

#### GANGA DEVI MAHILA MAHAVIDYALAYA

NAAC accredited grade 'B' Lohiya Nagar, Kankarbagh, Patna A constituent unit of Patliputra University, Patna



# ICT/COMPUTING SKILLS (2022-23)

**Activity: FactShala** 

Date: 20.09.23

FactShala training workshop by Minati Chaklanavis- a two hour media literacy training workshop to empower the students of GDMM on 20th Sept, 2023.

Through this workshop the participants learnt not only to verify information but also think critically. The workshop enriched the participants as they learnt the tools and techniques to handle their social media account smartly. Critical Thinking will help them develop their own concept and understanding of anything they read, hear or see.



GANGA DEJ. MAHILA MAHAVIDYALAYA KANKARBAGH, PATNA-20



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### Ganga Devi Mahila Mahavidyalaya Patliputra Uiversity, Patna BBM Part III (session 2022-23) Marketing/Management Project

SI No	Roll No	Name	Project Title	Guided by
1	2120740070002	Ritika	Marketing strategy of Puma Company Itd In	Nidhi Singh
2	2120740070001	Ekta Kumari	Strategic management at Asian Paints	Nidhi Singh
3	2120740070003	Divya Rani	Inventory management at Asian paints	Nidhi Singh

Co-ordinator B.C.A.

G.D.M. MAHAVIDYALAYA PATNA-20

## A PROJECT REPORT

ON

# "MARKETING STRATEGY OF PUMA COMPANY LTD IN"

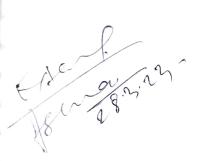
Submitted by

RITIKA

(2020-2023)

OF

Ganga devi mahila mahavidyalaya





Under the Guidance of

Nidhi singh

Submitted to the

BACHELOR OF BUSINESS MANAGEMENT DEPARTEMENT

In partial fulfillment of the requirements

For the award of the

UNDER THE GRADUATE IN MANAGEMENT

ROLL NO:-2120740070002

Exaccined 12 28.03.23

## Institute's certificate

marketing strategy of puma company LTD" is the work of ms. Ritika who has carried out the reserch under my supervision. She was in constant touch with me. I also certify further, that to the best of my knowledge the work reported here is done not from part of any other project report.

Place : <b>patn</b> a	P	la	ce		patna
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Date

Nich Singh

(Nidhi singh)

Assistant professor

Mordula Shot 28:3:23

, Co-ordinator (M)rdula sahay)M. G.D.M. MAHAVIDYALAYA PATNA-20

Co-Ordinator

## A DISSERTATION REPORT ON "STRATEGIC MANAGEMENT AT ASIAN PAINT'S"



#### **SUBMITTED BY**

EKTA KUMARI (BBM 3<sup>rd</sup> YEAR)

SESSION(2020-2023)

ROLL NO-2120740070001

SUBMITTED FOR THE PARTIAL FULFILLMENT OF

THE REQUIREMENT OF BBM PROGRAMME FROM

(GANGA DEVI MAHILA MAHA VIDHYALAYA)

**KANKARBHAG - 20** 

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Examine Sylvin 28.03.23 GUIDE BY: hiduser

**PROF. NIDHI SINGH** 

#### CERTIFICATE BY INTERNAL GUIDE

This is to certify that the EKTA KUMARI has completed and submitted her dissertation report on "STRATEGIC MANAGEMENT AT ASIAN PAINT'S" under my guidance and supervision. He was in constant touch with me.

I wish him success in his entire future endeavors.

**Project Supervisor** 

Morable Solay Head of Department

PATNA-20

Internal Examiner signature

**External Examiner signature** 

## A DISSERTATION REPORT ON "INVENTORY MANAGEMENT AT ASIAN PAINT'S"



# **SUBMITTED BY** SUPRIYA KUMARI ( BBM 3<sup>rd</sup> YEAR ) SESSION(2020-2023) **ROLL NO -212074007003**

SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT OF BBM PROGRAMME FROM (GANGA DEVI MAHILA MAHA VIDHYALAYA)( PATLIPUTRA UNIVERSITY) **KANKARBHAG - 20** 

Fxanson 128.03.23 GUIDE BY: Nidhish

**PROF. NIDHI SINGH** 

#### **CERTIFICATE BY INTERNAL GUIDE**

This is to certify that the **SUPRIYA KUMARI** has completed and submitted her dissertation report on "INVENTORY MANAGEMENT AT ASIAN PAINT'S" under my guidance and supervision. He was in constant touch with me.

I wish him success in his entire future endeavors.

Project Supervisor

Mordula Schaj Head of Department

Co-ordinator

Appeared for the end of the 3<sup>rd</sup> years project viva-voice examination held on Managing ATNA-20

**Internal Examiner signature** 

**External Examiner signature**