



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 2019-2024

S.No	Enrollment No.	Name of Candidate	Title of Project/ Internship Report	Organization
1.	19037111001	Mehreen	From Clicks To Customers : The Science Of Digital Marketing	MSA Software
2.	19037111002	Zaafir Aijaz Mir	A Study On General Insurance And Customer Satisfaction Towards General Insurance	Bajaj Allianz
3.	19037111003	Toufeeq Suhail Bhat	A Study Of Imapct Edtech Edu	Physicswalla
4.	19037111004	Musaib Parvez Bhat	Preserving Kashmir's Bounty: Control Abass Most Fair Storage And Marketing Strategies For Kashmiri Apples Valley Fresh Gold Chain Private Limited	Valley Fresh Cold Chain Private Limited
5.	19037111005	Danish Bin Majeed	Study Of Identifying Factors Behind Decreasing Market Share Of Khyber Agro Private Limited And Understanding The Milk Procurement Process	Khyber Agro Pvt Ltd
6.	19037111006	Junaid Hamid	Digital Evolution Within India's Banking Sector, Particularly Examining Customer Perspectives On The Digital Offerings By J&K Bank	J&K Bank Ltd
7.	19037111008	Lubna Zurar	Training And Development	ZVKA
8.	19037111009	Sheikh Shabnam Shabir	An Analysis Of Customer Satisfaction Towards The Products And Services Of J & K Bank	J&K Bank Ltd
9.	19037111011	Faizan Aziz	Customer Relationship Management	Jkbank Ltd
10.	19037111012	Aneeka Fatima	Training And Development With Special Reference To J & K Bank	J&K Bank
11.	19037111013	Mouzzan Meiraj Darzi	Study On Consumer Perception Towards Khyber Agro In Reference To Srinagar	Khyber Agro
12.	19037111014	Mohammad Affan Altaf	Study Of Edtech Business	Physicswalla



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13.	19037111015	Tufail Nisar	Study Of Identifying Factors Behind Decreasing Market Share Of Khyber Agro Private Limited And Understanding The Milk Procurement Process	Khyber Agro Pvt Ltd
14.	19037111016	Nabeel Qureshi	Extending Apple Seasons – CA Storage In Kashmir	Valley Fresh Cold Chain PVT Ltd
15.	19037111017	Fazeel Aijaz Ghani	A Study Of Customer Relationship Management At HDFC Bank	HDFC Bank Ltd
16.	19037111018	Huzafa Bhat	Study On Talent Equation Practises Of PNB Metlife India Insurance Co Ltd	Metlife
17.	19037111019	Hayat Shafi Bhat	Digital Marketing.	Cp Advertisements
18.	19037111020	Hibah Muneer Malik	A Study On Increase In E-Recruitment And Selection Process	Axis Placement Consultant
19.	19037111021	Mohsin Raza Ansari	Effectiveness Of Training On Employee In DOUZE Constructions Ltd	DOUZE Constructions Ltd
20.	19037111022	Mohammad Rafiq Tuman	An Analytical Study Into The Cost Savings And Benefits Of UPI Transactions For Devyani International Ltd: A Comprehensive Study	Devyani International Ltd
21.	19037111024	Ayenaen Ul Hameed	From Clicks To Customers : The Science Of Digital Marketing	MSA Software
22.	19037111025	Ubaid Gull Raina	A Study On Marketing Of JKBANK	JKBANK Ltd
23.	19037111027	Tahiba Showkat	Recruitment And Selection Process At Highland Move Auto Mobile: A Dealership Of Maruti Suzuki Private Limited	Maruti Suzuki
24.	19037111028	Tofia Ashiq	Employee Retention Strategies In Organisations: Best Practises And Case Studies.	Axis Placement Consulting
25.	19037111029	Wasiq Riyaz Shah Banday	Marketing And SCO For Alkhazana	Alkhazana
26.	19037111030	Syed Naveed Anjum Moosvi	Understand And Analyze The Full DC Process Of Lenscart's FOFO Stores And Thereby The Recommendations In Its Process	Lenscart's
27.	19037111033	Farzan Amin	Perception Of Customers Towards HDFC Bank Ltd	HDFC Bank Ltd



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28.	19037111034	Mehak Javed Khan	Training And Development With Special Reference To J & K Bank	J&K Bank
29.	19037111036	Nimra Ashraf Wani	A Study Of Customer Relationship Management At HDFC Bank	HDFC Bank Ltd
30.	19037111037	Aubaid Ahmad Lone	Navigating The Healthcare Landscape: A Case Study Of Herbal Max Healthcare	Herbal Max PVT Ltd
31.	19037111038	Huzzaifah Ashraf	Study Of Edtech Business	Physicswalla
32.	19037111040	Idress Ahmad Tak	A Study On Customer Relational Management Of HDFC Bank	HDFC Bank Ltd
33.	19037111042	Mohmad Aqbal Gorski	Impact Of Trainee On Employee Performance; A Study Of White Water Reesorts In Pahalgam.	White Water Reesorts
34.	19037111044	Zuhaib Nazir Teeli	Study On Consumer Perception Towards Khyber Agro In Reference To Srinagar	Khyber Agro
35.	19037111045	Waris Ul Haraman	Study On Talent Equation Practises Of PNB Metlife India Insurance Co Ltd	Metlife
36.	19037111046	Arsalan Bashir	Perception Of Customers Towards HDFC Bank Ltd	HDFC Bank Ltd
37.	19037111047	Bhat Aazim	Strategic Analysis Of Capacity Enhancement In THOMAS COOK In Post Pandemic Travel Industry.	Thomas Cook
38.	19037111048	Fahad Ashiq	A Study On Increase In E-Recruitment And Selection Process	Axis Placement Consultant
39.	19037111049	Maheen Shabir	Recruitment And Selection Process At Highland Move Auto Mobile: A Dealership Of Maruti Suzuki Private Limited	Maruti Suzuki
40.	19037111050	Obaid Ahmad Bhat	Analysing Marketing Strategies Of JK Tyre	JK Tyre Industries
41.	19037111051	Maleeha Wani	Preserving Kashmir's Bounty: Control Abass Most Fair Storage And Marketing Strategies For Kashmiri Apples Valley Fresh Gold Chain Private Limited	Valley Fresh Cold Chain Private Limited
42.	19037111053	Maha Rouf	Study On Job Satisfaction Of Employees Of HDFC Bank	HDFC Bank
43.	19037111054	Ali Jeelani Bhat	Extending Apple Season CA Storage In Kashmir	Valley Fresh
44.	19037111056	Mohammad Mateen	A Study On Customer Relational Management Of HDFC Bank	HDFC Bank Ltd



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45.	19037111057	Ruvail Hilal Baba	Study Of Edtech Business	Physicswalla
46.	19037111058	Mohammad Haseeb Wani	Assessing Prezlaan's Marketing Strategies In The Education Sector	Prezlaan
47.	19037111059	Zarka Tariq	Assessing Prezlaan's Marketing Strategies In The Education Sector	Prezlaan
48.	19037111060	Umaid Mukhtar	Digital Evolution Within India's Banking Sector, Particularly Examining Customer Perspectives On The Digital Offerings By J&K Bank	J&K Bank Ltd