

A
PROJECT REPORT
ON
“STUDY ON EFFECT OF BRANDING ON PRODUCT MARKETING
(RAYMOND)”



SUBMITTED TO

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR
IN PARTIAL FULFILLMENT FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION

SUBMITTED BY

NAGARAJU TIRUPATI MULKALA

GUIDED BY

DR. JAI NISHAD



**DR S C GULHANE PRERNA COLLEGE OF COMMERCE, SCIENCE
AND ARTS**

Reshimbagh square Nagpur-440009

2023-2024

**A
PROJECT REPORT
ON**

**“IMPACT OF TELEVISION ADVERTISING MESSAGES ON
ALCOHOL CONSUMPTION AMONG UNDERGRADUATE
STUDENTS IN NAGPUR CITY”**

SUBMITTED TO

**RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR
IN PARTIAL FULFILLMENT FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY

MS. ALISHA SHEWALE

GUIDED BY

Dr. JAI A. NISHAD



**DR. S.C. GULHANE PRERNA COLLEGE OF
COMMERCE, SCIENCE AND ARTS**

Reshimbagh square Nagpur -440009

2023 – 2024

A
PROJECT REPORT
ON

**“A Study of the perception of the potential customers
towards TATA Electric Vehicles in Nagpur City”**

TATA MOTORS

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

**IN PARTIAL FULFILLMENT OF THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY

DNYANESH VIJAY DABIR

GUIDED BY

DR. JAI NISHAD



DR S.C GULHANE PRERNA COLLEGE OF COMMERCE, SCIENCE AND ARTS

Reshimbagh square Nagpur-440009

2023-2024

**A PROJECT REPORT
ON
“TO STUDY VARIOUS MARKETING STRATEGIES
ADOPTED BY TATA SALT”**



**DESH KI SEHAT
DESH KA NAMAK**

SUBMITTED TO
RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR
IN PARTIAL FULFILLMENT FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY
MS. AYUSHI SHINDE

GUIDED BY
DR. JAI NISHAD



**DR. S.C. GULHANE PRERNA COLLEGE OF
COMMERCE, SCIENCE AND ARTS**

Reshimbagh square Nagpur -440009

2023 – 2024

A
PROJECT REPORT
ON
"THE IMPACT OF SALES PROMOTION ON THE
MARKETING OF A NEW PRODUCT BY MAYBELLINE"



SUBMITTED TO

**RASHTRASANTTUKADOJIMAHARAJNAGPUR UNIVERSITY,
NAGPUR**

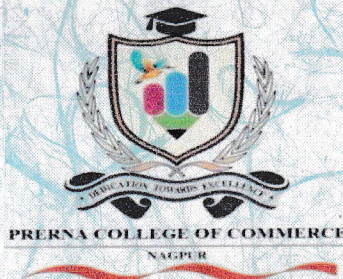
**IN PARTIAL FULFILLMENT FOR THE DEGREE
OF BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY

MARIYA R. QUAZI

GUIDED BY

DR. JAI A. NISHAD



**DR S C GULHANE PRERNA COLLEGE OF COMMERCE, SCIENCE
AND ARTS**

Reshimbagh square Nagpur-440009

2023-2024

**A
PROJECT REPORT
ON
“A STUDY ON MARKETING STRATEGIES OF OLA WITH
RESPECT TO EV S1”**



SUBMITTED TO

**RASHTRASANTTUKADOJIMAHARAJNAGPURUNIVERSITY,
NAGPUR**

**IN PARTIAL FULFILLMENT FOR THE DEGREE
OF BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY

RAHIL PATHAN

GUIDED BY

DR. JAI NISHAD



**PRERNA COLLEGE OF COMMERCE
NAGPUR**

**DR S C GULHANE PRERNA COLLEGE OF COMMERCE, SCIENCE
AND ARTS**

Reshimbaghsquare Nagpur-440009

2023-2024

A
PROJECTREPORT
ON
“A STUDY ON SALES AND DISTRIBUTION ANALYSIS
OF MANKIND PHARMACEUTICAL PVT. LTD.



SUBMITTED TO
**RASHTRASANT TUKADOJI MAHARAJ NAGPUR
UNIVERSITY, NAGPUR
IN PARTIAL FULFILLMENT FOR THE DEGREE
OF BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY
Mr. Chaitanya Bhaskar Bhoyar

GUIDED BY
Dr. Jai Nishad



**DR S C GULHANE PRERNA COLLEGE OF COMMERCE,
SCIENCE AND ARTS
Reshimbagh square Nagpur-440009**

2023-2024

**A
PROJECT REPORT
ON
“A STUDY OF SOCIAL MEDIA MARKETING
TECHNIQUE IN VIVO MOBILE”**

SUBMITTED TO

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**In Partial Fulfillment for award of
Bachelor of Business Administration (BBA)**

SUBMITTED BY

MR. GOKUL PURUSHOTTAM TELMASRE

UNDER THE GUIDANCE BY

DR. JAI NISHAD



**DR. SC. GULHANE PRERNA COLLEGE OF COMMERCE,
SCIENCE AND ARTS**

Reshimbag Square, Nagpur

(2023 – 2024)

A
PROJECT REPORT
ON

**“A STUDY OF INTEGRATED MARKETING COMMUNICATION
CHANNEL USED BY AGILE CAPITAL SERVICES”**



SUBMITTED TO
RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR
IN PARTIAL FULFILLMENT FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY
MS. KANERI AWALE

GUIDED BY
Dr. JAI A. NISHAD



**DR. S.C. GULHANE PRERNA COLLEGE OF
COMMERCE, SCIENCE AND ARTS**

Reshimbagh square Nagpur -440009

2023 – 2024

A
PROJECT REPORT
ON
“ANALYSIS OF MARKETING STRATEGIES OF OPPO MOBILE
PHONES IN INDIA”

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SUBMITTED TO

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR
IN PARTIAL FULFILLMENT FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION

SUBMITTED BY

RAJAT MANEESH VERMA

GUIDED BY

DR JAI NISHAD



DR S C GULHANE PRERNA COLLEGE OF COMMERCE,
SCIENCE AND ARTS

Reshimbagh square Nagpur-440009

2023-2024

A
PROJECT REPORT
ON
“TITLE OF PROJRCT”

**“STUDY ON BUYING BEHAVIOR AFTER DIGITIZATION AND HOW IT IMPACT
ON E-COMMERCE AT RAH ADVERTISING & DIGITAL MARKETING”**

RAH
ADVERTISING

SUBMITTED TO

**RASHTRASANT TUKADOJI MAHARAJ NAGPUR
UNIVERSITY, NAGPUR**

**IN PARTIAL FULFILLMENT FOR THE DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION**

SUBMITTED BY

LOKESH GOPAL SINGAR

GUIDED BY

DR. JAI NISHAD



**DR S C GULHANE PRERNA COLLEGE OF COMMERCE,
SCIENCE AND ARTS**

Reshimbagh square Nagpur-440009

2023-2024