



Project

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## DEPARTMENTAL QUALITY ASSURANCE CELL (DQAC)

{A Unit of IQAC, L N Mithila University}

Prabhandhan Bhawan, UNIVERSITY DEPARTMENT OF COMMERCE &

BUSINESS ADMINISTRATION

Kameshwaranagar, Darbhanga

Email: [mbalnmu@gmail.com](mailto:mbalnmu@gmail.com)

.....  
**Professor A. K. Singh**

Chairman

**Professor B. B. L. Das**

Member

**Dr. Divakar Jha**

Member Co-ordinator

.....  
Reference No. : m/c/

Date: 02.05.2022

**TO,**

The Director

IQAC

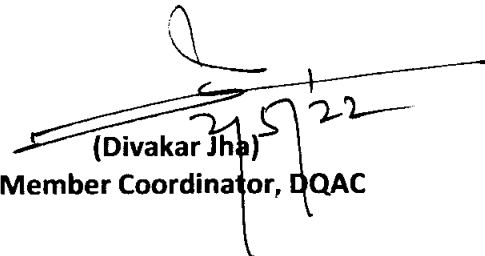
L.N. Mithila University, Darbhanga

Sub:- Certificate of Project Report and Internship of MBA Students of the Session 2019-2021

Regarding

Sir,

As required, enclosed please find herewith Certificate of Project Report and Internship done by the MBA Students of the Department during the Session 2019-2021 as part of their Course Curriculum.

  
(Divakar Jha)  
Member Coordinator, DQAC

Encl: As above

**Dr. A. K. Singh**  
Professor,  
Head and Director



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
J 9430897879  
Email: mca@lnmu.ac.in

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Cash Flow Statement of Hero Motors" has been completed by Nidhi Kumari, a bona fide student of the MBA (Finance), University Reg. No. 1620201440/16, Class Roll No.- 01, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Mutual Fund Comparison and Analysis in HDFC Bank" has been completed by Gayatri Kumari, a bona fide student of the MBA (Finance), University Reg. No. 1052-2020, Class Roll No.- 03, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director



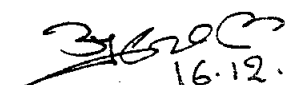
University Department of Commerce  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email: imbalind@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**Evaluation of Recruitment and Selection Process at Bharti Airtel, Noida Branch**" has been completed by Anjana Kumari, a bona fide student of the **MBA (HRM)**, University Reg. No. 26759/04, Class Roll No.- 05, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
16.12.21  
(A. K. Singh)

*Dr. A. K. Singh*

*Professor  
Head and Director*



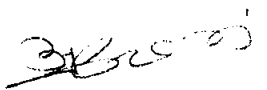
University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
J 9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Financial Management in ICICI Bank" has been completed by Poonam Kumari, a bona fide student of the MBA (Finance), University Reg. No. 1330650018/13, Class Roll No.- 06, Session \_\_\_\_\_ of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Brand Wise Acceptance of Consumer In Patna Town, PEPSI/ 7UP/DEW/MIRINDA/Slice AT Varun Beverages Pvt. Ltd. (PEPSICO)" has been completed by Saket Ranjan Singh, a bona fide student of the MBA (Marketing), University Reg. No. 1620201110, Class Roll No.- 07, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

A handwritten signature in black ink, appearing to be "A. K. Singh", is written over a horizontal line.

(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**Marketing Management Strategies** at." has been completed by **Kamlesh Mandal**, a bona fide student of the **MBA (Marketing)**, University Reg. No. , Class Roll No.- **08**, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

(A.K. Singh)

*Dr. A. K. Singh*

*Professor,  
Head and Director*



University Department of Commerce and

Business Administration

L. N. Mithila University, Darbhanga

☎ 9430897379


Email: mbainmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**HR Policies and its Implementation at Deepak Nitrite Limited**" has been completed by Sakshi Jha, a bona fide student of the **MBA (HRM)**, University Reg. No. , Class Roll No.- 09, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh) 16.12



**Dr. A. K. Singh**

Professor,  
Head and Director



University Department of Commerce and

Business Administration

L. N. Mithila University, Darbhanga

9430897879

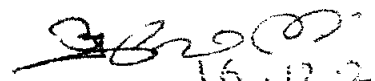
Email: mba@lnu.org

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**Working Capital Management of Coco Cola Ltd.**" has been completed by **Md. Ashraf**, a bona fide student of the **MBA (Finance)**, University Reg. No. **1521301115/15**, Class Roll No.- **10**, Session **2019-21**, of the University Department of Commerce and Business Administration, **L. N. Mithila University, Darbhanga** under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh) 15.12.2

**Dr. A. K. Singh**

*Professor,  
Head and Director*



**University Department of Commerce and  
Business Administration**

**L. N. Mithila University, Darbhanga**

**9430897379**

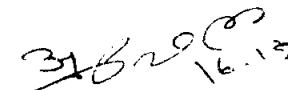
**Email : mbalnmu@gmail.com**

### **CERTIFICATE OF THE GUIDE**

This is to certify that the project work entitled "A Comparative Study of Private Sector Banks and Public Sector Banks" has been completed by Md. Shabuddin, a bona fide student of the MBA (Finance), University Reg. No. 1520201112/15, Class Roll No.- 11, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director




University Department of Commerce  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**Recruitment and Selection Process in ICICI Bank**" has been completed by **Mamta Kumari**, a bona fide student of the **MBA (HRM)**, University Reg. No. **1621101093/16**, Class Roll No.- **12** Session **2019-21**, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director



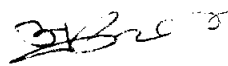
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Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study on Housing Finance & Customer Segmentation with Special Reference at Vastu Housing Finance, Lucknow" has been completed by Md. Zafar Ali, a bona fide student of the MBA (Finance), University Reg. No. 1621300836/16, Class Roll No.- 13, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
9430397879  
Email: msa@lnmu.org

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Investor's Awareness & Perception Towards Mutual Fund Industry at Kaizen Retail Finance Service, Mumbai" has been completed by Md. Mustaqeem, a bona fide student of the MBA (Finance), University Reg. No. 1621300828/16, Class Roll No.- 14, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director




University Department of Commerce :  
**Business Administration**  
L. N. Mithila University, Darbhanga  
J 9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Working Capital Management at Hero Motocorp Ltd. Krishna Motor Darbhanga" has been completed by Vikram Kumar Sharma, a bona fide student of the MBA (Finance), University Reg. No. 21050281/14, Class Roll No.- 15, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

**Dr. B. B. L. Das**  
Professor,



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "A Study on Sales Promotion of PEPSICO at Varun Beverages Pvt. Ltd., Patna" has been completed by Rahul Kumar, a bona fide student of the MBA (Marketing), University Reg. No. 182019, Class Roll No.- 16, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)

**Dr. B. B. L. Das**  
Professor,




University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "To Study Customer Relationship Management in Retail Sector(Big Bazaar)" has been completed by Aditya Raj, a bona fide student of the MBA (Marketing), University Reg. No. 1620210799, Class Roll No.- 17, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)



**Dr. B. B. L. Das**  
Professor,



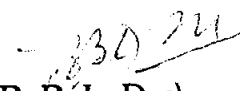
University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "A Study of Sales Promotion Measures adopted at Maruti Suzuki" has been completed by Shubham Kumar, a bona fide student of the **MBA (Marketing)**, University Reg. No. 1622210786, Class Roll No.- 18, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)

**Dr. B. B. L. Das**  
Professor,



University Department of Commerce  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Brand Wise Acceptance of Consumer in Patna Town Pepsi/7UP/DEW/MIRINDA/SLICE at Varun Beverages Pvt. Ltd. (PEPSICO)" has been completed by Ankit Kumar Sinha, a bona fide student of the MBA (Marketing), University Reg. No. 1620700725, Class Roll No.- 19, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)

*Dr. B. B. L. Das*  
Professor,



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Sales Promotion Activities of Pantaloon Retail Ltd." has been completed by Ketan Kumar, a bona fide student of the **MBA (Marketing)**, University Reg. No. **1620210789**, Class Roll No.-**20**, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)

**Dr. B. B. L. Das**  
Professor



University Department of Commerce  
Business Administration  
L. N. Mithila University, Darbhanga  
Email: mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**Comparative Study of Savings Account of ICICI Bank with That of SBI and HDFC Bank at Patna**" completed by **Vinit Kumar Singh**, a bona fide student of the **MBA (Marketing)**, University Reg. No. , Class Roll No. 21, Session 2019-21, of L.N. Mithila University, Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks

I recommend this project for evaluation.

(B. B. L. Das)

**Dr. B. B. L. Das**  
Professor



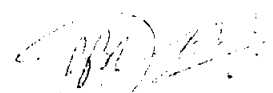
**Department of Commerce and  
Business Administration**  
L. N. Mithila University, Darbhanga  
Bihar - 846 004 (India)

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**A Study of Performance Appraisal System in Coal India, BCCL Dhanbad**" has been completed by **Ravi Bhushan**, a bona fide student of the **MBA (HRM)**, University Reg. No. **2013-2019**, Course No - **22**, Session **2019-21**, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks good.

I recommend this project for evaluation.

  
(B. B. L. Das)

Dr. B. B. L. Das  
Professor,



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

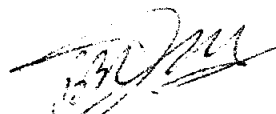
### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Working Capital Management of Hindustan Unilever Limited, Darbhanga" has been completed by Md. Ashraf, a bona fide student of the MBA (Finance), University Reg. No. 1520400632/15, Class Roll No.- 23, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

*Evaluate*  
*Res*  
*12/2/21*

  
(B. B. L. Das)

**Dr. B. B. L. Das**  
Professor,



University Department of Commerce &  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**Marketing Management Strategies at Shiv Shakti Wahan Pvt. Ltd.**" has been completed by **Khushwant Choudhary**, a bona fide student of the **MBA (Marketing)**, University Reg. No. 1520201065, Class Roll No.- **25**, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)

**Dr. B. B. L. Das**  
Professor,



**Department of Commerce and  
Business Administration**  
L. N. Mithila University, Darbhanga  
Bihar - 846 004 (India)

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Customer Satisfaction at Shiv Shakti Wahan Pvt. Ltd., Darbhanga" has been completed by Sourabh Kumar Jha, a bona fide student of the **MBA (Marketing)**, University Reg. No. 2014-2019, Class Roll No.- 26, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)



*Dr. B. B. L. Das*  
Professor,



University Department of Commerce  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Sales and Promotional Strategies in Maruti Suzuki Company Ltd." has been completed by Alok Kumar Singh, a bona fide student of the MBA (Marketing), University Reg. No. 1522500823/15, Class Roll No.- 27, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

(B. B. L. Das)

**Dr. B. B. L. Das**  
Professor,



**Department of Commerce and  
Business Administration**  
L. N. Mithila University, Darbhanga  
Bihar - 846 004 (India)

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Compensation Policy of Strides Acrolab, Limited" has been completed by Saba Naz, a bona fide student of the MBA (HRM), University Reg. No. 1622900034/16, Class Roll No.- 28, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student is genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)

**Dr. B. B. L. Das**  
Professor,



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Customer Buying Behaviour With A Focus on Market Segmentation at HDFC Standard Life Insurance Company Ltd." has been completed by Govind Kumar, a bona fide student of the MBA (Marketing), University Reg. No. 1520201030, Class Roll No.- 29, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)

**Dr. B. B. L. Das**  
Professor,



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Financial Analysis of Airtel Payment Bank AT Darbhanga" has been completed by Rahul Ranjan, a bona fide student of the **MBA (Finance)**, University Reg. No. 1520701275/15, Class Roll No.- 30, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(B. B. L. Das)

**D. H. K. Singh**

Asst. Prof.




**Department of Commerce and  
Business Administration**  
L. N. Mithila University, Darbhanga  
Bihar - 846 004 (India)

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Industrial Location in Shiv Shakti Wahan Panchayat, Darbhanga," has been completed by Aarfa Jabin, a bona fide student of the MBA (HRM), University Reg. No. 1021301004/16, Class Roll No. 31, Session-2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student is true and correct.

I recommend this project for evaluation.

  
(H. K. Singh)

**Dr. H. K. Singh**  
Professor



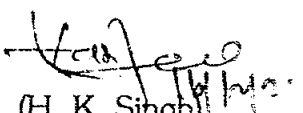
**Department of Commerce and  
Business Administration**  
L. N. Mithila University, Darbhanga  
Bihar - 846 004, India

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Employees Welfare Practices in ICICI Bank, Patna" has been completed by Aili Fatma, a bona fide student of the **MBA (HRM)**, University Reg. No. 162130126/16, Class Roll No.- 32, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student is genuine.

I recommend this project for evaluation.

  
(H. K. Singh)



**CERTIFICATE OF THE GUIDE**

This is to certify that the project work entitled "Recruitment and Selection Process in CNC Web World, Pune" has been completed by Chandani Kumari, a bona fide student of the MBA (HRM), University Reg. No. 1622900986, Class Roll No.- 33, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)

Dr. H. K. Singh



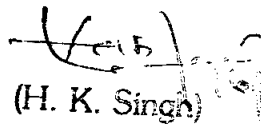
University Department of Commerce  
L. N. Mithila University, Darbhanga

CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Customer Satisfaction at Shiv Shakti Wahan Pvt. Ltd." has been completed by Ashutosh Kumar, a bona fide student of the **MBA (Marketing)**, University Reg. No. 1620800005, Class Roll No.- 34, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

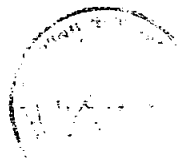
As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)



D. H. K. Singh



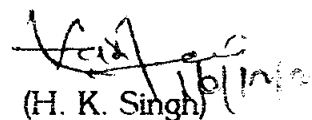
Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
Bihar - 846 004(India)

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Study of Industrial Location in Shiv Shakti Wahan, Darbhanga." has been completed by Aarfa Jabin, a bona fide student of the MBA (HRM), University Reg. No. 621301064/16, Class Roll No. 16, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(H. K. Singh)

**Dr. H. K. Singh**  
Professor



University Department of Commerce  
Business Administration  
L. N. Mithila University, Darbhanga

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Working Capital Management in Tata Steel" has been completed by Vikash Kumar Bharti, a bona fide student of the MBA (Finance), University Reg. No. 1620201189/16, Class Roll No.- 36, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)



### **CERTIFICATE OF THE GUIDE**

This is to certify that the project work entitled "A Study of Marketing Strategy of Mother Dairy Value Pack products " has been completed by Rajnish Kumar Singh, a bona fide student of the **MBA (Marketing)**, University Reg. No. 1522500957, Class Roll No.- 37, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)

**Dr. H. K. Singh**  
*Professor*



University Department of Commerce and  
**Business Administration**  
L. N. Mithila University, Darbhanga

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Customer Behaviour with Special Reference to Maruti Suzuki" has been completed by Mukul Raj, a bona fide student of the MBA (Marketing), University Reg. No. 152082641/15, Class Roll No.- 38, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)

**Dr. H. K. Singh**  
Professor




**University Department of Commerce**  
**Business Administration**  
L. N. Mithila University, Darbhanga

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Financial Appraisal of State Bank of India" has been completed by Kumar Rahul, a bona fide student of the MBA (Finance), University Reg. No. 2015-2019, Class Roll No.- 39, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)

**Dr. H. K. Singh**  
Professor




University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "A Study of Present Scenario of Cement Consumption in the Area of Darbhanga and Madhubani region in Mittal Tech Company" has been completed by Saket Kumar, a bona fide student of the MBA (Marketing), University Reg. No. 1422450089/14, Class Roll No.-40, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)

CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Performance Appraisal WITH Reference to Maruti Suzuki Pvt. Ltd." has been completed by Saran, a bona fide student of the MBA (HRM), University Reg. No. 1421280264, Class ~~Year No. 41~~ Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)

**Dr. H. K. Singh**  
*Professor*



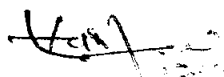
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L. N. Mithila University, Darbhanga

**CERTIFICATE OF THE GUIDE**

This is to certify that the project work entitled "**Stress Management of Employees at ICICI Bank, Patna**" has been completed by **Aqdas Zafar Hassan**, bona fide student of the **MBA (HRM)**, University Reg. No. **1520260019**, Class Roll No. **42**, Session **2019-21**, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)



**Dr. H. K. Singh**  
Professor




University Department of Commerce  
Business Administration  
L. N. Mithila University, Darbhanga

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Commercial Banking in India" has been completed by **Ashish Kumar Suman**, a bona fide student of the MBA (Finance), University Reg. No. 1542002325, Class Roll No.- 44, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)

Dr. H. K. Singh  
Professor



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**Recruitment and Selection Process in Paradise Indane, darbhanga**" has been completed by Brij Mohan Singh, a bona fide student of the **MBA (HRM)**, University Reg. No. **1322520469**, Class Roll No.- **45**, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

As declared by the student, information collected and presented in the Project Report by him are genuine.

Hence, I recommend this project for evaluation.

  
(H. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director




University Department of Commerce  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "A Study on Customer Behaviour with Special Reference to Maruti Suzuki at Raj Krishna Motors Pvt. Ltd. (NEXA)" has been completed by Virendra Kumar Choudhary, a bona fide student of the MBA (Marketing), University Reg. No. 2121017814/10, Class Roll No.- 46, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director




University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
J 9430897379  
Email : mbainmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Marketing Management Strategies at Shiv Shakti Wahan Pvt. Ltd." has been completed by Rupesh Kumar Ray, a bona fide student of the MBA (Marketing), University Reg. No. 2080208092, Class Roll No.- 47, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
16.12.21  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director




University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

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This is to certify that the project work entitled "Consumer Perception at City Centre Mall, Sambalpur" has been completed by Md. Ghalib Najmi, a bona fide student of the **MBA (Marketing)**, University Reg. No. , Class Roll No.- 50, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
16.12.21  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director



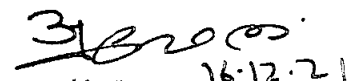
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Business Administration  
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9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Market Potential of Mittal Tech Cement" has been completed by **Chandra Bhushan Jha**, a bona fide student of the MBA (Marketing), University Reg. No. 1420250046/14, Class Roll No.- 52, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh) 16.12.21

**Dr. A. K. Singh**  
Professor,  
Head and Director



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

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This is to certify that the project work entitled "Digital Marketing at Big Bazar, Darbhanga" has been completed by Atul Anand, a bona fide student of the MBA (Marketing), University Reg. No. 1521200747/15, Class Roll No.- 53, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks fine.

I recommend this project for evaluation.

  
17.12.21  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director




University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnm@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Non Performing Assets of Allahabad Bank, Laheriasarai" has been completed by **Pragati Kumari**, a bona fide student of the **MBA (Finance)**, University Reg. No. **1622900804**, Class Roll No.- **54**, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)



**Dr. A. K. Singh**  
Professor,  
Head and Director




University Department of Commerce and  
Business Administration.  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mibalmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Job Satisfaction of Employees at ICICI Bank, Patna" has been completed by Soni Kumari, a bona fide student of the MBA (HRM), University Reg. No. 1521100047/15, Class Roll No.- 55, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director




University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Promotional mix of Insurance Products and its Importance on Growth of Bajaj Allianz Company Ltd." has been completed by **Abhijeet Raj**, a bona fide student of the **MBA (Marketing)**, University Reg. No. 1621201087, Class Roll No.- 56, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

*Dr. A. K. Singh*  
Professor,  
Head and Director



University Department of Commerce and  
Business Administration  
L. N. Mithila University, Darbhanga  
J 943089707  
Email : mca@lnmu.ac.in

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Financial Analysis of ICICI Bank" has been completed by Pooja Kumari, a bona fide student of the MBA (Finance), University Reg. No. 1522500929/15, Class Roll No.- 57, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

A handwritten signature in black ink, appearing to read "Dr. A. K. Singh", is written over a horizontal line.

(A. K. Singh)

**Dr. A. K. Singh**  
Professor,  
Head and Director



University Department of Commerce &  
Business Administration  
L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "A Study of Loan Practices at Indian Bank Darbhanga Branch" has been completed by Ashutosh Kumar Mishra, a bona fide student of the **MBA (Marketing)**, University Reg. No. 1320720339, Class Roll No.- 58, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh) 16.12

**Dr. A. K. Singh**  
Professor,  
Head and Director



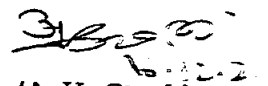
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9430897379  
Email : mbalnmu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "Customer Satisfaction with Special Reference to Mahindra & Mahindra at Shiv Shakti Wahan Pvt. Ltd., Darbhanga" has been completed by Md. Shadab Azam, a bona fide student of the MBA (Marketing), University Reg. No. 1621300912, Class Roll No.- 59, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)

**Dr. A. K. Singh**

Professor,  
Head and Director



University Department of Commerce and  
Business Administration

L. N. Mithila University, Darbhanga

9430897379

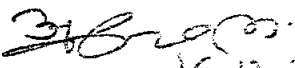
Email : mbafnu@gmail.com

### CERTIFICATE OF THE GUIDE

This is to certify that the project work entitled "**Merger of Banks in India with Special Reference to Bank of Baroda**" has been completed by **Neha Amreen**, a bona fide student of the **MBA (Finance)**, University Reg. No. 1520201135, Class Roll No.- 60, Session 2019-21, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh) 16.12.21

**Dr. A. K. Singh**  
Professor,  
Head and Director



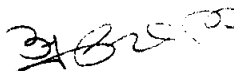
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L. N. Mithila University, Darbhanga  
9430897379  
Email : mbalnmu@gmail.com

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This is to certify that the project work entitled "Strategy and Execution of New Launch of Value Pack an Insight of Mother Dairy" has been completed by Md. Kalamuddin Ansari, a bona fide student of the MBA (Marketing), University Reg. No. 1420260015, Class Roll No.- 25 (old), Session 2018-20, of the University Department of Commerce and Business Administration, L. N. Mithila University, Darbhanga under my guidance and supervision.

Information collected and presented in the Project Report by the student looks genuine.

I recommend this project for evaluation.

  
(A. K. Singh)