

CURRICULUM VITAE



Pranjal Lahkar
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Career Objectives: To align organizational and personal goals and become a valuable asset for the organization I am working for.

Academic Qualification:

Name of the course.	Name of board/Council/University	Percentage of Marks Obtained	Year of passing	Name of institution
M.B.A.	Gauhati University.	62.50% Till 2 nd Sem	2007-2009	Department of Business Administration Gauhati University
B.Sc. (Physics)	Gauhati University.	56.55%	2006	Arya Vidyapeeth College
Higher Secondary (Science)	Assam Higher Secondary Education Council.	57.00%	2001	Swadeshi Academy
High School Leaving Certificate	Central Board of Secondary Education	67.33%	1999	K.V.Khanapara School

MBA Specialization: Marketing and Finance

SUMMER TRAINING ORGANIZATION:

Company Name: – NOKIA

SYNOPSIS/TITLE:

“A Study on Nokia Branding and its brand positioning against competitors”

OBJECTIVES:

- To find out the awareness level of NOKIA brand in the minds of the people of Guwahati.
- To find out the most effective promotional activities and the brand that leads in the promotional activities and also to study the effectiveness of Nokia advertisement by television media
- To compare the brand positioning of Nokia against competition on the basis of the branding strategy.
- To study the relationship between actual Brand possession and the elements such as Brand Trust, Brand Recommendation and Buying Intention.

Personal Profile:

Father's Name : Mr. Kandarpa Lahkar
Mother's Name : Mrs. Anjali Lahkar
Date of Birth : 01-03-1983.
Sex : Male.
Marital Status : Single.
Languages Known : Assamese, English, Bengali and Hindi.
Religion : Hinduism.
Nationality : Indian.
