

CERTIFICATE

This is to certify that Mr Raj Dipak Adgavale, Roll no.: _____ of
Third Year B.M.S., Semester VI (2022 - 2023) has successfully completed the
project on THE MARKETIING STRATEGY OF MANUFACTURING OF
SAMSUNG COMPANY under the guidance
of Mr. Vikram Shrotri

Vikram Shrotri

Course Coordinator



[Signature]

Principal

Vikram Shrotri

Project Guide/ Internal Examiner

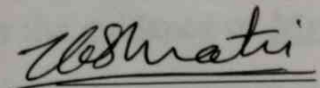
External Examiner

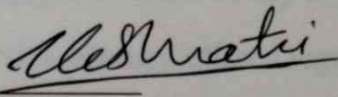
CERTIFICATE

This is to certify that the work entered in this journal is work of ANIKET SARJERAO CHALKE Student of TYBMS have successfully completed a project report on the topic "RURAL MARKETING: AN OVERVIEW" terms of the year 2023-2024 in the college as laid down by the college authority.

Professor/Guide name

Co-ordinator's sign



Signature; 

External Examiner

Date; 31/03/2023



Principle signature



Controlled by

Name and Signature of the Guiding Teacher

BHAVAN'S HAZARIMAL SOMANI COLLEGE OF ARTS AND SCIENCE, SHRI
MANUBHAI MANKELAL SHETH JUNIOR COLLEGE OF ARTS AND SCIENCE,
JAYRAMDAS PATEL COLLEGE OF COMMERCE AND MANAGEMENT STUDIES.
KULPATI K.M. MUNSHI MARG. GIRGOAN CHOWAPATTY,
GRANT ROAD, MUMBAI-400007

ACKNOWLEDGEMENT

CERTIFICATE

THIS IS TO CERTIFY THAT **MR.YASH JUGRAJ CHOUDHARY, SEAT NO.2110061**
OF THIRD YEAR BMS, SEMSETER VI (2022-2023) HAS SUCCESSFULLY
COMPLETED THE PROJECT "CONSUMER BEHAVIOUR OF RELIANCE JIO" UNDER
THE GUIDANCE OF PROF. VIKRAM SHROTRI.

Vikram Shrotri

COURSE CO-ORDINATOR
PROF. VIKRAM SHROTRI

Shantaj M. Deshbhratar

PROF. (DR.) SHANTAJ M. DESHBHRATAR
PRINCIPAL (IN-CHARGE)

Vikram Shrotri

PROJECT GUIDE/ INTERNAL EXAMINER
PROF. VIKRAM SHROTRI

EXTERNAL EXAMINER: _____

COLLEGE STAMP:

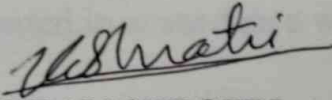


Certificate

This is to certify that Ms Sakshi Dukre has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the submission of Marketing Management and her Project is entitled, "Social Media Marketing" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University

It is her own work and facts reported by her personal findings and investigations.



PROF. VIKRAM SHROTRI

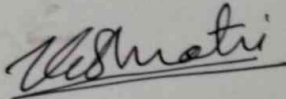
(BMS Coordinator)



PROF. (Dr.) SHANTAJ

DESHBHRATAR

(Principal)



PROF. VIKRAM SHROTRI

(Project Guide/Internal Examiner)

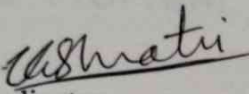


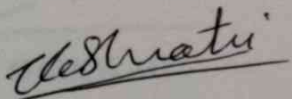
CERTIFICATE

This is to certify that **MISS NEHA RAJU GAIKWAD** has worked and duty completed her Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce and her project is entitled "**CONSUMER BUYING BEHAVIOUR TOWARDS SAMSUNG VS APPLE MOBILE PHONE**" under my supervision.

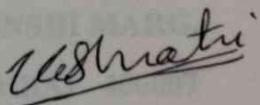
I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma or University.

It is her own work and facts reported by her personal findings and investigations.


Co-ordinator


Guiding Teacher

External Examiner


Internal Examiner


Principal



Bharatiya Vidya Bhavan's
Hazarimal Somani College of Arts And Science,
Shri Manubhai Maneklal Sheth Junior College of Arts & Science
Jayaramdas Patel College of Commerce & Management Studies.
Kulpati K.M. Munshi Marg, Mumbai- 400007.

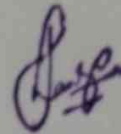
Certificate

This is to certify that Miss **Vaishnavi Ghadigaonkar** has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing Management and her project is entitled, "**Comparative Study Between Shopsy And Meesho**" under my supervision.

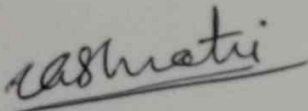
I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her findings and investigations.

DATE OF SUBMISSION:



PROF. (DR.) SHANTAJ
DESHBHRATAR
(Principal)



PROF. VIKRAM SHROTRI

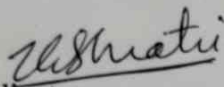
(Course Coordinator/ Project Guide)

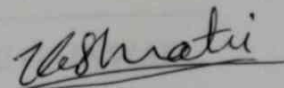
CERTIFICATE

This is to certify that **MISS NEHA RAJU GAIKWAD** has worked and duty completed her Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce and her project is entitled "**CONSUMER BUYING BEHAVIOUR TOWARDS SAMSUNG VS APPLE MOBILE PHONE**" under my supervision.

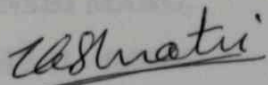
I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma or University.

It is her own work and facts reported by her personal findings and investigations.


Co-ordinator


Guiding Teacher

External Examiner


Internal Examiner



Principal

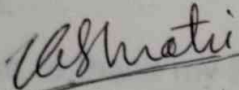


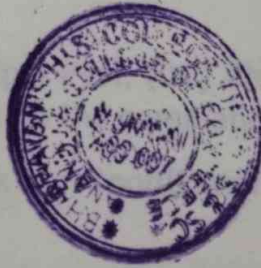
College Seal

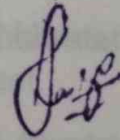
CERTIFICATE

This is to certify that Mr. YASH SUNIL HOLANI has worked and duly completed his project work for the degree of Bachelor of Management Studies under the faculty of Commerce in the subject of _____ and his project is entitled, **MARKETING STRATEGY OF PAYTM & GOOGLE PAY** Under my Supervision. I further certify that the entire work has been submitted previously for any Degree or Diploma of any university.

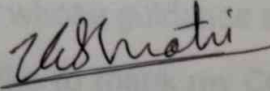
It is his own work and facts reported by his personal findings and investigations


PROF. VIKRAM SHROTRI
(Course Coordinator)





PROF. (Dr.) SHANTAJ DESHBHRATAR
(Principal)


PROF. VIKRAM SHROTRI
(Project Coordinator/Internal Examiner)

External Examiner

CERTIFICATE

This is to certify that Mr. ADITHYAN KESHAV of Third Year B.A. & B.S. Semester IV (2020-2021) has successfully completed the project on "THE COMMERCIAL GROWTH IN INTERNATIONAL MARKET" under the guidance of Prof. Vikram Bhatnagar


Prof. Vikram Bhatnagar

(Course Co-ordinator)


Dr. Shilpa Deshpande


Dr. Shilpa Deshpande

DEPARTMENT OF
B.A. & B.S. COLLEGE OF ARTS & SCIENCES
WING - JYOTIBAI COLLEGE OF ARTS & SCIENCES
WING - JYOTIBAI COLLEGE OF ARTS & SCIENCES
WING - JYOTIBAI COLLEGE OF ARTS & SCIENCES
WING - JYOTIBAI COLLEGE OF ARTS & SCIENCES
WING - JYOTIBAI COLLEGE OF ARTS & SCIENCES


Project Guide/External Examiner

Prof. Vikram Bhatnagar


External Examiner

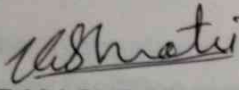
Date: 31 March 2023
Place: Mumbai




CERTIFICATE

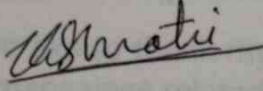
This is to certify that Mr. YASH SUNIL HOLANI has worked and duly completed his project work for the degree of Bachelor of Management Studies under the faculty of Commerce in the subject of _____ and his project is entitled, **MARKETING STRATEGY OF PAYTM & GOOGLE PAY** Under my Supervision. I further certify that the entire work has been submitted previously for any Degree or Diploma of any university.

It is his own work and facts reported by his personal findings and investigations


PROF. VIKRAM SHROTRI
(Course Coordinator)



PROF. (Dr.) SHANTAJ DESHBHRATAR
(Principal)


PROF. VIKRAM SHROTRI
(Project Coordinator/Internal Examiner)

External Examiner

CERTIFICATE

This is to certify that MR. ADITYA RAMESH JADHAV T.Y.B.M.S
SEAT NO:2110128 of third year bachelor of management studies. Semester
VI (2022-2023) has successfully completed the project on "A STUDY ON
IMPACT OF ONLINE FOOD DELIVERY APP ON RESTAURANT
BUSINESS SPECIAL REFERENCE TO ZOMATO AND SWIGGY"

under the guidance of

PROF. VIKRAM SHROTRI.

Vikram Shrotri

COURSE COORDINATOR:

PROF. VIKRAM SHROTRI

Shantaj M. Deshbhatar

PRINCIPAL:

PROF. DR. SHANTAJ M. DESHBHRATAR

Vikram Shrotri

PROJECT GUIDE/ INTERNAL EXAMINER: **PROF VIKRAM
SHROTRI**

EXTERNAL EXAMINER:

Shantaj M. Deshbhatar



COLLEGE STAMP

Date - 31 March 2023
Place - Mumbai

CERTIFICATE

This is to certify that Ms. **RINKU BIRENDRAKUMAR JAISWAL**
Bachelor of Management studies, (2022-2023) has successfully completed
the project on **MARKETING AND RESEARCH OF L'OREAL** under the
guidance of **Prof Vikram Shrotri**

Date:- 31/03/23
Place:- Mumbai

Vikram Shrotri

Prof. Vikram shrotri
(Course Co-Ordinator)

Prof.(Dr) Shantaj M. Deshbhratar
Principal (In Charge)
H. S. COLLEGE OF ARTS & SCIENCE
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.

Vikram Shrotri

Prof. Vikram shrotri
(Project Guide/ Internal Examiner)

External Examiner



CERTIFICATE

This is to certify that Ms. RINKU BIRENDRAKUMAR JAISWAL
Bachelor of Management studies, (2022-2023) has successfully completed
the project on MARKETING AND RESEARCH OF L'OREAL under the
guidance of Prof Vikram Shrotri

Date:- 31/3/23
Place:- Mumbai

Vikram Shrotri

Prof. Vikram shrotri
(Course Co-Ordinator)

Shantaj M. Deshbhatar

Prof.(Dr) Shantaj M. Deshbhatar
(Principal in Charge)

Bharatiya Vidya Bhavan's
H. S. COLLEGE OF ARTS & SCIENCE
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.

Vikram Shrotri

Prof. Vikram shrotri
(Project Guide/ Internal Examiner)

External Examiner





Certificate

This is to certify that **Mr. ABHINAV SHANISH KANNAMBETH** has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the submission of Marketing Management and her Project is entitled, "**MARKETING STRATEGY OF BMW**" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University

It is his own work and facts reported by his personal findings and investigations.

PROF. VIKRAM SHROTRI
(Coordinator)

PROF. VIKRAM SHROTRI
(Guiding Teacher)

(External Examiner)

PROF. VIKRAM SHROTRI
(Internal Examiner)

PROF. (Dr.) SHANTAJ
DESHBHARTAR
(Principal)



(College Seal)

CERTIFICATE

This is to certify that MR. TEJAS ASHOK KHARAT T.Y.B.M.S
SEAT NO:2110418 of third year bachelor of management studies. Semester
VI (2022-2023) has successfully completed the project on "A STUDY ON
**BUYING DECISIONS OF CONSUMERS TOWARDS ELECTRIC
VEHICLE'S**" under the guidance of **PROF. VIKRAM SHROTRI.**

COURSE COORDINATOR:
SHROTRI



Shrotri
PROF. VIKRAM

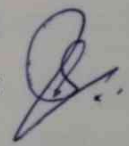
PRINCIPAL:

PROF. DR. SHANTAJ M. DESHBHARATAR

PROJECT GUIDE/ INTERNAL EXAMINER: **PROF VIKRAM
SHROTRI**

Shrotri

EXTERNAL EXAMINER:



COLLEGE STAMP



Date- 31 March 2023
Place- Mumbai

CERTIFICATE

This is to certify that Mr. Raj Ramlochan Kanojiya , Roll no: 23 of Third Year B.M.S., Semester VI (2022- 2023) has successfully completed the project on **A research study on Amul Company Sales & Distribution** under the guidance Of Vikram Shotri

Vikram Shotri

Vikram Shotri

(Course Coordinator)

Shantaj

Principal

Prof. (DR). SHANTAJ
DESHBHRATAR

Vikram Shotri

Project Guide/ Internal Examiner

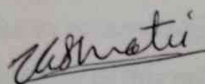
External Examiner

External Examiner

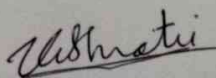


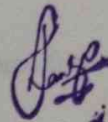
CERTIFICATE

This is to certify that Mr. Raj Ramlochan Kanojiya , Roll no: 23 of Third Year B.M.S., Semester VI (2022- 2023) has successfully completed the project on **A research study on Amul Company Sales & Distribution** under the guidance Of Vikram Shotri



Vikram Shotri

(Course Coordinator)


Project Guide/ Internal Examiner


Principal

Prof. (DR). SHANTAJ
DESHBHRATAR


External Examiner



Certificate

This is to certify that **Ms. SHREYA SANJEEV KAMBLE** has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the submission of Marketing Management and her Project is entitled, "**Digital Marketing as an Integrated Marketing Communication Tool for Business Development**" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.



V. Shrotri

PROF. VIKRAM SHROTRI

(BMS Coordinator)

S. Shantaj

PROF. (Dr.) SHANTAJ

DESHBHRATAR

(Principal)

V. Shrotri

PROF. VIKRAM SHROTRI

(Project Guide/Internal Examiner)

[Signature]

External Examiner

CERTIFICATE

This is to certify that MR. TEJAS ASHOK KHARAT T.Y.B.M.S
SEAT NO: 2110418 of third year bachelor of management studies. Semester
VI (2022-2023) has successfully completed the project on "A STUDY ON
**BUYING DECISIONS OF CONSUMERS TOWARDS ELECTRIC
VEHICLE'S**" under the guidance of **PROF. VIKRAM SHROTRI.**

COURSE COORDINATOR:
SHROTRI

V. Shrotri
PROF. VIKRAM

PRINCIPAL:

PROF. DR. SHANTAJ M. DESHBHARATAR

PROJECT GUIDE/ INTERNAL EXAMINER: **PROF VIKRAM**
SHROTRI

EXTERNAL EXAMINER:

[Signature]

COLLEGE STAMP



Date - 31 March
Place - Mumbai

Certificate

This is to certify that **Ms. SHREYA SANJEEV KAMBLE** has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the submission of Marketing Management and her Project is entitled, "**Digital Marketing as an Integrated Marketing Communication Tool for Business Development**" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.



Vikram Shrotri

PROF. VIKRAM SHROTRI

(BMS Coordinator)

Shantaj

PROF. (Dr.) SHANTAJ

DESHBHRATAR

(Principal)

Vikram Shrotri

PROF. VIKRAM SHROTRI

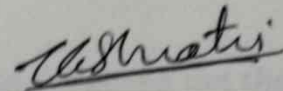
(Project Guide/Internal Examiner)

[Signature]

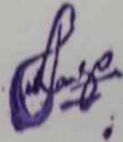
External Examiner

CERTIFICATE

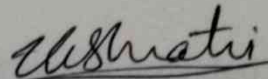
THIS IS TO CERTIFY THAT **MISS. SAUMYA JITENDRA KANTAK, SEAT NO. 2110382** OF THIRD YEAR BMS, SEMSETER VI (2022-2023) HAS SUCCESSFULLY COMPLETED THE PROJECT CONSUMER SURVEY FOR COMPARISON BETWEEN L'ORÉAL PARIS AND LAKMÉ UNDER THE GUIDANCE OF PROF. VIKRAM SHROTRI.



COURSE CO-ORDINATOR
PROF. VIKRAM SHROTRI



PROF. (DR.) SHANTAJ M. DESHBHRATAR
PRINCIPAL (IN-CHARGE)



PROJECT GUIDE/ INTERNAL EXAMINER
MR. VIKRAM SHROTRI

EXTERNAL EXAMINER: _____

COLLEGE STAMP:



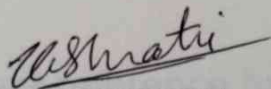
Certificate

This is to certify that Mr. SAHIL GANESH LAD has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the submission of Marketing Management and his Project is entitled, "**Effect of product packaging on consumer with special emphasis of brand equity**" forms my own contribution to the research work carried out under the guidance of Prof. Vikram Shrotri is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

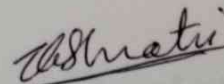
I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University

It is his own work and facts reported by his personal findings and investigations.

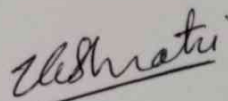


PROF. VIKRAM SHROTRI

(BMS Coordinator)



GUIDING TEACHER



PROF. VIKRAM SHROTRI

(Project Guide/Internal Examiner)



EXTERNAL EXAMINER



**PROF. (Dr.) SHANTAJ
IBHRATAR**

(Principal)



COLLEGE SEAL

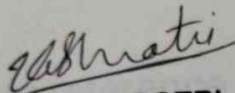
Certificate

This is to certify that Mr. SAHIL GANESH LAD has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the submission of Marketing Management and his Project is entitled, "Effect of product packaging on consumer with special emphasis of brand equity" forms my own contribution to the research work carried out under the guidance of Prof. Vikram Shrotri is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

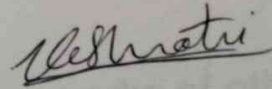
I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University

It is his own work and facts reported by his personal findings and investigations.

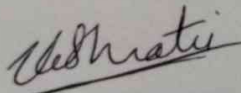


PROF. VIKRAM SHROTRI

(BMS Coordinator)

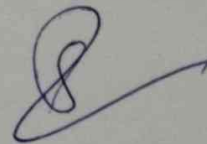


GUIDING TEACHER



PROF. VIKRAM SHROTRI

(Project Guide/Internal Examiner)



EXTERNAL EXAMINER



**PROF. (Dr.) SHANTAJ
HBHRATAR**

(Principal)



COLLEGE SEAL

CERTIFICATE

This is to certify that Mr. MOHAMMED SHOAIB MOHAMMED KHAMAR MUKRI, Roll no 53031 of Third Year B.M.S., Semester VI (2022-2023) has successfully completed the project CONSUMER PERCEPTION OF E-COMMERCE AND M-COMMERCE under the guidance of MR. VIKRAM SHROTRI.

Vikram Shrotri

PROF. VIKRAM SHROTRI

(Course Coordinator)

Shantaj Deshbhiratar

PROF. (Dr.) SHANTAJ DESHBHIRATAR

(Principal)

Vikram Shrotri

PROF. VIKRAM SHROTRI

(Project Coordinator/Internal Examiner)

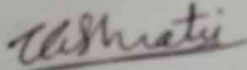


[Signature]

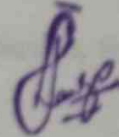
External Examiner

CERTIFICATE

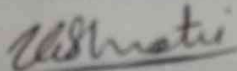
This is to certify that **Mr. DISHANT VIPUL MEHTA**, Roll No. **53030** of Third Year B.M.S. Semester-VI (2022 - 2023) has successfully completed the project on Marketing Strategy Comparison between Swiggy & Zomato under the guidance of Prof. Vikram Shrotri.



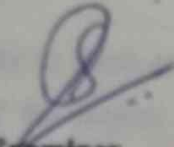
Course Coordinator



Principal



Project Guide / Internal Examiner



External Examiner

CHOWPATY, MUMBAI-400007



Certificate

This is to certify that This is to certify that **Mr. Jatin Harshad Makwana** has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce and her project is entitled "**BRAND MANAGEMENT OF BOOKMYSHOW**" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations

Prof. Vikram Shrotri

Co-ordinator

Prof. Vikram Shrotri

Guiding Teacher

External Examiner

Internal Examiner

Prof. (Dr.) Shantaj Deshbhratar

Principal



College seal

3rd APRIL 2023
Date of submission

CHOWPATY, MUMBAI-400007



Certificate

This is to certify that **Mr. Jatin Harshad Makwana** has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce and her project is entitled "BRAND MANAGEMENT OF BOOKMYSHOW" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations

Prof. Vikram Shrotri

Vikram Shrotri

Co-ordinator

Prof. Vikram Shrotri

Vikram Shrotri

Guiding Teacher

[Signature]

External Examiner

Vikram Shrotri

Internal Examiner

Prof. (Dr.) Shantaj Deshbhratar

Shantaj Deshbhratar

Principal

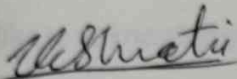
3rd APRIL 2023
Date of submission



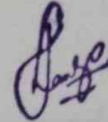
College seal

CERTIFICATE

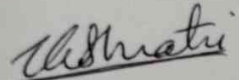
This is to certify that Mr. VIHANG SUDIR NAIK Roll no 53032 of Third Year B.M.S., Semester VI (2022-2023) has successfully completed the project **MARKET STRATEGIES OF OYO ROOMS**, under the guidance of MR. VIKRAMSHROTRI.


PROF. VIKRAMSHROTRI
(Course Coordinator)





PROF. (Dr.) SHANTA J.M. DESHBHATAR
(Principal)


PROF. VIKRAMSHROTRI
(Project Coordinator/Internal Examiner)



External Examiner

Date:- 31 March 2023
Place:- Mumbai

CERTIFICATE

This is to certify that **Mr. VIHANG SUDIR NAIK** Roll no **53032** of Third Year B.M.S., Semester VI (2022-2023) has successfully completed the project **MARKET STRATEGIES OF OYO ROOMS**, under the guidance of **MR. VIKRAMSHROTRI**.

Vishnati

PROF. VIKRAMSHROTRI

(Course Coordinator)



Shanta

PROF. (Dr.) SHANTA J.M. DESHBHARATAR

(Principal)

Vishnati

PROF. VIKRAMSHROTRI

(Project Coordinator/Internal Examiner)

[Signature]

External Examiner

Date:- 31 March 2023

Place:- Mumbai

Bhartiya Vidya Bhavans
Hazarimal Somani College of Arts & Science
Shri Manubhai Maneklal Sheth
Jr. College of Arts and Science and
Jayaramdas Patel College of Commerce and Management Studies

CERTIFICATE

This is to certify that **Ms. PRITI GANESH NALLA** has worked and duly completed her Project Work for the Degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of **MARKETING MANAGEMENT** and her project is entitled, "**Comparative Analysis of Amul Chocolate**" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.

Vikram Shroti

Prof. Mr. VIKRAM SHROTRI



31/03/2023
Date of Submission

[Signature]

I/c Principal
Bharatiya Vidya Bhavan's
H. S. COLLEGE OF ARTS & SCIENCE
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.

CERTIFICATE

This is certify that Mr. SANKET SURESH PALSAMKAR, Roll No. 53035 of Third Year B.M.S. Semester VI (2022-2023) Successfully completed the project on "A COMPARATIVE STUDY OF CUSTOMER SATISFACTION TOWARDS THE SOFT DRINK WITH SPECIAL REFERENCE TO PEPSI AND COCA-COLA ". Under the guidance of Prof. Vikram Shrotri.

Sanket Palsamkar

Course Coordinator

Vikram Shrotri

Principal

Sanket Palsamkar

Project Guide/ Internal Examiner



External Examiner

College Stamp

CERTIFICATE

This is to certify that the work entered in this journal is work of **SHRAVANI MARUTI PARTE** Student of TYBMS have successfully completed a project report on the topic "STUDY OF MARKETING STRATEGY OF TRAVEL & TOURISM SECTOR" terms of the year 2023-2024 in the college as laid down by the college authority.

Professor/Guide name

Co-ordinator's sign

Signature;

Shravani

Shravani

External Examiner

Date; 31/03/2023

Shiv

Principle signature



CERTIFICATE

This is to certify that the work entered in this journal is work of **SHRAVANI MARUTI PARTE** Student of TYBMS have successfully completed a project report on the topic "STUDY OF MARKETING STRATEGY OF TRAVEL & TOURISM SECTOR" terms of the year 2023-2024 in the college as laid down by the college authority.

Professor/Guide name

Co-ordinator's sign

Signature;

Ushmati

Ushmati

Signature of Student:

External Examiner

Date; 31/03/2023

[Signature]

Principle signature



Marketing Strategy of Lux

BHAVANS HAZARIMAL SOMANI COLLEGE
CHOWPATTY, MUMBAI



BHAVANS HAZARIMAL SOMANI COLLEGE

Kulapati K. M. Munshi Marg, Girgaon Chowpatty,

Mumbai-400007

PHONE NO. 022 2369 1508

Principal:-Dr. Shantaj Deshbhratar

CERTIFICATE

This is to certify that Ms. / Mr. ESHA RANA of Bachelor of Management Studies Semester 6 [2022-2023] has successfully completed the Project on "MARKETING STRATEGY OF LUX" under the guidance of MR. VIKRAM SHROTRI.

Project Guide

Coordinator

Internal Examiner

External Examiner

Principal



Marketing Strategy of Lux

BHAVANS HAZARIMAL SOMANI COLLEGE
CHOWPATTY, MUMBAI



BHAVANS HAZARIMAL SOMANI COLLEGE

Kulapati K. M. Munshi Marg, Girgaon Chowpatty,

Mumbai-400007

PHONE NO. 022 2369 1508

Principal:-**Dr. Shantaj Deshbhratar**

CERTIFICATE

This is to certify that **Ms. / Mr. ESHA RANA** of Bachelor of Management Studies Semester 6 [2022-2023] has successfully completed the Project on "**MARKETING STRATEGY OF LUX**" under the guidance of **MR. VIKRAM SHROTRI**.

Ushmati

Project Guide

Ushmati

Coordinator

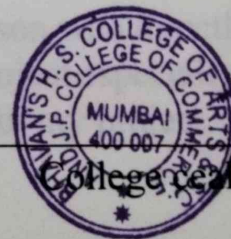
Ushmati

Internal Examiner

External Examiner

Shantaj

Principal

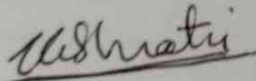


CERTIFICATE

This is to certify that Ms. Vaishnavi Mayashankar Singh seat no. 2110946 Bachelor of Management Studies ,(2022-2023) has successfully completed the project on MARKETING STRATEGY OF IKEA under the guidance of Prof. Jigna Dharia

Date: 31/03/2023

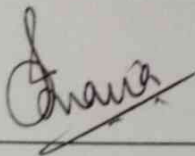
Place: Mumbai



Prof. Vikram Shroti
(Course Co-Ordinator)



Prof.(Dr.) Shantap M. Deshbhrata
Principal
Bharatiya Vidya Bhavan's
H. S. COLLEGE OF ARTS & SCIENCE
Principal (in-charge)
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.



Prof. Jigna Dharia
(Project Guide/Internal Examiner)

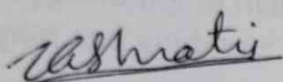
External Examiner

CERTIFICATE

This is to certify that Ms. Vaishnavi Mayashankar Singh seat no. 2110946 Bachelor of Management Studies (2022-2023) has successfully completed the project on MARKETING STRATEGY OF IKEA under the guidance of Prof. Jigna Dharia

Date: 31/03/23

Place: Mumbai

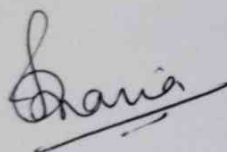


Prof. Vikram Shroti
(Course Co-Ordinator)



Prof. (Dr.) Shantaj M. Deshbhrata
i/c Principal

Bharatiya Vidya Bhavan's
Principal (in-charge)
H. S. COLLEGE OF ARTS & SCIENCE
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.



Prof. Jigna Dharia
(Project Guide/Internal Examiner)

External Examiner

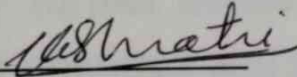
Certificate

This is to certify that Mr. Vansh Anil Shinde has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce and his project is entitled "STUDY ON APP BASED TAXI V/S METER BASED TAXI IN INDIA" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

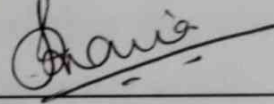
It is his own work and facts reported by his personal findings and investigations

PROF. VIKRAM SHROTRI



Co-ordinator

PROF. JIGNA DHARIA



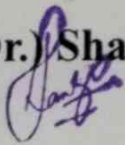
Guiding Teacher

Principal (Incharge)
External Examiner



External
Internal Examiner

Prof. (Dr.) Shantaj Deshbhratar



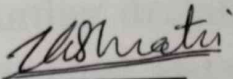
Certificate

This is to certify that Mr. Vansh Anil Shinde has worked and duly completed his Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce and his project is entitled "STUDY ON APP BASED TAXI V/S METER BASED TAXI IN INDIA" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

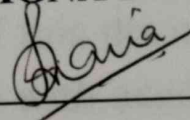
It is his own work and facts reported by his personal findings and investigations

PROF. VIKRAM SHROTRI

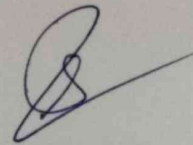


Co-ordinator

PROF. JIGNA DHARIA




Guiding Teacher



External Examiner

Principal (Incharge)
~~External Examiner~~

Prof. (Dr.) Shantaj Deshbhratar

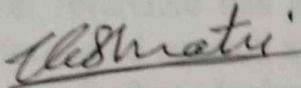


Certificate

This is to certify that Mr. Tejesh Shrangare has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the submission of Marketing Management and her Project is entitled, "Marketing Strategies of Mc Donald's India" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University

It is her own work and facts reported by her personal findings and investigations.



PROF. VIKRAM SHROTRI
(BMS Coordinator)



PROF. (Dr.) SHANTAJ
DESHBHRATAR

(Principal)

i/c Principal

Bharatiya Vidya Bhavan's

H. S. COLLEGE OF ARTS & SCIENCE

M.M.S. JR. COLLEGE OF ARTS & SC. AND

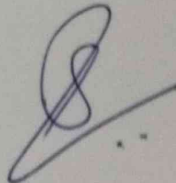
J. P. COLLEGE OF COM. & MGT. STUDIES

KULAPATI K.M. MUNSHI MARG,

MUMBAI-400 007.

PROF. JIGNA DHARIA

(Project Guide/Internal Examiner)



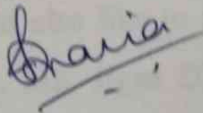
DATE: 31-03-2023

CERTIFICATE


This is to certify that Ms. ROHIT RAJU SUMRA has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the subject of Marketing and her project is entitled "A Study on Brand Management of Luxury Brand" under my supervision .

I further certify that the entire work has been by the learner under my guidance and that no part of it has been submitted previously for any Degree/Diploma of any university .

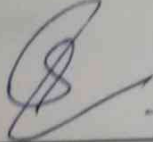
It is his own work and facts reported by her personal findings and investigations.


Ms. Jigna Dharja
Project Guide

Ms. Vikram Shrotri
Vikram Shrotri
BMS INCHARGE



Dr. Shantaj Deshbhratar



External Examiner

Principal
Bharatiya Vidya Bhavan's
H. S. COLLEGE OF ARTS & SCIENCE
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K. M. MUNSHI MARG,
MUMBAI-400 007.

Seal of the College



Date of submission

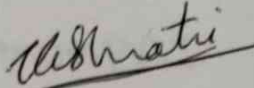
Place: Mumbai

CERTIFICATE

This is to certify that MISS. PRIYA SHELKE student of BHAVANS HAZARIAML COLLEGE OF COMMERCE AND ECONOMICS has completed her project report on "COMPARATIVE STUDY BETWEEN INDIAMART AND TRADEINDIA.COM" in the year 2022-2023 in final fulfillment of Bachelor of Management Studies (BMS). She has successfully completed the project under the guidance of prof. JIGNA.DHARIA.

DATE: 31-03-2023

PLACE: MUMBAI



Prof. VIKRAM SHOTRI

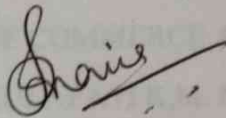
[Course coordinator]



[Principal]

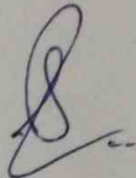
i/c Principal

Bharatiya Vidya Bhavan's
H. S. COLLEGE OF ARTS & SCIENCE
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.



Prof. JIGNA DHARIA

[INTERNAL EXAMINAR]



[EXTERNAL EXAMINAR]

Bhartiya Vidya Bhavan
Hazarimal Somani College of Arts & Science
Shri Manubhai Maneklal Sheth
Jr. College of Arts and Science and
Jayaramdas Patel College of Commerce and Management Studies

Certificate

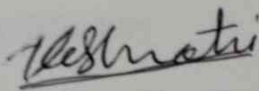
This is to certify that Miss Preeti Naresh Surti Seat no. 2111008 has worked and duly completed her project work for the degree of Bachelor of Management Studies under the faculty of commerce and her project is entitled "MARKETING STRATEGIC BETWEEN H&M AND ZARA" under my supervision

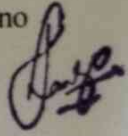
I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any degree or diploma of any university

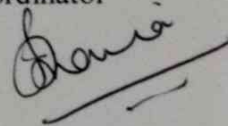
It's her own work and facts reported by her personal findings and investigations.


SEAL OF THE COLLEGE




Prof. Vikram Shrotri
BMS coordinator


I/c Principal
Prof.(DR). Shri Manubhai Maneklal Sheth's
Bhartiya Vidya Bhavan's
H. S. COLLEGE OF ARTS & SCIENCE
PRINCIPAL
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.
Prof. Jigna Dharia
Project coordinator




EXTERNAL EXAMINER.

Bhartiya Vidya Bhavans
Hazarimal Somani College OF Arts & Science
Shri Manubhai Maneklal Sheth
Jr. College of Arts and Science and
Jayaramdas Patel College of Commerce and Management Studies

CERTIFICATE

This is to certify that Mr. Vivek Dilip Soni has worked and duly completed his project work for the degree of Bachelor OF Management Studies under the faculty of commerce in the subject of Marketing Management and his project is entitled, "A STRATEGIC MANAGEMENT OF ONLINE ENTERTAINMENT OTT PLATFORM NETFLIX AND AMAZON PRIME VIDEO" under my supervision

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any degree or diploma of any university

It his own work and facts reported by his personal findings and investigations.



SEAL OF THE COLLEGE

Prof. (DR). Shantaj Deshpande
PRINCIPAL

Prof. Vikram Shrotri
BMS co-ordinator

Prof. Jigna Dharvia
Project co-ordinator

Date of submission
31/3/2023

NAME OF **BMS** CO-ORDINATOR
PROF. VIKRAM SHROTRI

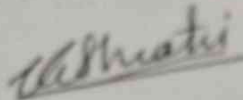
BHARTWIYA VIDYA BHAVAN'S
JAYARAMDAS PATEL COLLEGE OF COMMERCE &
MANAGEMENT STUDIES
CHOWPATY, MUMBAI-400007

CERTIFICATE

This is to certify that Ms. Miti Krishnakumar Singh. Has worked and duly completed her Project Work for the degree of Bachelor of Management Studies under the faculty of Commerce in the submission of Marketing Management and her Project is entitled, "Role of Internet in Marketing Premiering Movies" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

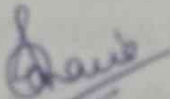
It is her own work and facts reported by her personal findings and investigations.



PROF. VIKRAM SHROTRI
(BMS Coordinator)



PROF. (Dr.) SHANTAJ DESHBHATAR
(Principal)



PROF. JIGNA DHARLA
(Project Guide/Internal Examiner)



Date = 31/03/2023

Place = MUMBAI



External Examiner

ACKNOWLEDGEMENT

CERTIFICATE

This is to certify that Mr. RAHUL DILIP SANAP has worked and duly completed his project work for the degree of Bachelor of Management Studies under the faculty of Commerce in the subject of _____ and his project is entitled, A STUDY ON MARKETING STRATEGY OF ONE PLUS AND ITS EFFECTS ON CONSUMERS OF MUMBAI REGION Under my Supervision. I further certify that the entire work has been submitted previously for any Degree or Diploma of any university. It is his own work and facts reported by his personal findings and investigations



Vikram Shrotri

PROF. VIKRAM SHROTRI
(Course Coordinator)

Shantaj Deshbhatar

PROF. (Dr.) SHANTAJ DESHBHRATAR
(Principal)

Jigna Dharia

PROF. JIGNA DHARIA
(Project coordinator / internal Examiner)

Date - 31 march 2023
Place - Mumbai

[Signature]

External Examiner

CERTIFICATE

This is to certify that Mr. Siddharth Rajendra Tiwari of third Year BMS, Semester VI (2022 -2023) has successfully completed the project report on Marketing Strategy Reliance Jio, Under the Guidance of Prof. Jigna Dharia.

Date: - 31/03/2023

Place: - Mumbai



Vikram Shrotri

Prof. Vikram Shrotri
(Course Co-ordinator)

Shantiji

Prof. (Dr.) Shantiji M. Deshbhratar
Bharatiya Vidya Bhavan's
Principal (in Charge)
H. S. COLLEGE OF ARTS & SCIENCE
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.

Jigna Dharia

Prof. Jigna Dharia
(Project Guide/Internal Examiner)

External Examiner

CERTIFICATE

This is to certify that Mr. Siddharth Rajendra Tiwari of third Year BMS, Semester VI (2022 -2023) has successfully completed the project report on Marketing Strategy Reliance Jio, Under the Guidance of Prof. Jigna Dharia,

Date: - 31/03/2023

Place: - Mumbai



Vikram Shrotri

Prof. Vikram Shrotri
(Course Co-ordinator)

Jigna Dharia

Jigna Dharia

Prof. Jigna Dharia
(Project Guide/Internal Examiner)

Prof. (Dr.) Shantini M. Deshbhratar
Principal (in Charge)
Bharatiya Vidya Bhavan's
H. S. COLLEGE OF ARTS & SCIENCE
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.

External Examiner

BHAVAN'S HAZARIMAL SOMANI COLLEGE OF ARTS AND SCIENCE, SHRI
MANUBHAI MANKELAL SHETH JUNIOR COLLEGE OF ARTS AND SCIENCE,
JAYRAMDAS PATEL COLLEGE OF COMMERCE AND MANAGEMENT STUDIES.
KULPATI K.M. MUNSHI MARG. GIRGOAN CHOWAPATTY,
GRANT ROAD, MUMBAI-400007

CERTIFICATE

THIS IS TO CERTIFY THAT **MISS. PRACHI RAJENDRAPRASAD VAISHYA, SEAT NO. 2110759** OF THIRD YEAR BMS, SEMSETER VI (2022-2023) HAS SUCCESSFULLY COMPLETED THE PROJECT MARKETING STRATEGY OF PVR CINEMA UNDER THE GUIDANCE OF PROF. JIGNA DHARIA

Vikram Shrotri

COURSE CO-ORDINATOR
PROF. VIKRAM SHROTRI

Shantam Deshbhatar

I/c Principal

PROF. (DR.) SHANTAM DESHBHATAR
H. S. COLLEGE OF ARTS & SCIENCE
PRINCIPAL (IN-CHARGE)
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.

Jigna Dharia

PROJECT GUIDE/ INTERNAL EXAMINER
PROF. JIGNA DHARIA

EXTERNAL EXAMINER: _____

COLLEGE STAMP:



CERTIFICATE

THIS TO CERTIFY THAT WAGHELA BHAVESH GOVIND , OF
THIRD YEAR BMS ,SEMESTER VI HAS SUCCESSFULLY
CARRIED THE PROJECT WORK ON THE TOPIC OF " A STUDY
ON PLASTIC MONEY " UNDER GUIDANCE OF PROF JIGNA
DHARIYA .

U. K. Khatiwala

COURSE COORDINATOR

J. S. Jadhav

PRINCIPAL

S. K. Jadhav

PROJECT GUIDE /INTERNAL EXAMINER

R. S. Jadhav

EXTERNAL EXAMINER

COLLEGE STAMP



CERTIFICATE

THIS TO CERTIFY THAT WAGHELA BHAVESH GOVIND , OF
THIRD YEAR BMS ,SEMESTER VI HAS SUCCESSFULLY
CARRIED THE PROJECT WORK ON THE TOPIC OF " A STUDY
ON PLASTIC MONEY " UNDER GUIDANCE OF PROF JIGNA
DHARIYA .

Jigna

COURSE COORDINATOR

J. S.

PRINCIPAL

Jigna

PROJECT GUIDE /INTERNAL EXAMINER

J.

EXTERNAL EXAMINER

COLLEGE STAMP



CERTIFICATE

This is to certify that Mr. Shraddha Santosh yaday of third Year BMS, Semester VI (2022 -2023) has successfully completed the project report on MARKET RESEARCH OF AMUL ICECREAM Under the Guidance of Prof. Jigna Dharia.

Date: - 31/03/2023

Place: - Mumbai

Vikram Shrotri

Prof. Vikram Shrotri
(Course Co-ordinator)

Jigna Dharia

Prof. Jigna Dharia
(Project Guide/Internal Examiner)

Shantaj M. Deshbhatar

Prof. (Dr.) Shantaj M. Deshbhatar
i/c Principal
Principal (In-Charge)
H. S. COLLEGE OF ARTS & SCIENCE
M.M.S. JR. COLLEGE OF ARTS & SC. AND
J. P. COLLEGE OF COM. & MGT. STUDIES,
KULAPATI K.M. MUNSHI MARG,
MUMBAI-400 007.



External Examiner