



# 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 2021-2023

S. No	Name of the Candidate	Enrollment No.	Title of the Project / Internship Report	Organisation
1.	Tabiq Iqbal	21036111001	Marketing Strategy at Dabur India Ltd	The Farooq Trading Co
2.	Sanan Tariq	21036111002	Customer Relationship Management at Tumi A Reliance Retail Store	Reliance SMSL Ltd
3.	Abdul Nouman Qadri	21036111003	Customer Relationship Management of Hugo Boss and Its Impact on Customer Satisfaction	Reliance SMSL Ltd
4.	Huder Ali	21036111004	Training Need Analysis With Special reference to J&K Bank	J&K Bank Ltd
5.	Sharihan Hamid	21036111005	The Role of Customer Relationship Management in Improving Customer Loyalty of Byjus	BYJUS
6.	Mehreen Nabi	21036111006	Customer Relationship Management of J&K Bank and Its Impact on Customer Satisfaction	J&K Bank Ltd
7.	Fasil Shabir	21036111007	Financial Products and Services of J&K Bank	J&K Bank Ltd
8.	Mohsin Yaseen Bhat	21036111008	Working Capital Management	J&K Bank Ltd
9.	Musaib Jeelani	21036111009	Consumer Buying Behaviour Towards Samsung Mobiles	Srinagar Marco Biz Pvt. Ltd
10.	Mohamad Abdul Bari	21036111010	Digital Banking in J&K Bank	J&K Bank Ltd
11.	Irfan Ahmad	21036111011	Marketing and Sales Department of Grand MS Hotel	Hotel Grand MS
12.	Mehreen Jan	21036111012	Impact of Training and Development on Employee Performance with Special Reference to J&K Bank Ltd	J&K Bank Ltd
13.	Mehak Jan	21036111013	Service Quality of HDFC Bank	HDFC Bank Ltd
14.	Rabiah Fayaz	21036111014	Service Marketing of J&K Bank In Kashmir Valley	J&K Bank Ltd
15.	Qurat Ul Bashir	21036111015	Impact of Employee Training and Degree of its Effect on Customer Satisfaction in the Hospitality Industry	RK Sarovar Portico



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16.	Hafsah Javeed	21036111016	Comparative Analysis of J&K Banks Marketing Strategies With Other Banks	J&K Bank Ltd
17.	Shayaq Hassan Wani	21036111017	Financial Inclusion at J&K Bank and Its Performance at J&K Bank Delina	J&K Bank Ltd
18.	Zulfikar Javeed Hyderi	21036111018	A Study on Customer Satisfaction of Toyota Car With Special Reference to Ansari Toyota	Ansari Toyota
19.	Marvie Shabir	21036111019	Training Need Analysis With Special reference to J&K Bank	J&K Bank Ltd
20.	Musavir Mohi Ud Din	21036111021	Working Capital Assessment at J&K Bank	J&K Bank Ltd
21.	Sameer Ahmad Bhat	21036111023	Jio Market Telecom Entry Disruption	BD Security Pvt. Ltd
22.	Ahraz Amin	21036111024	Training and Development Programme in J&K Bank	J&K Bank Ltd
23.	Tabinda Rariq Malik	21036111025	A Study of Customer Satisfaction Towards Samsung Mobile Phones	Srinagar Marco Biz Pvt. Ltd
24.	Syed Abrar Masarat	21036111026	Financial Inclusion at J&K Bank and Its Performance at J&K Bank Delina	J&K Bank Ltd
25.	Zainish Bashir	21036111027	A Study on Customer Relationship Management With Reference to Canali, A Luxury Reliance Retail Store	Reliance SMSL Ltd
26.	Yamin Hamid	21036111028	Impact of Training and Development on Employee Performance with Special Reference to J&K Bank Ltd	J&K Bank Ltd
27.	Sheikh Rasikh Rashid	21036111029	New Age financial products and Their Role in Transforming Modern Banking	J&K Bank Ltd
28.	Owais Rashid Dar	21036111031	Exploring Customer Satisfaction in Automotive Industry: A Case of KY Hyundai Anantnag	KY Motors Pvt. Ltd
29.	Mohammad Saliq Geelani	21036111032	Pivotal Role of HR in the Production of Cadbury Chocolate	The Farooq Trading Co
30.	Mohammad Ilyas Rather	21036111033	The Service Quality and Customer Delight of J&K Bank	J&K Bank Ltd
31.	Fazil Fayaz	21036111034	Customer Relationship Management of Hugo Boss and Its Impact on Customer Satisfaction	Reliance SMSL Ltd



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32.	Rashid Ahmad Ganie	21036111036	Loans and Advances Provided by J&K Bank	J&K Bank Ltd
33.	Ab Majeed Sheikh	21036111037	A Study of marketing Strategies of Johnson and Johnson Company	The Farooq Trading CO
34.	Faizan Maqbool Parry	21036111038	Analysing Customer Satisfaction Towards J&K Bank	J&K Bank Ltd
35.	Shiekh Ahtisham Ashraf	21036111039	Customer Satisfaction Towards J&K Bank	J&K Bank Ltd
36.	Zeeshan Ahmad	21036111041	Customer experience Management in Personal Loan, J&K Bank	J&K Bank Ltd
37.	Umer Imtiyaz	21036111042	J&K Bank financing Medium and Small Scale Business Organisation	J&K Bank Ltd
38.	Javid Ahmad Khan	21036111043	A Study of marketing Strategies of Johnson and Johnson Company	The Farooq Trading CO
39.	Inam Ul Haq	21036111044	Marketing Through Events: A Case Study of India E-Mobility Show- 2023	Valiant Products and Services
40.	Ishtiyaq Ahmad Mir	21036111046	A Study of Employee's Job Satisfaction in Mahindra and Mahindra	Himalaya Motors
41.	Sadiya Hilal	21036111047	Customer Satisfaction With Reference to J&K Bank	J&K Bank Ltd
42.	Muazzim Farooq Sheikh	21036111048	A Study of Customer Satisfaction Towards Samsung Mobile Phones	Srinagar Marco Biz Pvt. Ltd
43.	Saahil Mushtaq	21036111049	A Study on Customer Satisfaction of Toyota Car With Special Reference to Ansari Toyota	Ansari Toyota
44.	Jasim Ali	21036111050	Human Resource Management in J&K Bank	J&K Bank Ltd
45.	Mohmmad Ayhan Bhat	21036111051	Consumer Buying Behaviour Towards Samsung Mobiles	Srinagar Marco Biz Pvt. Ltd
46.	Haris Bilal Wani	21036111052	Human Resource Management in J&K Bank	J&K Bank Ltd
47.	Tabarak Shafi Mir	21036111053	New Age financial Products as Means of Transforming Modern Banking	J&K Bank Ltd
48.	Mohasin Mohi Ud Din Beigh	21036111054	The Rise of Jio, Futue Plans and Strategies	Reliance Jio Infocomm Limited



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49.	Barooja Jeelani	21036111055	Retail Lending in J&K Bank	J&K Bank Ltd
50.	Danish Nazir Kalla	21036111056	Marketing Performance of Kelloggs Brand: A Case Study on "How to Increase Pringle Footprints in Srinagar"	Kelloggs India Pvt. Ltd
51.	Yasir Yaqoob Bhat	21036111057	A Study of Employee's Job Satisfaction in Mahindra and Mahindra	Himalaya Motors
52.	Beenish	21036111059	Performance Appraisal of Employees J&K Bank Srinagar	J&K Bank Ltd
53.	Mohmad Wasif Wahid	21036111060	A Study on Marketing Strategy of ZAP Build technologies Pvt. Ltd in Mohali India	Zap Build Technologies Pvt. Ltd