

## **MANSI SINGH**

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### **Career Objective**

Looking for entry into an organization where my knowledge, skills and personal attributes can contribute to the growth of the organization & enhance my current skills and knowledge

### **Professional Qualification**

- Pursuing M.B.A from Dewan Institute of Management Studies, Meerut affiliated to AKTU, Lucknow with 68.2% in first semester
- B.B.A from College of Applied Education & Health Sciences, Meerut affiliated to CCS University with 63.5% in 2018
- Completed Intermediate from Dayawati Modi Academy, Meerut affiliated to CBSE, New Delhi with 81.8% in 2015 from Commerce stream
- Completed High school from Dayawati Modi Academy, Meerut affiliated to CBSE, New Delhi with 85.5% in 2013

### **Projects**

Made a project named 'Customer Satisfaction towards Frooti' in the final year of B.B.A.

- Purpose was to evaluate the perception of customers satisfaction for frooti as compared to other brands available in the market
- A questionnaire was designed to evaluate the brand, product category, taste, packaging, advertising, availability, competitors and overall response
- Persons from different economic strata and class were requested randomly to fill the questionnaire and the data generated was evaluated.

### **Extra – Curricular Activities**

- Participated in Mind Fizz (business quiz) & Vyakhyan (paper presentation) held in DIMS in 2019
- Participated in skit on APJ Abdul Kalam in CAEHS College, in 2016
- Secured first position in Bulletin Board Decoration in CAEHS College in 2016
- Secured second position in Rangoli Competition in CAEHS College in 2016

### **Industrial Visits**

Visit to Honda Plant, Manesar in MBA in 2018

- Learnt how Motorcycle's parts are assembled during the production cycle to form a bike and how the testing of each bike is done once it is ready

Visit to Mother Dairy at Patparganj, New Delhi in BBA in 2017

- Learnt the process of Milk packaging starting from collection of milk from vendors to finished milk products, ready for consumption

### **Computer Skills**

Well Versed with Microsoft Word, PowerPoint and Excel

### **Personal Details**

**Date of Birth:** August 15, 1997

**Hobbies** :Playing Indoor games & listening to music

**Strengths:** Good communication, motivation skills, self starter and possess ability to cope with different situations

**Languages Known** :English and Hindi