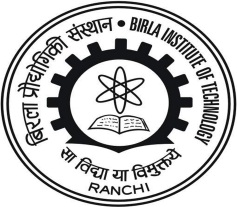
* Ajita Mishra*

*7762882575*

*ajitamishra93@gmail.com*

MBA- *Marketing & HR*

BATCH 2013-15

MBA

|  |
| --- |
| **CARRER OBJECTIVE** |
| To work with a reputed organization and utilize my skills for accomplishment of the organizational goals with a strong focus on the development of the organization. |

|  |  |
| --- | --- |
| **INDUSTRIAL TRAINING** | |
| **Organization- Hindustan Media Ventures Limited Duration- 6 weeks** | |
| **Title**  **Methodology**  **Derivable / Learning** | * **Non-advertisers of Hindustan under education category in Patna region** * **Exploratory research** * **Identification and Analysis of the reasons for not advertising in Hindustan by various educational institutions, strategies that should be adopted by media marketing department for attracting new advertisers under education category** |
| **Organization- Bihar State Electricity Board Duration- 8 weeks** | |
| **Title**  **Methodology**  **Derivable / Learning** | * **Financial activities of Bihar State Electricity Board** * **Descriptive research** * **Analysis of financial functions of Bihar State Electricity Board and understanding of finance department and activities of the department.** |

|  |  |
| --- | --- |
| **PROJECTS UNDERTAKEN** | |
| **Title** | * Newspaper review of a business daily for a particular date |
| **Title** | * A study of consumer buying behavior while purchasing |
| **Title** | * Study of the awareness and effectiveness of e-banking facilities provided by banks in a geographical area |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **EDUCATIONAL DETAILS** | | | | | | |
| **Course** | **Board / University** | **Institution** | | **Year** | **Percentage** |
| **MBA (pursuing)** | Birla Institute of Technology, Mesra | Birla Institute of Technology, Mesra | | 2015 | 85.25% |
| **BBA** | Patna University | Magadh Mahila College | | 2013 | 74.08% |
| **Senior Secondary** | Nalanda Open University | Nalanda Open University | | 2010 | 63.56% |
| **Secondary** | C.I.S.C.E. | Red Carpet High School | | 2008 | 73.20% |
|  |  |  | |  |  |
| **ACHIEVEMENTS** | | | | | | |
| **Positions of Responsibility**  **Extra-Curricular** | | | | * **Member of organizing committee of 56th Annual conference of the Indian Society of Labour Economics organized by Deptt. Of Management, BIT Mesra** * **Member of executive body of NSS, BIT Mesra** * **Member of organizing committee of “Rendezvous of colleges- an edu-cult fest” , deptt. of BBA, MMC** * **Volunteer for blood donation camp organized by NSS, BIT Mesra** * **Volunteer for convocation 2014 organized by BIT, Mesra** | | |

|  |  |
| --- | --- |
| **PERSONAL DETAILS** | |
| **Date of Birth**  **Languages known**  **Address** | **26.02.1993**   * **English** * **Hindi** * **German**   **H/O Doman Rai, Chhakkan Tola, North Mandiri, Patna- 800001, Bihar** |