



مولاانا آزاد نيشنل اردو يونيورسٲى

MAULANA AZAD NATIONAL URDU UNIVERSITY

(A Central University established by an Act of Parliament in 1998)

(Accredited with 'A' Grade by NAAC)

Gachibowli Hyderabad Telangana 500032

## DEPARTMENT OF MANAGEMENT & COMMERCE

### Project Report, MBA 2017-19

S. No	Roll No	Enrolment No	Name of the Candidate
1.	17MMBA001HY	A170610	MOHD SALMAN SIDDIQUI
2.	17MMBA002HY	A170613	MD WAKIL AHMAD
3.	17MMBA003HY	A170614	MD ZARRAR KHAN
4.	17MMBA004HY	A170616	SHAHNAWAZ ANSARI
5.	17MMBA005HY	A170621	MOHAMMAD SALMAN
6.	17MMBA006HY	A170622	ABSARUL HAQUE
7.	17MMBA007HY	A170623	ANWAR ELAHI
8.	17MMBA008HY	A170624	SHAHBAZ ALAM
9.	17MMBA010HY	A170627	MD RASHID AHMAD
10.	17MMBA011HY	A170628	MD SARFARAZ ALAM
11.	17MMBA012HY	A170629	MD MUQTADA HUSAIN
12.	17MMBA013HY	A170630	MD NASAR WARSI
13.	17MMBA014HY	A170631	ZIYAULLAH
14.	17MMBA015HY	A170646	PATHAN MOHAMMEDJABIR MOHAMMEDKAUSHAR
15.	17MMBA016HY	A170659	MOHD NASEEM AHMAD
16.	17MMBA017HY	A170668	MOHD DANISH GHANI
17.	17MMBA018HY	A170673	ABU ZAID
18.	17MMBA019HY	A170674	MOHAMMAD KALEEM
19.	17MMBA020HY	A170675	MOHD SAQUIB

20.	17MMBA021HY	A170684	MOHAMMAD ADIL KHAN
21.	17MMBA022HY	A170686	MD ASIF RAZA
22.	17MMBA023HY	A170687	MOHD KASHIF
23.	17MMBA024HY	A170689	MOHAMAD FAIYAZ
24.	17MMBA025HY	A171135	SHAHNAWAZ AHMAD
25.	17MMBA026HY	A170245	MOHAMMAD SHAHNAWAZ
26.	17MMBA027HY	A170946	UMME SALMA
27.	17MMBA028HY	A170696	IMRAN HUSSAIN
28.	17MMBA029HY	A170698	MD HAZIQUE
29.	17MMBA030HY	A170018	KHAIRUL BASHAR
30.	17MMBA032HY	A171317	IMRAN REAZ KHAN
31.	17MMBA033HY	A171328	MD ZEESHAN JAMALI
32.	17MMBA034HY	A171334	MD HASNAIN
33.	17MMBA035HY	A171343	ARFA IMTEYAZ
34.	17MMBA036HY	A171383	SIDDIQUI MOHD SHOEB ARSALAN
35.	17MMBA037HY	A171405	AKBAR RAZA
36.	17MMBA038HY	A171463	MD SHADAB
37.	17MMBA039HY	A171550	MD ARIF CHAMAN
38.	17MMBA040HY	A171551	MUHAMMED NIZAMUDHEEN M P
39.	17MMBA041HY	A171574	AMIRUDDIN FAROOQUI
40.	17MMBA043HY	A171583	MD SADDAM HUSSAIN
41.	17MMBA044HY	A171587	ASIF AKHTAR
42.	17MMBA045HY	A171835	DILSHAD AKHTAR
43.	17MMBA046HY	A171837	MD AQUIB REZA ANSARI
44.	17MMBA047HY	A171839	ABDA NEYAZ

PROJECT REPORT  
ON  
INSOLVENCY PREDICTION OF SELECTED IT COMPANIES - A  
STUDY



BY

**MOHD SALMAN SIDDIQUI**

A170610 MBA-2017-19

UNDER THE GUIDANCE

OF

**DR. SYED KHAJA SAFIUDDIN**

ASSISTANT PROFESSOR (SG)

DEPARTMENT OF MANAGEMENT STUDIES

MAULANA AZAD NATIONAL URDU UNIVERSITY  
HYDERABAD

مولانا آزاد نیشنل اردو یونیورسٹی

MAULANA AZAD NATIONAL URDU UNIVERSITY

(A Central University established by an Act of Parliament in 1998)

Accredited "A" Grade by NACC



**Dr. Syed KhajaSafiuddin**

M.B.A., M.Com, M.Phil., Ph.D.

Assistant Professor (SG)

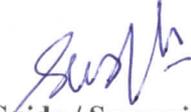
Department of Management Studies

Date: 01/05/2019

## CERTIFICATE

This is to certify that the Project entitled "INSOLVENCY PREDICTION OF SELECTED IT COMPANIES - A STUDY" is the bonafide work carried out by "MOHD SALMAN SIDDIQUI" bearing Roll No. 17MMBA001HY of M.B.A. and the Project has not been formed the basis for the award previously of any Degree, Diploma, Associate ship, Fellowship or any other similar title under my Guidance.

  
**Head**  
**Department of Management Studies & Dean**  
School of Commerce & Business Management  
Maulana Azad National Urdu University  
Gachibowli, Hyderabad-32.

  
**Guide / Supervisor**

GACHIBOWLI, HYDERABAD – 500032

Phone No: 09849847434(M), 040-23008331/365(O) Email: [sksafiuddin@gmail.com](mailto:sksafiuddin@gmail.com),

[sksafiuddin@manuu.edu](mailto:sksafiuddin@manuu.edu).

Website: [www.manuu.ac.in](http://www.manuu.ac.in)

A  
PROJECT REPORT  
ON  
“CASH MANAGEMENT IN HDFC BANK LIMITED”

Submitted in partial fulfillment of requirement for the award of  
Degree of Master of Business Administration



By

**MD WAKIL AHMAD**

Roll No. 17MMBA002HY  
Enrolment No. A170613

Under the Supervision  
Of  
Prof. Badiuddin Ahmed

HEAD, Department of Management Studies &  
DEAN, School of Commerce & Business Management.

**MAULANA AZAD NATIONAL URDU UNIVERSITY  
GACHIBOWLI, HYDERABAD.  
2017-19**

**CERTIFICATE**

This is to certify that the project entitled “**CASH MANAGEMENT**” submitted by **Mr. MD WAKIL AHMAD (Roll No: 17MMBA002HY)**, in partial fulfillment for the award of the degree of **MBA**, is a Bonafide work carried out by him in **HDFC BANK LTD**, Hyderabad, from 45 Days under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame;

His performance during the period, work was found to be excellent.

We wish all the best in his future endeavors.

For HDFC Bank Limited.

  
**VSN MURTY**  
Asst. Manager 

A  
PROJECT REPORT  
ON  
"FINANCIAL PERFORMANCE ANALYSIS IN KOTAK  
MAHINDRA BANK LTD. "

Submitted in partial fulfillment of requirement for the award of  
Degree of Master of Business Administration



By

**MD ZARRAR KHAN**

Roll No. 17MMBA003HY

Enrolment No. A170614

Under the Supervision  
Of

Prof. Mohammad Abdul Azeem

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY  
GACHIBOWLI, HYDERABAD.**

**2017-19**

## CERTIFICATE

This is to certify that the project entitled “**FINANCIAL PERFORMANCE ANALYSIS**” submitted by **Mr. MD. ZARRAR KHAN** (Roll No: 17MMBA003HY), in partial fulfillment for the award of the degree of **MBA**, is a Bonafide work carried out by him in **KOTAK MAHINDRA LTD**, Hyderabad, from 45 Days under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame;

His performance during the period, work was found to be excellent.

We wish all the best in his future endeavors.

Project Incharge

  
**MUTHUSWAMY.S**  
Asst. Manager Finance.



A  
PROJECT REPORT  
ON  
“PORTFOLIO MANAGEMENT OF ANGEL BROKING LTD.”

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

**SHAHNAWAZ ANSARI**

Roll No. 17MMBA004HY

Enrollment No. A170616

Under the Supervision

Of

**Prof. Badiuddin Ahmed**

(Head of Department of Management Studies &  
Dean School of Commerce & Business Management)

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**

## CERTIFICATE

This is to certify that the project entitle "**PORTFOLIO MANAGEMENT**" submitted by **Mr. SHAHNAWAZ ANSARI** bearing Roll no. 17MMBA004HY in partial fulfilment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in "**ANGEL BROKING LIMITED**" Hyderabad, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement with in the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.

  
**RAJITHA SUNKARA**  
BRANCH MANAGER

A  
PROJECT REPORT  
ON

“ RATIO ANALYSIS IN HDFC BANK LTD”

Submitted in partial fulfillment of requirement for the award of Degree  
of Master of Business Administration



By

**MOHAMMAD SALMAN**

Roll No. 17MMBA005HY

Enrolment No. A170621

Under the Supervision  
Of

Prof.Saneem Fatima

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**

**CERTIFICATE**

This is to certify that the project entitled “**RATIO ANALYSIS**” submitted by **Mr. MOHAMMAD SALMAN (Roll No: 17MMBA005HY)**, in partial fulfillment for the award of the degree of **MBA**, is a Bonafide work carried out by him in **HDFC BANK LIMITED**, Hyderabad, from 45 Days under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame;

His performance during the period, work was found to be excellent.

We wish all the best in his future endeavors.

For HDFC Bank Limited.

*VSN*  
**VSN MURTY**

Asst. Manager



A  
PROJECT REPORT  
ON  
“A STUDY ON THE SWOT ANALYSIS OF SEO SERVICES FOR  
TAUSCH TECHNOLOGIES”

Submitted in partial fulfilment of requirement for the award of Degree  
of Master of Business Administration



By

**ABSARUL HAQUE**

Roll No. 17MMBA006HY  
Enrolment No. A170622

Under the Supervision  
Of

**Dr. RASHID FAROOQI**

Asst. Professor Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY  
GACHIBOWLI, HYDERABAD.  
2017-19**

### Certificate of Internship

This is to certify that **Absarul Haque** student of **Maulana Azad National Urdu University, Hyderabad** has successfully completed forty-five (45) working days as an internship from **03rd September to 02nd of November** at **Tausch Technologies Private Limited** on the topic of "**A Study on The SWOT Analysis Of SEO Services**"

During the period of his internship program with us, he had been exposed to different Process was found punctual, hardworking and inquisitive. He has worked hard under the Guidance and direction of **Mohammad Imran**.

We wish him every success in his life and career.

Date: 02/11/2018

Mohd. Imran  
  
Signature with Seal

A  
PROJECT REPORT  
ON  
CAPITAL STRUCTURE DECISION – A STUDY WITH  
REFERENCE TO SBI

Submitted in partial fulfilment of requirement for the award of  
Degree of Master of Business Administration



By

**ANWAR ELAHI**

Roll No. 17MMBA007HY

Enrolment No. A170623

Under the Supervision

Of

**Dr. Syed Khaja Safiuddin**

M.B.A., M.Com, M.Phil., Ph.D

Assistant Professor (Selection Grade)  
Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**



# State Bank of India

THE BANKER TO EVERY INDIAN

ANCH 9- 4-84/6 D NO 9-4-84/6, NANAL NAGAR, MEHDIPATNAM, HYDERABAD 500060

## CERTIFICATE

This is to certify that the project entitle "CAPITAL STRUCTURE" submitted by **Mr. ANWAR ELAHI** bearing Roll no. **17MMBA007HY** in partial fulfilment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in "**STATE BANK OF INDIA**" Hyderabad, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement with in the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.

  
**VINGO KUMAR REDDY**  
**BRANCH MANAGER**

A  
PROJECT REPORT  
ON  
"COMPARATIVE STUDY ON MUTUAL FUND COMPANIES"

At INVESCO Ltd.

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

**SHAHBAZ ALAM**

Roll No. 17MMBA008HY

Enrolment No. A170624

Under the Supervision

Of

**Prof. Badiuddin Ahmed**

HEAD, Department of Management Studies &  
DEAN, School of Commerce & Business Management.

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**



**Invesco (India) Pvt Ltd,**  
Block 6, North Tower DivyaSree Orion,  
SEZ Raidurgam, Madhura Nagar Colony,  
Serilingampally, Hyderabad, Telangana 5000

**Certificate of Project Completion**

This is to certify that the project entitled “**COMPARATIVE STUDY ON MUTUAL FUND COMPANIES**” submitted by **SHAHBAZ ALAM (Roll No: IBA008HY)**, in partial fulfillment for the award of the degree of **MBA**, is a Bonafide carried out by him in **INVESCO**. Hyderabad from 45 Days under our guidance and supervision .

He has completed the assigned project as per requirement within the time frame. His performance during the period work was found to be excellent.

We wish all the best in his future endeavors.

  
**KALYAN REDDY**  
★  
**(MANAGER)**

**A**  
**PROJECT REPORT**

**ON**  
**FINANCIAL ANALYSIS**  
**OF**  
**“HDFC BANK”**

**Submitted in partial fulfilment of requirement for the award of  
Degree of Master of Business Administration**



**By**  
**MD RASHID AHMAD**

**Roll No:- 17MMBA010HY**  
**Enrollment No-A170627**

**Under The Supervision**  
**Of**  
**Prof. Mohammad Abdul Azeem**  
**Department Of Management Studies**

**MAULANA AZAD NATIONAL URDU UNIVERSITY**  
**GACHIBOWLI, HYDERABAD**  
**2017-19**

**Certificate of Project Completion**

is to certify that the project entitled "**FINANCIAL ANALYSIS**" submitted by **Mr. MD RASHID AHMAD (Roll No: 17MMBA010HY)**, in partial fulfillment of the award of the degree of **MBA**, is a Bonafide work carried out by him in **HDFC BANK LTD. Hyderabad** from 45 Days under our guidance and supervision .

He has completed the assigned project as per requirement within the time frame.

His performance during the period work was found to be excellent.

We wish all the best in his future endeavors.

  
**Mr. Rohit Sharma**  
Asst. Manager  


A  
PROJECT REPORT  
ON

“BUDGETARY CONTROL IN HDFC BANK LIMITED”

Submitted in partial fulfillment of requirement for the award of  
Degree of Master of Business Administration



By

**MD SARFARAZ ALAM**

Roll No. 17MMBA011HY

Enrolment No. A170628

Under the Supervision  
Of

Asst.Prof. Dr. Syed Khaja Safiuddin

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**



## CERTIFICATE

This is to certify that the project entitled “**BUDGETARY CONTROL**” submitted by **Mr.MD SARFARAZ ALAM (Roll.No:17MMBA011HY)**, in partial fulfillment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, R.R. Dist. is a bonafide work carried out by him in “**HDFC BANK LTD.**”, Hyderabad, during the period of 45 days, under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame, his performance during the period was found to be good and satisfactory.

We wish all the best in his future endeavors.

FOR HDFC BANK LTD  
  
M PRADEEP KUMAR  
Asst Manager

A  
PROJECT REPORT  
ON  
"RETAIL OPERATION MANAGEMENT"

At

Kissan bakery (Bihar)

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

MD MUQTADA HUSAIN

Roll No. 17MMBA012HY

Enrolment No. A170629

Under the Supervision

Of

Dr. Reshma Nikhat

MBA, M.Phil, PHD

ASSISTANT PROFESSOR

Department of Management Studies



# KISSAN BAKERY

## CERTIFICATE

This is to certify that the project entitle "RETAIL OPERATIONS MANAGEMENT" submitted by **Mr. MD MUQTADA HUSAIN** bearing Roll no. 17MMBA012HY in partial fulfilment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in "**KISSAN BAKERY**" Kishanganj, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement with in the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.



A  
PROJECT REPORT  
ON  
ASSET AND LIABILITY MANAGEMENT  
IN  
“ICICI BANK”

Submitted in partial fulfilment of requirement for the award of  
Degree of Master of Business Administration



By  
MD NASAR WARSI

Roll No:- 17MMBA013HY  
Enrollment No-A170630

Under The Supervision  
Of  
Prof. SANEEM FATIMA  
Department Of Management Studies

MAULANA AZAD NATIONAL URDU UNIVERSITY  
GACHIBOWLI, HYDERABAD  
2017-19

**CERTIFICATE OF PROJECT COMPLETION**

This is to Certificate that **MD NASAR WARSI** student of **Maulana Azad National Urdu University, Hyderabad** has successfully completed forty-five (45) working days as internship at **ICICI BANK**. on the topic of " **A study on Asset and Liability Management** ".

During the period of his internship program with us, he had been exposed to different process was found punctual, hardworking and inquisitive. He has worked hard under the Guidance and supervision.

We wish him every success in his life and carrier.

**Signature with Seal**

**For ICICI BANK**

**MANOJ**  
Asst. Manager Finance.



A  
PROJECT REPORT  
ON  
"INVENTORY MANAGEMENT ON HERITAGE FOOD INDIA  
LIMITED"

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

**ZIYAULLAH**

Roll No. 17MMBA014HY

Enrolment No. A170631

Under the Supervision

Of

Dr. Reshma Nikhat

Assistant professor

MAULANA AZAD NATIONAL URDU UNIVERSITY

GACHIBOWLI, HYDERABAD.

2017-19



# HERITAGE FOOD LIMITED

## CERTIFICATE

This is to certify that the project entitle " INVENTORY MANAGEMENT " submitted by **Mr. ZIYAULLAH** bearing Roll no. 17MMBA032HY in partial fulfilment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in " **HERIATAGE FOODS PRIVATE LIMITED** " Hyderabad, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement with in the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.

  
KRISHNA RASBOJA SURESH  
GENERAL MANAGER

A  
PROJECT REPORT  
ON  
"FUNDS FLOW IN PENNA CEMENT INDUSTRY LTD."

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

**PATHAN MOHAMMED JABIR**

Roll No. 17MMBA015H

Enrolment No. A170646

Under the Supervision  
of

**Dr. Shaikh Kamruddin**

Ass.Prof. Department of Management Studies &  
**MAULANA AZAD NATIONAL URDU UNIVERSITY**  
**GACHIBOWLI, HYDERABAD.**

2017-19



**Penna Cement Industries Limited.**

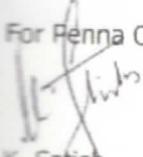
**Certificate of Project Completion**

This is to certify that the project entitled "**FUNDS FLOW**" submitted by **PATHAN MOHAMMED JABIR (Roll No: 17MMBA015HY)** in partial fulfillment for the award of the degree of **MBA**, is a Bonafide work carried out by him in **PENNA CEMENT INDUSTRY LIMITED**. Hyderabad from 60 Days under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame. His performance during the period work was found to be excellent.

We wish all the best in his future endeavors.

For Penna Cement Industries Limited

  
K. Satish  
GM (Purchase)



A  
PROJECT REPORT  
ON  
“CONSUMER PERCEPTION OF MARKETING MIX AT  
HERITAGE FOODS PVT LTD.”

Submitted in partial fulfilment of requirement for the award of Degree  
of Master of Business Administration



By

**MOHD NASEEM AHMAD**

Roll No. 17MMBA016HY

Enrolment No. A170659

Under the Supervision

Of

**PROF. MOHAMMAD ABDUL AZEEM**

Department of Management Studies

MAULANA AZAD NATIONAL URDU UNIVERSITY

GACHIBOWLI, HYDERABAD.

2017-19



## HERITAGE FOODS LIMITED

### CERTIFICATE

This is to certify that the project entitled “**CONSUMER PERCEPTION OF MARKETING MIX**” submitted by **Mr.MOHD NASEEM AHMAD** Bearing **Roll. No: 17MMBA016HY**, in partial fulfillment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is a bonafide work carried out by him in “**HERITAGE FOODS PVT. LTD.**” Hyderabad, during the period of 45 days, under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in his future endeavors.

For Heritage Foods (India) Limited,



**Asst. Manager HR.**

**SUDEEP**

A  
PROJECT REPORT  
ON  
“ CAPITAL STRUCTURE ANALYSIS  
OF  
KESORAM CEMENT INDUSTRY ”



Submitted by  
**MOHD DANISH GHANI**  
M.B.A (4<sup>th</sup> sem)  
Roll No.17MMBA017HY  
Enrolment No. A170668  
Under the Supervision of  
**Mr. SAIDALAVI K.**  
Assistant Professor  
Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**  
GACHIBOWLI ,HYDERABAD  
2017-2019



613-616, Block-3, White  
House, 63-1192/1/2  
Kundanbagh, Begumpet  
Hyderabad, Telangana, 50001

## CERTIFICATE

This is to certify that the project entitled "CAPITAL STRUCTURE" submitted by Mr. MOHD DANISH GHANI bearing Roll no. 17MMBA017HY in partial fulfillment for the award of the degree from MAULANA AZAD NATIONAL IRDU UNIVERSITY, Gachibowli, Hyderabad, is bonafide work carried out by him in "KESORAM CEMENT INDUSTRY LIMITED" Hyderabad, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.

  
Chetan Patel

MANAGER FINANCE

HDFC BANK

understand your world

A  
PROJECT REPORT  
ON  
“CUSTOMER RELATIONSHIP MANAGEMENT AT HDFC”

Submitted in partial fulfilment of requirement for the award of Degree  
of Master of Business Administration

*Certificate of Project Completion*

This is to certify that **ABUZAID** (Roll No: 17MMBA018HY), in partial fulfillment of the degree of MBA, is a Beneficial work carried out by her under our guidance and supervision. He has completed the project as per requirement within the time frame his performance during the period work was found to be excellent.



BY

**ABUZAID**

MBA 1V SEMESTER  
ROLL NO: 17MMBA018HY  
ENROLMENT NO: A170673  
2017-19

Under the Supervision  
Of

**“Dr.Shaik Kamruddin”**

Assistant Professor

Department of Management Studies &  
School of Commerce & Business Management.

**MAULANA AZAD NATIONAL URDU UNIVERSITY**  
(A Central University established by an Act of Parliament in 1998)  
(Accredited “A” Grade by NAAC)  
Gachibowli, Hyderabad-500032

ADDRESS

8-1-73, Ground Floor, Seel Plaza, Lakshminagar, Hyderabad, Telangana 500044, Phone: 040 6160 6160

**Certificate of Project Completion**

This is to certify that the project entitled “**CUSTOMER RELATIONSHIP MANAGEMENT**” submitted by **ABUZ AID** (Roll No: **I7MMBA018HY**), in partial fulfillment for the award of the degree of **MBA**, is a Bonafide work carried out by her in **HDFC BANK LTD.** Hyderabad from 45 Days under our guidance and supervision .

He has completed the assigned project as per requirement within the time frame his performance during the period work was found to be excellent.

We wish all the best in her future endeavors.



**ADDRESS**

6 - 1 - 73, Ground Floor, Saeed Plaza, Lakdikapul, Hyderabad,  
Telangana 500004, Phone: 040 6160 6161

**A**  
**PROJECT REPORT**  
**ON**  
**CAPITAL BUDGETING FOR CAPACITY ENHANCEMENT OF AC**  
**LOCOMOTIVES FACILITY IN**  
**BHARAT HEAVY ELECTRICAL (BHEL) LIMITED JHANSI UNIT**

Submitted In Partial Fulfillment For The Award Of Degree Of Master Of  
Business Administration



**BY**

**MOHAMMAD KALEEM**

Enrolment no. A170674

Roll no. 17MMBA019HY

**UNDER THE GUIDANCE**

**OF**

**PROF. BADIUDDIN AHMED**

(HEAD, OF DEPARTMENT OF MANAGEMENT STUDIES &  
DEAN, SCHOOL OF COMMERCE & BUSINESS MANAGEMENT)

MAULANA AZAD NATIONAL URDU UNIVERSITY GACHIBOWLI, HYDERABAD 2017-19

B. BALASUBRAMANIAN  
AGM (ACF&SF)

ISO-COMPANY

*TO WHOM IT MY CONCERN*

**CERTIFICATE**

This is to certify that the project entitled “**CAPACITY  
ANCEMENT OF AC LOCOMOTIVE FACILITIES**” submitted by  
**HAMMAD KALEEM (Roll No: 17MMBA019HY)**, in partial  
ment for the award of the degree of **MBA** , is a Bonafide work carried out  
in in **BAHARAT HEAVY ELECTRICAL LIMITED (BHEL). JHANSI**  
**30 Days** under our guidance and supervision .

He has completed the assigned project as per requirement within  
ime frame.His performance during the period work was found to be  
lent.

wish all the best in his future endeavors.

  
(B. Balasubramanian)

**B. BALASUBRAMANIAN**  
**ADDITIONAL GENERAL MANAGER**  
**OUTSOURCING**  
**BHEL**

A  
PROJECT REPORT  
ON  
“CUSTOMER SATISFACTION”

AT  
**LG ELECTRONICS INDIA PVT.LTD.**

Project report submitted in partial fulfillment for the award of  
**MASTER OF BUSINESS ADMINISTRATION**

SUBMITTED BY

**MOHD SAQUIB**  
**ROLL NO. 17MMBA020HY**

MBA 4<sup>th</sup> SEM  
Under the guidance

ASSISTANT PROF. RASHID FAROOQI



**DEPARTMENT OF BUSINESS MANAGEMENT**

**MANUU**  
**HYDERABAD**  
**2017-2019**



**LG Electronics**

**Certificate of Project Completion**

This is to certify that the project entitled "**A STUDY ON CUSTOMER SATISFACTION**" submitted by **MOHD SAQUIB (Roll No: 17MMBA020HY)**, in partial fulfillment for the award of the degree of **MBA**, is a Bonafide work carried out by him in **LG ELECTRONICS PVT.LTD.** Hyderabad from 45 Days under our guidance and supervision .

He has completed the assigned project as per requirement within the time frame. His performance during the period work was found to be excellent.

We wish all the best in his future endeavors.

Very sincerely,

A handwritten signature in black ink, appearing to read 'Syed Farrukh Raza Alam'.

Syed Farrukh Raza Alam  
CAC Sales Manager  
LG Electronics Inc.

**LG Electronics INC.**  
**Office**

A  
PROJECT REPORT  
ON  
"BUDGETARY CONTROL SYSTEM ON KESORAM CEMENT  
INDUSTRY"

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

**MOHAMMAD ADIL KHAN**

Roll No. 17MMBA021HY

Enrolment No. A170684

Under the Supervision

Of

Dr. Reshma Nikhat

Assistant professor

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**



613-616, Block-3, W  
House,63-1192/  
Kundanbagh, Begump  
Hyderabad, Telangana, 5000

## CERTIFICATE

This is to certify that the project entitle "**BUDGETARY CONTROL SYSTEM**" submitted by **Mr. MOHAMMAD ADIL KHAN** bearing Roll no. 17MMBA021HY in partial fulfilment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in "**KESORAM CEMENT INDUSTRY LLIMITED**" Hyderabad, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement with in the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.

A circular logo for Kesoram Cement Industry. The outer ring contains the text 'Kesoram Cement Industry' and two stars. The inner circle contains the initials 'K.C.I.' and two stars.  
**Chetan Patel**

MANAGER FINANCE

A  
PROJECT REPORT  
ON  
"MUTUAL FUND IN HDFC BANK."

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

**MD ASIF RAZA**

Roll No. 17MMBA022HY  
Enrollment No. A170686

Under the Supervision  
Of

Mr. Saidalavi K.  
(Assistant Professor)  
Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY  
GACHIBOWLI, HYDERABAD.  
2017-19**



**CERTIFICATE**

This is to certify that the project entitled “HDFC MUTUAL FUND” by “Md. Asif Raza” (Roll No:-17MMBA022HY),in partial fulfillment for the award of degree from MAULANA AZD NATIONAL URDU UNIVERSITY,Gachibowli,R.R Distt. Is a bonifide work carried out by him in “ HDFC BANK LIMITED” Hyderabad during the period of 45 days under our guidance and supervision.

He has completed the assigned as per requirements within time frame,his performnce during the period was founded to be good and satisfactory.

We wish all the best in his future endeavours

Thanking You

FOR HDFC BANK LTD  
*Pradeep*  
M PRADEEP KUMAR  
Asst Manager

Reliance

A

**PROJECT REPORT**

ON

**“A STUDY ON RETAIL MARKETING STRATEGY OF RELIANCE RETAIL  
MART”**

Submitted in partial fulfilment of requirement for the award of degree of Master  
of Business Administration



Submitted by

**MOHD KASHIF**

**M.B.A (4<sup>th</sup>sem)**

**Roll No. 17MMBA023HY**

**Enrolment no. A170687**

Under the Supervision of

**PROF. M.A. AZEEM**

**Department of Management Studies**

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD**

**2017-2019**

*Certificate of Project Completion*

This is to certify that the project entitled “**RETAIL MARKETING OF RELIANCE RETAIL MART**” submitted by **MOHD KASHIF (Roll No: 17MMBA023HY)**, in partial fulfillment for the award of the degree of **MBA**, is a Bonafide work carried out by him in **RELIANCE RETAIL MART**. Hyderabad from 45 Days under our guidance and supervision .

He has completed the assigned project as per requirement within the time frame. His performance during the period work was found to be excellent.

We wish all the best in his future endeavors

(S M Marathe)  
Admin Offr



A  
PROJECT REPORT  
ON  
CREDIT RISK MANAGEMENT AT BANK OF MAHARASHTRA - A  
STUDY WITH REFERENCE TO EDUCATION LOANS

Submitted in partial fulfillment of requirement for the award of Degree of  
Master of Business Administration



BY

**MOHAMMAD FAIYAZ**

Roll No. 17MMBA024HY

A170689 MBA-2017-19

Under the Supervision

Of

**Dr. Syed Khaja Safiuddin**

**M.B.A., M.Com, MPhil., Ph.D**

**Assistant Professor (Selection Grade)**

**Department of Management Studies**

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-2019**



Bank of Maharashtra

Ref: Bank of Maharashtra/Cert/ 341

DT: 06/03/2019

**TO WHOME SO EVER IT MAY CONCERN**

This is certify that **MR. MOHAMMAD FAIYAZ**, a student of **MBA** with the **Enrolment No. A170689**, "**MAULANA AZAD NATIONAL URDU UNIVERISTY**," as a part of MBA programme project work, He/she was successfully completed his project work in our organization.

**PROJECT TITLE : Credit Risk Management at Bank Of Maharashtra –  
A Study with References to Education**

The duration of the project will be for 45 days.

His conduct during the project was found **satisfactory**.

We wish him all the best in his future endeavours.

For Bank of Maharashtra ltd.



**Mr. Nandkumar V Pujar**

**(MANAGER)**

A  
PROJECT REPORT  
ON  
“ Hero Motocorp, Sales and Services ”

Submitted in partial fulfilment of requirement for the award of  
Degree of Master of Business Administration



By;

**SHAHNAWAZ AHMAD**

Roll No. 17MMBA025HY

Enrolment No: A161135

Under the Supervision

Of

**Dr. Rashid Farooqi**

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**



# Hero

## CERTIFICATE

This is to certify that the project entitle "SALES AND SERVICES" submitted by **Mr. SHAHNAWAZ AHMAD** bearing Roll no. 17MMBA025HY in partial fulfilment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in "Hero Motorcycles" Mau, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement with in the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.

ANIKET MADDESIA  
SALES MANAGER



- 
- J.P HERO N H-28 Near BSNL Office Mau, UTTAR PRADESH - 275101
  - Tel.: 0547 - 222130

A  
Project Report  
On

# ONLINE MARKETING

WITH REFERENCE TO

TATA MOTORS LTD

Submitted in partial fulfilment of requirement for the award of  
Degree of  
Master of Business Administration



BY

MOHAMMAD SHAHNAWAZ

Roll No. 17MMBA026HY

Enrolment No. A160245

Under the Supervision

Of

Dr. SHAIK KAMRUDDIN

Asst. Professor

Department of Management Studies

MAULANA AZAD NATIONAL URDU UNIVERSITY

GACHIBOWLI, HYDERABAD.

2017-19



**AUTOFIN LTD TATA MOTORS**

**CERTIFICATE**

This is to certify that the project entitled “**ONLINE MARKETING**” submitted by **Mr. MOHAMMAD SHAHNAWAZ** Bearing **Roll. No: 17MMBA026HY**, in partial fulfillment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is a bonafide work carried out by him in “**TATA MOTORS LTD.**” Hyderabad, during the period of 45 days, under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in his future endeavors.

Thanks & Regards,

(**KRANTHI T**)

Sr. Asst. Manager (IR & HR).



**Autofin Ltd TATA Motors**

Address: 140, pg road, paradise, secunderabad, hyderabad-500003, opposite Wesley junior college

Phone : ( 040 ) 27847112-113

A  
PROJECT REPORT  
ON  
"ONLINE TRADING AT HDFC BANK LIMITED"

Submitted in partial fulfilment of requirement for the award of the  
degree of Master of Business Administration



By

**UMME SALMA**

Roll No. 17MMBA027HY  
Enrolment No. A160946

Under the Supervision  
Of

**Ms. RESHMA NIKHAT**

Assistant Professor  
Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**

UMME SALMA  
BANK LIMITED

2017-18. This is  
degree of the Master

from

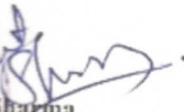
### Certificate of Project Completion

This is to certify that the project entitled “**ONLINE TRADING**” submitted by **UMME SALMA (Roll No: 17MMBA027HY)** in partial fulfillment for the award of the degree of **MBA**, is a Bonafide work carried out by her in **HDFC BANK LTD. Hyderabad** from 45 Days under our guidance and supervision .

She has completed the assigned project as per requirement within the time frame. Her performance during the period work was found to be excellent.

We wish all the best in her future endeavors.



  
Mr. Rohit Sharma  
Asst. Manager

#### ADDRESS

6 - 1 - 73, Ground Floor, Saeed Plaza, Lakdikapul, Hyderabad,  
Telangana 500004, Phone: 040 6160 6161

A  
PROJECT REPORT  
ON  
“CUSTOMER BEHAVIOUR AND SATISFACTION TOWARDS  
HERO MOTOCORP LTD”

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

**IMRAN HUSSAIN**

Roll No. 17MMBA028HY  
Enrolment No. A170696

Under the Supervision  
Of  
Mr. SAIDALAVI K.

Assistance Professor  
Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY  
GACHIBOWLI, HYDERABAD.  
2017-19**



# Hero

MAULANA AZAD NATIONAL

URDU UNIVERSITY

## CERTIFICATE

This is to certify that the project entitle "CUSTOMER BEHAVIOUR AND SATISFACTION" submitted by **Mr. IMRANHUSSAIN** bearing Roll no. 17MMBA028HY in partial fulfilment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in "**M/S. Patiputra Automobiles**" Patna, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement with in the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.



A  
PROJECT REPORT  
ON  
"CUSTOMER RELATIONSHIP MANAGEMENT" AT  
HERO MOTO CORP (Hyderabad)

Submitted in partial fulfillment of requirement for the award of Degree  
of Master of Business Administration



By

**MD HAZIQUE**

Roll No. 17MMBA029HY

Enrolment No. A170698

Under the Supervision

Of

**Dr. SYED KHAJA SAFI UDDIN**

Assistant Professor (Selection Grade)

Department of Management Studies

MAULANA AZAD NATIONAL URDU UNIVERSITY

GACHIBOWLI, HYDERABAD.

2017-19



## CERTIFICATE

This is to certify that the project entitled "**CUSTOMER RELATIONSHIP MANAGEMENT**" submitted by "**MD HAZIQUE** (ENROLMENT NO: A170698), in partial fulfillment for the award of the degree of **MBA**, is a bonafide work carried out by him in **HERO MOTOR CORP**, Hyderabad, 45 days from under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame; his performance during the period work was found to be excellent.

We wish all the best in future endeavors.

Signature with Seal



A  
PROJECT REPORT  
ON  
"THE ROLE OF SOCIAL MEDIA MARKETING  
IN HEALTHCARE INDUSTRY"

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

**KHAIRUL BASHAR**

Roll No. 17MMBA030HY

Enrolment No. A160018

Under the Supervision

Of

**Dr. Shaik Kamruddin**

Assistant Professor

Department of Management Studies &

School of Commerce & Business Management.

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

2017-19

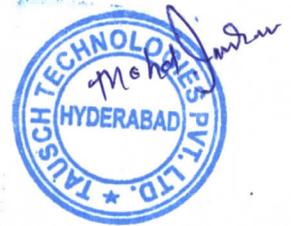
### Certificate of Internship

This is to certify that **Khairul Bashar** student of **Maulana Azad National Urdu University, Hyderabad** has successfully completed forty-five (45) working days as an internship from **03rd September 2018** to **02nd of November 2018** at **Tausch Technologies Private Limited** on the topic of **"The Role of Social Media Marketing in Health Care Industry"**

During the period of his internship program with us, he had been exposed to different Process was found punctual, hardworking and inquisitive. He has worked hard under the Guidance and direction of **Mohammad Imran**.

We wish him every success in his life and career.

Date: 05/11/18



Signature with Seal

A  
PROJECT REPORT  
ON  
“ BUDGET AND BUDGETARY SYSTEM ON HERITAGE FOOD  
INDIA LIMITED ”

Submitted in partial fulfilment of requirement for the award of  
Degree of Master of Business Administration



By

**IMRAN REAZ KHAN**

Roll No. 17MMBA032HY

Enrolment No. A171317

Under the Supervision

Of

**Prof. Saneem Fatima**

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**



# HERITAGE FOOD LIMITED

## CERTIFICATE

This is to certify that the project entitle " BUDGET AND BUDGETARY SYSTEM " submitted by **Mr. IMRAN REAZ KHAN** bearing Roll no. **MMBA032HY** in partial fulfilment for the award of the degree from **MAULANA ABUL KALAM AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in " **HERIATAGE FOODS PRIVATE LIMITED** " Hyderabad, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement with in the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.

HEALTH AND HAPPINESS

  
KRISHNA PABBOLA SURESH  
GENERAL MANAGER

A  
PROJECT REPORT  
ON  
“INVENTORY MANAGEMENT OF ZUARI CEMENT INDUSTRY  
LTD.”

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



By

**MD ZEESHAN JAMALI**

Roll No. 17MMBA033HY

Enrolment No. A171328

Under the Supervision

Of

Dr. Shaik Kamruddin

Assistant Professor

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

2017-19



**Zuari Cement**  
HEIDELBERGCEMENT Group

**CORPORATE OFFICE**

Adventz Centre  
2<sup>nd</sup> & 3<sup>rd</sup> Floor, 28 Cubbon Road,  
Bangalore – 560001  
Tel: 080-41194408  
Fax: 080-40302828-88  
Email: zclmkt@zcltd.com

## CERTIFICATE

This is to certify that the project entitle "INVENTORY MANAGEMENT" submitted by **Mr. MD ZEESHAN JAMALI** bearing Roll no. 17MMBA033HY in partial fulfillment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in "**ZUARI CEMENT INDUSTRY LIMITED**" Bangalore, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement with in the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.



**SACHENDRANATH VHAVLE**  
GENERAL MANAGER FINANCE

A  
PROJECT REPORT  
ON  
‘RATIO ANALYSIS IN HERITAGE FOOD INDIA LTD’

Submitted in partial fulfillment of requirement for the award of Degree  
of Master of Business Administration



By

**MD HASNAIN**

Roll No. 17MMBA034HY

Enrolment No. A171334

Under the Supervision

Of

Assistant Prof. Md. Rashid Farooqi

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**



# HERITAGE FOODS LIMITED

## CERTIFICATE

This is to certify that the project entitled “**RATIO ANALYSIS**” submitted by **Mr. MD HASNAIN** Bearing **Roll. No: 17MMBA034HY**, in partial fulfillment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is a bonafide work carried out by him in “**HERITAGE FOODS PVT. LIMITED**” Hyderabad, during the period of 45 days, under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in his future endeavors.

CH. MAHENDAR REDDY  
Manager Finance

A  
PROJECT REPORT  
ON  
“A STUDY AT SYNDICATE BANK EMPLOYEE MOTIVATION  
PROGRAM”

Submitted in partial fulfillment of requirement for the award of Degree  
of Master of Business Administration



By

**ARFA IMTEYAZ**

Roll No. 17MMBA035HYHY

Enrolment No. A171343

Under the Supervision

Of

**Dr. RESHMA NIKHAT**

Assistant professor

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**



I hereby certify  
MOTIVATION  
Management  
me and it is  
award of the

## CERTIFICATE

This is to certify that the project entitled "A STUDY AT SYNDICATE BANK EMPLOYEE MOTIVATION PROGRAM" submitted by "ARFA IMTEYAZ(ENROLMENT NO. A171343), in partial fulfillment for the award of the degree of MBA, is a bonafide work carried out by him in SYNDICATE BANK , Hyderabad , 45 days from under our guidance and supervision. He has completed the assigned project as per requirement within the time frame; his performance during the period work was found to be excellent.

We wish all the best in future endeavors.

Yours Faithfully  
कृते सिंडिकेट बैंक  
For SYNDICATE BANK

  
Senior Manager  
(Senior Manager)



A  
PROJECT REPORT  
ON  
“ IMPACT OF PERFORMANCE APPRAISAL SYSTEM ON HRM  
AT DABUR INDIA LTD”

Submitted in partial fulfillment of requirement for the award of Degree  
of Master of Business Administration



By

**SIDDIQUI MOHD SHOEB ARSALAN**

Roll No. 17MMBA036HY

Enrolment No. A171383

Under the Supervision

Of

Prof. Saneem Fatima

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**



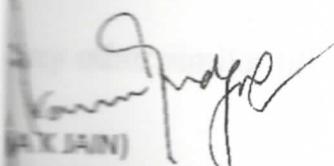
**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that the project entitled "IMPACT OF PERFORMANCE APPRAISAL SYSTEM ON CRM" submitted by "SIDDIQUI MOHD SHOEB ARSALAN (ENROLMENT NO: A171383), in partial fulfillment for the award of the degree of MBA, is a bonafide work carried out by him in DABUR, Hyderabad, 45 days from under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame; his performance during the period work was found to be excellent.

We wish all the best in future endeavors.

Thanking you,  
Yours faithfully,  
for DABUR INDIA LIMITED

  
RAVI JAIN  
E.V.P (Finance) & Company Secretary

DABUR INDIA LIMITED  
Hyderabad

Mr. SAIDALAVI K.

Assistant professor

Department of Management Studies

Mobile: 9877123419

Email: saidalavik@mau.ac.in

www.mau.ac.in

A

**PROJECT REPORT**

ON

**“A STUDY ON MUTUAL FUND**

**OF**

**TALENT SLOGIC INFO SERVICES PVT. LTD.”**

Submitted in partial fulfillment of requirement for the award of degree of  
Master of Business Administration



Submitted by

**AKBAR RAZA**

**M.B.A (4<sup>th</sup>sem)**

**Roll No. 17MMBA037HY**

**Enrolment No. A171405**

Under the Supervision of

**Mr. SAIDALAVI K.**

**Assistant Professor**

**Department of Management Studies**

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD**

**2017-2019**



**Talent Logic, Inc.**

**Staffing Services**

[www.TalentLogic.com](http://www.TalentLogic.com)

## CERTIFICATE OF PROJECT COMPLETION

This is to certify that the project entitle "**A STUDY ON MUTUAL FUND**" submitted by **Mr. AKBAR RAZA** bearing Roll no. 17MMBA037HY in partial fulfilment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is bonafide work carried out by him in "**TALENT LOGIC INFO SERVICES PVT. LTD.**" Hyderabad, during the period of 45 Days, under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in future endeavors.

**Talent Logic, Inc.**

  
Assistant Manager

**A PROJECT REPORT**  
**ON**  
**“A STUDY ON FINANCIAL RISK MANAGEMENT**  
**AT INDIABULLS”**

Project report submitted in  
Partial fulfillment for the award of degree of  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**

Submitted by  
**MD SHADAB**  
**(Enroll. No. A171463)**

Under the Guidance of  
**Dr. MOHAMMAD ABDUL AZEEM**  
Professor  
Department of Management.



**MAULANA AZAD NATIONAL URDU UNIVERSITY**

*(A Central University Established by an Act of Parliament in 1998)*

**(Accredited “A” Grade by NAAC)**

Gachibowli, Hyderabad-32

2017-19

# Indiabulls

Indiabulls Securities Limited

## CERTIFICATE

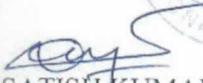
This is to certify that **Mr. MD SHADAB** student of M.B.A from MAULANA AZAD NATIONAL URDU UNIVERSITY, HYDERABAD, bearing Roll no: **17MMBA038HY**, has undergone a project titled “ **A STUDY ON FINANCIAL RISK MANAGEMENT** ” and project duration was **45 Days** AT INDIABULLS SECURITIES LTD –HYDERABAD, towards partial fulfillment of Master of Business Administration Program.

During the time his conduct and performance was good. We wish him all the best for his future endeavors.

Thanking you,

For Indiabulls Securities Ltd.



  
Mr. S. SATISH KUMAR

Sr. Sales Manager

A  
PROJECT REPORT  
ON

**“FINANCIAL STATEMENT ANALYSIS OF  
HERO MOTOCORP LTD”**

Submitted in partial fulfilment of requirement for the award of Degree of  
Master of Business Administration



BY

**MD ARIF CHAMAN**

Roll No-17MMBA039HY

Enrollment No:A171550

Under the Supervision

Of

**Prof.Badiuddin Ahmed**

HEAD, Department Of Management Studies &

DEAN, School of Commerce & Business Management.

MAULANA AZAD NATIONAL URDU UNIVERSITY

GACHIBOWLI, HYDERABAD.

2017-2019



## CERTIFICATE OF PROJECT COMPLETION

This is to Certificate that **MD ARIF CHAMAN** student of **Maulana Azad National Urdu University, Hyderabad** has been successfully completed forty-five (45) working days as internship at **Hero MotoCorp Ltd.** on the topic of “ **A study on Financial Statement Analysis**”.

During the period of his internship program with us, he had been exposed to different process was found punctual, hardworking and inquisitive. He has worked hard under the Guidance and Supervision.

We wish him every success in his life and carrier.

Signature with Seal



PROJECT REPORT  
ON  
A STUDY ON EMPLOYEE JOB SATISFACTION IN

**PRIYADARSINI WEAVER'S INDUSTRIAL (WORK SHOP) CO-  
OPERATIVE SOCIETY, KANNUR**



BY

**MUHAMMED NIZAMUDHEEN MP**

A171551 MBA-2017-19

MAULANA AZAD NATIONAL URDU UNIVERSITY

HYDERABAD.

UNDER THE GUIDANCE OF

**DR. RESHMA NIKHAT**

ASSISTANT PROFESSOR

DEPARTMENT OF MANAGEMENT STUDIES



DATE: 15-01-2019

## CERTIFICATE

### TO WHOM IT MAY CONCERN

is is to certify that **MUHAMMED NIZAMUDHEEN M.P** Enrollment No. **[71551]17MMBA040HY** a student of **Maulana Azad National Urdu University, Hyderabad**, went under forty five days training from December 1<sup>st</sup> 18 to January 15<sup>th</sup> 2019 and successfully carried out the project title "**A Study Employee Job Satisfaction in The Priyadarsini Weaver's Industrial (Work op) Co-operative Society Limited** " for the partial fulfillment of the requirement of curriculum of **MASTER OF BUSINESS ADMINISTRATION**.

uring his training period his work and conduct were found to be excellent. We sh him all success for his future endeavors.



For The Priyadarshini Weavers Ind. (Workshop)  
Co-operative Society Ltd., No. HL IND (C) 26  
P.O. Muzhappala

**K Indulal**  
Secretary

Secretary

A  
PROJECT REPORT  
ON  
"CAPITAL STRUCTURE ANALYSIS  
OF  
ULTRATECH CEMENT LIMITED"



Submitted by  
**AMIRUDDIN FAROOQUI**  
Roll No.17MMBA041HY  
Enrolment No. A171574  
Under the Supervision of  
**Dr. RASHID FAROOQUI**  
Assistant Professor  
Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**  
**GACHIBOWLI, HYDERABAD**  
2017-2019



### Certificate of Project Completion

This is to certify that the project entitled "**CAPITAL STRUCTURE- ULTRATECH CEMENT LTD. (2017-19)**" submitted by **AMIRUDDIN FAROOQUI , (ENROLMENT NO. A171574 )** in partial fulfillment for the award of the degree of **MBA PROGRAMME OF MANAGEMENT STUDIES ,MAULANA AZAD NATIONAL URDU UNIVERSITY. HYDERABAD**, is a Bonafide work carried out by him in **ULTRATECH CEMENT LTD.** This has not been submitted to any other university or institution for the award of any degree/diploma/certificate.

He has completed the assigned project as per requirement within the time frame his performance during the period work was found to be excellent.

We wish all the best in her future endeavors.

For UltraTech Cement Ltd



Asst. Manager Finance

**ADITYA BIRLA GROUP LIMITED**

Branch Office: 503, Aditya Trade Centre, 5<sup>th</sup> Floor, Aditya Enclave Road, Ameerpet, Hyderabad – 500038, Tel: 040-6643 0430  
Registered Office: "B Wing, 2<sup>nd</sup> Floor, Ahura Centre, Mahakali Caves Road, Andheri (East), Mumbai – 400 093, India.  
Tel: 91-22-66817800, Fax: 91-22-66928109. Website: ultratechcement.com

A  
Project Report  
On

## **MARKETING TECHNIQUES**

WITH REFERENCE TO

## **RELIANCE INDIA LTD**

Submitted in partial fulfillment of requirement for the award of  
Degree of  
**Master of Business Administration**



BY

**MD SADDAM HUSSAIN**  
Roll No. 17MMBA043HY  
Enrolment No. A171583

**Under the Supervision  
Of**

**Dr Saneem Fatima  
Professor**

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY  
GACHIBOWLI, HYDERABAD.  
2017-19**



**RELIANCE**  
**Communications**  
Anil Dhirubhai Ambani Group

## CERTIFICATE

This is to certify that the project entitled “**MARKETING TECHNIQUES**” submitted by **Mr.MD SADDAM HUSSAIN** Bearing Roll. No: 17MMBA043HY, in partial fulfillment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY, Gachibowli, Hyderabad**, is a bonafide work carried out by him in “**RELIANCE INDIA LTD.**” Hyderabad, during the period of 45 days, under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in his future endeavors.





**RELIANCE**  
**Communications**  
Anil Dhirubhai Ambani Group

## CERTIFICATE

This is to certify that the project entitled “**MARKETING TECHNIQUES**” submitted by **Mr.MD SADDAM HUSSAIN** Bearing Roll. No: 17MMBA043HY, in partial fulfillment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY, Gachibowli, Hyderabad**, is a bonafide work carried out by him in “**RELIANCE INDIA LTD.**” Hyderabad, during the period of 45 days, under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in his future endeavors.



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Shop No. # 15-2-403, Hotel Tara International Complex, Adjacent To Landmark Centre,  
Siddiamber Bazar Rd, Siddiamber Bazar, Hyderabad, Telangana 500012

**A  
PROJECT REPORT  
ON  
“CONSUMER BUYING BEHAVIOUR  
WITH REFERENCE TO HERO MOTOCORPLTD.”**



**BY**

**ASIF AKHTAR**

**Roll No. 17MMBA044HY**

**Enrolment No. A171587**

**UNDER THE SUPERVISION**

**OF**

**Dr SHAIK KAMRUDDIN**

**Asst. Professor Department of Management Studies**

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**(Accredited “A” Grade by NAAC)**

**Gachibowli, Hyderabad**

**2017-19**

TO WHOM IT MAY CONCERN

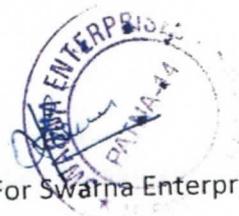
DATE: 14<sup>th</sup> AUG 2018

This is to certify that Mr. Asif Akhter , S/O Mr. Wajeeh Akhter, pursuing **Master Of Business Administration** from Maulana Azad National Urdu University Hyderabad has successfully completed 45 Days internship from 1st july to 14<sup>th</sup> August at Swarna Enterprises (Hero MotoCorp).

As part of the internship he has undergone the trainings and works related to Marketing and sales. He has been exposed to different process of the dealership and had completed his project titled "**CONSUMER BUYING BEHAVIOUR** " with reference to Hero MotoCorp at Patna.

He was found punctual, diligent and enthusiastic with zeal to do his best. He demonstrated good marketing skills and was able to multitask.

We wish him every success in his life and career.

  
For Swarna Enterprises  
Vikram Kumar  
Manager

A  
PROJECT REPORT  
ON  
"CONSUMER AWARENESS OF RELIANCE RETAIL LTD."

Submitted in partial fulfilment of requirement for the award of Degree  
of Master of Business Administration



By

**DILSHAD AKHTAR**

Roll No. 17MMBA045HY

Enrollment No: A171835

Under the Supervision

Of

**Mr. SAIDALAVI K.**

(Assistant Professor)

Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**

**GACHIBOWLI, HYDERABAD.**

**2017-19**

**CERTIFICATE**

This is to certify that the project entitled “**CONSUMER AWARENESS**” submitted by **Mr.DILSHAD AKHTAR** Bearing **Roll. No: 17MMBA045HY**, in partial fulfillment for the award of the degree from **MAULANA AZAD NATIONAL URDU UNIVERSITY**, Gachibowli, Hyderabad, is a bonafide work carried out by him in “**RELIANCE RETAIL LIMITED**” Hyderabad, during the period of 45 days, under our guidance and supervision.

He has completed the assigned project as per requirement within the time frame his performance during the period was found to be good and satisfactory.

We wish all the best in his future endeavors.

Nikil Yadav Jakkalla,  
Commercial Manager





مولانا آزاد نیشنل اردو یونیورسٹی

MAULANA AZAD NATIONAL URDU UNIVERSITY

(A Central University established by an Act of Parliament in 1998)

(Accredited with 'A' Grade by NAAC)

مولانا آزاد نیشنل اردو یونیورسٹی

A PROJECT REPORT  
ON  
"A STUDY ON SEARCH ENGINE OPTIMIZATION IN HEALTH CARE  
SECTOR"  
IN  
"TAUSCH TECHNOLOGIES"

MASTER OF BUSINESS ADMINISTRATION

BY

MD. AQUIB REZA ANSARI  
MBA 1V SEMESTER  
ROLL NO: 17MMBA046HY  
2017-19

UNDER THE GUIDANCE OF  
"Saidalavi.K Assistant Professor"

SUBMITTED TO  
"THE DEPARTMENT OF MANAGEMENT STUDIES"  
MAULANA AZAD NATIONAL URDU UNIVERSITY HYDERABAD



MAULANA AZAD NATIONAL URDU UNIVERSITY  
(A Central University established by an Act of Parliament in 1998)  
(Accredited "A" Grade by NAAC)  
Gachibowli, Hyderabad-500032



506, MGR Estates  
Dwarakapuri Colony, Punjagutta  
Hyderabad, Telangana 500082

### Certificate of Internship

This is to certify that **MD AQUIB REZA ANSARI** student of **Maulana Azad National Urdu University, Hyderabad** has successfully completed.

Sixty (60) working days as an internship from **03<sup>rd</sup> September to 10<sup>th</sup> of November (2018)** at **Tausch Technologies Private Limited** on the topic of **"A Study on EFFECTIVENESS OF SEARCH ENGINE OPTIMIZATION (SEO) IN HEALTH CARE SECTOR"**

During the period of his internship program with us, he had been exposed to different Process was found punctual, hardworking and inquisitive. He has worked hard under the Guidance and direction of **Mohammad Imran**.

We wish him every success in his life and career.

Date: 10/09/18



Signature with Seal

A  
PROJECT REPORT  
ON  
"RECRUITMENT AND SELECTION AT HDFC BANK  
LIMITED"

Submitted in partial fulfilment of requirement for the award of the  
degree of Master of Business Administration



By

**ABDA NEYAZ**

Roll No. 17MMBA047HY

Enrolment No. A171839

Under the Supervision  
Of

**Mr. RASHID FAROOQI**

Assistant Professor  
Department of Management Studies

**MAULANA AZAD NATIONAL URDU UNIVERSITY**  
**GACHIBOWLI, HYDERABAD.**

2017-19

**Certificate of Project Completion**

This is to certify that the project entitled “**RECRUITMENT AND SELECTION**” submitted by **ABDA NEYAZ (Roll No: 17MMBA047HY)**, in partial fulfillment for the award of the degree of **MBA** , is a Bonafide work carried out by her in **HDFC BANK LTD.** Hyderabad from 45 Days under our guidance and supervision .

She has completed the assigned project as per requirement within the time frame.Her performance during the period work was found to be excellent.

We wish all the best in her future endeavors.


Mr. Rohit Sharma  
Asst. Manager

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**ADDRESS**

6 - 1 - 73, Ground Floor, Saeed Plaza, Lakdikapul, Hyderabad,  
Telangana 500004, Phone: 040 6160 6161