



Department of Management Studies

University of Kashmir, Hazratbal, Srinagar-190006

NAAC Accredited Grade "A+"

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List of the Project/Internship Reports of IMBA Batch 2018-2023

S.No	Enrollment. No	Name of Candidate	Title of Project/Internship Report	Organization
1.	18037111001	Mohammad Uzair Mir	An Empirical Study on Awareness of E-Banking Services of HDFC Bank	HDFC Bank Ltd
2.	18037111002	Mir Tabish Zafar	A Study on Marketing Strategies of Aleph Enterprises	Aleph enterprises
3.	18037111003	Enam-ul-Haq	Implementation Of T+1 Settlement Cycle In India	NSE
4.	18037111004	Farwa Fatima	A study on customer perception and experience of net banking offered by HDFC bank	HDFC bank
5.	18037111005	Kahkashan Khurshid	An Analytical Study into the Digital Marketing Practices Adopted by Rooman Technologies	Rooman Technologies
6.	18037111006	Mohammad Aleem Wafai	Perception of Consumers Towards Products and Services of J&K Bank	J&K Bank Ltd
7.	18037111007	Mohammad Shoaib Shah	A Study of Consumer Preferences Towards Automotive Lubricants	Hindustan Petroleum Corporation Limited
8.	18037111008	Qasim Ali Mirza	A Study of Consumer Preferences Towards Automotive Lubricants	Hindustan Petroleum Corporation Limited
9.	18037111009	Adnan Ahmad Khan	Level of employee engagement and satisfaction in Mahindra Finance	Mahindra and Mahindra Financial Services Ltd
10.	18037111010	Zameer Askery	Working Capital of J&K Bank	J&K Bank Ltd
11.	18037111011	Syed Shujaat Murtaza	Analyzing Customer Satisfaction And Brand Loyalty Towards Piaggio Electric Line	Lands End Electric Vehicles Pvt Ltd
12.	18037111012	Ifla Jan	A study on Loans provided by the HDFC bank: An assessment of Customer satisfaction	HDFC Bank Ltd
13.	18037111013	Saqlain Ahmad Shah	A study on Cyber security from Access Infrastructure and Telecommunication PVT Ltd	Access Infrastructure and



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				Telecommunication PVT Ltd
14.	18037111014	Serat Manzoor	A study on Cyber security from Access Infrastructure and Telecommunication PVT Ltd	Access Infrastructure and Telecommunication PVT Ltd
15.	18037111015	Peer Basharat	Perception of Consumers Towards Products and Services of J&K Bank	J&K Bank Ltd
16.	18037111016	Mehreen Bashir Hakak	Effectiveness of Training and Development in ICICI Bank	ICIC Bank Ltd
17.	18037111017	Absar Ahmad Dar	An Analysis of Customer Based Brand Equity of J&K Bank	J&K bank Ltd
18.	18037111018	Shohaab Shabir Bisati	Analysis of Cement Industry in Kashmir	Dawar Cements Private Ltd
19.	18037111019	Iqra Javeed	Fintech and Its Future in Banking Sector	HDFC Bank Ltd
20.	18037111020	Obair Qadri	Analysis of Cement Industry in Kashmir	Dawar Cements Private Ltd
21.	18037111021	Yasir Yousuf	Impact of Digital Marketing and SEO Practices on Infobirth Innovations Pvt Ltd	Infobirth Innovations Pvt Ltd
22.	18037111022	Farisa	A Comparative Analysis of On-page and Off-page Search Engine Optimisation (SEO) Straegy	Insights Marketing and Communications Dubai
23.	18037111023	Farkhanda Firdous	Analysis of Travel Trends Post COVID-19	SKIEZ Travel and Logistics Pvt Ltd
24.	18037111024	Owais Ali Bhat	Working Capital of J&K Bank	J&K Bank Ltd
25.	18037111025	Sahil Riyaz Khan	Customer Satisfaction and Management System of Customer Delight in J&K Bank	J&K Bank Ltd
26.	18037111027	Moneesa Zahra	Digital Marketing	Etrain Education PVT LTD



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27.	18037111028	Masooma Jan	A Study on Overall Functioning of Jammu & Kashmir and Ladakh Financial Corporation	Jammu & Kashmir and Ladakh Financial Corporation
28.	18037111029	Rizwan Showkat	Perception of Customers Towards J&K Bank	J&K Bank Ltd
29.	18037111030	Mohammad Ovais Guroo	An analysis of customer based brand equity of J&K bank	J&K bank Ltd
30.	18037111031	Basit Shafi	Perception of Customers Towards J&K Bank	J&K Bank Ltd
31.	18037111032	Ridha Masudi	Introduction of Text Summarisation Software in J&K Bank	J&K Bank Ltd
32.	18037111033	Madiya	A Study on Job Satisfaction of employees at Khyber Himalayan resort & SPA Gulmarg	Khyber Himalayan resort & SPA
33.	18037111034	Aakif Mohammad	A Study on recruitment and selection practices of PNB MetLife India Insurance Co Ltd	PNB MetLife India Insurance Co Ltd
34.	18037111036	Aiman Manzoor Mahajan	A Study of Customer Relationship Management at HDFC Bank	HDFC Bank Ltd
35.	18037111037	Maryam Chowdhary	A study on Cyber security from access infrastructure and telecommunication PVT Ltd	Access infrastructure and telecommunication PVT Ltd
36.	18037111038	Syed Faisal Ahmad Shah	Financial Ratio analysis of J&K Bank	J&K Bank Ltd
37.	18037111040	Khalid Farooq	Opening Savings Account by Meeting Customers	HDFC Bank Ltd
38.	18037111041	Hanan Rasool	Customer Satisfaction Towards J&K Bank	J&K Bank Ltd
39.	18037111042	Faizan Ahmad Dar	Marketing approaches of J&K Bank	J&K Bank Ltd
40.	18037111044	Lone Rameez	A Study on Marketing Strategies of Aleph Enterprises	Aleph enterprises
41.	18037111047	Nida Shabir	Effectiveness of Training and Development in ICICI Bank	ICIC Bank Ltd
42.	18037111048	Ayman Fayaz	A Study on Overall Functioning of Jammu & Kashmir and Ladakh Financial Corporation	Jammu & Kashmir and Ladakh Financial Corporation
43.	18037111049	Muqqadas Mehnoor	Role of financial institution in financial intermediation - An	J&K Bank Ltd



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			Assessment of JKBFSL	
44.	18037111050	Irfan Qadir	Perception of corporate customers towards services of J&K bank	J&K Bank Ltd
45.	18037111051	Yawar Farooq	Customer Satisfaction in Banking Sector- A research Conducted for HDFC Bank Hazratbal	HDFC Bank Ltd
46.	18037111052	Mohammad Saqib	Impact Of Reliance Jio On Telecom Industry Of India.	Reliance Jio
47.	18037111053	Fazan Mushtaq Khan	Customer Perception Towards Operation And Customer Services Provided Through E-Banking Of J&K Bank	J&K Bank Ltd
48.	18037111056	Qirat Kamili	Fintech and Its Future in Banking Sector	HDFC Bank Ltd
49.	18037111058	Qidwah Nisar	Digital Banking And how It Eased Customers	J&K Bank Ltd
50.	18037111059	Shahid Bashir Sheikh	Customer Relationship Management	M/S Shuhul Automobiles Pvt Ltd
51.	18037111060	Sahir Ahmad Wani	Customer Satisfaction and Management System of Customer Delight in J&K Bank	J&K Bank Ltd
52.	18037111061	S M Irfan	Impact of Digital Marketing and SEO Practices on Infobirth Innovations Pvt Ltd	Infobirth Innovations Pvt Ltd
53.	18037112024	Arwah Fatima	Market Share and Competition in the Water Dispenser Market	Atlantis
54.	18037112025	Filzah Showkat Pakhtoon	A Study of Customer Relationship Management at HDFC Bank	HDFC Bank Ltd
55.	18037112042	Wasil Kirmani	A study of Customer Satisfaction Towards Products and Services of J&K Bank	J&K Bank Ltd