

A PROJECT REPORT ON
“A STUDY ON NEW MEASURES AND CHANGES IN TAXATION AND
ITS IMPACT ON COMPANY PROFITABILITY WITH REFERENCE TO
R.RAVIKUMAR & CO” SRINAGAR BANGALORE

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF
“MASTER OF COMMERCE”



BANGALORE CENTRAL UNIVERSITY
DURING ACADEMIC YEAR 2018-2020

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A PROJECT REPORT ON THE TOPIC ENTITLED
"A STUDY ON ENVIRONMENTAL ACCOUNTING AND DISCLOSURE
PRACTICES WITH REFERENCE TO STOVEKRAFT LTD. HAROHALLI"

Submitted in partial fulfilment of the requirement for the award of

MASTER OF COMMERCE
BANGALORE CENTRAL UNIVERSITY

Year 2018- 2020



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A PROJECT REPORT ON

**“A STUDY ON CASHLESS TRANSACTIONS & DIRECT
MARKETING IN HYPER MARKETS WITH REFERENCE TO
DMART”**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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A PROJECT REPORT ON
“A STUDY ON VALUE CHAIN ANALYSIS IN SUPREME SOLAR
SYSTEM YELAHANKA BANGLORE”

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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A PROJECT REPORT ON

**"A STUDY ON EFFICACY OF MARKETING MIX IN DESIGNING
MARKETING STRATEGIES FOR COMPETITIVE ADVANTAGES OF TWO
WHEELERS WITH REFERENCE TO SAI MOTORS" BANGALORE**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
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A PROJECT REPORT ON

**“A STUDY ON WORK LIFE BALANCE OF EMPLOYEES
WITH SPECIAL REFERENCE TO TRANSGEAR
POWER SYSTEM PVT LTD”**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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A PROJECT REPORT ON

**“A STUDY ON RECENT EMERGENCE AND NECESSITY OF
FORENSIC ACCOUNTING WITH SPECIAL REFERANCE TO
ELEGANT POWER SYSTEMS AND CONTROLS PVT LTD”**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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A PROJECT REPORT ON
“A STUDY ON IMPACT OF GST ON DIFFERENT SECTORS WITH
REFERENCE TO CHANAKYA ACCOUNTING AND CORPORATE
SECTORS”

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
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A PROJECT REPORT ON

**"A STUDY ON EMPLOYEE'S STRESS MANAGEMENT IN
INSURANCE COMPANY WITH REFERENCE TO MAX LIFE
INSURANCE COMPANY"**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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A PROJECT REPORT ON
“A STUDY ON ENHANCING QUALITATIVE AND QUANTITATIVE
SUCCESSFUL PERFORMANCE THROUGH EMPLOYEE
ENGAGEMENT WITH REFERENCE TO SANKARA EYE HOSPITAL”



SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT
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A PROJECT REPORT ON

**“A STUDY ON INTERNET MARKETING STRATEGIES
APPROACHES AND CHALLENGES IN BANGALORE CITY”
BANGALORE**

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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A PROJECT REPORT ON
**“A STUDY ON IMPACT OF CONTEMPORARY ISSUES OF HUMAN
BEHAVIOUR & MANAGING TEAMS IN ORGANIZATION AT SRI
BHAGYALAKSHMI ENTERPRISE”**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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A PROJECT REPORT ON

**“A STUDY ON DIGITAL MARKETING AND ITS IMPACT AT
BIGBAZAAR WITH SPECIAL REFERENCE TO BIG BAZAAR,
KATHRIGUPPE”**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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A PROJECT REPORT ON
“A STUDY ON MARKETING STRATEGIES OF BAJAJ PRODUCTS
WITH REFERENCE TO BAJAJ AUTO LTD”

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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**A project report on
"A STUDY OF RECENT MERGERS AND ACQUISITIONS IN
NATIONALISED BANK AS A GROWTH AND SURVIVAL
STRATEGY IN DEPRESSED ECONOMY WITH REFERENCE
TO CANARA BANK AND SYNDICATE BANK"**

**Submitted To
Bangalore Central University**



**In Partial Fulfilment for
The award of
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Specializing In
Accounting and Taxation
During the Academic period
2018-2020**

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**SRI KRISHNA DEGREE COLLEGE
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A PROJECT REPORT ON THE TOPIC ENTITLED

“A STUDY ON

**CUSTOMERS ROLE IN RELATIONSHIP MARKETING IN
ACQUISITION AND RETENTION OF CUSTOMERS”**

*A project report submitted in partial fulfilment of the requirement for the
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BANGALORE CENTRAL UNIVERSITY

YEAR 2018-20



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A PROJECT REPORT ON THE TOPIC ENTITLED
'A STUDY ON
EVALUTION OF HR PRATICES AND ORGANSTIONAL CLIMATE
WITH REFERNCE TO AUTOMOTIVE MANUFACTURING PVT
LTD'

A project report submitted in partial fulfilment of the requirement for the award of the degree of

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A PROJECT REPORT ON THE TOPIC ENTITLED
“A STUDY ON RESPONSIBILITY ACCOUNTING WITH REFERENCE TO
SAANKHYA LABS PVT LTD”

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A PROJECT REPORT ON

**“Investment pattern and preference of retail investors
referred by NTT Data Information Processing Service Pvt. Ltd”**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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A PROJECT REPORT ON

**“A STUDY ON SOCIAL SECURITY MEASURES
WITH SURANA PERFUMERY WORKS TO
SURANA PERFUMERY, BANGALORE”**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
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A PROJECT REPORT ON

**“A STUDY ON ETHICAL PRACTICES IN PROFESSIONAL
ORGANISATION WITH SPECIAL REFERENCE TO SHRI LAKSHMI
STEEL SUPPLIERS”**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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PROJECT REPORT ON

**“A STUDY ON EFFECTIVENESS OF MARKET MIX STRATEGY
ADOPTED BY ROYAL ENFIELD BRAND”**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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