal  
2111725 Shivani  
2111726 Shreya Sharma  
2111727 Sonali  
2111728 Sukaran  
2111729 Suman

**Supervisor**

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Assistant Professor



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**(2021-2024)**

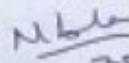
## CERTIFICATE OF COMPLETION

This is to certify that the group project titled “EVALUATING THE EFFECTIVENESS OF TALENT ACQUISITION STRATEGIES IN THE SOFTWARE DEVELOPMENT INDUSTRY” has been successfully completed by the following students of BBA VI under my supervision:

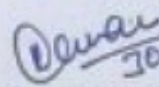
2111724	Sheetal
2111725	Shivani
2111726	Shreya Sharma
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30/4/24

Signature of HoD:

Dr. Rakhee Dewan  
GJIMT

**PROJECT REPORT ON**  
**"A STUDY ON RESTAURANT PREFERENCE AND WORD OF MOUTH INFLUENCE AMONG CUSTOMERS"**



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

**Submitted By**

2111730 Sunil Kumar  
2111732 Swapnil Singh  
2111733 Trannum Nisha  
2111734 Tushar Singh  
2111735 Vishal Kumar Phullay  
2111736 Vishesh  
2111737 Yash Chha

**Supervisor**

Ms. Nibha Partap  
Assistant Professor



**DEPARTMENT OF MANAGEMENT**  
**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**(2021-2024)**

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2111730	Sunil Kumar
2111732	Swapnil Singh
2111733	Trannum Nisha
2111734	Tushar Singh
2111735	Vishal Kumar Phullay
2111736	Vishesh
2111737	Yash Chha

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