

**PROJECT REPORT**  
**ON**  
**IMPACT OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOUR**  
**TOWARDS MOBILE PHONES**  
**SUBMITTED TO:**



**PANJAB UNIVERSITY, CHANDIGARH**  
**IN PARTIAL FULFILLMENT FOR THE DEGREE OF**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(2022-2023)**

**Submitted To:**

P.G Department of Commerce &  
Business Administration

**Submitted by:**

Gajender Singh  
BBA 6sem

Roll No. 20046794



**GURU NANAK NATIONAL COLLEGE, DORAHA**

**PROJECT REPORT**  
**ON**  
**CUSTOMER PREFERENCE TOWARDS**  
**ONLINE SHOPPING**



**SUBMITTED TO**  
**{PANJAB UNIVERSITY, CHANDIGARH**  
**IN PARTIAL FULFILLMENT FOR THE DEGREE OF**  
**BACHELOR OF BUSINESS ADMINISTRATION}**

**Supervised To :**  
**P.G Department of Commerce**  
**and Business administration**

**Submitted by:**  
**Sunpreet Singh**  
**University Roll No.**  
**(20046813)**  
**BBA (6th sem)**

**GURU NANAK NATIONAL COLLEGE DORAHA**  
**(2022-2023)**

Project Report

On

**"A STUDY ON THE USAGE OF OTT PLATFORMS AMONG  
YOUTH"**

SUBMITTED TO

Panjab University, Chandigarh

In the partial fulfillment of the requirements for degree of

**BACHELOR OF BUSINESS ADMINISTRATION**



**SESSION: 2022-2023**

SUBMITTED TO

PG Department of Commerce &

Business Administration

SUBMITTED BY

Pawanpreet Singh

B.B.A – 6<sup>th</sup> Semester

Roll No. 20046807

**GURU NANAK NATIONAL COLLEGE, DERAHA**

# PROJECT REPORT

## ON

### IMPACT OF ADVERTISEMENTS ON RURAL CONSUMERS IN PURCHASING FMCG PRODUCTS

(A Study of Shampoo Market)



Submitted to PANJAB UNIVERSITY, CHANDIGARH in  
partial fulfillment of the requirement for the degree of  
"BACHELOR OF BUSINESS ADMINISTRATION"

(SESSION: 2022-2023)

**Submitted To**

**P.G. Department of  
Commerce and Business  
sem  
Administration  
20046805**

**Submitted By**

**Navjot Singh  
Class – BBA 6<sup>th</sup>**

**Uni. Roll No.**

**GURU NANAK NATIONAL COLLEGE, DORAHA**

Project Report on  
**CONSUMER PREFERENCE TOWARDS  
SOCIAL NETWORKING APPLICATION**  
SUBMITTED TO  
Panjab University, Chandigarh  
In the partial fulfillment of the requirement for degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**



**SESSION: 2022-2023**

**SUBMITTED TO**  
PG Department of Commerce &  
Business Administration

**SUBMITTED BY**  
Kapil Kumar  
B.B.A – 6<sup>th</sup> Semester  
Roll No. 20046800

**GURU NANAK NATIONAL COLLEGE, DORAHA**

**PROJECT REPORT  
ON  
AN ANALYSIS ON E-BANKING SERVICES**



**SUBMITTED TO PANJAB UNIVERSITY, CHANDIGARH IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF  
"BACHELOR OF BUSINESS ADMINISTRATION"**

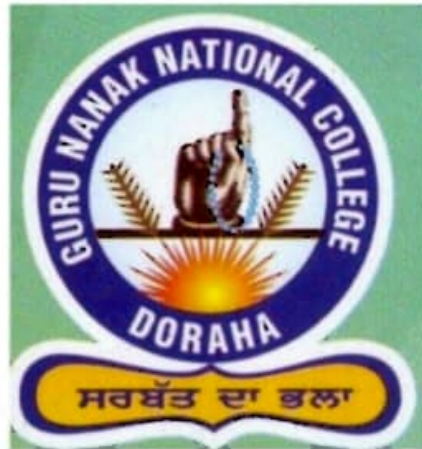
**(2022 -2023)**

**SUBMITTED TO: -  
P.G. DEPT. OF COMMERCE  
AND BUSINESS ADMINISTRATION**

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Class ; BBA 6<sup>th</sup> SEM**

**GURU NANAK NATIONAL COLLEGE  
DORAHA, (LUDHIANA)**

**PROJECT REPORT**  
**ON**  
**Celebrity Endorsement & Brand Building**



Submitted to PANJAB UNIVERSITY, CHANDIGARH in  
partial fulfillment of the requirement for the degree of  
"BACHELOR OF BUSINESS ADMINISTRATION"  
(SESSION: 2022-2023)

**SUBMITTED TO :**  
**P.G. DEPT. OF COMMERCE**  
**AND BUSINESS ADMINISTRATION**

**SUBMITTED BY :**  
**Name : Gulshan kumar**  
**Uni. Roll No.:**  
**20046796**  
**Class : BBA 6<sup>th</sup> Sem.**

**GURU NANAK NATIONAL COLLEGE , DORAHA**

**A  
PROJECT REPORT  
ON  
A COMPARATIVE STUDY OF DOMINO'S PIZZA AND PIZZA HUT**



**VS**



**SUBMITTED TO:**

**PANJAB UNIVERSITY, CHANDIGARH**

In partial of fulfillment requirement for the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**SESSION (2022-2023)**



**Submitted To:**

***P.G. Department of  
Commerce & Business  
Administration***

**Submitted By:**

***YASHU GARCHA  
BBA-3 (6<sup>th</sup> sem)  
UNI. ROLL NO: 20046815***

**GURU NANAK NATIONAL COLLEGE, (DORAHA)**  
**LUDHIANA, PUNJAB**



Project Report

On

**ONLINE PAYMENT SYSTEM  
FOR  
E-COMMERCE PLATFORMS**

SUBMITTED TO

Punjab University, Chandigarh

In the partial fulfillment of the requirements for degree of

**BACHELOR OF BUSINESS ADMINISTRATION**



**GURU NANAK NATIONAL COLLEGE, DORAHA**

**SESSION: 2022-2023**

SUBMITTED TO

PG Department of Commerce &  
Business Administration

SUBMITTED BY

Lovepreet Singh  
B.B.A – 6<sup>th</sup> Semester  
Roll No. 20046801

**PROJECT REPORT  
ON  
CUSTOMER PREFERENCE TOWARDS  
FACE CREAMS**



**SUBMITTED TO  
{PANJAB UNIVERSITY, CHANDIGARH  
IN PARTIAL FULFILLMENT FOR THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION}**

**Submitted To  
P.G Department of Commerce and  
Business Administration**

**Submitted By  
Madhu Bala**

**University Roll no. :- 20046802  
Class :- BBA 6<sup>th</sup> Sem**

**GURU NANAK NATIONAL COLLEGE DORAH  
(SESSION 2022-2023)**