



# 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 MBA Batch 2022-2024

S.No	Roll No's	Name Of The Candidate	Title of the Project/Internship Report	Organisation
1.	22036111001	Fahad Naseer	Impact Assessment of Seed Capital Fund Scheme	JKEDI
2.	22036111002	Beenish Hamdani	Impact of Training on Employee Performance: A Study of Radisson Srinagar.	Radisson Srinagar
3.	22036111003	Luqmaan Ahmad Wani	Marketing Strategy of Dabur Real Juice	Dabur India Ltd
4.	22036111004	Sheeba Ashraf	Impact of Training and Development on Employee Performance With Special Reference to J & K Bank.	J&K Bank Ltd
5.	22036111005	Madiha Shafi	Dynamics of Accounting Practices in Kashmir.	Amir Jan & Associates, Chartered Accountants
6.	22036111006	Ubaid Shabir	Market Penetration Strategies for Mahindra Electric Vehicles	Himalayan Motors
7.	22036111007	Nihan Altaf	Occupational Stress of Employees And Its Management in J&K Bank.	J&K Bank Ltd
8.	22036111008	Eeman Hilal	Marketing Strategy of Dabur Real Juice	Dabur India Ltd
9.	22036111009	Huvaid Ahmad Bhat	Study of Risk Management in JKB financial Services	J&K Bank Ltd
10.	22036111010	Waris Saleem	Marketing Strategies of HK Cement Industries Private Limited	HK Cement Industries Private Limited
11.	22036111011	Sehrish Javaid	Retention Practices at Hyatt Place.	HYATT Place Goa
12.	22036111013	Dawar Habib	How to Increase Sales of Pringles in srinagar	Kellogg India Pvt Ltd
13.	22036111014	Muteeb Farooq Mir	Assessing the Quality of Customer Service at HDFC Bank.	HDFC Bank Ltd



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14.	22036111015	Hadika Zahoor	A Study on Efficacy of Marketing Strategies Emphasised on Customer Satisfaction (CSAT), USP and AI Driven Marketing at Himalayan Motors- Mahindra.	Himalayan Motors -Mahindra
15.	22036111016	Mehreen Hilal	Audit Requirements and Compliance Case Study of Jammu And Kashmir State Power Development Corporation Limited (JKSPDC).	Jammu and Kashmir State Power Development Corporation.
16.	22036111019	Anam Tariq	Impact of performance appraisal on employee motivation: a study of J & K bank.	J&K Bank Ltd
17.	22036111020	Syedah Mehak Zahra	Occupational Stress of Employees And Its Management in J&K Bank.	J&K Bank Ltd
18.	22036111021	Samreen	Employee Satisfaction Towards Performance Appraisal System in J & K Bank.	J&K Bank Ltd
19.	22036111022	Tauseen Khurshid	Assessing the quality of customer service at HDFC bank.	HDFC Bank Ltd
20.	22036111023	Wahid Rashid Malik	Financial Planning and Forecasting of Khyber K2 Aqua Culture Startup	Khyber
21.	22036111024	Shahid Showkat	Adoption of AI in Banking Sector with reference to J&K Bank	J&K Bank
22.	22036111025	Maleyha Muzaffar Wani	A Study of Process of New Product Development in Service Industry	Valiant Products and Services Pvt. Ltd
23.	22036111026	Tauseef Ahmad Bhat	A Study on Employee Motivation in Kanwal Food and Spices Pvt Ltd	Kanwal Foods and Spices Pvt Ltd
24.	22036111027	Shaiq Ashraf	Adoption of AI in Banking Sector with reference to J&K Bank	J&K Bank
25.	22036111028	Iqbal Farooq Rather	Market Penetration Strategies for Mahindra Electric Vehicles	Himalayan Motors
26.	22036111029	Arnoos Ashfaq Mir	Impact of AI on Accounting and Auditing	Amir Jan and Associates



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27.	22036111030	Mir Shahid Hamid	Study on Consumer Satisfaction and Brand Loyalty Towards AminoHerb	Aminoherb Wet Feeds
28.	22036111031	Afreen Mushtaq	Navigating Financial and Landscapes: Insights Into Financial Literacy Among Investors of Kashmir.	J&K Bank
29.	22036111032	Hyder Zahoor	CRM Effectiveness in HDFC Bank: Insights and Analysis	HDFC Bank Ltd
30.	22036111033	Ahnaf Nissar	A Study on Customer Satisfaction Towards Mahindra Powerol With Special Reference to the Market of Kashmir.	Rahim Engineering Works
31.	22036111034	Mohammad Sahil Javaid	Point of Sale Machine (POS)	J&K Bank Ltd
32.	22036111035	Umi Farakhi	Training Need Analysis With Special Reference to Srinagar British School	Srinagar British School
33.	22036111036	Mehlika Zehra	Tax Requirements and Compliance and Assessment of JKSPDC.	Jammu and Kashmir State Power Development Corporation.
34.	22036111037	Umar Farooq Malik	Impact of Quality on Customer Brand Loyalty: A Study of Mahindra and Mahindra Ltd.	Himalayan Motors
35.	22036111038	Khaleef Zaffar Bhat	CRM Effectiveness in HDFC Bank: Insights and Analysis	HDFC Bank Ltd
36.	22036111039	Affan Pattoo	Application of GST in J&K Bank.	J&K Bank Ltd
37.	22036111040	Maleeha Mushtaq	Non Performing Asset and Its Impact With Regards to J&K Bank	J&K Bank Ltd
38.	22036111041	Seerat Shaan	A Case Study on Public Sector Accounting at Jammu And Kashmir State Power Development Corporation Exhibition Ground Jehangir Chowk Srinagar.	Jammu and Kashmir State Power Development Corporation.
39.	22036111042	Fazil Ahmad Khatana	Customer Satisfaction of J&K Bank	J&K Bank Ltd



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40.	22036111043	Fayaz Ahmad Dar	Study and Analysis of Bank Finances in Agriculture Sector (Contract Farming)	J&K Bank Ltd
41.	22036111044	Danish Manzoor	Customer Satisfaction of J&K Bank	J&K Bank Ltd
42.	22036111047	Mohammad Zaid	Point of Sale Machine (POS)	J&K Bank Ltd
43.	22036111048	Gowher Altaf	Constraints Perceived in Dairying by the Farmers in City Conditions and Interventions of JKEDI in Dairy Farming	JKEDI
44.	22036111049	Ulfat Hassan Hajam	Marketing Approach of Banks: A Comparative Study of J&K Bank and Other Banks	J&K Bank Ltd
45.	22036111050	Adnan Fayaz	Financial Planning and Forecasting of Khyber K2 Aqua Culture Startup	Khyber
46.	22036111051	Numan Iqbal Bhat	Marketing Strategies of HK Cement Industries Private Limited.	HK Cement Industries Private Limited
47.	22036111052	Ameera Hasan	Market Segmentation and Targeting Strategies of Mahindra Compact Cars	Himalayan Motors
48.	22036111053	Dar Ubaid Afzal	Advertisement in Service Organisations: A Case Study on J&K Bank	J&K Bank LTD
49.	22036111055	Yawar Nazir Kalla	How to Increase Sales of Pringles in Srinagar	Kellogg India Pvt Ltd
50.	22036111056	Basit Parvaiz	Customer Satisfaction and Marketing Effectiveness of Aulten Digital Pvt. Ltd Voltage Stabilisers.	Aulten Digital Pvt. Ltd
51.	22036111057	Syed Mohammad Faaiz	Impact of Digital Banking Services of J&K Bank on Customer Satisfaction	J&K Bank Ltd
52.	22036111058	Nowreen Ishfaq	Training Need Analysis With Special Reference to Srinagar British School	Srinagar British School
53.	22036111059	Syed Tajamul Fida	Service Marketing of J & K Bank.	J&K Bank Ltd
54.	22036111060	Aroj Alam Qureshi	Marketing Strategies of J&K Bank Ltd	J&K Bank Ltd



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55.	22036111062	Iqrar Aziz	Marketing Strategies of J&K Bank Ltd	J&K Bank Ltd
56.	22036111063	Sadia Saleem	Financial performance Analysis of Datacreds Pvt Ltd	Datacreds Pvt Ltd
57.	22036111064	Umer Mohammad	How Advertisement Affects Consumer Behaviour	Tachyon Security India
58.	22036111065	Heeba Majid	Non Performing Asset and Its Impact With Regards to J&K Bank	J&K Bank Ltd
59.	22036111066	Naveed Mushtaq Shah	Impact of Quality on Customer Brand Loyalty: A Study of Mahindra and Mahindra Ltd.	Himalayan Motors
60.	22036111067	Dawood Masood Wani	Strategic Shift: The Digital Banking Journey of J&K Bank	J&K Bank Ltd
61.	22036111068	Aamir Bin Showkat Shah	Customer Relationship Management (CRM) in J&K Bank	J&K Bank Ltd