THE BUSINESS SCHOOL
UNIVERSITY OF JAMMU

MBA MASTER OF BUSINESS ADMINISTRATION

STUDENT PROFILE
2017-19

PLACEMENT TEAM

FACULTY

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Surbhi Gupta	9906320663
Rishab Raina	8825080626

MARKETING & OPERATIONS

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Qualification: B.Tech(ENC)
Internship Organization:
Jai Beverages (PepsiCo)
Project: Market survey and customer perception of beverages
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Qualification: B.Tech(CSE)
Internship Organization: Hdfc Bank
Project: New To Bank - Acquisition
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Bhumika Raina
D.O.B: 04/10/1995
Qualification: B.com
Exp: 7 months SBI
Internship Organization:
Jai Beverages (PepsiCo)
Project: To study the new product development of PepsiCo under the brand name slice
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Drishay Gupta
D.O.B: 27/05/1996
Qualification: BCA
Internship Organization:
State Bank of India
Project: Bank's Alternate Channel Products
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Karan Mehra
D.O.B: 06/12/1994
Qualification: BBA
Internship Organization:
HDFC Bank
Project: New to Bank - Acquisition
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D.O.B: 17/03/1993
Qualification: B.E (computer engineering)
Internship Organization:
HDFC bank
Project: New to bank-acquisition
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Palak Kudyar
D.O.B: 17/6/1995
Qualification: B. Tech
Internship Organization:
JK Bank
Project: Customer experience towards the marketing strategies of jk bank
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Parul Lamba
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Qualification: BCA
Internship Organization:
JK Bank
Project: New age financial products and their role in transforming modern banking
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MARKETING & OPERATIONS

Parveen Kumar Abrol
D.O.B: 6/10/1980
Qualification: B.E. Electronics
Exp: 150 months Larsen and Toubro Limited
Internship Organization: Bharat Forge Limited
Project: Business Case for Batteries in Defence Applications
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Rahul Kandhari
D.O.B: 7/4/1993
Qualification: BE (ECE)
Exp: 10 monthsTNS and DTPL
Internship Organization: Water Health India
Project: To implement consumer insight process
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Rahul Mahajan
D.O.B: 13/11/1994
Qualification: B.E. (electronics and communication)
Exp: 8 months Rooman Technologies Pvt. Ltd.
Internship Organization: Rooman Technologies Pvt. Ltd
Project: work life of employees at rooman technologies
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Rashi Thakur
D.O.B: 9/10/1994
Qualification: BBA
Internship Organization: Life insurance corporation of India
Project: Sales and Recruitment of agents
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Samridhi Jain
D.O.B: 26/07/1996
Qualification: B.Com
Internship Organization: Times Group
Project: Consumer Behaviour regarding Daily Newspapers
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Surbhi Gupta
D.O.B: 20/09/1993
Qualification: Btech
Exp: 25 monthsWipro
Internship Organization: 91.9 Red FM
Project: Marketing strategies and tools to enhance brand image of a radio station
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Internship Organization: Jai Beverages (PepsiCo)
Project: To Study sales promotion strategy of pepsi
E Mail: guptasushant9086@gmail.com

Tapas Sudan
D.O.B: 5/9/1994
Qualification: BE (Chemical)
Internship Organization: ITC
Project: Analysis and Lineup of institution parties with ITC LL in Himachal Pradesh
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MARKETING & FINANCE

Abhimanyu Singh Bhau
D.O.B: 12/2/1997
Qualification: B. Com
Exp: 24 months Esylum net solutions pvt. Ltd.
Internship Organization: Audi Jammu
Project: To study the factorsdetermining purchase of audi cars in Jammu
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Aman Sharma
D.O.B: 17/08/1995
Qualification: BBA
Internship Organization: Sharekhan
Project: Investment behaviour of clients towards shares and equity market
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Ankita Gupta
D.O.B: 7/6/1994
Qualification: "B.Com Honours, M.Com"
Internship Organization: PNB MetLife Mumbai
Project: Unit Linked Insurance Plans
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Arjun Nagpal
D.O.B: 11/9/1995
Qualification: B.Tech
Internship Organization: Bharti Airtel
Project: Market analysis of airtel& executing airtel handset bundling.
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Arnav Gupta
D.O.B: 28/04/1996
Qualification: B. Com
Internship Organization: Sharekhan
Project: Market Outlook
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Ashwani Singh
D.O.B: 6/6/1994
Qualification: BBA
Internship Organization: SBI
Project: Marketing of mutual funds and PPF and SIP
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Internship Organization: HDFC Bank ltd.
Project: New to Bank -Acquisition
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Diwakar Dayal
D.O.B: 22/03/1995
Qualification: BE (ELEC)
Internship Organization: Audi Jammu
Project: Study the introduction of Audi RS5 and consumer preference towards it
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MARKETING & FINANCE

Gagandeep Singh
D.O.B: 29/09/1995
Qualification: BBA
Internship Organization:
AUDI JAMMU
Project: Service Quality
of AUDI Jammu
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Gurveer Kour
D.O.B: 3/8/1996
Qualification: BCOM. (hons)
Internship Organization: NABARD
Project: Impact assessment Of Rural
Connectivity Under Rural
Infrastructure Development Fund
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Hrithik Gupta
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Qualification: B.Com
Internship Organization:
Audi Jammu
Project: Perception of
Audi users in Jammu
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Manik Aggarwal
D.O.B: 5/3/1996
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Internship Organization:
HDFC Bank ltd.
Project: New to bank - Acquisition
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Mohd Yaqoob
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Qualification: BBA
Internship Organization:
Peaks Auto
Project: Study on customer
relationship management
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Mrigank Jamba
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Qualification: BBA
Internship Organization:
Aatish Management
Consultants Pvt.Ltd
Project: Transforming
Marketing into Business Generation
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Priyanka Mahajan
D.O.B: 27/05/1996
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Internship Organization:
Reliance Life Insurance
Project: Customer retention
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Rishab Raina
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Internship Organization:
Conversion of Hindi newspaper
reader to TOI reader
Project: Times of India
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MARKETING & FINANCE

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Qualification: B.sc
Internship Organization:
State Bank of India
Project: Customer expectation from salary account packages offered by SBI
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Internship Organization:
"Cadila Pharmaceuticals Ltd, Samba"
Project: Awareness of PF benefits among workers
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Qualification: B.Com Hons
Internship Organization: PNB Metlife
Project: Fixed asset management
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Internship Organization: J&K Bank
Project: Working Capital Management and Financial Analysis at J&K Bank Ltd.
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Internship Organization: NABARD
Project: Impact Assessment of Joint Liability Groups on Economic Development and Social CapitalFormation
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Qualification: B.E. Electronics and Communication
Internship Organization: State Bank of India
Project: Banks in Digitalisation
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Internship Organization:
Vatika Group
Project: study the effectiveness of sales promotion strategies used by Vatika
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Qualification: B.E (EnC)
Internship Organization: State Bank of India
Project: Migrating Illiterate and Reluctant Customers to Digital Banking
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FINANCE & HR

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Qualification: B.Tech
Internship Organization: "Cadila Pharmaceuticals Ltd, Samba"
Project: Awareness of ESI benefits among workers
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Internship Organization: J&K Bank
Project: Analysis of Industrial Trends in Jammu for Formulation of Policies and Schemes of J&K Bank
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Qualification: B.E(CSE)
Internship Organization: The times of India
Project: Consumer perception regarding newspaper
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Internship Organization: State Bank of India
Project: Increasing activation of INB versus INB issued
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D.O.B: 22/01/1997
Qualification: B.com(hons)
Internship Organization: J&K bank
Project: Analysis of industrial trend in Jammu for formulation of policies and schemes of J&K bank
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Internship Organization: Sharekhan
Project: "Stock Market Awareness, Online Trading and CRM"
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D.O.B: 9/5/1996
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Internship Organization: 91.9 Red FM
Project: Marketing strategies and tools to enhance brand image of a radio station
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Qualification: B. Tech (CSE)
Exp: 20 monthsUnisys Global Services
Internship Organization: Sharekhan
Project: Portfolio Analysis
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MARKETING & HR

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Qualification: B. Tech (ECE)
Exp: 20 months ITC infotech
Internship Organization: mahindra
Project: customer expectation and front end crm
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Internship Organization: Sharekhan
Project: Stock market awareness and CRM
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Internship Organization: "STATE BANK OF INDIA, SIDRA"
Project: increasing our retail portfolio in SMEs
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D.O.B: 14/01/1997
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Internship Organization: Times Group
Project: survey on supply chain management
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D.O.B: 3/12/1994
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Internship Organization: SBI
Project: customer service in Sbi vs private bank
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Project: Identification of premier club outlets in Shimla and comparison of ITC KSFT sales with competitors KSFT sales
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Internship Organization: Lemon Tree Hotel
Project: Recruitment and selection
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Internship Organization: Fortune Pharmaceutical Pvt Ltd
Project: Customer engagement and research of fortune pharmaceuticals
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MARKETING & HR

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Internship Organization:
TATA Motors
Project: customer relationship and management
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Internship Organization:
State Bank of India
Project: Increasing the Number of Current Accounts in SBI
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Internship Organization:
Fortune Pharmaceutical Pvt Ltd
Project: To Study The Market Potential And Ways To Increase The CRM
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Project: Recruitment and Selection
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FINANCE & OPERATIONS

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Project: New To Bank - Acquisition
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Shreeya Mahajan
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Internship Organization:
Axis Bank
Project: A Study of Consumer Perception towards Mutual Funds in Jammu
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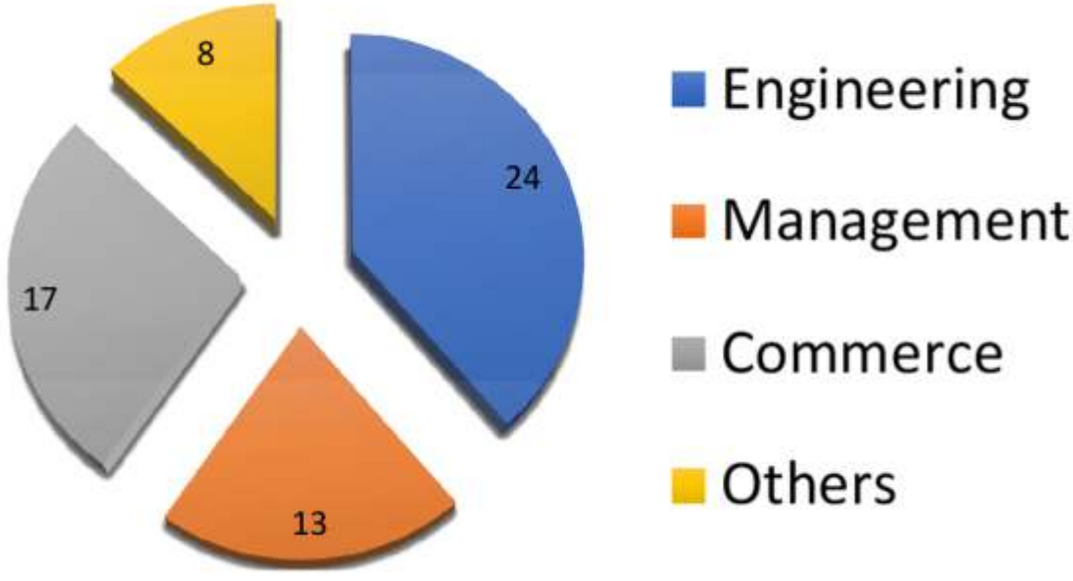
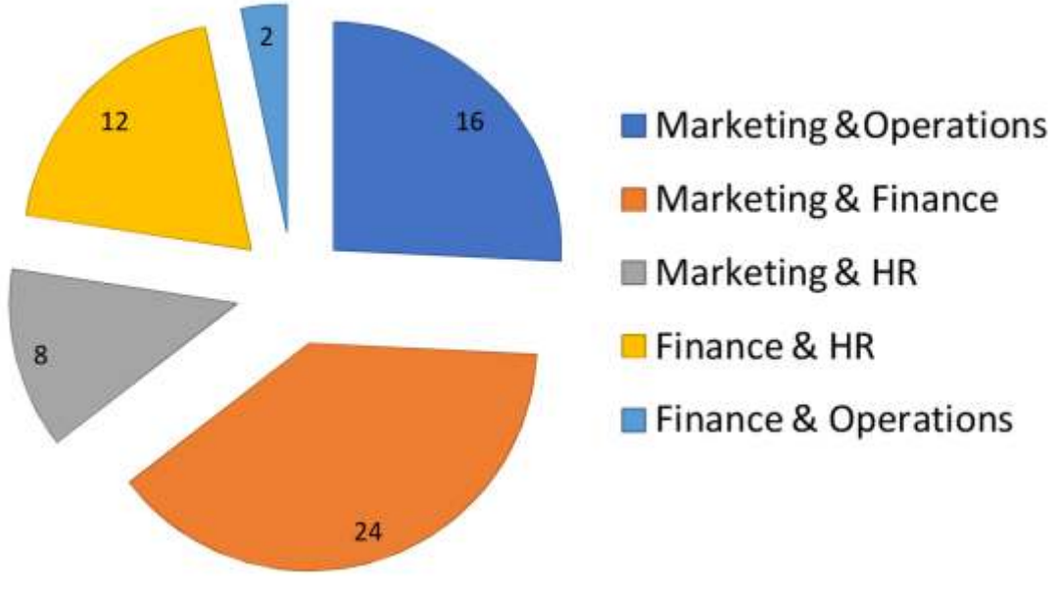
EDUCATIONAL BACKGROUND OF STUDENTS



MBA SPECIALIZATION



TBS

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