

**Project Report on**

**An Analysis of Effectiveness of Welfare Measures of Sales Staff With Reference to Big Bazaar, Mysore**

Project Report submitted to the University of Mysore

For the award of the degree of

**MASTERS IN BUSINESS ADMINISTRATION**

By,

**SYED AHMED**

**IV SEMESTER MBA**

**Reg.No: 19MB0137**

Under the Guidance of

**PROF.AISHA M SHERIFF**

**MBA, PhD.**

**A Project Report submitted to the University of Mysore in partial fulfillment of the requirement of IV Semester MBA Degree Examination 2021**

**B.N. Bahadur Institute of Management Sciences,**

**University of Mysore, Manasagangothri, Mysuru-570006**

# UNIVERSITY OF MYSORE

B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES  
UNIVERSITY OF MYSORE, MANASAGANGOTRI

MYSURU-570 006

## CERTIFICATE

The project report titled "AN ANALYSIS OF EFFECTIVENESS OF WELFARE MEASURES OF SALES STAFF WITH REFERENCE TO BIG BAZAAR, MYSORE" is prepared by SYED AHMED. This report is submitted to University of Mysore in partial fulfilment of the requirement of IV semester MBA degree examination of 2020-2021.



(Prof. D.ANAND)

**PROJECT GUIDE**

**CHAIRMAN**

DOS In Business Administration (BIMS)  
UNIVERSITY OF MYSORE  
Manasagangotri, MYSORE-570006

Date: 26/08/21

Place: Mysore

UNIVERSITY OF MYSORE  
B.N. Bahadur Institute of Management Sciences,  
University of Mysore, Manasagangothri,  
Mysore-570006

## GUIDANCE CERTIFICATE

This is to certify that SYED AHMED, student of IV semester MBA course in this institute has prepared the project report titled "AN ANALYSIS OF EFFECTIVENESS OF WELFARE MEASURES OF SALES STAFF WITH REFERENCE TO BIG BAZAAR, MYSORE". Under my guidance on the frame work. The candidate claims on the originality of data, <sup>Submitted</sup> in partial fulfilment of the requirement of IV semester MBA degree examination – 2020-2021



(Prof. AISHA.M.SHERIFF)

CHAIRMAN

DEPT. OF STUDIES IN  
BUSINESS ADMINISTRATION (MBA)  
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