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(Affiliated to JNTUK, Kakinada and Approved by AICTE, New Delhi)

**DEPARTMENT OF MANAGEMENT STUDIES**



**Certificate**

This is to certify that the project work entitled "A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON REVENUE GENERATION WITH REFERENCE TO HERITAGE PARLOUR LIMITED" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by AMBAVARAPU SOWMYA KUSUMA MANI (Regd.No: 18P31E0006) is a bonafied work done under my guidance.

**Project Guide**

**A VIJAYA BHARGAVI**

**Professor**

**Head of the Department**

**Dr. N. VISALAKSHI**

**MA., MBA., MPhil., PhD.,**

**Professor & HOD**

**EXTERNAL EXAMINER**

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**DEPARTMENT OF MANAGEMENT STUDIES**



**Certificate**

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO THE THANDAVA CO OPERATIVE SUGARS LIMITED" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by BODA VENKATACHARAN (Regd.No: 18P31E0007) is a bonafied work done under my guidance.

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**A VIJAYA BHARGAVI**

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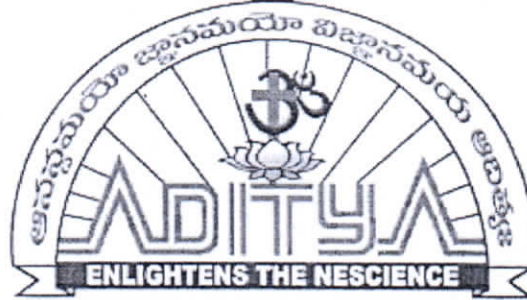
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**Certificate**

This is to certify that the project work entitled "A STUDY ON WORKING CAPITAL MANAGEMENT WITH REFERENCE TO THE ANDHRA SUGARS LIMITED" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **CHERUKURI ABESHEK** (Regd.No: 18P31E0009) is a bonafied work done under my guidance.

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**Certificate**

This is to certify that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE AND BUDGETING WITH REFERENCE TO RASHTRIYA ISPAT NIGAM LTD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **DEVULAPALLI NAGA SAI SRILEKHA (Regd.No: 18P31E0010)** is a bonafied work done under my guidance.

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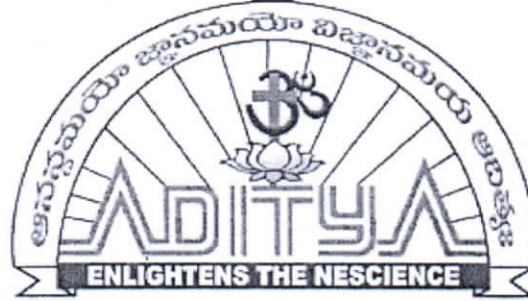
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**Certificate**

This is to certify that the project work entitled "A STUDY ON WORKING CAPITAL WITH REFERENCE TO ARYAPURAM CO-OPERATIVE URBAN BANK" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **GUBBALA HEMANTH KUMAR** (Regd.No: 18P31E0011) is a bonafied work done under my guidance.

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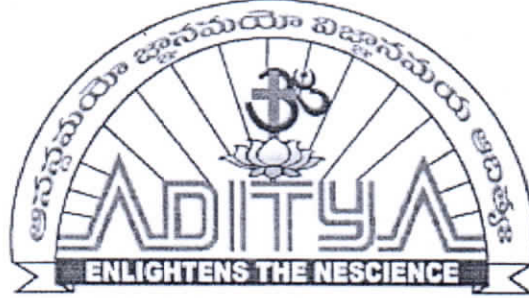
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**Certificate**

This is to certify that the project work entitled "A STUDY ON PERFORMANCE APPRAISAL WITH REFERENCE TO VIJAYA DAIRY LTD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **KATIKA BHARGAVI (Regd.No: 18P31E0012)** is a bonafied work done under my guidance.

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**Certificate**

This is to certify that the project work entitled "A STUDY ON IPO & SECURITIES WITH REFERENCE TO KRISHNA INDUSTRIAL CORPORATION LTD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **KONAGALLA SRI KEERTHI NAGA** (Regd.No: 18P31E0013) is a bonafied work done under my guidance.

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**Certificate**

This is to certify that the project work entitled "A STUDY ON INVENTORY MANAGEMENT WITH REFERENCE TO THE SARVARAYA SUGARS LTD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **KOTTEDI SAI RAM** (Regd.No: 18P31E0014) is a bonafied work done under my guidance.

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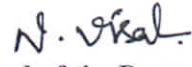
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**Certificate**

This is to certify that the project work entitled "A STUDY ON INVESTMENT IN MUTUAL FUNDS WITH REFERENCE TO , DCC BANK LIMITED" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **MATHA MAHINDRA PRATAP** (Regd.No: 18P31E0015) is a bonafied work done under my guidance.

  
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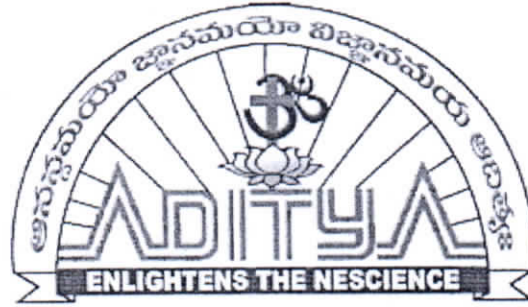
  
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**Certificate**

This is to certify that the project work entitled "A STUDY ON BRAND IMAGE WITH REFERENCE TO BONANZA PORTIFOLIO MANAGEMENT LIMITED" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **ODURI HEMANTH KUMAR** (Regd.No: 18P31E0016) is a bonafied work done under my guidance.

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**Certificate**

This is to certify that the project work entitled "A STUDY ON WELFARE AMENITIES WITH REFERENCE TO KESORAM CEMENT COMPANY" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **PAKKURTHI PRUDHVINADH SRIKANTH** (Regd.No: 18P31E0017) is a bonafied work done under my guidance.

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**Certificate**

This is to certify that the project work entitled "A STUDY ON CORPORATE ACCOUNTING SYSTEM WITH REFERENCE TO DCC BANK LTD. KAKINADA" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **PAPANABOINYA RAJAVAMSHI (Regd.No: 18P31E0018)** is a bonafied work done under my guidance.

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**Certificate**

This is to certify that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE USING RATIO ANALYSIS WITH REFERENCE TO SRI RAMADAS PAPER BOARDS PVT LTD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **PATCHIGOLLA K S S PHANEENDRA KUMAR** (Regd.No: 18P31E0019) is a bonafied work done under my guidance.

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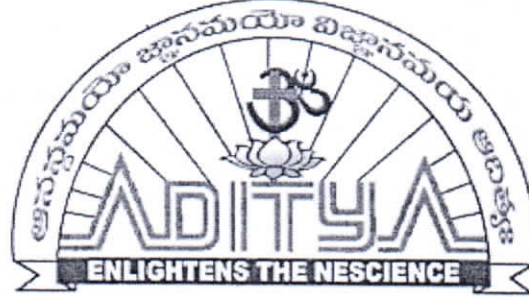
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**Certificate**

This is to certify that the project work entitled "A STUDY ON FINANCIAL STATEMENT ANALYSIS WITH REFERENCE TO HERITAGE PVT LTD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **PERICHERLA S NAGENDRA VARMA** (Regd.No: 18P31E0020) is a bonafied work done under my guidance.

**Project Guide**  
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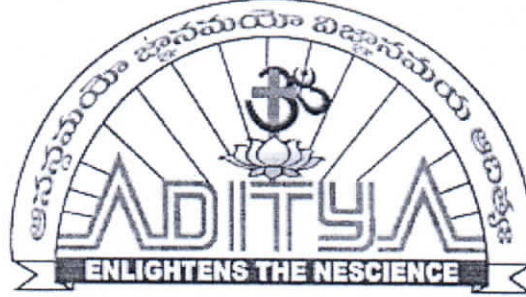
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**Certificate**

This is to certify that the project work entitled "A STUDY ON CAPITAL BUDGETING WITH REFERENCE TO TOBACCO BOARD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **PICHIKA SAI VENKATA CHANDU** (Regd.No: 18P31E0021) is a bonafied work done under my guidance.

**Project Guide**  
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**DEPARTMENT OF MANAGEMENT STUDIES**



**Certificate**

This is to certify that the project work entitled “A STUDY ON RATIO ANALYSIS WITH REFERENCE TO COROMONDAL AGRO PRODUCTS AND OIL LTD” submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **POLNATI USHA RANI** (Regd.No: 18P31E0022) is a bonafied work done under my guidance.

**Project Guide**  
**S K SOUJANYA**  
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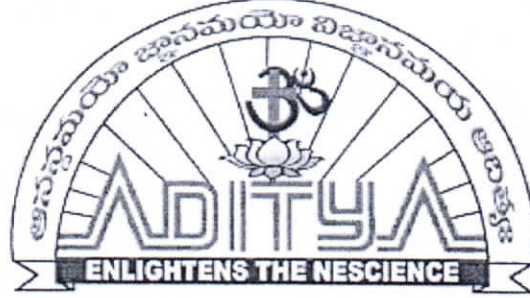
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**Certificate**

This is to certify that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE AND STATEMENTS WITH REFERENCE TO SAI HANUMAN MATERIAL SUPPLIERS" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **SUNKARA LAVANYA (Regd.No: 18P31E0023)** is a bonafied work done under my guidance.

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Assistant Professor

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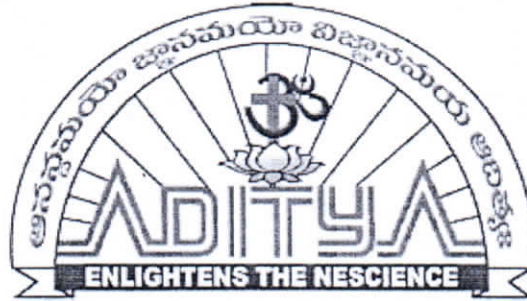
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**DEPARTMENT OF MANAGEMENT STUDIES**



**Certificate**

This is to certify that the project work entitled "A STUDY ON EMPLOYER AND EMPLOYEE RELATIONSHIP WITH REFERENCE TO MARUTI SUZUKI COMPANY PRIVATE LIMITED" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by TAMMANA JYOTHI (Regd.No: 18P31E0024) is a bonafied work done under my guidance.

Project Guide  
S K SOUJANYA  
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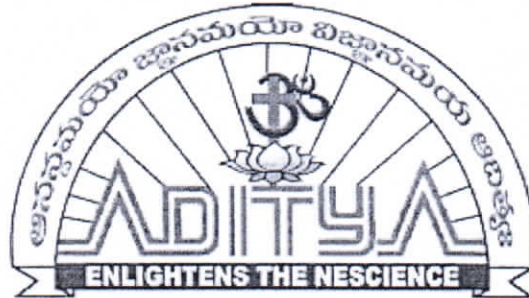
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**Certificate**

This is to certify that the project work entitled "A STUDY ON TRAINING AND DEVELOPMENTP WITH REFERENCE GODREJ& BOYCE LTD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **TETALI SRI LAKSHMI DURGA** (Regd.No: 18P31E0025) is a bonafied work done under my guidance.

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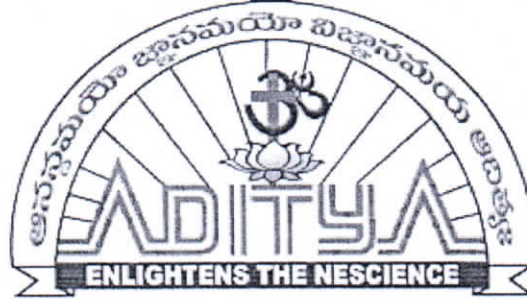
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**Certificate**

This is to certify that the project work entitled "A STUDY ON EXPORTS PROCEDURE OF IRON AND STEEL PRODUCTS WITH REFERENCE TO KESORAM CEMENTS PVT LTD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **UGGINA PRIYANKA** (Regd.No: 18P31E0026) is a bonafied work done under my guidance.

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**Certificate**

This is to certify that the project work entitled "A STUDY ON TRAINING EFFECTIVENESS WITH REFERENCE TO SRI RAMGOPAL LUBRICANTS LTD" submitted to JNTU, Kakinada in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION carried out by **YALLA SRILEKHA** (Regd.No: 18P31E0027) is a bonafied work done under my guidance.

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