



THE ASSAM
ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

CRITERION 1

CURRICULAR ASPECTS

METRIC NO.
1.3.3

M. Com.

Field Work / Research Project / Internship



Dissertation

“CRM on select Lifestyle and Apparel stores in Guwahati city”

(The Dissertation submitted to the Royal School of Commerce, The Assam Royal Global University, Guwahati, in partial fulfillment of the requirement of degree of M.Com, Managemnet)



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

Submitted by:

Nilufar Amin

M.com 4th Semester (Management)

Roll-No.: 174041005

Registration No.: 1170651

Supervised by:

Dr. Tanima Tarafdar

Assistant Professor

Royal School of Commerce

Royal School of Commerce

The Assam Royal Global University

Guwahati

forwarded
Abulq
Deputy Dean (I/C)
Royal School of Commerce
Royal Global University
Getkuchi, NH-37, Ghy-35

DISSERTATION

**“A study on the Quality of Work Life of employees of select Public Sector
Commercial Banks in Dimapur city, Nagaland”.**

(The dissertation submitted to the Royal School of Commerce, The Assam Royal Global University,
Guwahati, in partial fulfilment of the requirement for Degree of M.COM.)



ROYAL GLOBAL UNIVERSITY
- GUWAHATI -

Submitted by:
Bendangsenla
M.COM. 4th Semester
Batch: 2017-2019
Roll no.: 174041001
Registration no.: 1170647

Supervised by:
Dr. Tanima Tarafdar
Assistant Professor
Royal School of Commerce
The Assam Royal Global University, Guwahati

ROYAL SCHOOL OF COMMERCE,
THE ASSAM ROYAL GLOBAL UNIVERSITY,
GUWAHATI

forwarded
Chokp
Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



The Assam Royal Global Univeristy
Royal School of Commerce
CERTIFICATE

This is to certify that Nilufar Amin student of M.com 4th Semester from the Royal School of Commerce with specializing in Management (HR), has completed her dissertation paper titled "CRM on Lifestyle and Apparel stores in Guwahati city" under my supervision. Her consumed the relevant sources, materials and she has done herself the field work to collect data fot this dissertation.

Its is hereby recommended that Nilufar Amin maybe allowed to submit the dissertation to The Assam Royal Global University for the examination

Date:

Dr. Tanima Tarafdar
(Assistant Professor)
Royal School of Commerce
The Assam Royal Global University
Guwahati, Assam

Tanima Tarafdar
Deputy
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

THE ASSAM ROYAL GLOBAL UNIVERSITY
ROYAL SCHOOL OF COMMERCE



ROYAL GLOBAL UNIVERSITY
GUWAHATI

CERTIFICATE

This is to certify that Bendangsenla student of M.COM 4th Semester from the Royal Global School of Commerce with specialization in Accounts, has completed her dissertation paper titled "A study on the Quality of Work Life of employees of select Public Sector Commercial Banks in Dimapur city, Nagaland".

It is hereby recommended that Bendangsenla may be allowed to submit the dissertation to The Assam Royal Global University for the examination.

Date: 5th July 2019

Tanima Tarafdar
(Dr. Tanima Tarafdar)

Assistant Professor

Royal School of
Commerce

The Assam Royal Global University, Guwahati,
Assam

Forwarded
Chandip
Deputy Dean
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

DISSERTATION

"A Study on Medicinal Aromatic Plantation in Meghalaya, with special reference to Ri-Bhoi District"

(The dissertation submitted to Royal School of Commerce, The Assam Royal Global University, Guwahati, in partial fulfilment of the of the requirement for degree of M.com program 2017-2019)



Submitted by:

Wanraplang Thubru

M.com 4th Semester

Roll No: 174041007, Registration No: 1170653

Submitted to:

Dr. Tanima Tarafdar, Assistant Professor

Royal School of Commerce

The Assam Royal Global University, Guwahati

**ROYAL SCHOOL OF COMMERCE
THE ASSAM ROYAL GLOBAL UNIVERSITY,
GUWAHATI**

Forwarded
CSnap
Deputy Dean
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



The Assam Royal Global University

Royal School of Commerce

CERTIFICATE:

This is to certify that Mr Wanraplang Thubru Roll no. 174041007 Registration no.1170653, M.com. 4th semester of Royal School of Commerce has completed the dissertation paper entitled "A Study on Medicinal Aromatic Plantation in Meghalaya, With special reference to Ri-Bhoi District" under my supervision. He consumed the relevant sources; material and he has done himself the field work to collect data for this dissertation.

It is hereby recommend that Wanraplang Thubru may be allowed to submit the dissertation to The Assam Royal Global University for the examination.

Date: 5-7-19

Tanima Tarafdar
Dr. Tanima Tarafdar

Assistant Professor

Royal School of Commerce

The Assam Royal Global University, Guwahati

II

Farwazul
Farwazul
Director
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

Dissertation

“A Study on Tourism Industry in Assam”

(The Dissertation submitted to Royal School of Commerce, The Assam Royal Global University, Guwahati, in partial fulfillment of the requirement of degree of M.Com.)



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

Submitted by:

Rituraj Kalita

M.com 4th Semester (Management)

Roll-No.: 174041006

Registration No.: 1170652

Supervised by:

Dr. Tanima Tarafdar

(Assistant Professor)

Royal School of Commerce
The Assam Royal Global University
Guwahati

Forwarded
Chandra
Deputy Dean
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



The Assam Royal Global Univeristy

Royal School of Commerce

CERTIFICATE

This is to certify that Rituraj Kalita student of M.com 4th Semester from the Royal School of Commerce with specialization in Management (HR), has completed his dissertation paper titled "A Study On Tourism Industry in Assam" under my supervision. He consumed the relevant sources, materials and he has done himself the field work to collect data fot this dissertation.

Its is hereby recommended that Rituraj Kalita maybe allowed to submit the dissertation to The Assam Royal Global University for the examination

Date: 5-7-19

Tanima Tarafdar

Dr. Tanima Tarafdar

(Assistant Professor)

Royal School of Commerce

The Assam Royal Global University

Guwahati, Assam

Forwarded
CS:dp
Deputy Dean in
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

Dissertation

“A Study on Corporate Social Responsibility Practices of Select Oil & Petroleum CPSEs”

(The Dissertation submitted to the Royal School of Commerce, The Assam Royal Global University, Guwahati, in partial fulfillment of the requirement of degree of M.Com, Management)



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

Submitted by:

Nasrin Saikia

M.com 4th Semester (Management)

Roll-No.: 174041004

Registration No.: 1170650

Supervised by:

Dr. Tanim Tarafdar

Assistant Professor

Royal School of Commerce
The Assam Royal Global University
Guwahati

forwarded
CSRP
Deputy Dean (C)
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



The Assam Royal Global Univeristy
Royal School of Commerce

CERTIFICATE:

This is to certify that Nasrin Saikia student of M.com 4th Semester from the Royal School of Commerce with specializing in Management (HR), has completed her dissertation paper titled "A Study on Corporate Social Responsibility Practices of Select Oil & Petroleum CPSEs" under my supervision. Her consumed the relevant sources, materials and she has done herself the work to collect data for this dissertation.

Its is hereby recommended that Nasrin Saikia maybe allowed to submit the dissertation to The Assam Royal Global University for the examination

Date: 2-7-19

Tanima Tarafdar

Dr. Tanima Tarafdar

(Assistant Professor)

Royal School of Commerce

The Assam Royal Global University

Guwahati, Assam

Ferozuddin
Deputy Dean
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

DISSERTATION

“A study on Mizoram Milk Producers Co-Operative Union Limited
(MULCO)”

(The dissertation submitted to the Royal School of Commerce, The Assam Royal
Global University, Guwahati, in partial fulfilment of the requirement for Degree
M.COM.)



ROYAL GLOBAL UNIVERSITY
GUWAHATI

Submitted by:

Lalrampari Hmar

M.COM 4th Semester

Roll no.: 174041003

Registration no.: 1170649

Supervised by:

Dr. Tanim Tarafdar

Assistant Professor

Royal School of Commerce

The Assam Royal Global University, Guwahati

ROYAL SCHOOL OF COMMERCE,
THE ASSAM ROYAL GLOBAL UNIVERSITY,
GUWAHATI

Faridd
C. Saha
Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

**“A STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF SELECT OIL
COMPANIES OPERATING IN ASSAM”**

(The Project submitted to The Assam Royal Global University, Guwahati, in partial
fulfillment of the requirement of the degree of M. Com)



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

Presented by:

Kongkham Monica Devi

Roll No. 204041006

Registration no. 1201189

M.com 4th Semester

ROYAL SCHOOL OF COMMERCE

Under the Guidance of:

Dr. Tanim Tarafdar

Assistant Professor

ROYAL SCHOOL OF COMMERCE

THE ASSAM ROYAL GLOBAL UNIVERSITY, GUWAHATI

Forwarded
CSRF
Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



ROYAL GLOBAL UNIVERSITY

GUWAHATI

CERTIFICATE

This is to certify that Kongkham Monica Devi a student of M. Com 4th Semester, Royal School of Commerce, Royal Global University, Guwahati, has completed his dissertation on the topic "A STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF SELECT OIL COMPANIES OPERATING IN ASSAM". The study is a bonafide project work carried out by her, under my supervision in partial fulfilment of the requirements for the award of the degree of Master of Commerce. All the direct and indirect sources of information and respondents are duly acknowledged.

Place: Guwahati

Date: 14-7-22

Dr. Tanim Tarafdar

Assistant Professor

Royal School of Commerce

Royal Global University

Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

CERTIFICATE

This is to certify that Abhishek Dey a student of M. Com 4th Semester, Royal School of Commerce, Royal Global University, Guwahati, has completed his dissertation on the topic "A STUDY ON CONSUMER'S PERCEPTION ON TEA AS A BEVERAGE WITH SPECIAL REFERENCE TO GUWAHATI CITY". The study is a bonafide project work carried out by him, under my supervision in partial fulfilment of the requirements for the award of the degree of Master of Commerce. All the direct and indirect sources of information and respondents are duly acknowledged.

Place: *Guwahati*

Date: *26/5/2023*

[Signature]
26/5/2023

Mr. Rikh Roy

Assistant Professor

Royal School of Commerce

Royal Global University, Guwahati, Assam

forwarded
[Signature]

Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

**"A STUDY ON CONSUMER'S PERCEPTION ON TEA AS A BEVERAGE WITH
SPECIAL REFERENCE TO GUWAHATI CITY"**

(The Project submitted to The Assam Royal Global University, Guwahati, in partial
fulfilment of the requirement of the degree of M. Com)



ROYAL GLOBAL UNIVERSITY
GUWAHATI

Presented by:

Abhishek Dey

Roll No. 204041001

Registration no. 1201185

M.com 4th Semester

ROYAL SCHOOL OF COMMERCE

Under the Guidance of:

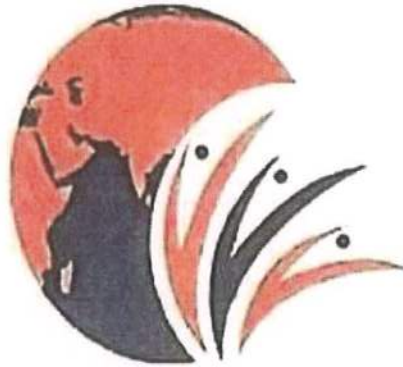
Mr. Rikh Roy

Assistant Professor

ROYAL SCHOOL OF COMMERCE

THE ASSAM ROYAL GLOBAL UNIVERSITY, GUWAHATI

Forwarded
Er. Rikh Roy
Deputy Dean IIC
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



ROYAL GLOBAL UNIVERSITY

GUWAHATI

TITLE:

**Perception of Generation Z towards online education system – A
study with special reference to Kamrup (metro)**

(2021-2022)

SUBMITTED BY

ARSHAD ARMAN JALIL
M.COM 4TH SEMESTER
ROLL NO: 204041002

SUPERVISED BY

DR. TANIMA TARAFDAR
(ASSISTANT PROFESSOR)
ROYAL GLOBAL UNIVERSITY
GUWAHATI, 781035

forwarded
CS
Deputy Dean i/c
Royal School of Commerce
Royal Global University
Belkuchi, NH-37, Ghy-35

“A study on Credit Deposit Ratio of Scheduled Commercial Banks in India”

Dissertation submitted to Royal School of Commerce, Royal Global University, Guwahati, in
partial fulfilment of the requirement of degree of

Master of Commerce



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

Submitted by:

Tanisha Roy

Programme: Master of Commerce

Roll No.: 204041011

Registration No:1201193

Under the supervision of:

Rajdeep Nag

Assistant Professor

Royal School of Commerce

Royal Global University

Forwarded
ES
Copy sent to
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

Enclure
ES



ROYAL GLOBAL UNIVERSITY

GUWAHATI

CERTIFICATE OF SUPERVISOR

This is to certify that Arshad Arman Jalil, student of M. com 4th Semester from Royal School of Commerce, has completed his Dissertation paper titled "Perception of Generation Z towards Online Education System – A study with special reference to Kamrup (metro)" under my supervision. He studied the relevant sources, material and he has also done the field work all by himself to gather data for this Dissertation.

It is hereby recommended that Arshad Arman Jalil may be allowed to submit the project to The Assam Royal Global University for the examination.

Date- 12-7-22

Place- Guwahati

Dr. Tanima Bara
(Assistant professor)

Royal school of commerce
The Assam Royal Global University
Guwahati, Assam

Deputy Dean i/c
Royal School of Commerce
Royal Global University
Batkuchi, NH-37, Ghy-35

**“A Study on Performance of Assam Gramin Vikash Bank in
Promoting SHGs Bank Linkage Programme”**

(This Dissertation is submitted to Royal School of Commerce of The Assam Royal Global University, Guwahati, in partial fulfilment of the requirement of degree of M.com)



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

Submitted by:

Ruksana Sarkar

M.com 4th Semester

Roll No: 204041009

Registration No: 1201192

Supervised By:

Dr. Sudip Chakraborty

(Associate Professor & Dy. Dean,)

Royal School of Commerce

The Assam Royal Global University

Guwahati, Assam

Sudip Chakraborty
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



ROYAL GLOBAL UNIVERSITY

— GUWAHATI —

CERTIFICATE

This is to certify that Tanisha Roy a student of M. Com 4th Semester, Royal School of Commerce, Royal Global University, Guwahati, has completed her dissertation on the topic "A study on Credit Deposit Ratio of Scheduled Commercial Banks in India". The study is a bonafide project work carried out by her, under my supervision in partial fulfilment of the requirements for the award of the degree of Master of Commerce. All the direct and indirect sources of information and respondents are duly acknowledged.

Place: *Guwahati*

Date: *14/07/2022*

Rajdeep Nag

Assistant Professor

Royal School of Commerce

Royal Global University, Guwahati, Assam

forwarded
C. Saha
Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

**“A study on Cash Management & its Challenges in Small
Business with special reference to Imphal West, District,
Manipur”**

*(Dissertation submitted to Royal School of Commerce, Royal Global University, Guwahati, in
partial fulfilment of the requirement of degree of Master of Commerce)*



Submitted by:

Hijam Dinakumar Singh

M.Com 4th semester

Roll No.: 204041005

Registration No.: 1201188

Under the supervision of:

Dr. Sudip Chakraborty

(Associate Professor & Deputy Dean)

Royal School of Commerce

Royal Global University

forwarded
Sudip
Deputy Dean /c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



CERTIFICATE BY SUPERVISOR

This is to certify that RUKSANA SARKAR student of M.com 4th semester from the Royal School of Commerce with specialization in Accounting, has completed her Dissertation paper titled "A Study on Performance of Assam Gramin Vikash Bank in promoting SHGs Bank Linkage Programme" under my supervision. She studied the relevant sources; materials and she has also done the research work by herself to gather data for this Dissertation.

It is hereby recommended that Ruksana Sarkar may be allowed to submit the Dissertation to the Assam Royal Global University for the examination.

DATE: 12-07-2022

Dr. SUDIP CHAKRABORTY

(ASSOCIATE PROFESSOR & Dy. DEAN)

ROYAL SCHOOL OF COMMERCE

THE ASSAM ROYAL GLOBAL UNIVERSITY

GUWAHATI, ASSAM

Deputy Dean i/c
Royal School of Commerce
Royal Global University
Zetkuchi, NH-37, Ghy-35



ROYAL GLOBAL UNIVERSITY
GUWAHATI

CERTIFICATE

This is to certify that Hijam Dinakumar Singh a student of M.Com 4th Semester, Royal School of Commerce, Royal Global University, Guwahati, has completed his dissertation on the topic "A study on Cash Management & its Challenges in Small Business with special reference to Imphal West, District, Manipur". The study is a bona fide project work carried out by him, under my supervision in partial fulfilment of the requirements for the award of the degree of Master of Commerce. All the direct and indirect sources of information and respondents are duly acknowledged.

Place: Guwahati

Date: 12-07-2022

Dr. Sudip Chakraborty

(Associate Professor & Deputy Dean)

Royal School of Commerce

Royal Global University

Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



ROYAL GLOBAL UNIVERSITY
GUWAHATI

The Assam Royal Global University

Royal School of Commerce

CERTIFICATE

This is to certify that Arundhati Roymedhi, student of M.Com. 4th semester, from Royal School of Commerce with specialisation on Human Resource, has completed her dissertation paper titled "Employee Value Proposition: A Study among Employees of Select Private Sector Banks." under my supervision. She studied the relevant sources, materials and she has also done the field work all by herself to gather data for this dissertation.

It is hereby recommended that Arundhati Roymedhi may be allowed to submit the dissertation to the Assam Royal Global University for the examination.

Date: 12.07.2022

Place: Guwahati

Forwarded
Arundhati
Deputy Dean/IC
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

Aruna Dev Roy

Dr. Aruna Dev Roy

(Assistant Professor)

Royal School of Commerce

The Assam Royal Global University

“Employee Value Proposition: A Study among Employees of Select Private Sector Banks.”

The Dissertation is submitted to Royal School of Commerce of The Assam Royal Global University, Guwahati, in partial fulfillment of the requirement of degree of M.Com.)



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

Submitted by:

Arundhati Roymedhi

M.Com. 4th Semester

Roll No. 204041003

Registration No. 1170226

Supervised by:

Dr. Aruna Dev Rroy

(Assistant Professor)

Royal School of Commerce

The Assam Royal Global University

Ferozuddin
Choudhury
Deputy Dean in
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

Evaluation
A.N.V.



ROYAL GLOBAL UNIVERSITY
- GUWAHATI -

The Assam Royal Global University
Royal School of Commerce

CERTIFICATE

This is to certify that SUMEET ANJAN student of M.COM 4th Semester from the Royal School of Commerce, has completed his Dissertation paper titled "A study on Marketing Analytics of State Bank of India in Guwahati City, Assam" Perspective under my supervision. He studied the relevant sources, material and has also done the field work all by himself to gather data for this Dissertation.

Dr. Aruna Dev Roy (Assistant Professor)
Royal School of Commerce
The Assam Royal Global University
Guwahati, Assam.

Deputy Dean i/c
Royal School of Commerce
Royal Global University
Belkuchi, NH-37, Ghy-35

Dissertation

“A study on Marketing Analytics on State Bank of India in Guwahati City, Assam”

(The Dissertation is submitted to Royal School of Commerce of The Assam Royal Global University,
Guwahati, in partial fulfillment of the requirement of degree of M.Com.)



ROYAL GLOBAL UNIVERSITY
GUWAHATI

SUBMITTED BY:

SUMEET ANJAN

M.COM 4th Semester

Roll No: 204041010

Supervised by:

Dr. Aruna Dev Rroy

(Assistant Professor)

Royal School of Commerce

The Assam Royal Global University

Guwahati

Forwarded
Brady
Deputy Dean (R)
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

Evaluated
AM

**A STUDY ON THE EFFECTS AND CHALLENGES ENCOUNTERED
BY STARTUPS; WITH SPECIAL REFERENCE TO SONITPUR
DISTRICT**

A PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF COMMERCE UNDER



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

PREPARED BY

Adil Akand:

Roll no. 214041002

Registration no. 1211394

Batch: 2021-2023

SUPERVISED BY:

Miss Ritishna Sarma

Assistant professor

Royal School of Commerce

Royal Global University

Souredda Choudhury
Deputy Dean (IC)
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

*Evaluated.
R. Samma.*

CERTIFICATE TO SUPERVISOR

I would like to certify that Adil Akand, student of M.com 4th Semester, Roll No. 214041002 of Royal School of Commerce department under Royal Global University has prepared the dissertation titled "A Study on the effects and challenges encountered by startups; with special reference to Sonitpur district " under my guidance and supervision from Feb-June for the academic year 2021-2023

He has performed her research with utmost sincerely and discipline and no part of his report has been submitted for the award of any other degree, diploma, fellowship, or any other similar titles or prizes.

Date- 14/06/23 -

Place- Guwahati, Assam

R. Sarma
(Signature of the guide)

Miss Ritishna Sarma

Assistant Professor, RSC

forwarded
Chand
Deputy Dean ic
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

DISSERTATION
ON
"STREET FOOD VENDORS AND CONSUMERS IN
GUWAHATI CITY- AN ATTITUDINAL STUDY"



ROYAL GLOBAL UNIVERSITY
— GUWAHATI —

(Dissertation submitted to Royal School of Commerce, The Assam Royal Global University, Guwahati, in partial fulfillment of the requirement of the degree of Master of Commerce)

Submitted by-

Udit Khakhlary

M.com 4th Semester

Roll No- 214041015

Registration No- 1211407

Supervisor-

Mrs. Richika Kedia Jain

Assistant Professor,

Royal School of Commerce,

The Assam Royal Global University

Fawazul
CS
Deputy Dean
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35



ROYAL GLOBAL UNIVERSITY

GUWAHATI

CERTIFICATE

This is to certify that Udit Khakhlary, student of M. Com 4th semester, Royal School of Commerce has completed his dissertation titled "Street food vendors and consumers in Guwahati city- An attitudinal study" under my supervision. All the direct and indirect sources of information and respondents are duly acknowledged. The study is a genuine research work undertaken by the student and not published for any other degree or diploma.

I wish success in his life.

Date: 14/06/2023

Place: Guwahati

Mrs. Richika Kedia Jain

(Assistant Professor)

Royal School of Commerce

The Assam Royal Global University

Deputy
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BANKING
SYSTEM WITH SPECIAL REFERENCE TO GUWAHATI CITY”**

Project submitted to Royal School of Commerce, The Assam Royal Global University,
Guwahati, in partial fulfilment of the requirement of degree M.COM



ROYAL GLOBAL UNIVERSITY
GUWAHATI

Submitted by

Uliyam Debbarma

M.COM 4TH SEMESTER

Roll no. 214041016

Registration no. 12114084

Batch: 2021-2023

Supervised by

Ritishna Sarma

(Assistant Professor)

Royal School of Commerce

The Assam Royal Global University Guwahati

forwarded
ES
Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-38

CERTIFICATE OF SUPERVISOR

This is to certify that ULIYAM DEBBARMA, a student of THE ASSAM ROYAL GLOBAL University, Dept of commerce (Roll No.214041016) has completed the project report titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE BANKING SYSTEM WITH SPECIAL REFERENCE TO GUWAHATI CITY" under my supervision. To the best of my knowledge and belief this is her original work and this, wholly or partially, has not been submitted for any degree of this or any other University.

Date: 16/06/23

Place: -Guwahati

R. Sarma
16/06/23
(Ms. Ritishna Sarma)

Assistant Professor

Department of commerce

forwarded
CS
Deputy Dean in
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

DISSERTATION

ON

**“A Study on Affiliate Marketing in Guwahati
City Amongst the Millennials”**



ROYAL GLOBAL UNIVERSITY

GUWAHATI

(Dissertation Submitted to Royal School of Commerce, The Assam Royal Global University, Guwahati, in partial fulfillment of the requirement of the Degree of Master of Commerce)

Submitted by-

Rahul Kakoti

M.com 4th Semester

Roll No- 214041013

Registration No- 1211405

Supervisor-

Dr. Aruna Dev Rroy

Associate Professor,

Royal School of Commerce,

The Assam Royal Global University

Forwarded
CS
Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37
Am



ROYAL GLOBAL UNIVERSITY

GUWAHATI

CERTIFICATE OF SUPERVISOR

This is to certify that Rahul Kakoti student of M. Com 4th Semester, Royal School of Commerce has completed his dissertation titled "A Study on Affiliate Marketing in Guwahati City Amongst the Millennials" under my supervision. All the direct and indirect sources of information and respondents are duly acknowledged. The study is a genuine research work undertaken by the student and not published for any other degree or diploma.

I wish him all success in life.

Date: 14/06/23

Place: Guwahati

Dr. Aruna Dev Roy

(Associate Professor)

Royal School of Commerce

The Assam Royal Global University

Deputy Dean i/c
Royal School of Commerce
Royal Global University
Betkuchi, NH-37, Ghy-35

“Measuring the Impact of YouTube ads on the buying behavior of consumers in Guwahati”

(Project submitted to Royal School of Commerce, The Assam Royal Global University, Guwahati, in partial fulfilment of the required degree of Masters)



ROYAL GLOBAL UNIVERSITY

GUWAHATI

Submitted by:

Bhupen Thakuri

M. Com 4th Semester

Roll no: 214041004

Registration no: 1211396

Supervised by:

Rajdeep Nag

(Assistant Professor)

forwarded
CS
Deputy Dean in
Royal School of Commerce,
Royal Global University
Betkuchi, NH-37, Ghy-35

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CERTIFICATE OF SUPERVISOR

This is to certify that the dissertation titled Measuring The Impact Of YouTube Ads On The Buying Behavior Of Consumers in Guwahati, submitted by Mr. Bhupen Thakuri, is the original work done under my guidance and supervision. I further certify that it is authentic research to the best of my knowledge.

I wish him splendid success in his future.

Date: 16/06/23

Place: Guwahati



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