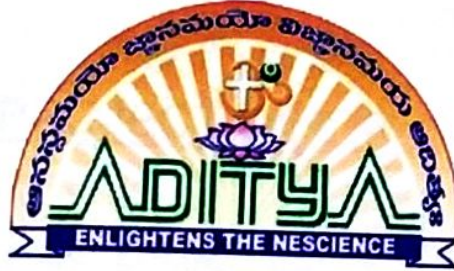


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Aditya Nagar, ADB Road, Surampalem

## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**WORK LIFE BALANCE**” is a Bonafede record of the project work done by A. GEETHA (21P31E0001) under my supervision and guidance, in partial fulfilment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

A handwritten signature in black ink, appearing to be 'A. Vijaya Bhargavi', written over the printed name.

A. VIJAYA BHARGAVI

Project Guide

A handwritten signature in red ink, appearing to be 'A. Vijaya Bhargavi', written over the printed name.

A. VIJAYA BHARGAVI

Head of the Department

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “**Organisation Effectiveness Through Human Resource Management**” is a bonafide record of the project work done by Harika Badam (21P31E0002) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
A. VIJAYA BHARGAVI

Project Guide

  
A.VIJAYA BHARGAVI

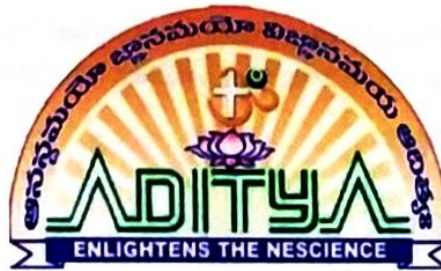
Head of the Department

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “A STUDY ON CONSUMER BUYING BEHAVIOR AND SATISFACTION OF LG BRAND” is a bonafide record of the project work done by Bandaru Sai Krishna (21P31E0003) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*B. Giri Babu*

**DR.B. GIRI BABU**

**Project Guide**

*A. Vijaya Bhargavi*

**A. VIJAYA BHARGAVI**

**Head of the Department**

**Signature of the External Examiner**



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**PERFORMANCE APPRAISAL**” with reference to **RIVER BAY, RAJAMAHENDRAVARAM** is a bonafide record of the project work done by **BONGU DAMODHARA VENKATA SURESH (21P31E0004)** under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**A. VIJAYA BHARGAVI**  
Project Guide

  
**A. VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**Ratio Analysis**” is a bonafide record of the project work done by Ch. Geetanjali Sai Aruna (21P31E0005) under my supervision and guidance, in partial fulfilment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
M.GOVARDHAN REDDY

Project Guide

  
A.VIJAYA BHARGAVI

Head of the Department

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “**Recruitment Policy**” is a bonafide record of the project work done by Chelamasetti. Sai Ram (21P31E0006) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
A. VIJAYA BHARGAVI

Project Guide

  
A.VIJAYA BHARGAVI

Head of the Department

Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “**Capital Budgeting**” is a bonafide record of the project work done by Dasari Mounika (21P31E0008) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**Dr. N. VISALAKSHI**  
Project Guide

  
**A. VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner

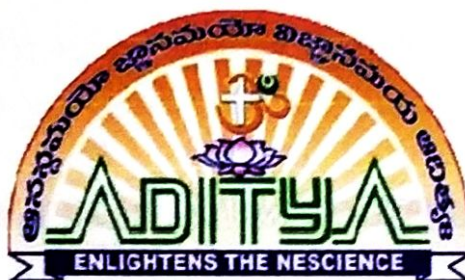


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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled "Talent Management Survey" is a bonafide record of the project work done by Devisetti Vinay (21P31E0009) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

**K. SHAILAJA RAO**

**Project Guide**

**A. VIJAYA BHARGAVI**

**Head of the Department**

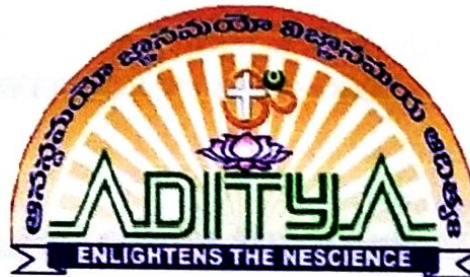
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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**Capital Budgeting**” is a bonafide record of the project work done by E Venkata Prasad (21P31E0010) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*N. Visal*

**Dr. N. VISALAKSHI**

**Project Guide**

*A.Vijaya Bhargavi*

**A.VIJAYA BHARGAVI**

**Head of the Department**

**Signature of the External Examiner**

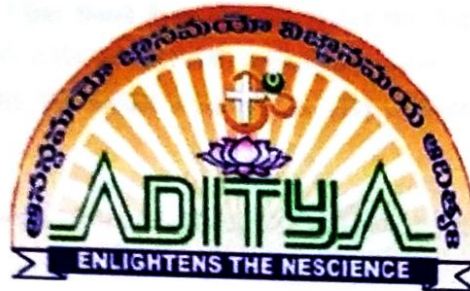


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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “Performance Appraisal of Sales Managers” is a bonafide record of the project work done by Gandem Vijay Sunil Kumar (21P31E0011) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

**K. SHAILAJA RAO**

Project Guide

**A. VIJAYA BHARGAVI**

Head of the Department

Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled "CONSUMER BEHAVIOUR" is a bonafide record of the project work done by **GANISETTI CHANDRA KIRAN** (21P31E0012) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*B. Giri Babu*  
**Dr. B.GIRI BABU**

**Project Guide**

*A. Vijaya Bhargavi*  
**A.VIJAYA BHARGAVI**

**Head of the Department**

**Signature of the External Examiner**

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “ **Capital Budgeting**” is a bonafide record of the project work done by G. Veera Surya Chakravarthi (21P31E0013) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*B. Surya Teja*  
Mr. B. Surya Teja

Project Guide

*A. Vijaya Bhargavi*  
A. VIJAYA BHARGAVI

Head of the Department

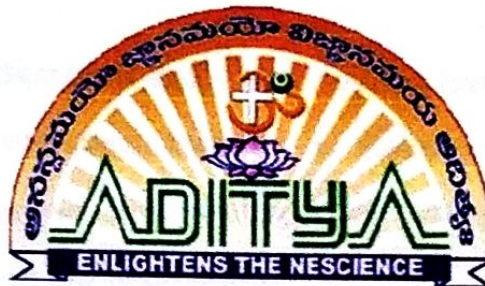
Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “**Recruitment And Selection**” is a Bonafede record of the project work done by Goluguri Alekhya (21P31E0014) under my supervision and guidance, in partial fulfilment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

**K SHAILAJA RAO**  
Associate Professor  
Project Guide

**A.VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner

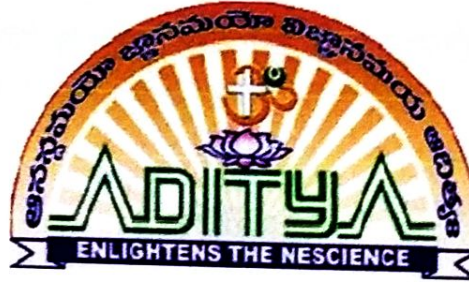


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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**Employee Satisfaction**” is a bonafide record of the project work done by Gudavalli Devi (21P31E0015) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

**K. SHAILAJA RAO**

Project Guide

**A.VIJAYA BHARGAVI**

Head of the Department

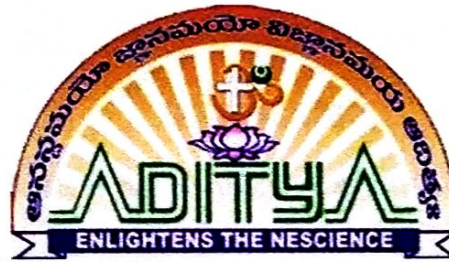
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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled "RATIO ANALYSIS" is a bonafide record of the project work done by G. SARITHA (21P31E0016) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*B. Surya Teja*

**Mr. B.SURYA TEJA**  
Assistant professor  
Project Guide

*A. Vijaya Bhargavi*

**A.VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES




## CERTIFICATE

This is to certify that the project report entitled “Consumer Perception towards Coca-Cola Products and Competitor Analysis” is a bonafide record of the project work done by Undavalli Pavan Sai Kumar (21P31E0017) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
V. VENKATESWARA RAO

Project Guide

  
A. VIJAYA BHARGAVI  
Head of the Department

Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “EMPLOYEE RETENTION AND MANPOWER DEVELOPMENT” is a bonafide record of the project work done by **KADA TEJASRI (21P31E0018)** under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

**M.GEETHA**

**Project Guide**

**A.VIJAYA BHARGAVI**

**Head of the Department**

**Signature of the External Examiner**

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled **"WORKING CAPITAL"** is a bonafide record of the project work done by **KALLURI J.R.N.V.DURGA KUMAR (21P31E0020)** under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*B. Giri Babu*

**Dr.B.GIRI BABU**

**Project Guide**

*A. Vijaya Bhargavi*

**A.VIJAYA BHARGAVI**

**Head of the Department**

**Signature of the External Examiner**

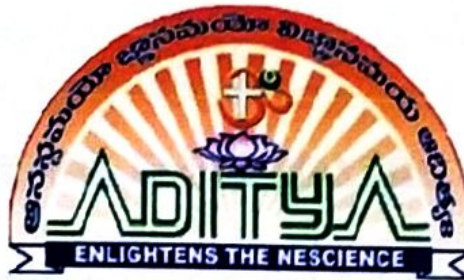


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Aditya Nagar, ADB Road, Surampalem

## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled **"Retailers' Perception towards Brand & Service"** is a bonafide record of the project work done by Katikalapudi Srinu (21P31E0021) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**V. VENKATESWARA RAO**  
Project Guide

  
**A. VIJAYA BHARGAVI**  
Head of the Department

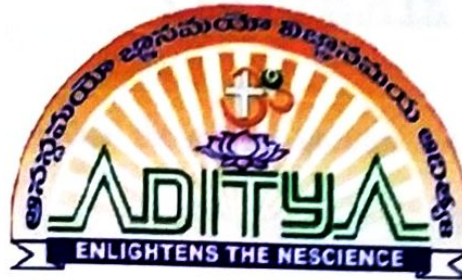
Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “**Customer Perception towards Bikes**” is a bonafide record of the project work done by K Durga Sai (21P31E0022) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**G. AKSIT KUMAR**  
Project Guide

  
**A. VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner



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Nagar, ADB Road, Surampalem

## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “EMPLOYEE WELFARE MEASURES” is a bonafide record of the project work done by KUMPATLA RAMYA BHUVANA SRI SAI MANOGNYA (21P31E0023) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

M. Geetha  
18/06/23  
M.GEETHA

Project Guide

A. Vijaya Bhargavi  
A. VIJAYA BHARGAVI

Head of the Department

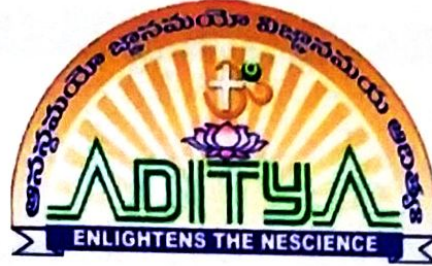
Signature of the External Examiner

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Aditya Nagar, ADB Road, Surampalem 2021-2023

DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “sales promotion” is a Bonafede record of the project work done by Lakkoju Revanth (21P31E0024) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

**G. AKSHAY KUMAR**  
Assistant Professor

**Project Guide**

**A. VIJAYA BHARGAVI**  
Head of the department

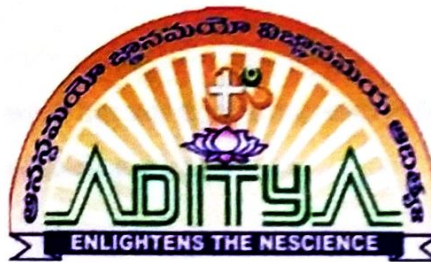
Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled "**BRAND AWARENESS**" is a bonafide record of the project work done by M.Balaji(21P31E0025) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**G. AKSHAY KUMAR**  
Project Guide

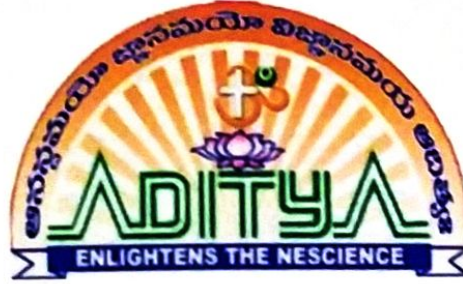
  
**A. VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**RECRUITMENT AND SELECTION**” is a bonafide record of the project work done by **METTU MOUNIKA** (21P31E0026) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*M. Geetha*  
**M. GEETHA**

18/3/2023

**Project Guide**

*A. Vijaya Bhargavi*  
**A.VIJAYA BHARGAVI**

**Head of the Department**

**Signature of the External Examiner**



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**Employee Relations**” is a bonafide record of the project work done by **Mohammed Asra** (21P31E0028) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**M. GEETHA**

**Project Guide**

  
**A.VIJAYA BHARGAVI**

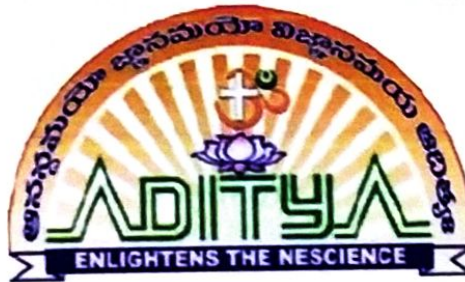
**Head of the Department**

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**Role of Employee and Employee Management**” is a bonafide record of the project work done by **Nallamilli Venkata Reddy** (21P31E0029) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**M. GEETHA**

**Project Guide**

  
**A.VIJAYA BHARGAVI**

**Head of the Department**

Signature of the External Examiner

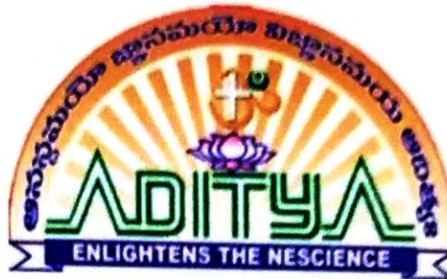


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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “ **Capital Budgeting**” is a bonafide record of the project work done by P.SANDEEP (21P31E0031) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*B. Giri Babu*

Dr . B. Giri Babu MBA,Phd.  
Assistant professor  
Project Guide

*A. Vijaya Bhargavi*

A. VIJAYA BHARGAVI  
Head of the Department

**Signature of the External Examiner**

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled "**PromotionMix**" is a bonafide record of the project work done by Padala PhaniMadhuri (21P31E00032) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

Smt. M Prathyusha  
Assistant Professor  
Project Guide

A. VIJAYA BHARGAVI  
Head of the Department

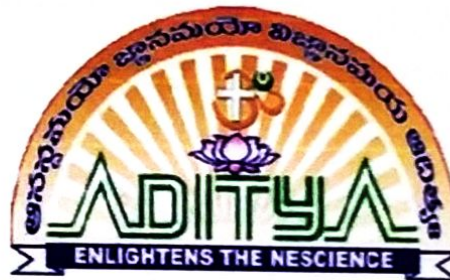
Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “Consumer Behaviour” is a bonafide record of the project work done by Pajjuri Ganesh (21P31E0033) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
M. PRATYUSHA

Project Guide

  
A.VIJAYA BHARGAVI

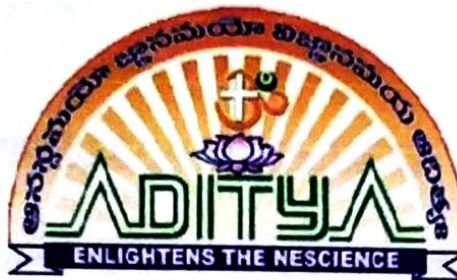
Head of the Department

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “Marketing of Financial Services” is a bonafide record of the project work done by Pasupuleti Vijaya Sai Durgas Prasad (21P31E0034) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
M. PRATYASHA

Project Guide

  
A.VIJAYA BHARGAVI

Head of the Department

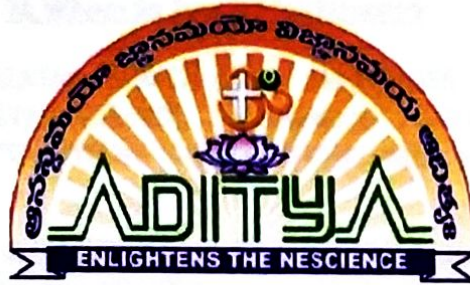
Signature of the External Examiner



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Aditya Nagar, ADB Road, Surampalem

## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “Customer Satisfaction” is a bonafide record of the project work done by Pedapolu Mary Swarnalatha (21P31E0035) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**M. PRATYUSHA**  
Project Guide

  
**A.VIJAYA BHARGAVI**  
Head of the Department

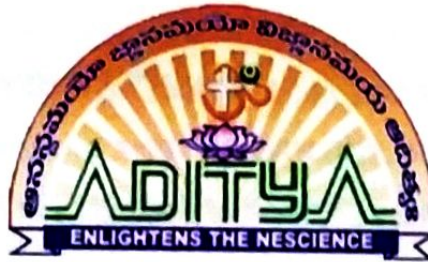
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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “ **PORTFOLIO MANAGEMENT**” is a bonafide record of the project work done by Pydi Satish (21P31E0036) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
VANGA VENKATESWARA RAO  
Project Guide

  
A. VIJAYA BHARGAVI  
Head Of The Department

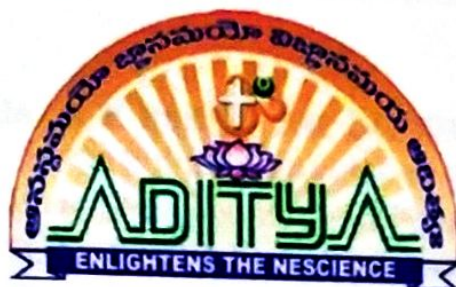
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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled "TRAINING AND DEVELOPMENT" is a bonafide record of the project work done by S V SESA SAI LAKSHMI PRATYUSHA(21P31E0037) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

M. Geetha  
18/3/2023  
M.GEETHA

Project Guide

A.Vijaya Bhargavi  
A.VIJAYA BHARGAVI

Head of the Department

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled "Capital Budgeting" is a Bonafede record of the project work done by Sathi Venkat Reddy (21P31E0038) under my supervision and guidance, in partial fulfilment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
V. Venkateshwara Rao  
Project Guide

  
A. VIJAYA BHARGAVI  
Head of the Department

Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**JOB SATISFACTION**” is a bonafide record of the project work done by **NANDYALA SHRADDHA** (21P31E0039) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

**M. GEETHA**

**Project Guide**

*M. Geetha*  
18/3/2023

**A. VIJAYA BHARGAVI**

**Head of the Department**

*A. Vijaya Bhargavi*

**Signature of the External Examiner**

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## DEPARTMENT OF MANAGEMENT STUDIES




## CERTIFICATE

This is to certify that the project report entitled “Sales Promotion” is a Bonafede record of the project work done by Sheetal Soni (21P31E0040) under my supervision and guidance, in partial fulfilment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
Sudhamsetti Naveen

Project Guide

  
A. VIJAYA BHARGAVI  
Head of the Department

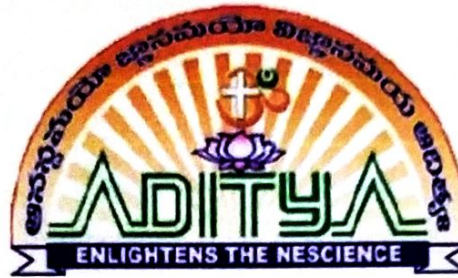
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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “**Performance Appraisal**” is a bonafide record of the project work done by **Sravya Mudalla** (21P31E0041) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**M. GEETHA**  
Project Guide

  
**A. VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “Marketing Mix” is a Bonafede record of the project work done by Tamarana Vamsi Krishna (21P31E0042) under my supervision and guidance, in partial fulfilment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
CH. Rajkumar

Project Guide

  
A. VIJAYA BHARGHAVI

Head of the Department

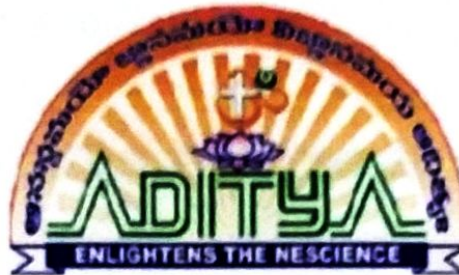
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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “Employee Job Satisfaction” is a bonafide record of the project work done by **Thadepalli Vamshi** (21P31E0043) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**S. NATEEN**  
Project Guide

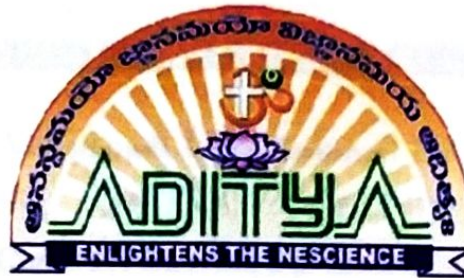
  
**A. VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “**Capital Budgeting**” is a bonafide record of the project work done by **Vakalapudi Leela Lakshmi Prasanthi (21P31E0044)** under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**G. AKSHAY KUMAR**  
Project Guide

  
**A.VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**Training and Development**” is a bonafide record of the project work done by Vankayala Anjani Satwika (21P31E0045) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
S.NAWEEN

Project Guide

  
A. VIJAYA BHARGAVI

Head of the Department

Signature of the External Examiner

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “ **Training Effectiveness**” is a bonafide record of the project work done by **V.S.J.D.Alekhyia** (21P31E0046) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**S.NAVEEN**  
Project Guide

  
**A. VIJAYA BHARGAVI**  
Head of the Department

Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “EMPLOYEE RETENTION” is a bonafide record of the project work done by **VURRENKULA AMANI** (21P31E0047) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

**CH RAJKUMAR**

**Project Guide**

**A. VIJAYA BHARGAVI**

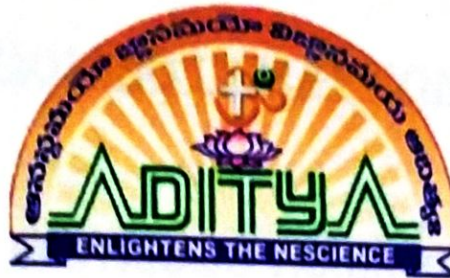
**Head of the Department**

**Signature of the External Examiner**

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “ **Human Resources Planning**” is a bonafide record of the project work done by **Vysyaraju Varun Kumar** (21P31E0048) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.



CH RAJ KUMAR

Project Guide



A. VIJAYA BHARGAVI

Head of the Department

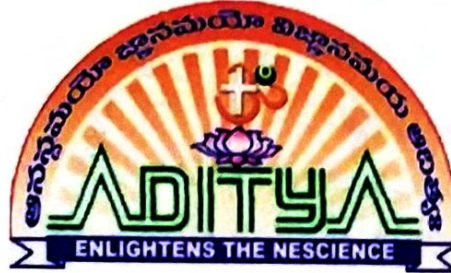
Signature of the External Examiner



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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “ **DIGITAL MARKETING AND ITS IMPACT ON REVENUE GENERATION**” is a bonafide record of the project work done by Y. V D N Sirisha (21P31E0049) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU KAKINADA.

**CH RAJKUMAR**  
Project Guide

**A.VIJAYA BHARGAVI**  
Head of the Department

**Signature of the External Examiner**

# ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

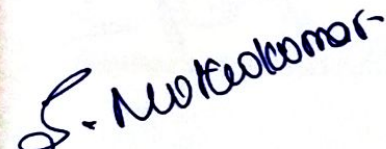
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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “CUSTOMER PERCEPTION” is a bonafide record of the project work done by YARRAMSETTI MANIKANTA SAINADH (21P31E0050) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
S. MUTHU KUMAR

Project Guide

  
A. VIJAYA BHARGAVI

Head of the Department

Signature of the External Examiner

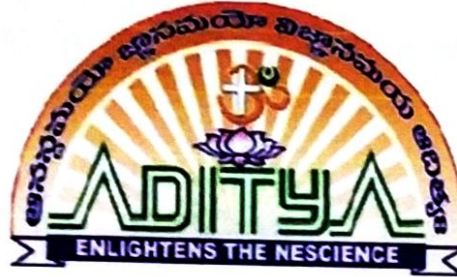


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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled “**Performance Appraisal**” is a bonafide record of the project work done by Yeleswarapu Srilakshmi (21P31E0051) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

**Ch RAJ KUMAR**

**Project Guide**

**A.VIJAYA BHARGAVI**

**Head of the Department**

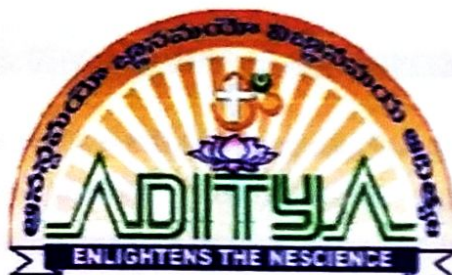
**Signature of the External Examiner**

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## DEPARTMENT OF MANAGEMENT STUDIES



### CERTIFICATE

This is to certify that the project report entitled "Employee Welfare Measures" is a bonafide record of the project work done by Ramya Singuluri (21P31E0052) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*J. Harshavardhini*

**J. HARSHAVARDHINI**

**Project Guide**

*A.V. Bhargavi*

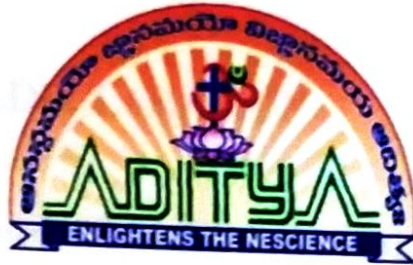
**A.VIJAYA BHARGAVI**

**Head of the Department**

**Signature of the External Examiner**



# CERTIFICATE



This is to certify that the project report entitled "EMPLOYER-EMPLOYEE RELATIONSHIP" is a Bonafede record of the project work done by RUDRAPAKA ANISH RAJA (21P31E0054) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

*J. Harshavardhini*

**Ms. J. HARSHAVARDINI**

**Project Guide**

*A. Vijaya Bhargavi*

**A. VIJAYA BHARGAVI**

**Head of the Department**

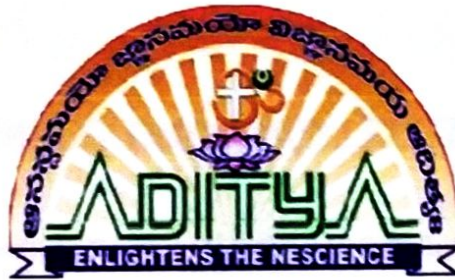
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## DEPARTMENT OF MANAGEMENT STUDIES



## CERTIFICATE

This is to certify that the project report entitled “**Stress Management**” is a bonafide record of the project work done by Yarlagaddaa Sowmya Varshini (21P31E0055) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**S. MUTHU KUMAR**

**Project Guide**

  
**A. VIJAYA BHARGAVI**  
**Head of the Department**

Signature of the External Examiner



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### CERTIFICATE

This is to certify that the project report entitled “**BRAND AWARENESS**” is a bonafide record of the project work done by Vanapalli Manikanta N S D K Kalyan Kumar (21P31E0056) under my supervision and guidance, in partial fulfillment of the requirements for the award of Degree of Master of Business Administration from JNTU Kakinada.

  
**MUTHU KUMAR**

**Project Guide**

  
**A. VIJAY BHARGHAVI**  
**Head of the Department**

**Signature of the External Examiner**