



**Central University of Himachal Pradesh**

(ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT 2009)

Dharamshala, Himachal Pradesh-176215



# **NAAC Criterion-I**

## **Key Indicator – 1.3.4**

**3) Report of the Field visit undertaken by students showing Photographs with location and date**

## **1.3.4 Evidences**



**HPKV Business School**

**School of Commerce and Management Studies**

**Central University of Himachal Pradesh, Dharamshala,**

**Kangra**



PROJECT REPORT

"IMPACT OF PUBLIC RELATION & ADVERTISING ON  
CONSUMER DECISION MAKING"



**Submitted in Partial Fulfillment for the Requirement of MBA  
Programme of Study**

Supervised by:  
Dr. Chaman Lal  
Assistant professor

Submitted BY:  
Aarush  
CUHP20MBA01  
MBA 3<sup>rd</sup> Semester

**December, 2021**

**School of Commerce & Management Studies**

Central University of Himachal Pradesh  
(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



Abhishek

## PROJECT REPORT

“A Study of Consumer Perception and Preferences  
Towards TATA Motors Cars”



OLD

**Submitted in Partial Fulfilment for the Requirement of MBA  
Programme of Study**

**Supervised by:**

**Name of Supervisor – Dr. Sarvesh Kumar  
Designation – Assistant Professor**

Sarvesh Kumar  
24/06/2022

**Submitted By:**

**Name of the Student – Abhishek Hans  
Roll No. CUHP20MBA02  
Programme of Study – MBA 3<sup>rd</sup> Sem**

Abhishek

**DEC, 2021**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**PROJECT REPORT**

**“Determinants of Reader Behavior towards Times of India in Tricity”**



***Submitted in Partial Fulfillment for the Requirement of MBA Programme of Study***

***Supervised by:***

***Dr. Chaman Lal***

***Assistant Professor***

***Submitted By:***

***Abhishek Saini***

***CUHP20MBA05***

***MBA 3<sup>RD</sup> Semester***

**December, 2021**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**WORK LIFE BALANCE of SUKHJINDER GROUP OF ENGINEERING COLLEGE**

A Project Report submitted to the Central University of Himachal Pradesh for the fulfillment of  
the requirements of Degree

**MASTER OF BUSINESS ADMINISTRATION**



Session 2020--2022

**SUPERVISED BY**

Prof. Dipanker Sharma

Department of HRM

School of business and Management studies

Central University of Himachal Pradesh

(Established under central universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH

**SUBMITTED BY**

Abinash Sharma

CUHP20MBA06



**PROJECT REPORT**

**“COMPARATIVE STUDY BETWEEN BAJAJ  
AUTOMOBILES AND HERO MOTOCORP.”**



***Submitted in Partial Fulfillment for the Requirement of MBA  
Programme of Study***

**Supervised by:**

*Sarvesh Kumar*  
**Name of Supervisor - Dr. Sarvesh Kumar**  
**Assistant Professor**

**Submitted BY:**

*Ablok*  
**Name of the Student - Ablok**  
**Roll No. CUHP20MBA07**  
**MBA 3<sup>rd</sup> Sem**

**DEC, 2021**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**A Study on Work Life Balance in IT company**

**A Project Report**

Submitted to

**The School of Commerce and Management Studies**  
in fulfillment of the requirement for the award of degree of

**Master of Business Administration**

**Central University of Himachal Pradesh**



2020 -22

Submitted to:

Dr. Gitanjali Upadhaya

Asst. Professor

Submitted by:

Adarsh Chaudhary

CUHP20MBA08

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**Consumer Behaviour for Online Shopping During Covid-19**

A PG Dissertation Report

Submitted to the Central University of Himachal Pradesh

For the award of a degree of

**Master of Business Administration (MBA)**

In the department of HPKV Business School,  
School of Commerce and Management Studies (SCMS)



Under the Guidance of

**Prof. (Dr.) Mohinder Singh**

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

Submitted by

**Akanksha**

(CUHP20MBA09)

**Central University of Himachal Pradesh, Dharamshala**



Project Report

# “Effects of Branding on Consumer Buying Behavior”



AKash

**Submitted in Partial Fulfillment for the Requirement of MBA Programme of Study**

**Supervised by :**

**Dr. ADITI SHARMA**  
ASSISTANT PROFESSOR

**Submitted BY:**

**Name Akash Singh Rana**  
**Roll No. CUHP20MBA10**  
**Programme of Study MBA**

**June, 2022**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



REPORT  
ON  
**DETERMINANTS OF PURCHASE BEHAVIOUR TOWARDS  
ONLINE RETAILING**



**Submitted in Partial Fulfillment for the Requirement of MBA  
Programme of Study**

*[Signature]*  
Supervised by :  
DR. Chaman Lal  
Assistant Professor

*[Signature]*

*[Signature]*  
Submitted by:  
MR. AKHLESH BHATT  
Roll No. CUHP20MBA11  
MBA MARKETING

**December 2021**  
**School of commerce & Management studies**  
**Central University of Himachal Pradesh**  
(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**PROJECT REPORT**

**“A Study of Customer Satisfaction in Online Shopping –  
Retail Industry”**



*(Handwritten signature)*

**Submitted in Partial Fulfillment for the Requirement of MBA  
Programme of Study**

*Sarvesh Kumar  
20/06/2022*

**Supervised by :**

**Sarvesh kumar**

**Assistant professor (CUHP)**

*Akshat  
20/6/2022*

**Submitted BY:**

**akshat sharma**

**Roll No. CUHP20MBA12**

**Programme of Study :- MBA**

**June, 2022**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA 176215, HIMACHAL PRADESH



Final Project Report  
On  
A Study of Consumer Buying Behavior Towards Amul Dairy Products  
Submitted in partial fulfillment of degree of  
Master of Business Administration



*Arora*  
Submitted to- Dr. Manpreet Arora  
Asst. Professor  
(CUHP SCMS)

Submitted by- *Ananya Goel*  
CUHP20MBA14  
MBA Sem 4

School of Commerce and Management Studies

Central University of Himachal Pradesh  
Dharamshala

*Forwarded  
Manpreet*



# **Predictive modelling in case of stock index: NSE and BSE**

A dissertation submitted to the Central University of Himachal Pradesh

for the Partial Fulfillment of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

In the School of Commerce and Management Studies

In the Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School



Under the Supervision of

Prof. (Dr.) Sanjeev Gupta

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

Submitted by

Anchal  
CUHP20MBA15

CENTRAL UNIVERSITY OF HIMACHAL PRADESH



PROJECT REPORT

ON

**Determinants of Resellers' Buying Behavior: A Study of  
B2B Market**



*Submitted in Partial Fulfillment for the Requirement of MBA  
Programme of Study*

Supervised by:

Dr. Chaman Lal

Assistant Professor

Submitted BY:

Anil Kumar

CUHP20MBA17

MBA

**June 2022**

**School of Commerce & Management Studies**

Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**Study on Investment Patterns Among Millennials**

A PG Dissertation Report

Submitted to the Central University of Himachal Pradesh

For the award of a degree of

**Master of Business Administration (MBA)**

In the department of HPKV Business School,  
School of Commerce and Management Studies (SCMS)



Under the Guidance of

**Prof. (Dr.) Mohinder Singh**

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

Submitted by

**Anit Kanthwal**

(CUHP20MBA18)

**Central University of Himachal Pradesh, Dharamshala**





Central University Of Himachal Pradesh, Dharamshala

HPKV BUSINESS SCHOOL

SCHOOL OF COMMERCE AND MANAGEMENT STUDIES

DISSERTATION (MGT 410)

On

“A Study of Buying Behaviour of Consumers  
Toward Life Insurance Policies”

SUBMITTED TO:

Dr. Manpreet Arora

(Assistant Professor)

*Forwarded  
Manpreet*

*Anjana*

SUBMITTED BY:

Anjana

CUHP20MBA19

[1]



**A Detailed Analysis of Comparative Analysis of NPA OF HDFC & SBI  
A Dissertation submitted to the Central University of Himachal Pradesh**

**for the Partial Fulfillment of the Degree of  
Master of Business Administration**

**In the School of Commerce and Management Studies**

**In the Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School**



**Under the Supervision of**

**Prof. (Dr.) Sanjeev Gupta**

**Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh**

**Submitted by**

**Ankita Choudhary  
CUHP20MBA20**

**(June-2022)**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**



**PROJECT REPORT**

**ON**

**“AN ANALYTICAL STUDY ON THE USE OF PLASTIC MONEY”**

Submitted to the Central University of Himachal Pradesh

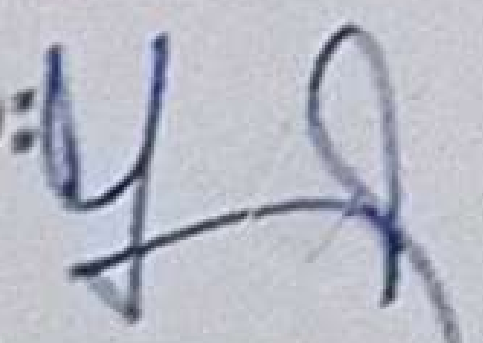


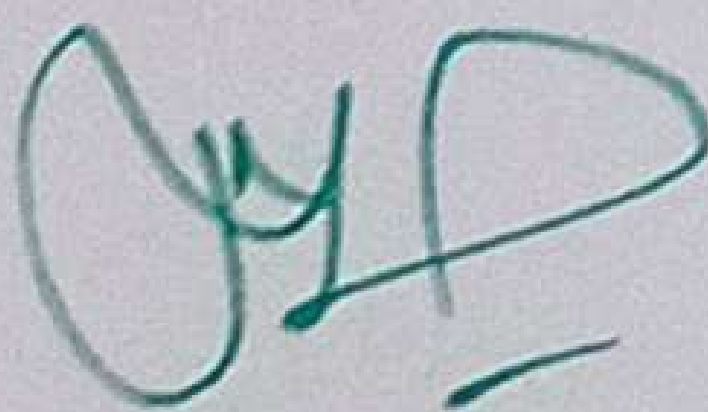
Submitted in partial fulfillment of Degree of

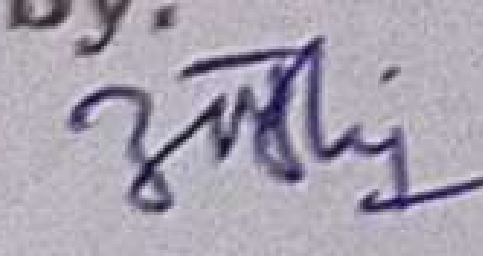
**Master of Business Administration (MBA)**

At

HPKV Business School

Submitted to:   
Dr. MOHINDER SINGH  
HEAD OF DEPTT.



Submitted by:   
ANKUSH  
CUHP20MBA21

**SCHOOL OF COMMERCE AND MANAGEMNT STUDIES**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**

2020-2022



**PROJECT REPORT ON**

**“A STUDY ON CUSTOMER PERCEPTION TOWARDS  
E-COMMERCE DURING COVID-19”**

**In partial fulfillment for the requirements**

**for the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**(SESSION 2020-2022)**



**SUBMITTED TO:**

*Manpreet Arora*  
**Dr. MANPREET ARORA**

**ASSISTANT PROFESSOR**

**SBMS, CUHP**

**SUBMITTED BY:**

*Anmol Sood*  
**ANMOL SOOD**

**Roll No. CUHP20MBA22**

**SEC - A**

**ADDRESS: SCHOOL OF COMMERCE & MANAGEMENT STUDIES**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**

**DHARAMSHALA , DISTRICT- KANGRA (176215), H.P.**



**PREDICTIVE MODELLING OF CONSUMER PRICE INDEX AND  
WHOLESALE PRICE INDEX**

**A dissertation submitted to the Central University of Himachal Pradesh  
for the Partial Fulfillment of the Degree of  
Master Of Business Administration**

**In the School of Commerce and Management Studies**

**In the Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School**



Submitted To:

Prof. (Dr.) Sanjeev Gupta

Submitted by;

ANUJ KUMAR  
CUHP20MBA24

JUNE 2022

-CENTRAL UNIVERSITY OF HIMACHAL PRADESH



A PROJECT REPORT

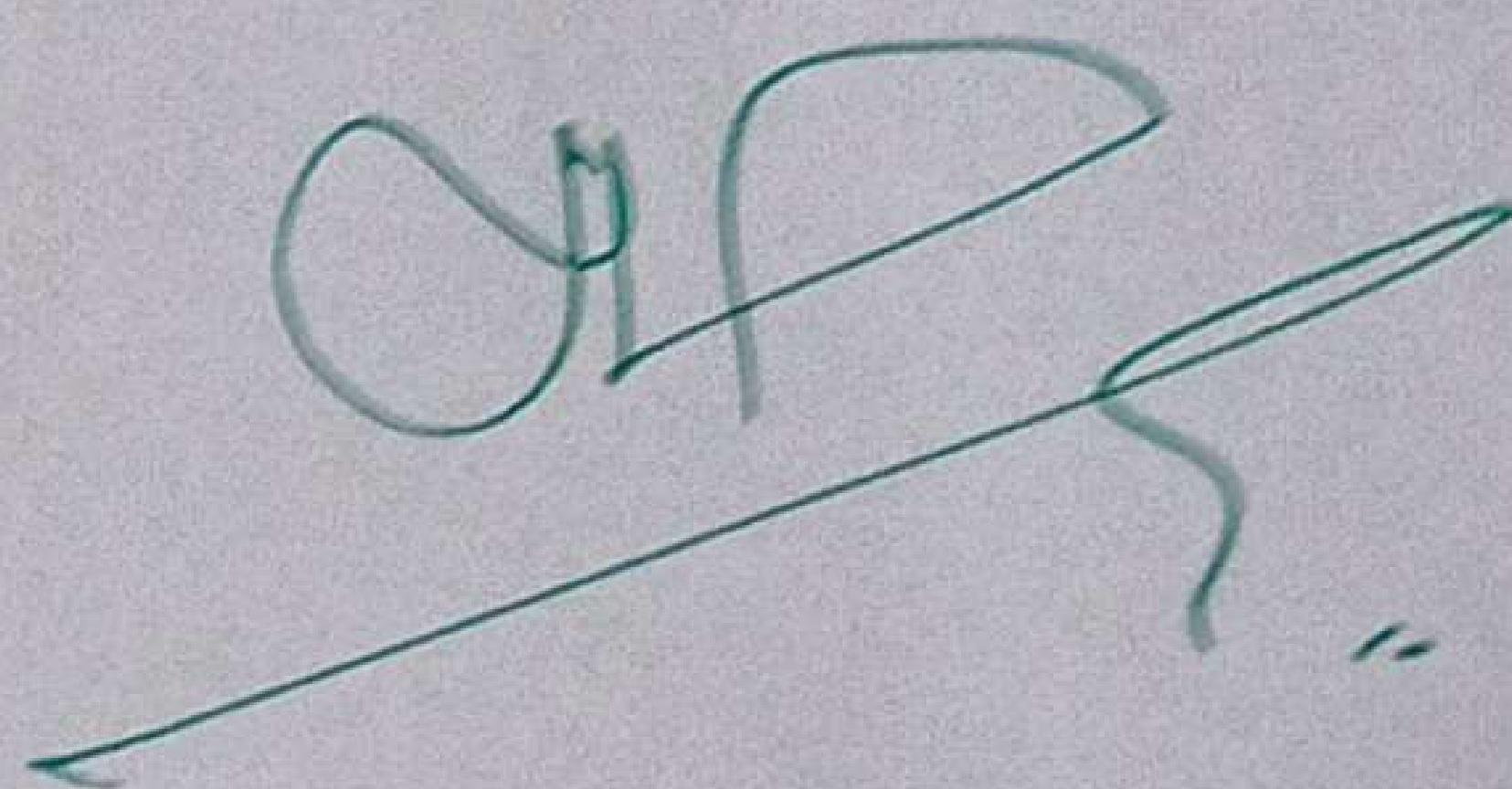
ON

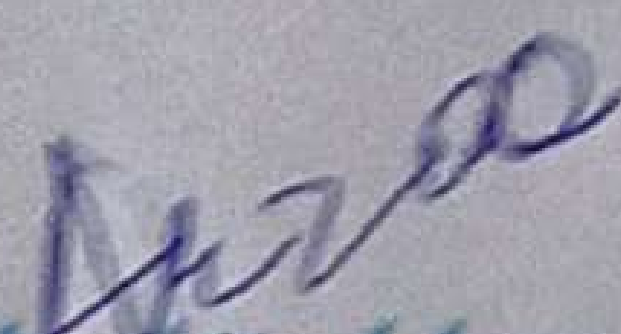
A Study on Quality of Work life and Job Satisfaction among employees of  
Reliance Trends



*Submitted in Partial Fulfilment for the Requirement of MBA  
Programme of Study*

  
*Submitted to:*  
Dr. Rita Devi  
Assistant Professor



  
*Submitted by:*  
Arzoo Manhas  
CUHP20MBA25

2020-2022

School of Commerce & Management Studies  
Central University of Himachal Pradesh  
(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



DISSERTATION

**“AN ASSESSMENT OF DIGITAL MARKETING AND BRAND PERFORMANCE IN THE CONTEXT OF INDIA”**



**Submitted in Partial Fulfilment for the Requirement of MBA Programme of Study**

Supervised by:  
Dr. Sarvesh Kumar

*Sarvesh Kumar*

*24/06/2022*

Submitted by:  
Ashi  
CUHP20MBA26

*Ashi*

**June, 2022**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**WORK LIFE BALANCE AND IMPACT OF VIRTUAL  
WORKING ON EMPLOYEES  
DURING COVID-19 PANDEMIC**

**A Dissertation Report**

SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

CENTRAL UNIVERSITY OF HIMACHAL PRADESH  
SESSION { 2020-2022 }



Department of MBA Himachal Pradesh kendriya vishwavidyalaya Business  
School

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

**SUBMITTED TO :**  
**DR. ADITI SHARMA**  
**DEPARTMENT OF MBA**

**SUBMITTED BY :**  
**AYUSH DHIMAN**

**ROLL NO:**  
**CUHP20MBA28**  
**MBA 4<sup>th</sup> SEMESTER**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**  
Parisar II, central university of Himachal Pradesh  
Distt .Kangra {H.P}176215



Sample size ?  
No. of employees

**DISSERTATION REPORT**

**ON**

**"Employees Satisfaction" at Vardhman Textiles Ltd.**

**BADDI, HP**



Submitted in Partial Fulfillment for the Requirement of MBA Programme of Study

Submitted to:

Dr. Dipanker Sharma

Professor

Submitted by:

Harbeer Kaur

CUHP20MBA29

June 2022

School of Business & Management Studies Central University of Himachal Pradesh

(Established under Central Universities Act 2009) DHARAMSHALA, DISTRICT KANGRA-  
176215, HIMACHAL PRADESH



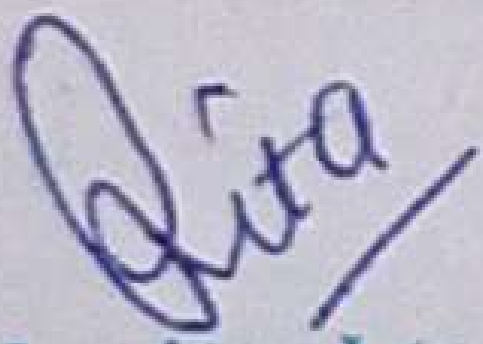
A PROJECT REPORT

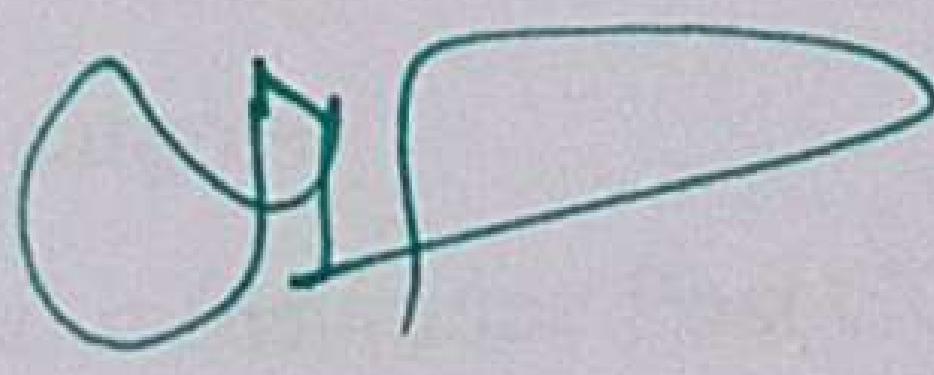
On  
IMPACT OF COVID-19 ON THE DEMAND AND SUPPLY SIDE OF HEALTH  
INSURANCE IN INDIA

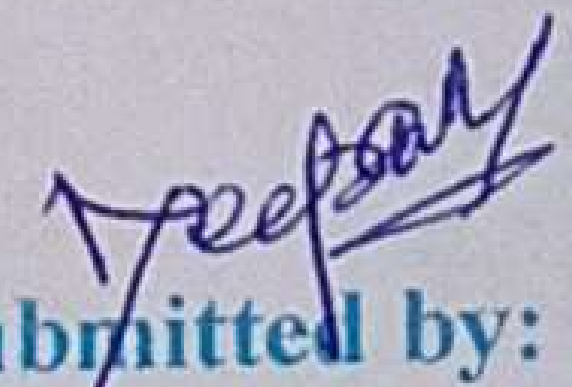
SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE  
OF  
MASTER OF BUSINESS ADMINISTRATION

CENTRAL UNIVERSITY OF HIMACHAL PRADESH



  
Submitted to:  
Dr. Rita Devi



  
Submitted by:  
Deepankar Chauhan  
(CUHP20MBA30)

2020-2022  
School of Commerce & Management Studies  
Central University of Himachal Pradesh  
(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



REPORT

ON

**Effect of Branding on Purchase and Recall Decision: A  
Comparative Study of Branded and Unbranded Products**



**Submitted in Partial Fulfilment for the Requirement of MBA  
Programme of Study**

Supervised by :

Prof. Dipanker Sharma  
Professor

Submitted BY:

Divyanshu Chaudhary  
CUHP20MBA32

**June, 2022**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



PROJECT REPORT

ON

" CUSTOMER PERCEPTION TOWARDS KCC BANK LTD. SERVICES "



*Submitted in Partial fulfillment for the Requirement of MBA*

*Programme of study*

Session 2020-2022

*Supervised by:*

**Dr. RITA SHARMA**

**ASSISTANT PROFESSOR**

**SCMS, CUHP**

*Submitted by:*

**DIXIT THAKUR**

**CUHP20MBA33**

**MBA**

**June, 2022**

**School of Commerce & Management studies**

**Central University of Himachal Pradesh**

**(Established under Central University Act 2009)**

**DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH**



PROJECT REPORT  
ON  
QUALITY-OF-WORK-LIFE IN PRIVATE ORGANIZATIONS  
SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT OF  
THE AWARD OF THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION

BY

HIMANSHU 

REG. NO. CUHP20MBA36

UNDER THE GUIDANCE OF 

Dr. GITANJALI UPADHAYA

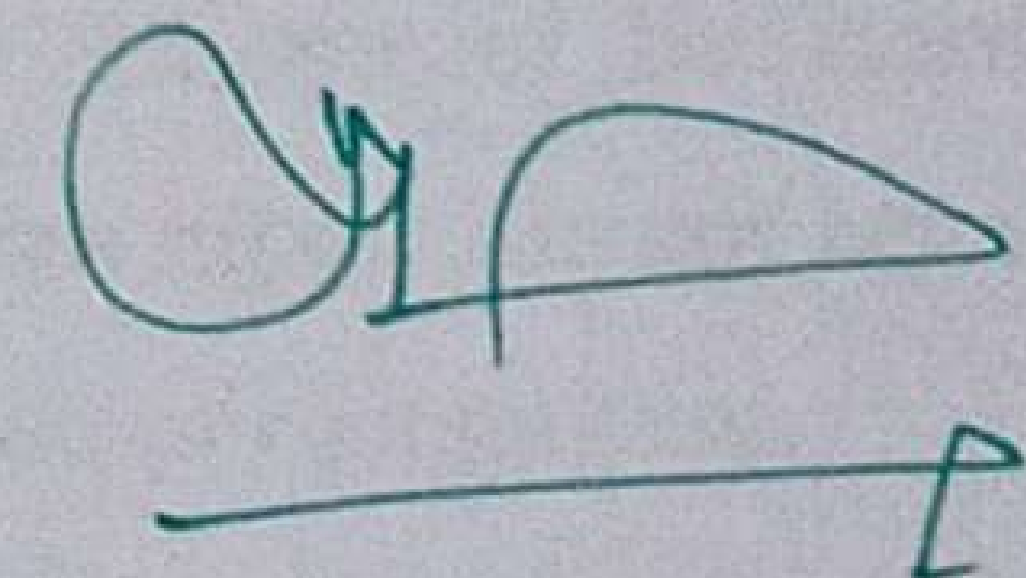
Assistant Professor

HPKVBS, SCMS Dharamshala



SCHOOL OF COMMERCE AND MANAGEMENT STUDIES  
CENTRAL UNIVERSITY OF HIMACHAL PRADESH

2020-2022





PROJECT REPORT  
ON  
“A STUDY ON CONSUMER AWARENESS AND BEHAVIOUR  
TOWARDS GREEN MARKETING”



SUBMITTED IN PARTIAL FULFILMENT OF  
AWARD OF DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION (MBA)  
(SESSION 2020-2022)

SUBMITTED TO  
DR. ADITI SHARMA

SUBMITTED BY  
HITESH VERMA  
CUHP20MBA37

School of Commerce & Management Studies  
Central University of Himachal Pradesh  
(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH

June, 2022



**Investors Perception towards Derivatives with Reference to Future and Option**



**School of Commerce & Management Studies  
Central University of Himachal Pradesh**

**Dissertation submitted in Partial Fulfillment for the Requirement of Study MBA Finance**

**Submitted by:**

**Name of the Student: Karan Rana**

**Roll No.: CUHP20MBA39**

**Programme of Study: MBA (2020-2022)**

**Supervised by: Prof. Mohinder Singh**

**Head of Department (CUHP)**



**A PROJECT REPORT**  
**ON**  
**BASIC BANKING AT HDFC BANK LTD**

**SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE**  
**DEGREE**  
**OF**  
**MASTER OF BUSINESS ADMINISTRATION**  
**OF**  
**CENTRAL UNIVERSITY OF THE HIMACHAL PRADESH**



**SUBMITTED TO :**

**DR. DIPANKER SHARMA**

**SUBMITTED BY:**

**KESHAV DOGRA**  
**ROLL NO: CUHP20MBA41**



PROJECT REPORT

“A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTIONS OF MARUTI”



***Submitted in Partial Fulfillment for the Requirement of MBA Programme of Study***

**Supervised by:**  
Dr. Chaman Lal  
Assistant Professor

**Submitted by:**  
Lucky  
CUHP20MBA42  
MBA 3<sup>rd</sup> Semester

**December, 2021**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA 176215, HIMACHAL PRADESH



# DISSERTATION REPORT

ON

“TO STUDY THE IMPACT OF COVID-19 ON ELECTRONIC BUSINESS:

A CASE STUDY OF ELECTRO WAVES ELECTRONICS PVT. LTD.”

*Submitted in Partial Fulfillment for the Requirement of MBA Programme of Study*



Supervised by:

Dr. Aditi Sharma

Assistant Professor

Submitted by:

Mahima Sharma

CUHP20MBA43

MBA 3<sup>rd</sup> SEM

December 2021

School of Commerce & Management Studies

The Central University of Himachal Pradesh (established under the central universities act 2009) DHARMSHALA, DISTRICT KANGRA- 176215 (HP)



**PROJECT REPORT**

**ON**

**"DETERMINANTS OF CUSTOMER BUYING BEHAVIOUR  
TOWARDS TWO WHEELERS: CASE STUDY OF DHARAMSHALA  
CITY(HIMACHAL PRADESH,INDIA)"**



***Submitted in Partial Fulfillment for the Requirement of MBA  
Programme of Study***

***Supervised by :***  
**DR. CHAMAN LAL**  
**ASSISTANT PROFESSOR**

***Submitted BY:***  
**MANISH KUMAR**  
**CUHP20MBA44**  
**MBA**

**DECEMBER, 2021**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



A PROJECT REPORT  
 ON  
**THE ROLE OF SECURITIES AND EXCHANGE BOARD OF INDIA(SEBI)  
 IN REGULATING THE INDIAN CAPITAL MARKET**

SUBMITTED TO THE CENTRAL UNIVERSITY OF HIMACHAL  
 PRADESH, DHARAMSHALA  
 IN PARTIAL FULFILLMENT OF THE REQUIREMENT  
 FOR THE AWARD OF THE DEGREE OF  
**MASTER OF BUSINESS ADMINISTRATION**  
 (2020-2022)



*Manjeet*

Submitted To: - DR. Manpreet Arora

Submitted by: - *Manjeet* Chauhan

Programme of Study: MBA4TH SEM

Roll No: - CUHP20MBA45

DISSERTATION [MGT 410]

*Forwarded  
 Manpreet*

School of Commerce and management studies

Central University Of Himachal Pradesh

Established under central universities Act – 2009 Dharamshala,

District Kangra-176215, HP



**Financial Analysis of PNB Bank**  
A Dissertation submitted to the Central University of Himachal Pradesh  
for the Partial Fulfillment of the Degree of  
**MASTER OF BUSINESS ADMINISTRATION**  
In the School of Commerce and Management Studies  
In the Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School



Under the Supervision of

Prof. (Dr.) Sanjeev Gupta

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

Submitted by  
Mayur Kapoor  
CUHP20MBA46

(June-2022)

CENTRAL UNIVERSITY OF HIMACHAL PRADESH



**A STUDY ON DIGITAL FINANCIAL LITERACY AMONG CUHP STUDENTS**

A PG Dissertation Report

Submitted to the Central University of Himachal Pradesh

For the award of a degree of

**Master of Business Administration (MBA)**

In the Department of HPKV Business School,  
School of Commerce and Management Studies (SCMS)



*(Handwritten signature)*

*(Handwritten signature)*

Under the Guidance of

**Prof. (Dr.) Mohinder Singh**

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

Submitted by  
**Mohit Kumar**  
(CUHP20MBA47)

**Central University of Himachal Pradesh, Dharamshala**



**PROJECT REPORT**

**ON**

**TO STUDY ONLINE GAMING ADDICTION IN YOUNG GENERATION**

Submitted to the Central University of Himachal Pradesh



Submitted in partial fulfillment of Degree of

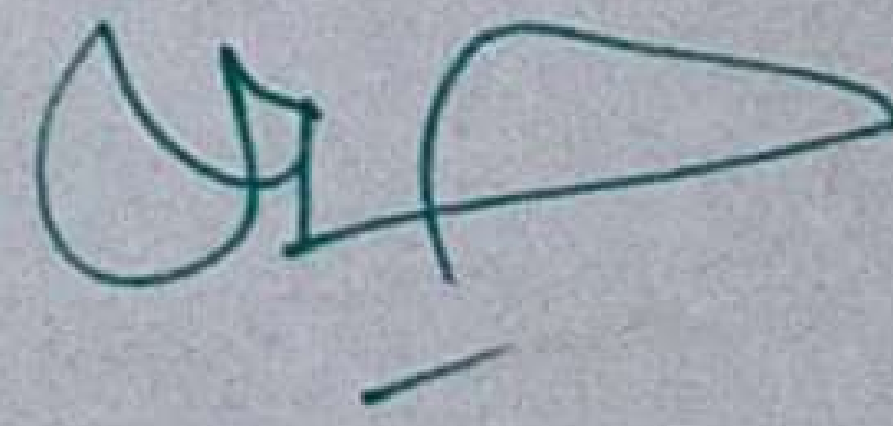
**Master of Business Administration (MBA)**

At

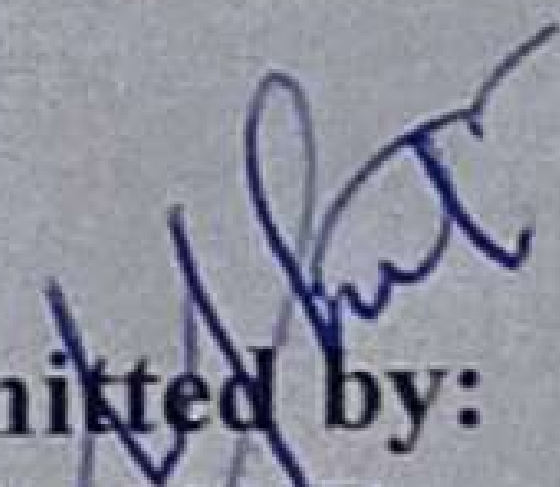
HPKV Business School

Submitted to:  
Dr. Sarvesh Kumar  
DEPTT. OF MBA

*Sarvesh Kumar*  
24/06/2022



Submitted by:  
MOHIT THAKUR  
CUHP20MBA48



**SCHOOL OF COMMERCE AND MANAGEMNT STUDIES**  
**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**  
2020-2022



PROJECT REPORT ON

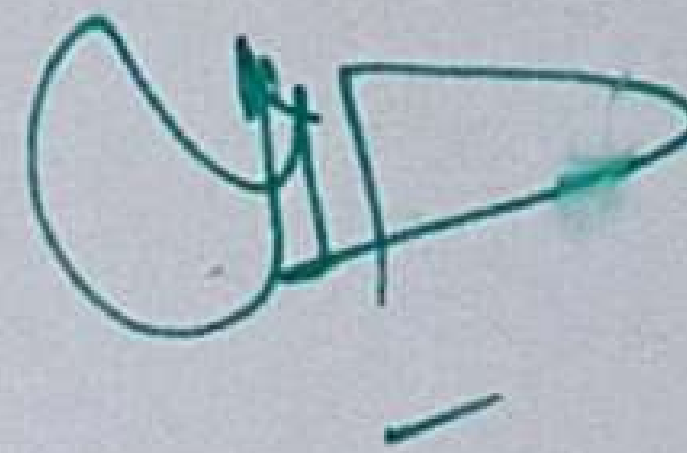
**IMPACT OF COVID-19 ON CUSTOMER BUYING  
BEHAVIOUR TOWARDS ONLINE SHOPPING**



***Submitted in Partial Fulfillment for the Requirement of MBA  
Programme of Study***

**Supervised by :**

Dr. CHAMAN LAL  
ASSISTANT PROFESSOR



**Submitted BY:**

MUKESH THAKUR  
CUHP20MBA50  
MBA 3<sup>rd</sup> Semester

**December, 2021**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



Central University of Himachal Pradesh

**HPKV BUSINESS SCHOOL**  
**SCHOOL OF COMMERCE AND MANAGEMENT STUDIES**  
**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**

(Established under Central Universities Act 2009 Dharamshala, Distt. Kangra –  
176215 Himachal Pradesh)



**DISSERTATION [MGT 410]**

on

**A STUDY ON THE  
PERFORMANCE OF  
MICROFINANCE IN INDIA**

*Muskan*

**Submitted By: -**  
Muskan Agnihotri  
**Roll No.: -**  
CUHP20MBA51  
**Program of Study: -**  
MBA (Finance)

**Submitted To: -**  
Dr. Manpreet Arora  
(Assistant Professor)

*Forwarded  
Manpreet*



**A STUDY ON EFFECT OF HR PRACTICES ENHANCING EMPLOYEE  
RETENTION AT WORKPLACE**

A PG Dissertation Report

Submitted to the Central University of Himachal Pradesh

For the award of degree of

**Master of Business Administration (MBA)**



Under the guidance of

**Asst. Prof. (Dr.) Gitanjali Upadhaya**

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School

School of Commerce and Management Studies

Central University of Himachal Pradesh

Submitted by

**Nitika**

(CUHP20MBA52)

**Central University of Himachal Pradesh, Dharamshala**

2020 – 2021



**PROJECT REPORT**  
**ON**  
**CONSUMER BUYING BEHAVIOUR TOWARDS VERKA**  
**PRODUCTS**



**Submitted in Partial Fulfillment for the Requirement of**  
**MBA Program of Study**

**Supervised by:**

**Dr. Sarvesh Kumar**  
**Assistant Professor**

*Sarvesh Kumar*  
*24/06/2022*

**Submitted by:**

**Nitin Choudhary**  
**CUHP20MBA53**

*Nitin*

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**  
**(Established under Central Universities act 2009)**

**DHARMSHALA, DISTRICT KANGRA- 176215, HIMACHAL PRADESH**



**PROJECT REPORT**

**ON**

**A study on Credit Card users in Delhi**



**Submitted in Partial Fulfilment for the Requirement of**

**MBA Program of Study**

**Supervised by:**

**Dr. Dipanker Sharma**

**Professor**

**Submitted by:**

**Pallavi Choudhary**

**CUHP20MBA54**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

**(Established under Central Universities Act 2009)**

**DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH**



A RESEARCH PROJECT REPORT

ON

***"Cold Calling: Consumers' Perspective"***

**Submitted by**

**Pankaj Kumar**  
(55 - Roll No)

**Dissertation submitted in Partial Fulfillment for the Requirement of Study**

**MASTER OF BUSINESS ADMINISTRATION**



*[Handwritten signature]*

**School of Commerce & Management Studies**

Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA - 176215, HIMACHAL PRADESH

*Sarvesh Kumar*  
*29/08/2022*

*Pankaj Kumar*



PROJECT REPORT

ON

“A STUDY ON CUSTOMER AWARENESS AND PERCEPTION  
ABOUT TERM INSURANCE IN DHARAMSHALA REGION”



SUBMITTED IN PARTIAL FULFILMENT FOR THE REQUIREMENT OF DEGEREE OF  
MASTER OF BUSINESS ADMINTRATION

SUBMITTED TO:

Dr. CHAMAN KASHYAP

Assistant Professor

SCMS, CUHP

SUBMITTED TO:

PANKAJ RANA

CUHP20MBA56

MBA 4<sup>TH</sup>

SEMESTER

June 2022

**School of Commerce & Management Studies**

Central University of Himachal Pradesh

(Establish under Central University Act 2009)

DHARMSHALA, DISTRICT KANGRA- 176215, HIMACHAL PRADESH



# Predictive Modeling in Case of Financial Fraud Detection

A project report submitted to the Central University of Himachal Pradesh

for the partial Fulfillment of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

In the School of Commerce and Management Studies

In the Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School



Under the Supervision of

Prof. (Dr.) Sanjeev Gupta

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

Submitted by

Pradhuman Koundal

CUHP20MBA57

**CENTRAL UNIVERSITY OF HIMACHAL  
PRADESH**



Project Report

On

Customer perception towards Online Food Delivery service apps



Submitted in Partial Fulfillment for the Requirement of

MBA

Supervised by:

Dr. Gitanjali Upadhaya

Assistant Professor

Submitted by:

Mr. Priyank Sharma

CUHP20MBA58

**School of Commerce & Management Studies**

Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



PROJECT REPORT

ON

“Analyzing Customer’s Inclination towards Plastic Money  
in Dharamshala Region”

SUBMITTED IN THE PARTIAL FULFILMENT OF THE  
REQUIREMENT FOR THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

SESSION 2020-22



*Forwarded*  
*Manpreet Arora*  
SUBMITTED TO: -

DR. MANPREET ARORA  
ASSISTANT PROFESSOR  
SBMS, CUHP  
DHARAMSHALA

SUBMITTED BY: -

RISHABH RANA  
CUHP20MBA60  
SEC - B  
MBA FINANCE

ADDRESS: SCMS, CUHP DHAULADHAR CAMPUS - 2, DHARAMSHALA, DIST.  
KANGRA (176215), HIMACHAL PRADESH



**A RESEARCH PROJECT  
REPORT ON**

**PERCEPTION OF ONLINE EDUCATION AMONG YOUTH  
(Submitted for the partial fulfillment of the degree Master of Business  
Administration of Central University of Himachal Pradesh)**

(2020-2022)



**UNDER SUPERVISION OF:**

**Dr. Aditi Sharma**

**Submitted By:**

**Rishika**

**CUHP20MBA61**

**Department of Commerce and Management Studies,  
Central University of Himachal Pradesh  
(Dharamshala)**



**HPKV BUSINESS SCHOOL**  
**SCHOOL OF COMMERCE & MANAGEMENT STUDIES**

Central University of Himachal Pradesh  
(Established under Central Universities Act 2009)  
Dharamshala, District Kangra – 176215, Himachal



**DISSERTATION [MGT 410]**

**ON**

**“A STUDY ON THE IMPACT OF MICROFINANCE ON SMES”**

Supervised by:

**Dr. Manpreet Arora**

**Assistant Professor (CUHP)**

Submitted by:

**Name of the Student: Riya Bhardwaj**

**Roll No.: CUHP20MBA62**

**Programme of Study: MBA (2020-2022)**

**MBA (FINANCE)**

*Forwarded*  

---

*Manpreet*



A PROJECT REPORT

ON

A Study on Online Marketing strategies:-An empirical study on customer's preferences



*Submitted in Partial Fulfilment for the Requirement of MBA  
Programme of Study*

*Submitted to:*

Dr. Gitanjali Upadhaya  
Assistant Professor

*Submitted by:*

*Sahil*  
Sahil

CUHP20MBA63

2020-2022

School of Commerce & Management Studies

Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**REPORT  
ON**

**“A STUDY ON CONSUMERS PREFERENCE TOWARDS COCA-  
COLA: A CASE STUDY OF DISTT. KANGRA”**

*Submitted in Partial Fulfillment for the Requirement of MBA  
Program of Study*



*Supervised by:*

Dr. Gitanjali Upadhaya  
Assistant Professor

*Submitted by:*

Sahil Bhatt  
Roll No. CUHP20MBA64  
MBA 3<sup>rd</sup> Semester

**December 2022**

**School of Commerce & Management Studies  
The Central University of Himachal Pradesh**  
(Established under Central Universities Act 2009) DHARAMSHALA, DISTRICT  
KANGRA- 176215, HIMACHAL PRADESH



**Predictive modelling in case of Money Supply in India**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**

(Established under Central Universities Act 2009 Dharamshala, Distt. Kangra – 176215  
Himachal Pradesh)



*[Handwritten signature]*

**Under the Supervision of Prof. (Dr.) Sanjeev Gupta**

**Department of Himachal Pradesh Kendriya Vishwavidyalaya Business  
School**

**School of Commerce and Management Studies Central University of  
Himachal Pradesh**

**Submitted To**

Prof. (Dr.) Sanjeev Gupta

**Submitted By**

Sandal Kumar

CUHP20MBA65

JUNE 2022

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**



**A PROJECT REPORT**  
**ON**  
**COMPARATIVE STUDY OF SBI AND ICICI BANK**  
**SUBMITTED IN THE PARTIAL FULFILMENT OF THE DEGREE OF**  
**MASTER OF BUSINESS ADMINISTRATION**  
**AFFILIATED TO CENTRAL UNIVERSITY OF**  
**HIMACHAL PARDESH**  
**DHARAMSHALA**  
**(SESSION 2020-2022)**



*[Handwritten signature]*

*49*  
**SUBMITTED TO:**

**MOHINDER SINGH**  
**DEPARTMENT OF MBA**  
**MBA 4<sup>TH</sup> SEMESTER**

**SUBMITTED BY:**

**SARTHAK ACHARYA**  
**UNIVERSITY ROLL NO- CUHP20MBA66.**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH,**  
**DHARAMSHALA**

**(176215)**



**PROJECT REPORT**  
**ON**  
**A STUDY ON WORKPLACE FLEXIBILITY**



*Submitted in Partial Fulfilment for the Requirement of MBA  
Program of Study*

*Rita*  
**Submitted to:**  
Dr. RITA SHARMA  
Assistant Professor

*SHD*

*Shailja*  
**Submitted by:**  
SHAILJA KUMARI  
CUHP20MBA67

2020-2022  
School of Commerce & Management Studies  
**Central University of Himachal Pradesh**  
(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



DISSERTATION  
ON  
MARKETING IN RURAL AREA IN  
DISTRICT CHAMBA (H.P)

Submitted in partial fulfillment for requirement of degree of  
MASTER OF BUSINESS ADMINISTRATION



*[Handwritten signature]*

CENTRAL UNIVERSITY OF HIMACHAL PRADESH  
DHARAMSHALA (176215)

(2020-2022)

SUBMITTED TO:

DR. DIPANKER SHARMA

PROFESSOR

HPKV BUSINESS SCHOOL

SCHOOL OF COMMERCE AND MANAGEMENT STUDIES

SUBMITTED BY:

SHEETAL *Sheetal*

4<sup>TH</sup> SEM

CUHP20MBA68



**“FINANCIAL APPRAISAL OF SBI”**

**A Dissertation Report**

SUBMITTED IN THE PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION  
CENTRAL University of Himachal Pradesh

(SESSION 2020-2022)



Department of M.B.A. Himachal Pradesh Kendriya Vishwavidyalaya Business  
School

CENTRAL UNIVERSITY HIMACHAL PRADESH

---  
SUBMITTED TO: *Sarvesh Kumar*  
*13/06/2022*  
DR. SARVESH KUMAR  
DEPARTMENT OF MBA

*Shekhar Raj*  
*13/06/2022*  
SUBMITTED BY:  
SHEKHAR RAJ  
ROLL NO-CUHP20MBA69  
MBA 4<sup>TH</sup> SEMESTER

**CENTRAL UNIVERSITY HIMACHAL PRADESH**

Camp Office, Central University of Himachal Pradesh  
Dharamshala, Dist. Kangra, Himachal Pradesh - 176215



**DIGITAL FINANCIAL LITERACY AMONG SMALL TRADERS**

A PG Dissertation Report

Submitted to the Central University of Himachal Pradesh

For the award of degree of

Master of Business Administration (MBA)

In the department of HPKV Business School,

School of Commerce and Management Studies (SCMS)



Under the Guidance of

Prof. (Dr.) Mohinder Singh

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School

School of Commerce and Management Studies

Central University of Himachal Pradesh

Submitted by

Shivani

(CUHP20MBA70)

Central University of Himachal Pradesh, Dharamshala



**A STUDY ON PERFORMANCE OF ANTI MONEY  
LAUNDERING MECHANISMS IN FINANCIAL  
INSTITUTIONS**

**A PROJECT REPORT**

**SUBMITTED TO THE CENTRAL UNIVERSITY OF HIMACHAL  
PRADESH, DHARAMSHALA  
IN PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF THE DEGREE OF**

**MASTER OF  
BUSINESS ADMINISTRATION  
(2020-2022)**



*Handwritten signature in green ink.*

**Submitted To: - DR. Manpreet Arora**

**Submitted by: - Shubham Koundal**

*Shubham Koundal.*

**Roll No: - CUHP20MBA71**

**School of Commerce and management studies**

**Central University Of Himachal Pradesh**

**ESTABLISHED UNDER CENTRAL UNIVERSITIES ACT - 2009 DHARAMSHALA,**

**DISTRICT KANGRA-176215, HP**



**PROJECT REPORT**  
**ON**  
**“AN EXPLORATORY STUDY ON STOCK MARKET SURGE DURING  
COVID-19 PANDEMIC”**

**Dissertation submitted in Partial Fulfilment for the Requirement of Study**  
**MBA Finance**



**SCHOOL OF COMMERCE & MANAGEMENT STUDIES**  
**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

Dharamshala, District Kangra – 176215, Himachal

**Supervised by:**

.....  
**DR. ADITI SHARMA**

**Assistant Professor Management (CUHP)**

**Submitted by:**

**SHUBHAM RANGRA**

**CUHP20MBA72**

**MBA (2020-2022)**



**A Dissertation Report**  
**"An Analysis Of NPA'S In Self Help Groups Bank Linkage  
Progress In India"**



*Handwritten signature*

***Submitted in Partial Fulfillment for the Requirement of MBA  
Programme of Study***

**Supervised by:**  
**Name of Supervisor**  
**Mr. Chaman Lal**

*Handwritten signature of Mr. Chaman Lal*

**Submitted BY:**  
**Name Shubham Sharma**  
**Roll No. CUHP20MBA73**  
**Programme of Study MBA**

*Handwritten signature of Shubham Sharma*

**December, 2020 - 2022**  
**School of Commerce & Management Studies**  
**Central University of Himachal Pradesh**  
(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH

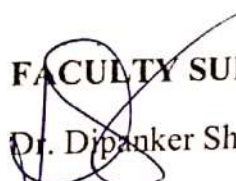


**PROJECT REPORT**  
**ON**  
**TO STUDY THE SATISFACTION LEVEL OF EMPLOYEES**  
**TOWARDS THE TRAINING & DEVELOPMENT PROCEDURE”**



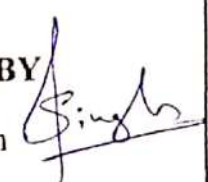
*Submitted in Partial Fulfillment for the Requirement of MBA  
Program of Study*

**FACULTY SUPERVISOR**

  
Dr. Dipanker Sharma  
Professor



**SUBMITTED BY**

Shubham Singh 

MBA 4<sup>TH</sup> SEM

CUHP20MBA74

**JULY 2022**

**School of Business & Management Studies**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**Performance Evaluation of SBI, HDFC and Saraswat Co-operative Banks:**

**A Comparative Study**

A PG Dissertation Report

Submitted to the Central University of Himachal Pradesh  
for the Partial Fulfillment of the Degree of

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

In the School of Commerce and Management Studies

In the Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School



*(Handwritten signature)*

**Under the Supervision of**

*(Handwritten signature)*  
**Prof. (Dr.) Mohinder Singh**

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

**Submitted by**

Shweta Sharma  
(CUHP20MBA75)

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**



**REPORT  
ON**

**"A STUDY ON AWARENESS & ADOPTION OF E-WALLET: A CASE  
STUDY OF DISTT. KANGRA"**

*Submitted in Partial Fulfillment for the Requirement of MBA  
Program of Study*



**Supervised by:**  
Dr. Chaman Lal  
Assistant Professor

**Submitted by:** Sonali  
Sonali  
Roll No. CUHP20MBA76  
MBA 3<sup>rd</sup> Semester

**December 2022**

**School of Commerce & Management Studies**

**The Central University of Himachal Pradesh**

(Established under Central Universities Act 2009) DHARAMSHALA, DISTRICT  
KANGRA- 176215, HIMACHAL PRADESH



**MAJOR PROJECT REPORT**  
**ON**  
**STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICES PROVIDED**  
**BY**  
**ONLINE REAL ESTATE BUSINESS**  
SUBMITTED IN THE PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION

*Grashan*  
**UNDER THE GUIDANCE OF**

**Dr Gitanjali Upadhaya**  
**Assistant Professor**  
**HPKV Business School**



*Grashan*

**SUBMITTED BY:**

**Name: Sourabh Awasthi** *Sourabh*

**Enrol. No: CUHP20MBA77**

**MBA, Semester-IV**

**Batch 2020-2022**



**PROJECT REPORT**

**ON**

PERCEPTUAL STUDY ON ECONOMIC BENEFITS DERIVED THROUGH LEGALIZATION OF HEMP CULTIVATION



Submitted in Partial Fulfillment for the Requirement of MBA Program of Study

Supervised by: -

Dr Aditi Sharma  
Assistant Professor

Submitted by:-

Sumit Thakur  
CUHP20MBA78

June 2022

School of Business & Management Studies  
Central University of Himachal Pradesh

(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



A PROJECT REPORT

ON


A Study On The Role Of Green Products On Consumer Behaviour



*Submitted in Partial Fulfilment for the Requirement of MBA  
Programme of Study*

  
*Submitted to:*  
Dr. Rita Devi  
Assistant Professor



  
*Submitted by:*  
Sunandan Guleria  
CUHP20MBA79

2020-2022

School of Commerce & Management Studies  
**Central University of Himachal Pradesh**  
(Established under Central Universities Act 2009)  
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**PREDICTIVE MODELLING IN CASE OF BANKRUPTCY**

Submitted to the Central University of Himachal Pradesh



Submitted in partial fulfilment of Degree of  
Master of Business Administration (MBA)

At

HPKV Business School

Under the Supervision of

Prof. (Dr.) Sanjeev Gupta

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

Submitted by

SUNNY

CUHP20MBA80

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**

(2020-2022)



**PROJECT REPORT**

**ON**

**“A Study on the Employee Satisfaction with the Training Methods  
Employed at ITC Ltd. at Baddi”**



*Gitanjali*

**SUPERVISED BY:**

**Dr. Gitanjali Upadhaya**

**Asst. Professor**

**HPKVBS**

*OMP*

**SUBMITTED BY:**

**Sunny Mehra**

*SUNNY*

**CUHP20MBA81**

**MBA 4<sup>th</sup> Sem**

**June 2022**

**School of Commerce & Management Studies**

**HP Kendriya Vishwavidyalaya Business School**

**(Established under Central Universities Act 2009)**

**DHARAMSHALA Tab-2, DISTRICT KANGRA – 176215, HIMACHAL PRADESH**



REPORT ON

**“ STUDY ON INVESTORS PERCEPTION TOWARDS INVESTMENTS IN STOCK MARKET”**

**Submitted in Partial Fulfilment for the Requirement of MBA Programme of Study**



*[Handwritten signature]*

Supervised by :  
Dr. Manpreet Arora  
Assistant Professor  
MBA

Submitted by:  
Name: SUSHANT  
RollNo. CUHP20MBA82

**February 2022**

**School of Business & Management Science**

Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**A PROJECT REPORT**  
**ON**  
**CUSTOMER PERCEPTION TOWARDS HYUNDAI CARS**



**SUBMITTED TO:**

**DR. RITA DEVI**

**DEPARTMENT OF MBA**

**SUBMITTED BY:**

**SUSHIL KUMAR**

**ROLL NO- CUHP20MBA83**

**MBA 3<sup>rd</sup> SEMESTER**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**

**DHARMSHALA CAMPUS**

**(2020-2022)**



PROJECT REPORT  
ON  
EMPLOYEE ENGAGEMENT OF REMOTE WORKFORCE



A dissertation submitted in partial fulfillment of the requirements for the degree of  
Master of Business Administration

Supervised by:  
Dr. Aditi Sharma

Submitted by:  
Swastik Sharma

CUHP20MBA84

June 2022

School of Business & Management studies

Central University of Himachal Pradesh

(Establishes under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA-176215, HIMACHAL PRADESH



# PROJECT REPORT

ON

WORK FROM HOME: A STUDY OF IT EMPLOYEES



Submitted in the partial fulfillment for the requirement of MBA program of study

SUBMITTED TO :

DR. RITA DEVI

Assistant Professor

SUBMITTED BY :

SWATI

CUHP20MBA85

MBA 3rd Semester

2020-2022

School of Commerce & Management Studies

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTT KANGRA- 176215, HIMACHAL PRADESH

**ACKNOWLEDGEMENT**



# Technical Analysis of Cryptocurrency

A Dissertation submitted to the Central University of Himachal Pradesh

for the Partial Fulfillment of the Degree of

**MASTERS OF BUSINESS ADMINISTRATION**

In the School of Commerce and Management Studies

In the Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School



Under the Supervision of

Prof. (Dr.) Sanjeev Gupta

Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh

Submitted by

Swati  
CUHP20MBA86

(March-2022)

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**



**A STUDY ON HIMACHAL PRADESH SWASTHYA BIMA YOJANA HIMCARE CARD**

A PG Dissertation Report

Submitted to the Central University of Himachal Pradesh

For the award of degree of

**Master of Business Administration (MBA)**

In the department of HPKV Business School,  
School of Commerce and Management Studies (SCMS)



49

By

... TAMANNA ...

(...CUHP20MBA87...)

MBA, 3<sup>rd</sup> Semester,

Central University of Himachal Pradesh, Dharamshala

Signature



A PROJECT REPORT

ON

“PERCEPTION OF YOUTH FOR NOT ADOPTING  
AGRICULTURE AS PROFESSION – Jheol Panchayat”

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF  
THE DEGREE OF


**Masters in Business Administration (Session 2020-2022)**



Under the guidance of:

Dr. Dipankar Sharma  
Prof.

Submitted by:

  
Tania  
University Roll No. CUHP20MBA88

CENTRAL UNIVERSITY OF HIMACHAL PRADESH, MBA DEPARTMENT

DHARAMSHALA

JUNE, 2022



# PROJECT REPORT

ON

## A Study on Roles of Incentives



Submitted in the partial fulfillment for the requirement of MBA program of study

  
SUBMITTED TO :

**Dr. Rita Devi.**

**Assistant Professor**

SUBMITTED BY :

  
**Tenzin Methok**  
**CUHP20MBA89**

**MBA 3rd Semester**

2020-2022

School of Commerce & Management Studies

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTT KANGRA- 176215, HIMACHAL PRADESH



**NAME OF THE TOPIC**  
**RECRUITMENT PROCESS AT SPECUTRUM**  
**MANAGEMENT**

A PG Dissertation Report  
Submitted to the Central University of Himachal Pradesh  
For the award of degree of

**Master of Business Administration (MBA)**

In the department of HPKV Business School,  
School of Commerce and Management Studies (SCMS)



By

**TUSHAR DHIMAN**

(CUHP20MBA90)

MBA, 3<sup>rd</sup> Semester,

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH,**  
**DHARAMSHALA**



**PROJECT REPORT**

**ON**

**A Study of Factors affecting Retail Outlet Selection**



**Submitted in Partial Fulfilment for the Requirement of  
MBA Program of Study**

**Supervised by:**

**Dr. Aditi Sharma**

**Assistant Professor**

Two handwritten signatures are present. The first is in green ink and appears to be 'ADP'. The second is in blue ink and appears to be 'VDF'.

**Submitted by:**

**Mr. Varun dhiman**

**CUHP20MBA91**

**School of Commerce & Management Studies**

**Central University of Himachal Pradesh**

**(Established under Central Universities Act 2009)**

**DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH**



**A Comparative Study on Equity Based Mutual Fund Schemes**

A PG Dissertation Report

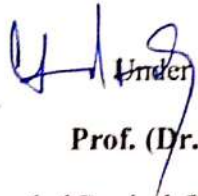
Submitted to the Central University of Himachal Pradesh

For the award of a degree of

**Master of Business Administration (MBA)**

In the department of HPKV Business School,  
School of Commerce and Management Studies (SCMS)





Under the Guidance of

**Prof. (Dr.) Mohinder Singh**



Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
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Central University of Himachal Pradesh

Submitted By

**Varun Kumar**

**(CUHP20MBA92)**

**Central University of Himachal Pradesh, Dharamsala**



PROJECT REPORT  
ON  
THE GREEN HRM PRACTICES AND THEIR IMPACT ON THE  
CORPORATE IMAGE



*Submitted in Partial Fulfillment for the Requirement of MBA Programme of Study*

*Gitanjali*  
Supervised by:

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*Vishal*  
Submitted by:

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June 2022

School of Business & Management Studies  
Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



# **Predictive Modelling of Government Bond Yield**

**A Dissertation submitted to the Central University of Himachal Pradesh**

**for the Partial Fulfillment of the Degree of**

**Master of Business Administration**

**In the School of Commerce and Management Studies**

**In the Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School**



**Under the Supervision of**

**Prof. (Dr.) Sanjeev Gupta**

**Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School  
School of Commerce and Management Studies  
Central University of Himachal Pradesh**

**Submitted by**

**Vishal  
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**(March-2020)**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**



Understanding the Concept and Awareness  
Of Cryptocurrency in the state of HP

A PG Dissertation Report

Submitted to the Central University of Himachal Pradesh

For the award of degree of

Master of Business Administration (MBA)

In the department of HPKV Business School,

School of Commerce and Management Studies (SCMS)



*Handwritten signature*

By

Vishal Sharma

(CUHP20MBA95)

MBA

Central University of Himachal Pradesh, Dharamshala

*Forwarded*

*Handwritten signature*



A  
PROJECT REPORT  
ON  
PERCEPTION OF INVESTOR INVESTING IN LIFE  
INSURANCE  
IN PARTIAL FULFILLMENT FOR THE AWARD OF MASTERS OF  
BUSINESS ADMINISTRATION  
(SESSION 2020-2022)



SUBMITTED BY

VISHAL SHARMA  
MBA 4<sup>th</sup> Semester

ROLL.NO- CUHP20MBA96

SUBMITTED TO:-

Prof. Gitanjali Upadhaya  
(Assistant Professor)

CENTRAL UNIVERSITY OF HIMACHAL PRADESH



**PROJECT REPORT**  
**ON**  
**TO STUDY CONSUMER BEHAVIOUR ON DIGITAL MARKETING**

Submitted to the Central University of Himachal Pradesh



Submitted in partial fulfillment of Degree of

**Master of Business Administration (MBA)**

At  
HPKV Business School

*Sarvesh Kumar*  
Submitted to:  
Dr. Sarvesh Kumar  
DEPTT. OF MBA

*24/06/2022*

Submitted by:  
**VISHAL THAKUR**  
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**SCHOOL OF COMMERCE AND MANAGEMNT STUDIES**  
**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**  
2020-2022

*Vishal*



# **Predictive Modelling in case of Financial crisis**

**A Dissertation submitted to the Central University of Himachal Pradesh**

**for the Partial Fulfillment of the Degree of**

**MASTER OF BUSINESS ADMISSION**

**In the School of Commerce and Management Studies**

**In the Department of Himachal Pradesh Kendriya Vishwavidyalaya Business School**



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**(June-2022)**

**CENTRAL UNIVERSITY OF HIMACHAL PRADESH**



**Project Report**  
**On**  
**A Study on Determinants of Employee Retention**



**Submitted in Partial Fulfillment for the Requirement of MBA  
Program of Study**

**Submitted to:**  
Dr. Rita Devi  
Assistant Professor

**Submitted by:**  
Vivek Sharma  
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2020-2022

School of Commerce & Management Studies

**Central University of Himachal Pradesh**

(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH



**PROJECT REPORT**  
**ON**  
**A STUDY OF STRESS AND WORK-LIFE BALANCE**



**Submitted in Partial Fulfilment for the Requirement of**  
**MBA Program of Study**

**Supervised To:**

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June 2022

School of Commerce & Management Studies  
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(Established under Central Universities Act 2009)

DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH