

## PROJECT REPORT ON

# "ANALYZING THE INFLUENCE OF PACKING DESIGN ON PRODUCT PERCEPTION IN THE FOOD AND BEVERAGE INDUSTRY"



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Master of Business Administration (MBA)

### Submitted By

2310323 Abhishek Jangra  
2310324 Aditi  
2310325 Alfisha Hussain  
2310326 Amandeep Singh  
2310327 Amit  
2310328 Amrinder Singh  
2310329 Anjali  
2310330 Ankit Kumar

### Supervisor

Dr. Iram Khan  
Assistant Professor



DEPARTMENT OF MANAGEMENT

GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY

(2023-2025)

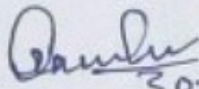
## CERTIFICATE OF COMPLETION

This is to certify that the group project titled “ANALYZING THE INFLUENCE OF PACKING DESIGN ON PRODUCT PERCEPTION IN THE FOOD AND BEVERAGE INDUSTRY” has been successfully completed by the following students of MBA II under my supervision:

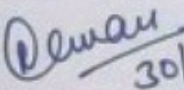
2310323	Abhishek Jangra
2310324	Aditi
2310325	Alfisha Hussain
2310326	Amandeep Singh
2310327	Amit
2310328	Amrinder Singh
2310329	Anjali
2310330	Ankit Kumar

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.

  
30-04-2024  
Signature of Supervisor:

Dr. Iram Khan  
Assistant Professor  
GJIMT

  
30/4/24  
Signature of HoD:

Dr. Rakhee Dewan  
GJIMT



**PROJECT REPORT ON**  
**“EXPLORING THE ROLE OF EMPLOYEE EMPOWERMENT**  
**INITIATIVES IN TELECOMMUNICATION INDUSTRY”**



**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA**  
Master of Business Administration (MBA)

**Submitted By**

2310331 Anshika  
2310332 Anshu Singh Rana  
2310333 Astha Danu  
2310334 Devashish Thakur  
2310335 Edmund Asante  
2310336 Gourav Sharma  
2310338 Gursimran Kaur  
2310339 Harmanjot Kaur

**Supervisor**

Dr. Iram Khan  
Assistant Professor



**DEPARTMENT OF MANAGEMENT**  
**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**  
**(2023-2025)**

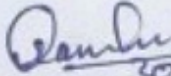
## CERTIFICATE OF COMPLETION

This is to certify that the group project titled “**EXPLORING THE ROLE OF EMPLOYEE EMPOWERMENT INITIATIVES IN TELECOMMUNICATION INDUSTRY**” has been successfully completed by the following students of MBA II under my supervision:

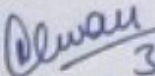
2310331	Anshika
2310332	Anshu Singh Rana
2310333	Astha Danu
2310334	Devashish Thakur
2310335	Edmund Asante
2310336	Gourav Sharma
2310338	Gursimran Kaur
2310339	Harmanjot Kaur

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Assistant Professor  
GJIMT

  
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Signature of HoD:

Dr. Rakhee Dewan  
GJIMT



**PROJECT REPORT ON**  
**EVALUATING THE BENEFITS OF FLEXIBLE WORK HOURS IN**  
**THE TECHNOLOGY INDUSTRY**



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

**Master of Business Administration (MBA)**

**Submitted By**

2310340 Harpreet Singh  
2310341 Harsh Kaushal  
2310342 Harsh Kumar  
2310343 Harshita  
2310344 Harshpreet Kaur  
2310345 Harshpreet Singh  
2310346 Jasmeen Kaur  
2310347 Kamalpreet Kaur

**Supervisor**

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Assistant Professor



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**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**(2023-2025)**

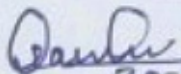
## CERTIFICATE OF COMPLETION

This is to certify that the group project titled **EVALUATING THE BENEFITS OF FLEXIBLE WORK HOURS IN THE TECHNOLOGY INDUSTRY** has been successfully completed by the following students of MBA II under my supervision:

2310340	Harpreet Singh
2310341	Harsh Kaushal
2310342	Harsh Kumar
2310343	Harshita
2310344	Harshpreet Kaur
2310345	Harshpreet Singh
2310346	Jasmeen Kaur
2310347	Kamalpreet Kaur

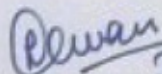
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Assistant Professor  
GJIMT

  
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GJIMT



**PROJECT REPORT ON**  
**“EVALUATING THE EFFECTIVENESS OF TRAINING**  
**PROGRAMS IN THE CONSUMER GOODS SECTOR”**



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

**Master of Business Administration (MBA)**

**Submitted By**

2310348 Kiranjot Kaur  
2310349 Komal Garg  
2310350 Lalita Rana  
2310351 Lavanshu Sharma  
2310352 Madhav Garg  
2310353 Manish  
2310354 Manjodh Singh  
2310355 Navdeep Singh

**Supervisor**

**Dr. Iram Khan**  
Assistant Professor



**DEPARTMENT OF MANAGEMENT**

**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**(2023-2025)**

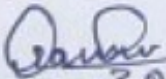
## CERTIFICATE OF COMPLETION

This is to certify that the group project titled “EVALUATING THE EFFECTIVENESS OF TRAINING PROGRAMS IN THE CONSUMER GOODS SECTOR” has been successfully completed by the following students of MBA II under my supervision:

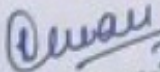
2310348	Kiranjot Kaur
2310349	Komal Garg
2310350	Lalita Rana
2310351	Lavanshu Sharma
2310352	Madhav Garg
2310353	Manish
2310354	Manjodh Singh
2310355	Navdeep Singh

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Assistant Professor  
GJIMT

  
30/4/24  
Signature of HoD:

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GJIMT



**PROJECT REPORT ON**  
**“INVESTIGATING THE ROLE OF VIRTUAL REALITY (VR)**  
**EXPERIENCES IN MARKETING REAL ESTATE PROPERTIES**  
**IN THE HOUSING SECTOR”**



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

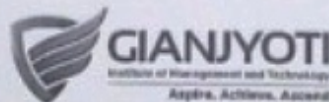
**Master of Business Administration (MBA)**

**Submitted By**

2310356 Niharika Bhatia  
2310357 Prashant Singh  
2310358 Preet Sehgal  
2310359 Rakesh Singh  
2310360 Ramneek Kaur  
2310361 Ritu  
2310362 Sahil  
2310364 Sapna Kumari

**Supervisor**

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Assistant Professor



**DEPARTMENT OF MANAGEMENT**

**GIAN JYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY**

**(2023-2025)**

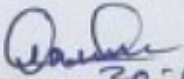
## CERTIFICATE OF COMPLETION

This is to certify that the group project titled “**INVESTIGATING THE ROLE OF VIRTUAL REALITY (VR) EXPERIENCES IN MARKETING REAL ESTATE PROPERTIES IN THE HOUSING SECTOR**” has been successfully completed by the following students of MBA II under my supervision:

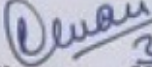
2310356	Niharika Bhatia
2310357	Prashant Singh
2310358	Preet Sehgal
2310359	Rakesh Singh
2310360	Ramneek Kaur
2310361	Ritu
2310362	Sahil
2310364	Sapna Kumari

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30-04-2024  
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Dr. Iram Khan  
Assistant Professor  
GJIMT

  
30/4/24  
Signature of HoD:

Dr. Rakhee Dewan  
GJIMT



**PROJECT REPORT ON**  
**“INVESTIGATING THE ROLE OF JOB ENRICHMENT IN**  
**EMPLOYEE ENGAGEMENT IN EDUCATION SECTOR”**



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

**Master of Business Administration (MBA)**

**Submitted By**

2310365 Shruti Pathak  
2310366 Sidakpreet Kaur  
2310367 Simran Koul  
2310368 Sukhwinder Singh  
2310369 Taranjot Kaur  
2310370 Vani  
2340284 Anjleen Kaur

**Supervisor**

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Assistant Professor



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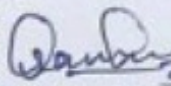
## CERTIFICATE OF COMPLETION

This is to certify that the group project titled **"INVESTIGATING THE ROLE OF JOB ENRICHMENT IN EMPLOYEE ENGAGEMENT IN EDUCATION SECTOR"** has been successfully completed by the following students of MBA II under my supervision:

2310365	Shruti Pathak
2310366	Sidakpreet Kaur
2310367	Simran Koul
2310368	Sukhwinder Singh
2310369	Taranjot Kaur
2310370	Vani
2340284	Anjleen Kaur

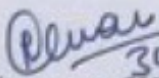
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