



Krupanidhi Group of Institutions

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Ref. No.:

Date:

Ref .KGI/2021-2022/051

College Code - 7655

Date: 30.09.2021

To,

The Registrar (Evaluation)
Bangalore North University,
Tamaka Campus
Kolar
Dear Sir

Sub: Submission MBA 4th Semester Final Project Report Hard Copy for September – October 2021 Examination ---- Reg

With reference to the above cited subject, we are forwarding herewith the MBA 4th Semester Dissertation Final Project Reports Hard Copy, along with Soft Copy of Project Report CD and Students Marks awarding Statement guide wise for the Evaluation purpose The Total count of Final Project Reports submitted is **171** and also please find attachment of students list guides wise.

Kindly acknowledge the receiving Copy attached

Your cooperation in this regard will be highly appreciated.

Thanking you in anticipation,

Yours truly,

Director/Principal

Principal/Director

Krupanidhi Group of Institutions

12/1 Chikkabellandur Village,

Carmelaram Road Post Varthur Hobli,

Bangalore - 560 035

Principal/Director

Krupanidhi Group of Institutions

12/1 Chikkabellandur Village,

Carmelaram Road Post Varthur Hobli,

Bangalore - 560 035

o/c
Smita Jeyaraj
30/09/2021
7760532131

KRUPANIDHI GROUP OF INSTITUTIONS**#12/1 Chikkabellandur Village, Carmelaram Road Post,Varthur Hobli, Bangalore
560035****IV Sem MBA Project Titles 2019-21 Batch**

| SL NO | USN | Name of The Candidate | TITLE OF THE PROJECT |
|-------|----------|-----------------------|---|
| 1 | MB191701 | A HARISH KUMAR | “A Study On Expectations Of Students From Higher Educational Institutions” |
| 2 | MB191702 | A SARANYA | A Study On Impact Of Social Media Recruitment |
| 3 | MB191703 | ABHISHEK A L | “A Study on impact of New Designed Tata cars consumer awareness and satisfaction by choosing Tata Motors” |
| 4 | MB191704 | ABHISHEK K S | A study on the impact of social media on consumer behaviour with special reference to Bengaluru |
| 5 | MB191705 | ABI MOHAN | A Study on Consumer Preferences in Telecom Service Providers in Kottayam Kerala |
| 6 | MB191706 | ABIN T SAM | The impact of animated series on children with reference to family buying behavior |
| 7 | MB191707 | ADWAITH.M | “A Study on Green Products and Consumer Perception about Environmental Friendly Products of Rubco Huat Woods Pvt Ltd Kerala |
| 8 | MB191708 | AISWARYA N S | A study on the impact of occupational stress on employees performance. |
| 9 | MB191709 | AJAY KUMAR S MATH | A study on marketing strategy on Patanjali ayurvedic products |
| 10 | MB191710 | AJAY V P | A Study on "Investor's Attitude and Savings Pattern Towards Post-Office Savings Schemes" |
| 11 | MB191711 | AJMAL SALAM | A Study On Influence Of Children On Family Purchase Decision Of Food Items - A Study At A Hypermarket |
| 12 | MB191712 | AKSHAY PG | A Study On The Customer Satisfaction Of E-Commerce Services During The Pandemic Period Among The Households In Thrissur City, Kerala |
| 13 | MB191713 | AKSHAY R | A Study On Customer Perception On Electronic Food Ordering |
| 14 | MB191714 | AMAL KUMAR K.A | “A Study on Effectiveness of Social Media on Consumer Effectiveness of Social Media on Consumer Buying Decision on Products of Sheilas Pickles and Jams Kottayan Kerala |
| 15 | MB191715 | AMITH V R | The impact of digital marketing on customer purchasing behaviour in the pharma industry |

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|----|----------|------------------------------|--|
| 16 | MB191716 | AMUDURU SAIVARUN REDDY | A Comparative study on work from home vs work from office |
| 17 | MB191717 | ANIL KUMAR | A Study on "The Influence of Sales Promotion Strategies on Consumer Buying Behaviour: A Case of Bajaj Motors Ltd." |
| 18 | MB191718 | ANJANA C | A Study On Role Of Artificial Intilgence In Rvolutionising Hrm |
| 19 | MB191719 | ANJANEYA | A study on challenges related to sales of hero motor bikes at sabarada enterprise |
| 20 | MB191720 | ANOOP CHANDRAN | A Study On Effectiveness Of Advertisements Of Nirapara Curry Masala |
| 21 | MB191721 | ANTONY K BIJOY | A Study On The Impact Of Shopbots On Consumer Buying Behaviour In Digital Markets With Special Referance To Bengaluru City |
| 22 | MB191722 | ANUSREE.K | A Study On The Impact Of Motivation On Employee'S Job Performance In An Organisation |
| 23 | MB191723 | ARJUN R DAS | A study on effect of digital marketing and advertising on consumers who purchase from online platforms |
| 24 | MB191724 | ARUN P SARMA | A Study on "The Effect of Consumer Perception and Attitude Towards E-Shopping Experience" |
| 25 | MB191725 | ARUNIMA RAJIV M K | A comparative study on the brand promotion strategies of Swiggy and Zomato |
| 26 | MB191726 | ARYA RAJAN | A Comparative Study on Consumer Awareness towards Netflix and Amazon Prime |
| 27 | MB191727 | ASHA THOMAS | A study of the Impact of Social Media on Purchasing Behaviour and Decision Making Process |
| 28 | MB191728 | ASHFAK HAMEED | A study on Viewers perception towards online video advertising with special reference to youngsters in kerala at the time of covid pandemic |
| 29 | MB191729 | ASHIQH J ABRAHAM | The Impact Of User Generated And Marketer Generatedcontent On Consumer'S Decisiion Making In A Social Media Environment, With Reference To Automobiles |
| 30 | MB191730 | ASHNA P ALIAS | Effectiveness of in stream, out stream and banner ads on purchase intention of students |
| 31 | MB191731 | ASWIN P K | A Study on the Impact of Adverstisement on Consumer Gujying Behaviour fo Wedding Apparels of Preeti Silks Calicut, Kerala |
| 32 | MB191732 | ATHUL A | Study on customer survey on online grocery shopping in Palakkad district, kerala |
| 33 | MB191733 | AVINASH.K | Aa Study on Employee retention |
| 34 | MB191734 | BALAJI | A STUDY ON CONSUMER AWARENESS AND ATTITUDE TOWARDS ICICI LIFE INSURANCE |

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| 35 | MB191735 | BASIREDDY GARI JANARDHAN REDDY | A Study on "The Factors Influencing Rural Consumers Towards Purchasing FMCG Products" |
| 36 | MB191736 | BENIL SAM V | A Study On Customer Preference And Value Delivery Analysis Of Network Marketing Companies |
| 37 | MB191737 | BHARATH A | Consumer Perception Towards Online Shopping Of Flipkart In Bangalore |
| 38 | MB191738 | BILTTO BABU | A Study On The Effectiveness Of Digital Marketing On The Consumer Behaviour During Covid-19 With Special Reference To Ajo |
| 39 | MB191739 | BINILA SUSAN VARGHESE | A Study On Impact Of Rewards And Recognition Of Employees In An Organisation |
| 40 | MB191740 | BONE SHARATH VENKATA SAI | A Study On Worklife Balance Among IT Professionals |
| 41 | MB191742 | CHAITRA K V | A Detailed Study On Promotion And Reward Policy Of An Organisation |
| 42 | MB191743 | CHETAN K CHANDRU | A study on impact of talent management practices on employee retention. |
| 43 | MB191744 | CHRISTIN JOSEPH | A study on the changing consumer preferences towards e-tailing during lockdown period |
| 44 | MB191745 | DAITHAONGAM GELUUI | A Study On Sustainable Hrm With Artificial Intelligence (Ai) Being A Threat |
| 45 | MB191746 | DEEPAK C D | A study on the benefits and challenges faced by retail marketing in urban and rural areas |
| 46 | MB191747 | DEEPTHI M | A Study on the Psychological impact of COVID 19 on the Psyche of Employees |
| 47 | MB191748 | DEEPTHI P V | A Study On Employee Retention Strategies And Its Impact On Employee Productivity In It Sector |
| 48 | MB191749 | DEVINANI SWETHA | A study on Training and Development |
| 49 | MB191750 | DHANUSH M N | A Study on "The Influence of Brand Equity Elements on Consumers Purchase Decision" |
| 50 | MB191751 | DHARSHAN.L | A Study On The Role Of HR In Digital Transformation At Workex Solutions Pvt. Ltd. |
| 51 | MB191752 | DILU KRISHNAN | A study to evaluate the banking services provided to small and medium enterprise customers |
| 52 | MB191753 | DINNO BENNY | A STUDY ON CORPORATE AND JOB SEEKERS POTENTIAL" |
| 53 | MB191754 | DIXIT M | "A STUDY ON CUSTOMER PREFERENCES CHOOSING BIG BAZAAR" |
| 54 | MB191755 | EREGOWDA L H | A Study On The Impact Of Employer Branding On Employee Retention |

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| 55 | MB191756 | G.POSHITH BHAVASAR | A Study On Impact of Labour Welfare Measures On Employee Motivation Service Sector |
| 56 | MB191757 | G SIVARAMAGOPAL | A study on payroll softwares used in talentpro hr.pvt Ltd. And hr role in payroll |
| 57 | MB191758 | G VENU PRIYA | A Study On Job Satisfaction Level Of School And College Faculties With Respect To Their Use Of E-Learning Platforms For Teaching |
| 58 | MB191759 | GEJO.C.REJI | A STUDY ON CUSTOMER AWARENESS, ADEPTNESS AND SATISFACTION LEVEL TOWARDS JIO IN PATHANAMTHITTA, KERALA |
| 59 | MB191760 | GOKUL R | Future of hybrid & electric vehicles And customer behaviour towards it |
| 60 | MB191761 | GOKUL RV | A Study on "The Impact of E-Learning Platform and its User Experience" |
| 61 | MB191762 | GOWTHAM S | : A study on analysis of employees training and development with reference to TATA group. |
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| 63 | MB191764 | HARAMEEN E | A Study On Impact Of Digital Marketing On B2B Customers |
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| 65 | MB191766 | HISHAM K K | A STUDY ON THE ONLINE MARKETING STRATEGY AND THE IMPACT OF ONLINE SHOPPING ON CUSTOMER'S PURCHASING ATTITUDE |
| 66 | MB191767 | JAGJITH SINGH P | A Study On Organizational Culture And Its Impact On Employees Behaviour Of Raymond'S Limited |
| 67 | MB191769 | JAYANTH.D | A study on impact of employee motivation towards the productivity with reference to DHL PVT LTD. |
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| 69 | MB191771 | JEFFRY GEORGE SUNIL | A Study On Customer Satisfaction Towards Allen Solly Product |
| 70 | MB191772 | JIBIN JOSHEPH | A Study On Impact Of Talent Practices On Employees Performance |
| 71 | MB191773 | JIMMY KURIAN | A STUDY ON THE EFFECTIVENESS OF DIGITAL WORD OF MOUTH ADVERTISING IN THE CONSUMPTION OF FASHION PRODUCTS AMONG COLLEGE STUDENTS |
| 72 | MB191774 | JOMIN JOHNSON | A study on consumer preference towards herbal cosmetic products with special reference to Thrissur district |

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| 73 | MB191775 | JOSNA JOY | A Study On Employees Attitude Towards Motivational Practices In The Aviation Industry |
| 74 | MB191776 | JYOTI A RAMPUR | A Study On Organizational Culture And Its Impact On Employees Bdehavior With Reference to Amazon India |
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| 78 | MB191781 | KAVYA R | A Study On Effectiveness Of E-Recruitment In The Organization Organization |
| 79 | MB191782 | KEERTHIKA.R | A Study On Consumer Preference For Online Delivery In Bengaluru With Reference To Swiggy |
| 80 | MB191783 | KIRAN KUMAR N | A study on the product mix strategies on customer satisfaction with special reference to black bird brand |
| 81 | MB191784 | KRISHNAPRASA D U R | A Comparative Analysis of Digital Marketing Tools and its Effect on the Expansion of Business in Covid era. |
| 82 | MB191785 | LALHUMBIKA | A Study on roles of HR executives in an organization |
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| 110 | MB191814 | NIKHIL ZAK T JOEL | A Study On Impact Of Employee'S Engagement Strategies On Productivity With Respect Of It Sector |

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| 111 | MB191815 | NIKSHITH.S | A study on effectiveness of social media marketing on customer acquisition and retention in slice pay |
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| 114 | MB191819 | NIVED NARAYANAN | The Effect Of Job Satisfaction And Work Engagement On Organizational Commitment |
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| 164 | MB191870 | THRIVEN KUMAR B S | A study on Analysis of Performance Appraisal of employees at MIDAS Treads(IND) PVT LTD |
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