



Krupanidhi Group of Institutions

Affiliated to Bangalore North University | Recognized by the Govt. of Karnataka | Approved by AICTE new delhi
(An ISO 9001 : 2015 Certified Institution)

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
Aritha Suresh
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

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 Advertisments 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

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

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 vehiclesAnd 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.
62	MB191763	HALIMA SADIYA	A Study on "The Profitability Analysis of M&As: An Event Study Approach"
63	MB191764	HARAMEEN E	A Study On Impact Of Digital Marketing On B2B Customers
64	MB191765	HASHIM C P	A STUDY ON THE TRANSFORMATION TREND OF DIGITAL CURRENCY: CRYPTO CURRENCY IN BUSINESS WORLD
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.
68	MB191770	JAYANTH.S	A Study On Safety Measures Provided To The Employees In An Organization
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

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
75	MB191777	K ALLURAJ	A Study on "The Perception of Medium and Small Retailers Towards Cashless Transactions: With Special Reference to Wayanad District"
76	MB191778	KARAN DAS T	A Study To Evaluate The Banking Services Provided Sme Sector
77	MB191779	KARTHIK D	A Study On Employee Training & Development In Balaji Safety Glasses Private Limited
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
83	MB191786	LOKESH.MV	A Study On Factors Influencing On Purchase Decision Of Two Wheelers With Specific Reference To Suzuki Bike
84	MB191788	MADAN B G	A Study on "The Effect of Service Quality on Consumer Satisfaction: An Automotive After-Sales Service"
85	MB191789	MAHAMKALI HARITHA	A Study On An Employee'S Emotional Intelligence As Means To Work Life Balance
86	MB191790	MAHESH.A	A study on employees engagement and it's impact on employees performance.
87	MB191791	MAHESH.S	A Study On Employee Training Needs In Banking Sector
88	MB191792	MALLA SAI MANI RAJ	A Study on Gender Equality at Workplace with specaial reference to TCS
89	MB191793	MALLESH GOUDA	A study on sales performance of mineral water with reference to bisleri company limited
90	MB191794	MANJUNATH.S	A Study On Strateges To Improve Employee Productivity By Retaining Them
91	MB191795	MANOJ KUMAR S	A Study On Performance Appraisal System And Its Impact On Employee Performance At Orient Bell Limited At Bangalore

92	MB191796	MANU.M	A study on factors influencing the brand loyalty towards Oppo mobiles
93	MB191797	MOHAMED SADIQ C M	A Study On The Consumer Perception On Online Shopping Of Essential Products Among Gen-Z During Pandemic
94	MB191798	MOHAMMED FARZAN P A	A Study on Employee Motivation
95	MB191799	MOHAN KUMAR M	A Study On Effectiveness Of Performance Appraisal Of The Employees At Ifb Automatic Pvt Ltd, Bangalore
96	MB191800	MUHAMMED AMEER	A Study On Organizational Culture And Its Impact On Employees Behaviour
97	MB191801	MUHAMMED FAIZAL	Attitude of students towards entrepreneurship in selected colleges in Ottapalam taluk, kerala
98	MB191802	MUHAMMED SALIH P K	A Study on "The Customers Attitude Towards Dairy Products: With Special Reference to Palakkad District"
99	MB191803	MUHAMMED SHIBILI P	Customer perception, utilization and satisfaction of E-Banking service
100	MB191804	NAGARAJ.M	A Study on "The Detection and Prevention of Fraudulent Financial Reporting: Empirical Evidence from Selected Indian Firms"
101	MB191805	NAGESH.C	A Study On Employee Absenteeism And Attrition
102	MB191806	NAMITA DAS	A Study on Impact of IR Strategies On Employee Productivity
103	MB191807	Nandana G	A Study On The Factors That Results In Effective Employee Stress Management In It Industry
104	MB191808	NANDITH A S	Competitiveness And Technology A Study Of Automobile Sector In India
105	MB191809	NAVANEETH VIJAYAN	A study on employee motivation of Byju's
106	MB191810	NAVEEN J	A Study On Effectiveness On Supply Chain Management And Logistics Of Venkateshwara Hatcheries In Bengaluru
107	MB191811	NAVEENA V	A study on marketing strategy of Hero Motor's Pvt Ltd
108	MB191812	NEERAJ K	A Study on "The Effect of COVID-19 on Impulsive Buying Behaviour"
109	MB191813	NEETHU ELIZABTH ALEX	A Study on peer influence and it's impact on students behaviour in business school
110	MB191814	NIKHIL ZAK T JOEL	A Study On Impact Of Employee'S Engagement Strategies On Productivity With Respect Of It Sector

111	MB191815	NIKSHITH.S	A study on effectiveness of social media marketing on customer acquisition and retention in slice pay
112	MB191816	NILSON KURIAN	A Study On Impact Of Gst Among Business People In Kannur District
113	MB191818	NITHEESH CHANDRAN	A Study On Hrm Functions And Its Effectiveness In An Organisation
114	MB191819	NIVED NARAYANAN	The Effect Of Job Satisfaction And Work Engagement On Organizational Commitment
115	MB191820	NIVEDITHA.A	A study on contribution to indian retail chains in empowering agriculture and small scale industries
116	MB191821	SAGAR PATTNAYAK	A Study On The Impact Of E-Banking Service Quality On Customer Satisfaction
117	MB191822	PAVAN K	A Study On Investment Pattern Among Salaried Employees
118	MB191823	PAVAN R	A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE GROCERY STORES "
119	MB191824	PRAJEESH T P	A study on marketing strategies and its effect on the sales of industrial products at metal industries ltd shoranur
120	MB191825	PRAVEEN KUMBAR	A Study of Marketing Promotions and Strategy in the Luxury Retail Markets for Global Brands
121	MB191826	PREETHIKA G	An analysis of the role of influencer endorsement in digital marketing and their impact on the functioning of promotional system
122	MB191827	PRITHVIL.S	A study on Market Strategy with reference to Flipcart
123	MB191828	PUNITH KUMAR K P	A Study On The Impact Of Covid-19 On Offline Marketing Of Automobile Industry
124	MB191829	RAKSHITHA.N	A Study On Factors Influencing The Disconnection Of Landlines Of Bsnl
125	MB191830	RANJITHA S S	"A Study on Savings Pattern among Salaried Employees"
126	MB191831	RAVI K	A Study On Impact Of Social Networking Sites On Employee Performance
127	MB191832	RENJINI K R	A Study On Consumer Behavior Towards Googlepay And Phonepe In Thrissur, Kerala
128	MB191833	RENSU K REJI	A Study On Effectiveness Of Training And Development Of Employees In Akay Flavours And Aromatics Pvt Ltd, Ellavumthitta, Pathanamthitta, Kerala
129	MB191834	RISIYAS ALI P	Customer towards service quality of online bus booking services among students

130	MB191835	ROHAN PHILIP	A Study on "The Consumer Buying Behaviour Towards BYJU's E-Learning Application: With Special Reference to Silicon City"
131	MB191836	ROHINI N	A Study On Performance Appraisal System At Orient Bell Limited At Bangalore
132	MB191837	ROJO SAJI	Recent Mergers and Acquisitions in India and their Impact on the Operating performance and shareholders wealth
133	MB191838	ROOPA M D	A study industrial health and safety measures with reference to Rohit industries
134	MB191839	SACHIN SHAJI	Impact Of E-Commerce In Rural Areas With Special Reference In Erumely Panchayat
135	MB191840	SAI RAKSHITHA B.R	A study on relationship of work culture and productivity of the employees in IT industry.
136	MB191841	SAI VINUTHA V	A Study On Influence Of COVID-19 On Employee In Telecommunication Industry
137	MB191842	SANDEEP JAYAN	A Study On Challenges In Digital Marketing In Health Care Sector Of Bangalore City
138	MB191843	SANDEEP.M	A Study On Effectiveness Of Training & Development In Achieving Employee'S Efficiency
139	MB191844	SANDHYA V	A study on the effectiveness of a reward system on the motivational level of employees
140	MB191845	SAVITHA.M	A Study on Total Quality Management In Human Resources Department At Raymond Ltd. Tumakuru
141	MB191846	SHABIN P ABRAHAM	A study on customer perception towards postoffice saving scheme in Pathanamthitta district
142	MB191847	SHAIK KALESHA VALI	A Study On Best Practices And Trends In Recruitment And Selection Process
143	MB191848	SHASHI SAGAR K	A study on employees attitude towards organizational change with reference to bempl
144	MB191849	SHASINA.K	A study on online shopping Behaviour of Rural consumer in Kannur district, Kerala
145	MB191850	SHEMIL MATHEWS PAUL	A STUDY ON CUSTOMER PERCEPTION AND ATTITUDE TOWARDS DOORSTEP BANKING WITH SPECIAL REFERENCE TO SOUTH INDIAN STATES
146	MB191851	SHIBIN SALAH	A Study on "The Behaviour of Female Consumers in the Purchase and Use of Cosmetics in Kollam District"
147	MB191852	SHRADDHA SUMAN MAHARANA	A Study on impact of Covid 19 on Job Securityand Employee Performance
148	MB191853	SHREELATHA.R	A Study On Importance Of Recognition For Employees In Reward System

149	MB191854	SIBIN STANLY	A Study On Brand Awareness Among College Girls And Housewives Towards Two Wheeler With Special Reference To Thrissur Town Area
150	MB191855	SIJO.O.J	A STUDY ON stress management among private bank employees with special reference to thrissur Town.
151	MB191856	SINDHU.S	A Study On Employees Welfare Activities In The Organization
152	MB191857	SINO B	A Study On Worklife Balance IN IT Companies With Special Reference To Bangalore Region
153	MB191858	SONU T	A Study On Effectiveness Of Training & Development In Achieving Employee's Efficiency
154	MB191859	SOORAJ.S	A STUDY ON EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT ON BUILDING CUSTOMER LOYALTY WITH REFERENCE TO TELECOM INDUSTRY.
155	MB191860	SREE HARI C	A Study On Cause And Consequences Of Stress Among Bank Employees With Special Refernce To Malappuram District
156	MB191861	SREEHARSH U	“A STUDY ON MARKETING MIX WITH SPECIAL REFERENCE TO POONIYIL COIR INDUSTRIES IN MARKETING DEPARTMENT, ALAPPUZHA”
157	MB191862	SREERAM V	A Study On Banking Behaviour Of Jan Dhan Yojana Holders Scheme With Reference To Kerala
158	MB191863	STERINA PAUL	A Study On Marketing Promotions And Strategy In The Luxury Retail Market For Global Brands
159	MB191864	SUBIN KURIAKOSE	A STUDY ON INFLUENCE OF VISUAL MERCHANDISING ON IMPULSE BUYING BEHAVIOUR WITH REFERANCE BIG BAZAR KOTTAYAM
160	MB191866	SWATHY SUNIL	A Study On Factors Affecting Purchase Decision Or Behaviour Of Women With Regards To Mobile Phones
161	MB191867	SYED ARFA AZMI	A STUDY ON ANALYSIS OF WORKPLACE FLEXIBILITY AND HOW IT IMPACTS EMPLOYEE AND ORGANISATION
162	MB191868	THANUSHA.G	A Study on "The Antecedents of Purchase Intentions in Pre-Owned Designer Wear: The Life-Style of Fast Fashion Business"
163	MB191869	THANUSHA RAMACHANDRAN	A Study On Effectiveness Of Compensation Management And Employee Wellbeing Of Staffs In It Sector In This Pandemic
164	MB191870	THRIVEN KUMAR B S	A study on Analysis of Performance Appraisal of employees at MIDAS Treads(IND) PVT LTD
165	MB191871	TIRUPATI	.A study on Promotional strategies of Hyundai

166	MB191872	TOUHID PASHA	A STUDY ON EFFECT OF CRM TO RETAIN A CUSTOMER FOR LONGER PERIOD AT SURAKSHAA CAR CARE PVT LTD
167	MB191873	V NIRANJAN PRASAD	A Study On The Application And Impact Of Psyche In Marketing
168	MB191875	VINUSHA D	A Study On The Effect Of Human Development, Motivation And Excellence In Emerging Companies
169	MB191876	VISHNU K B	A Study On Export Potential Of Spices From Kerala To Middle East And Saudi Arabian Countries
170	MB191877	VISHNU NARAYAN	A study on impact of television advertisement on purchase decision of consumer durable goods in palakkad district kerala
171	MB181694	PREETHA M	A Study on "The Effectiveness of Online Marketing On Integrated Marketing Communications"



Krupanidhi Group of Institutions

Affiliated to Bangalore North University | Recognized by the Govt. of Karnataka | Approved by AICTE new delhi
(An ISO 9001 : 2015 Certified Institution)

Ref. No.:

Ref .KGI/2020-2021/041

College Code - 7655

Date:

Date: 09.09.2020

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 2020 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 **151** 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

Krupanidhi Group of Institution

Encl. Project Reports CD

Gautham S. Mrs

9900452359 9/9/2020

KRUPANIDHI GROUP OF INSTITUTIONS**BATCH 2018-2020****4TH SEMESTER PROJECT TITLES**

S.N O	NAME OF THE STUDENTS	Register Number	TITLE OF THE PROJECT
1	Abdul Basith	MB181601	A study on impact of digital marketing on B2B customer
2	Abel Poulose	MB181602	A study on Microfinance and Rural Development
3	Abhishek.M	MB181603	A study on Investors attitude towards online trading and indicators in the Indian Stock Market
4	Abhijit Sasikumar	MB181604	A study on customer satisfaction among online shoppers of menswear
5	Adamsha N	MB181605	A study on emotional branding with respect to sports shoe brands
6	Adawade Rohit Somnath	MB181606	A study on measuring the success of strategic alliance between the food processing units and delivery partners
7	Adhirsh.K.Madhu	MB181607	A study on Brand awareness and Customer Engagement among Indian Telecom Customers
8	Afzal Abdul Mazdeen	MB181608	A Study on Impact of Employee engagement Strategies on Employee Productivity with reference to 7X Venture Pvt. Ltd.
9	Ajay.K.Chandran	MB181609	A study on Determinants of Ownership Structure and Corporate Performance
10	Ajay Raj	MB181610	A Study on employee attitude towards the safety and security strategies of HCL Technologies
11	Alu Aravind N.S	MB181611	A Study on the Role of HRM on promoting Industrial Harmony
12	Anandu V	MB181612	A Study on impact of technological changes on employee attitude at Congnisure Pvt. Ltd.
13	Anil Kumar	MB181613	A study on Budgeting and Budgetary control of Manjushree Technopack Limited

14	Anjitha SP	MB181614	A Study on transformational leadership and its impact on building psychological contract with employees.
15	Anshu Kumari	MB181615	A study on Automated Accounting Systems
16	Ashutosh Jha	MB181616	A Study on employee perception towards grievance settlement strategies at Eastern Condiments Pvt. Ltd.
17	Asif Mon K.P	MB181617	A Study on impact of attrition on employee morale in manufacturing sector
18	Athul Gopal	MB181619	A study on the role of farmers in improving the agricultural practices through Aquaponics in Kerala
19	Athul Raj K	MB181620	A Study on human resource planning and its impact on organizational effectiveness with special reference to HCL Technologies.
20	Bhaskar N	MB181621	A Study on organizational culture and its impact on employee behavior at 7X Venture Pvt. Ltd.
21	Bhut Jay Anilbhai	MB181622	A study on market potential of Gokul milk & milk products in organised market of Kolhapur
22	Bilal Ali	MB181623	A study on effectiveness of Internet advertising on consumer behaviour
23	C.Vidhya Sagar	MB181624	A study on Evaluation of Technical Efficiency in select Indian Public Sector Banks
24	Cecilia.S	MB181625	A study on ethics in business; time to relook
25	Chaithanya.B	MB181626	A study on the impact of ethical leadership on employee engagement
26	Chandan S	MB181627	A study on marketing strategies of Cholan Tours and Travels
27	Chrisel.K.Baby	MB181628	A study on Crypto currency: A future payment gateway
28	Daili Athisa	MB181629	A study on the role of e-marketing on consumer purchase decisions with reference to Flipkart company”
29	Damodhar Reddy M.S	MB181630	A Study on trade war and its effect on country’s GDP

30	Deepika B.C	MB181631	"A study on effectiveness of Incentives and Employee welfare measure at Cocacola, Bidadi, Bangalore"
31	Dhirendra Pratap Singh Bhati	MB181632	A study on Brand equity of Hewlett Packard laptops
32	Dilipkumar.M	MB181633	A Study on employee attitude towards the safety and security strategies of HCL Technologies
33	Faisal	MB181635	A study on the brand loyalty of the carbonated drinks in India
34	Farhan Shaji	MB181636	A study on the effectiveness of advertisements towards purchase of Merriboy ice-cream
35	Fasla.KP	MB181637	A comparative study on the pricing strategies of infrastructure companies in Bengaluru
36	Gajendra Singh	MB181638	A study on investment decision and practices and it's impact on profitability at Medopharm Limited
37	Gautham.P.P	MB181639	A study on marketing techniques used by visitor management software companies to increase brand awareness"
38	Geetha.HS	MB181640	A study on the effect of stress management strategies on the performance of the employee of selected bank in India.
39	Gopika.Krishnan	MB181641	The effectiveness of sales promotion techniques in the food & beverages industry
40	Gowtham.AG	MB181642	A study on issues of advertising in digital marketing at Blitzjobs Pvt Ltd, Bangalore
41	Gowtham.B	MB181643	A study on investment pattern among salaried employees
42	Harshini.V	MB181644	A Study on impact of AI on Employee attrition with respect to different sectors
43	Harshitha.G	MB181645	A Study on Impact of Artificial Intelligence on HRM
44	Jessicamol Sara Joshy	MB181646	A study on Cash Management Techniques
45	S.Jeyapriya	MB181647	A study on the role of new age music in the advertisement of beauty care products

46	Jikku Shaji Varghese	MB181648	A study on Non-Performing Assets and Net interest margin with specific reference to the Banking Industry
47	Jimmy Thomas	MB181649	A study on the impact of online advertising of mobile brands among the youth of India
48	Jincy Shilpa S J	MB181650	A study on grievance handling with special reference to Hitech Ltd N.S.Ind
49	Jinoob.E	MB181651	A Study on Consumer awareness towards Jio in Kannur,Kerala
50	Jithin.K	MB181652	A comparative analysis between online and offline assignments on the academic performance of professional students
51	Jyothi.K	MB181654	A study on the impact of e-commerce and online marketing in Agribusiness success
52	Jyothish Raj	MB181655	A study on the role of relationship marketing in improving brand loyalty
53	Kanchirayaswamy G.S	MB181656	A study on promotional strategies of products in ITC Ltd.
54	Kavan Kumar	MB181657	A Study on analysis of Performance Appraisal of Employees.
55	Kavya Nath.J.V	MB181658	A comparative study on best practices in online advertising of Consumer Durable products.
56	Kiran.K.Tomy	MB181659	A study on effectiveness of sales promotion activities of Vesta Ice Cream
57	Koivogue Elisabeth	MB181660	A Study on the Role of HRM on promoting Industrial Harmony
58	Kusuma	MB181662	A study on the financial performance of the car manufacturing companies in India usig CAMELS method.
59	Lavanya Vishwanath	MB181663	A Study on Effectiveness of Reward systems on the Motivational level of Employees
60	Lin Lingon	MB181664	A Study on Consumer Decision Making Variables on Zomato
61	Madan Gowda SP	MB181665	A study on factors influencing purchase decision of two wheeler with specific reference to Suzuki Bikes
62	Madhu.M	MB181666	A study on Factors influencing Disconnection of landlines of BSNL

63	Maharana Shivram Prabhakar	MB181667	Future trends of recruitment in IT industry
64	Mamtha	MB181668	A study on Financial Planning of technology operations in the Agribusiness
65	Manju D.N	MB181669	A STUDY ON PROFITABILITY AND NON PERFORMING ASSETS in Banking Sector
66	Manjula.B	MB181670	A study of Ethics in theory and practice in the business environment: time to relook
67	Manoj Kumar.K	MB181671	A Comparative study on stock performance of Amara Raja Batteries private limited
68	Merin Sara James	MB181672	A Study on HR and Talent Acquisition trends and tools
69	Mohamed Haris P.a	MB181673	A study on Challenges in Health care supply chain
70	Mohammed Anees.P	MB181674	A study on peer influence and its impact on students' behaviour in business schools
71	Mohammed Thayyib	MB181675	A study on Awareness of content marketing at Kasargod, Kerala
72	Mohan Kumar.S.R	MB181676	A study on "employee job satisfaction"
73	Muhammed Asheeque.P.K	MB181677	A study on advertisement effectiveness of Cadbury Dairy Milk
74	Muhammed Sharookh.K.K	MB181678	A STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL IN SAMANA BUSINESS GROUP
75	N.Sushma	MB181679	A study on Green HRM and its initiatives
76	Nandana Narayanan	MB181680	A study on cost-volume-profit analysis of aluminum manufacturing industries with specific reference to Kottayam District
77	Nandana.S	MB181681	A study on work stress management and its impact on employees performance
78	Naveen Narayan.M	MB181682	A study on Comparative Analysis of Cyber Currencies with special reference to Blockchain Technology
79	Naveen.B	MB181683	A study on Annual Revenue analysis with special reference to Capgemini Pvt. Ltd.

80	Nisanki Bharath	MB181684	A Study on Promotional Strategies of Star Plastics in Bangalore
81	Nithin George	MB181685	A study on the impact of gender representation in advertising personal grooming and beauty care products.
82	Osman Barry	MB181686	A study on The impact of marketing information system on marketing decision making in Pottal company, Guinea
83	Parag Devidas Kamat	MB181687	A study on influencer marketing and its impact on the millenium generation
84	Parvathy SS	MB181714	A study on product positioning among competitor products with special reference to Yamuna Roller Mills, Kerala
85	Pavan Kumar.R	MB181688	A study on consumer behaviour with reference to fuel filters of agrabha industries.
86	Ponnam Govindamma	MB181689	A Study on impact of technological changes on employee attitude at Congnisure Pvt. Ltd.
87	Pragathi N.R	MB181690	A Study on employee retention strategies and its impact on employee attitude at 7X Venture Pvt. Ltd.
88	Prajwal D.C	MB181691	A comparative study on best practices in the business development of selected Infrastructure companies in Bangalore.
89	Prakash Narayan Sah	MB181692	A study on Impact of NPAs and Corporate Performance of select Indian Banks
90	Pramod Kumar.V	MB181693	A study on management of Non performing assets and its impact on profitability of HDFC bank
91	Prem Kumar G.N	MB181695	A study on Credit Risks and Corporate Governance in select Indian Banks
92	Prodduturi Harshit	MB181696	A study on Credit Rating Agencies in India
93	Prodduturi Rohit	MB181697	A Study on "Talent Management: The new era"
94	Pruthvi Raj	MB181698	A study on the Impact of Employee welfare measures on employee productivity.
95	Pullalachervu Sudarshan Reddy	MB181699	A study on trade war and its impact on world economy

96	Putta Bhavana	MB181700	A Study on Sales And Marketing Of Beauty Products Using Online Media
97	Rajarshi Singh	MB181701	Empirical Study of service gaps in public and private sector banks
98	Rajat Ganesh	MB181702	A study on NPAs and Priority Sector Lending
99	Rajath.S.Patil	MB181703	A study on consumer buying behavior in four wheeler market with respect to Bangalore city
100	Rakesh Gowda M	MB181704	A study on effectiveness of employees' role in service delivery at SPSS South Asia (P) Ltd.
101	Ramyashree	MB181705	"A study on performance appraisal system at orient bell limited".
102	Ravi Tej T.S	MB181706	A study on the use of jingles towards retention and recall of the automobile brands among youths
103	Reshma	MB181707	A Study on transformational leadership and its impact on building psychological contract with employees.
104	Reshma.R	MB181708	A study on intrinsic motivation and its impact on employee commitment
105	Richu Philip	MB181709	A study on healthy social ecosystem and job satisfaction among hospital employees
106	Rohan Joseph.V	MB181710	A study on Exploration and Exploitation: Ambidexterity in family business
107	Rohan Mathew	MB181711	A study on Progressing Corporate Sustainability, CSR, and Business Ethics
108	Roja.R	MB181712	A study on Role of NEEM Scheme and Employment Opportunities in select manufacturing firms
109	Rosario Sunny	MB181713	A study on brand presence and goodwill of duroflex mattresses
110	Sajidur Rahman	MB181715	Impact of Building Customer networks via Telephonic Engagement
111	Sajin Sam Daniel	MB181716	A study on effectiveness of advertisements on consumer buying behaviour at Sherin Hifab India Pvt. Ltd.
112	Sameer Thakur	MB181717	A case study on the marketing and advertising strategies of A to Z Innovative Industries Pvt. Ltd.

113	Samiullah Najar	MB181718	A Comparative Analysis of Category Challenger Brands and Category Creator Brands with Reference to Personal Care Categories
114	Sandhya Gour	MB181719	A study on the impact marketing strategy on the productivity of SPSS South Asia Pvt Ltd.
115	Sanjay S	MB181720	A Study on employee perception towards grievance settlement strategies at Eastern Condiments Pvt. Ltd.
116	Sarala B.V	MB181721	A study the best practices for hedging the cashflow in Indian Pharma companies.
117	Sebin Antony	MB181722	A Study on Impact of work stress on employee performance in manufacturing company
118	Shameer Mohammed P.N	MB181723	A study the best practices for hedging the cashflow in Indian Pharma companies.
119	Sharon Lalruatpuii	MB181724	A study on Health care services by public hospitals and private hospitals in Aizawl
120	Shibin.M.Philip	MB181725	A study on the impact of E-payment on online shopping Behaviour
121	Shine Cleetus	MB181726	A Study on New Product Development - Mobile phones
122	Shiva Prakash.S	MB181727	A study on the contribution of Indian retail chains in empowering agriculture and small scale industries
123	Shridhar	MB181728	A study on cost control and cost reduction techniques with reference to Maruti Suzuki
124	Sijo George	MB181729	A study on the labour laws and the well-being of employees working in IT industries
125	Sofia.R.S	MB181730	A study of impact of online and offline marketing strategies at square yards
126	Sojin Jojan	MB181731	A study on the role of advertising in the Indian retail business
127	Sonu Narayan T.V	MB181732	A Study on the Effectiveness of Promotion Strategies In Big Bazaar Calicut Store
128	Sreekanth	MB181733	A study on the effectiveness of the performance appraisal system and performance standards used in the Aly Ford Malappuram, Continental Cars pvt.ltd.

129	Sreenidhi Vijay	MB181734	A study on the effectiveness of grievance management system of service industries
130	Sreerag.T	MB181735	A study on the impact of marketing through YouTube
131	Sreeram.M	MB181736	A study on Effectiveness of advertising and sales promotion of Motilal Oswal financial services Ltd, Cochin branch
132	Sreeya K.S	MB181737	A study to understand the impact of a Psychological Contract on Employee Productivity
133	Sriram Murthy	MB181738	A Study on impact of attrition on employee morale in manufacturing sector
134	Steffinston Paul	MB181739	A study on brand loyalty towards B'Twin Cycle Products in Decathlon Thrissur
135	Suma C	MB181740	A Study on the stress level among the working women and its impact on worklife balance
136	Suryanarayan	MB181741	A study on the impact of digital marketing on customer behaviour of kitchenware buyers
137	Swathi B.V	MB181742	A study on investors' perception towards the private insurance companies in comparison with LIC
138	Tahira Tidiwala	MB181743	A study on Understanding preferences and behavior of job seekers in Rajasthan, MP and Gujarat
139	Tanuja.P	MB181744	A study on impact of employee engagement on employee performance
140	Tauheed Ahmed	MB181745	A study to understand the impact of social Media on Sports branding
141	Tazyeen Hassan	MB181746	A study on Artificial Intelligence and its impact on Employment opportunities.
142	Tejaswini G.R	MB181747	A study on credit risk management of yes bank
143	Thillaikarasan.R	MB181748	A study on employee remuneration & incentives in TVS MOTOR LIMITED. Showroom in Nagapattinam, Tamil Nadu.
144	Tom Xavier	MB181749	A study on how UI & UX design affects digital marketing strategy with special reference to EPSILON, Bangalore

145	V.Renu Priya	MB181750	A study on the relationship between work culture and productivity of employees
146	Veda Kishore.N	MB181751	A study on spot and future prices for selected commodities
147	Vedulla Jyoti Rushi	MB181752	A study on Risk Management in Banking Sector
148	Vikas B.V	MB181753	A Study on human resource planning and its impact on organizational effectiveness with special reference to HCL Technologies.
149	Vishnu C.A	MB181754	A Study on organizational culture and its impact on employee behavior at 7X Venture Pvt. Ltd.
150	Vishwanathan.M	MB181755	A Study on Customer Experience with DHL Pvt Ltd
151	V.S Abhilash	MB181756	A study on digital marketing and its impact on Revenue Generation
152	Vyshnav.P	MB181757	A study on employee welfare and safety at SPSS south Asia pvt limited.
153	Yohan Zac Koshy	MB182758	A Study on the benefits of Competency Mapping as a strategic HR tool
154	Z.H.Arfin	MB182759	A study on effect of performance appraisal on employee capability and organisational performance of employees working in different companies



Krupanidhi Group of Institutions

Affiliated to Bangalore North University | Recognized by the Govt. of Karnataka | Approved by AICTE new delhi
(An ISO 9001 : 2015 Certified Institution)

Ref No :

Date :

Ref. No.:

Date:

Ref.KGI/2019-2020/040

College Code - B6

Date: 21.06.2019

To,

The Director (CBSMS)

Bangalore University,

Gnana Bharathi Campus

Bangalore 560056

Dear Sir

**Sub: Submission MBA 4th Semester Final Project Report Hard Copy for June –July 2019
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, 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.

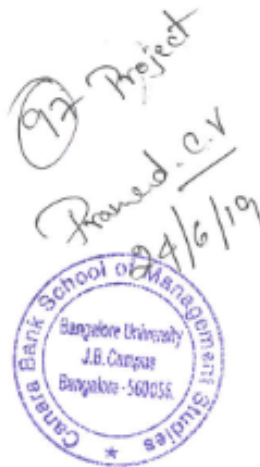
Thanking you in anticipation,

Yours truly,

Director/Principal

Krupanidhi Group of Institution

Encl. Project Reports CD



KRUPANIDHI GROUP OF INSTITUTIONS

MBA BATCH 2017 - 2019

IV SEMESTER DISSERTATION PROJECT TITLES

SL NO	NAME	REG NO	PROJECT GUIDE	TITLES
1	VINEETHA	17B6CMD001	DR. SARITA IYER	A STUDY ON CONSUMER BUYING BEHAVIOUR OF MARUTHI SUZUKI CARS WITH SPECIAL REFERENCE TO AVG MOTORS, KOTTAYAM
2	ABHIJITH D	17B6CMD002	PROF. NISHA RAJAN	A STUDY ON FUNDAMENTAL ANALYSIS OF SECURITIES OF ANGEL BROKING
3	ABHISHEK B	17B6CMD003	PROF. NISHA RAJAN	A STUDY ON NON PERFORMING ASSET MANAGEMENT AT PRIMARY LAND AND DEVELOPMENT BANK
4	ABIN BIJI	17B6CMD004	DR. SARITA IYER	A STUDY ON ADVERTISEMENT EFFECTIVENESS OF BOMBAY RAYON FASHION LIMITED
5	ADITYA ANAND	17B6CMD005	DR. SARITA IYER	A STUDY ON BRAND EQUITY OF AIRTEL AND JIO USING CUSTOMER BRAND EQUITY
6	AJAY ANAND T	17B6CMD006	DR. SARITA IYER	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN AIKARA AGRO SPICES
7	AJEESH BABU V	17B6CMD007	DR. SARITA IYER	A STUDY ABOUT THE EMPLOYEE PERFORMANCE APPRAISAL SYSTEM IN SUPERNOVA FOOD PRODUCTS PVT LTD
8	AJIN JOLLY	17B6CMD008	DR. SARITA IYER	A STUDY ON CUSTOMER SATISFACTION ON PRODUCTS OF AGRO MATE TRADE LINKS
9	AJITH V JAEMON	17B6CMD010	PROF. NISHA RAJAN	A STUDY ON WORKING CAPITAL AND FINANCIAL PERFORMANCE OF ELECROWHEELZ
10	AKHIL PAUL	17B6CMD012	PROF. NISHA RAJAN	A STUDY ON FINANCIAL DISTRESS AND BANKRUPTCY WITH SPECIAL REFERENCE TO KMMML
11	AKHIL PRAKASH J	17B6CMD013	DR. SHAGUFTA SHOWKAT	A STUDY ON TALENT ACQUISITION PROCESS AND PRACTICES WITH SPECIAL REFERENCE TO OYO ROOMS, BANGALORE.
12	AKHILDEV K RAJU	17B6CMD014	DR. SARITA IYER	A STUDY ON EMPLOYEE SATISFACTION TOWARDS WELFARE MEASURES WITH REFERENCE TO THE RUBBER O MALABAR LIMITED
13	AKSHAY K MANOJ	17B6CMD015	PROF. RAMALAKSHMI V	“A STUDY ON PROMOTIONAL STRATEGIES OF BIO-MEDICAL TECHNIQUES IN THRISSUR” KERALA

SL NO	NAME	REG NO	PROJECT GUIDE	TITLES
14	AKSHAYA M	17B6CMD016	DR. SHAGUFTA SHOWKAT	A STUDY ON THE IMPACT OF PERCEIVED ORGANIZATIONAL SUPPORT ON EMPLOYEE ENGAGEMENT WITH SPECIAL REFERENCE TO IKYA GLOBAL
15	ALAN KUNCHERIA JOSEPH	17B6CMD017	DR. SHAGUFTA SHOWKAT	A STUDY ON THE IMPACT OF STRESS ON PERSONALITY OF EMPLOYEES AT JOSEPH RUBBERS PVT. LTD.
16	AMARESHA N	17B6CMD018	PROF. NISHA RAJAN	A STUDY ON INVESTMENT DECISION AND PRACTICES AND ITS IMPACT ON PROFITABILITY AT MEDOPHARM PVT LTD
17	AMRIT MATHEW	17B6CMD020	PROF. NISHA RAJAN	A STUDY ON INVESTORS VIEW TOWARDS SHARE TRADING IN CURRENT ECONOMIC SCENARIO CONDUCTED AT LIVELONG WEALTH
18	ANANDAKRISHNAN R	17B6CMD021	DR. SARITA IYER	A STUDY ON CUSTOMER SATISFACTION IN THE KERALA MINERALS AND METALS LIMITED
19	ANJU KUMARI	17B6CMD022	DR. SARITA IYER	A STUDY OF SOCIAL MEDIA MARKETING TECHNIQUES USED BY HEWLETT-PACKARD TO INCREASE BRAND AWARENESS AND WEBSITE TRAFFIC
20	ANTO MATHAI	17B6CMD023	PROF. RAMALAKSHMI V	"A STUDY ON EFFECTIVE PROMOTION ACTIVITIES OF AREVA BRAND FROM JKJ INDUSTRIES"
21	ANTRA VOHRA	17B6CMD024	PROF. NISHA RAJAN	A STUDY ON THE EFFECT OF PROFITABILITY OF ULIP PRODUCTS DUE TO PERFORMANCE OF STOCK MARKET WITH REFERENCE TO KOTAK MAHINDRA LIFE INSURANCE
22	ARCHANA A	17B6CMD025	PROF. RAMALAKSHMI V	A STUDY ON THE ANALYSIS OF THE CONSUMER'S PERCEPTION AND EXPECTATIONS WHILE BUYING AND SELLING A PROPERTY
23	ASHIQ ALI P	17B6CMD026	PROF. RAMALAKSHMI V	"EFFECTIVENESS OF CELEBRITIES IN ADVERTISEMENTS AND PRODUCT PRICING AT VKC GROUP OF COMPANIES, CALICUT"
24	ASHMA BEGUM	17B6CMD027	PROF. RAMALAKSHMI V	A STUDY ON CUSTOMER EXPERIENCE OF REAL ESTATE SECTOR AND THEIR FUTURE INTENSIONS
25	ASHWANI K V	17B6CMD028	PROF. NISHA RAJAN	A STUDY ON PERFORMANCE ANALYSIS OF EQUITY SHARES OF JAIN IRRIGATION SYSTEM LTD
26	ASWIN M	17B6CMD029	PROF. RAMALAKSHMI V	ROLL OF SHIKSHA.COM IN MAKING STUDENTS RIGHT CAREER AND COLLEGE DECISIONS AND INTRODUCTION OF AEPS IN INDIAN MARKET
27	ASWIN S G	17B6CMD030	PROF. NISHA RAJAN	A STUDY ON CREDIT RISK MANAGEMENT IN CHELANUR SERVICE COOPERATIVE BANK LTD
28	ATHUL P S	17B6CMD031	DR. SHAGUFTA SHOWKAT	A STUDY ON QUALITY OF WORK LIFE AMONG EMPLOYEES OF HYKON INDIA PVT. LTD. IN THRISSUR.

SL NO	NAME	REG NO	PROJECT GUIDE	TITLES
29	BLESSON SABU	17B6CMD032	PROF. RAMALAKSHMI V	"A STUDY ON FINANCIAL SUPPLY CHAIN MANAGEMENT WITH SPECIAL REFERENCE TO KSE LIMITED"
30	CHRISTEENA MARY JOSE	17B6CMD033	PROF. RAMALAKSHMI V	ANALYSIS ON SALES PROMOTION TECHNIQUES OF SUPREME FOOD INDUSTRIES (MERIIBOY ICE CREAM ERNAKULAM)
31	DEEPA H MENON	17B6CMD034	PROF. NISHA RAJAN	A STUDY ON INVESTORS VIEW TOWARDS COMMODITY TRADING CONDUCTED AT LIVELONG WEALTH
32	ELWIN BAIJU	17B6CMD035	PROF. RAMALAKSHMI V	"A STUDY ON CONSUMER PREFERENCE AND PERCEPTION TOWARDS KPL SUDHI COCONUT OIL WITH REFERENCE TO KPL OIL MILLS (P) LTD"
33	FÄHIS U S	17B6CMD036	PROF. NISHA RAJAN	A STUDY ON THE DEPOSIT MOBILIZATION AND LENDING POLICY OF CHELANUR SERVICE COOPERATIVE BANK LTD
34	FELIX SHAJI	17B6CMD037	PROF. RAMALAKSHMI V	"A STUDY ON BRAND AWARENESS OF AREVA FROM JKJ INDUSTRIES"
35	GAUTHAMAN A M	17B6CMD038	PROF. RAMALAKSHMI V	A STUDY ON IMPACT OF TRAINING AND DEVELOPMENT PROGRAMS ON EMPLOYEE PERFORMANCE (UPDATOR SERVICES PRIVATE LIMITED)
36	GOUTAM BEHERA	17B6CMD039	DR. THOMASON RAJAN	A STUDY ON IMPACT OF BTL ACTIVITIES ON BIGGER BRANDS
37	HAMIM AKIF K	17B6CMD040	DR. THOMASON RAJAN	A STUDY ON MARKETING STRATEGIES USED BY PEEKAY ROLLING MILL (P) LTD, CALICUT, KERALA
38	HARIKRISHNAN V	17B6CMD041	DR. THOMASON RAJAN	A STUDY ON CUSTOMER SATISFACTION TOWARDS SAVINGS BANK ACCOUNT WITH SPECIAL REFERENCE TO DHANLAXMI BANK BANGALORE
39	HARISH K C	17B6CMD042	DR. THOMASON RAJAN	A STUDY ON FACTORS INFLUENCING THE DISCONNECTION OF LAND LINES OF BSNL
40	HARITHA P M	17B6CMD043	DR. SHAGUFTA SHOWKAT	A STUDY ON THE IMPACT OF DIFFERENT SOURCES OF RECRUITMENT ON EMPLOYEE COMMITMENT WITH REFERENCE TO COACHEIVE SOLUTIONS PVT. LTD.
41	HELEN GRACE GEORGE	17B6CMD044	DR. THOMASON RAJAN	A STUDY ON INFLUENCE OF BRANDING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO DECATHLON SPORTS INDIA PVT LTD. THRISSUR KERALA
42	JAGDALE SHIVTEJ GURUDATTA	17B6CMD045	DR. THOMASON RAJAN	MARKET POTENTIAL OF GOKUL MILK AND MILK PRODUCTS IN THE ORGANISED MARKET
43	JEREENA O THOMAS	17B6CMD046	DR. PRAVESH SOTI	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SA GARMENTS

SL NO	NAME	REG NO	PROJECT GUIDE	TITLES
44	JIGESH KUMAR J	17B6CMD047	DR. THOMASON RAJAN	NOT SUBMITTED NOT SUBMITTED
45	JIJU MATHEW	17B6CMD048	DR. PRAVESH SOTI	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ASHOK LEYLAND LTD WITH SPECIFIC REFERENCE TO ENNORE MANUFACTURING PLANT
46	JISHNU A	17B6CMD049	DR. THOMASON RAJAN	DOMESTIC MARKETING CHANNELS OF ARM & SONS
47	JOHN PAUL N	17B6CMD050	DR. THOMASON RAJAN	A STUDY ON QUALITY MANAGEMENT ADOPTED IN KMF AT KOLAR
48	KEVIN SHAJAN	17B6CMD051	DR. THOMASON RAJAN	A STUDY ON CASH MANAGEMENT TECHNIQUES WITH SPECIAL REFERENCE TO FOREST INDUSTRIES (TRAVANCORE) LTD
49	KISHOR B R	17B6CMD052	DR. PRAVESH SOTI	A STUDY ON SPOT AND FUTURE PRICES FOR SELECTED COMMODITIES
50	KISHOR M R	17B6CMD053	DR. THOMASON RAJAN	A STUDY ON COST BENEFIT ANALYSIS AND ITS IMPACT ON MEDOPHARM COMPANY AT MALUR
51	LEO STANLY S	17B6CMD054	PROF. NIVEDITA JHA	A STUDY ON THE EFFECTIVENESS OF SERVICES PROVIDED TO CUSTOMERS OF JUST DIAL LTD
52	MADHU R	17B6CMD055	DR. SHAGUFTA SHOWKAT	A STUDY ON EMPLOYEE ENGAGEMENT AT UNICAST AUTOTECH PVT. LTD.
53	MADHUKUMAR R	17B6CMD056	DR. PRAVESH SOTI	ANALYSIS OF RISK AND RETURNS ASSOCIATED WITH MODERN AND TRADITIONAL INVESTMENT
54	MALSAWMKIMI KHAWLHRING	17B6CMD057	DR. SHAGUFTA SHOWKAT	"A STUDY ON EMOTIONAL WELLNESS OF CORPORATE EMPLOYEES"
55	MANIK	17B6CMD058	DR. PRAVESH SOTI	A STUDY ON AUDITING FUNCTIONS WITH REFERENCE TO SAROJ AND ASSOCIATES"
56	MUKUNDA G K	17B6CMD059	PROF. NIVEDITA JHA	A STUDY ON CUSTOMER SATISFACTION TOWARDS READYMADE GARMENTS AND FABRIC DESIGNS OF GOODWILL FABRICS PVT LTD
57	NIRMAL S KUMAR	17B6CMD060	PROF. NIVEDITA JHA	A STUDY ON BRAND LOYALTY OF KITEX PRODUCTS WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT, KERALA.
58	NIVEDITHA S B	17B6CMD061	PROF. PRASHANTH B	A STUDY ON MARKETING STRATEGIES ADOPTED BY HERO MOTO CORP WITH SPECIAL REFERENCE TO SHIVA SHAKTHI MOTORS AT MULBAGAL

SL NO	NAME	REG NO	PROJECT GUIDE	TITLES
59	NIXON JAMES	17B6CMD062	DR. SHAGUFTA SHOWKAT	A STUDY ON MOTIVATIONAL FACTORS AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT DECATHLON
60	PANENGADAN NIRMAL JAMES	17B6CMD063	PROF. NIVEDITA JHA	A STUDY ON WORKERS PARTICIPATION IN MANAGEMENT AT HYKON INDIA THALORE
61	PANICKER DARSHA SURENDRAN	17B6CMD064	PROF. NIVEDITA JHA	A STUDY ON GRIEVANCE MANAGEMENT IN HECTOR BEVERAGE PVT LTD
62	PANKAJ SINGH	17B6CMD065	PROF. NIVEDITA JHA	A STUDY ON IMPACT OF EMPLOYEE ENGAGEMENT STRATEGIES ON EMPLOYEE RETENTION AT IKYA HUMAM CAPITAL SOLUTIONS
63	PAVANYA G	17B6CMD066	DR. PRAVESH SOTI	A STUDY ON INDIVIDUAL TAX PAYERS PERCEPTION TOWARDS VARIOUS TAX PLANNING METHODS
64	RAHUL KRISHNAN	17B6CMD067	DR. SHAGUFTA SHOWKAT	A STUDY ON ENGAGEMENT OF CUSTOMER THROUGH EVENT MARKETING WITH REFERENCE TO RED MEDIA PRODUCTIONS & EVENTS
65	RAHUL P R	17B6CMD068	PROF. RAMALAKSHMI V	A STUDY ON EFFECTIVENESS OF BRANDING INFLUENCING THE CONSUMER BEHAVIOR OF DECATHLON SPORT PRODUCTS IN THRISSUR
66	RAJITH K R	17B6CMD069	DR. SARITA IYER	A STUDY ON PROMOTIONAL STRATEGIES OF ALBANS PROJECT PRIVATE LTD.,
67	Rakesh Krishnan	17B6CMD070	PROF. TIWARI	AN IN-DEPTH STUDY OF INTERNET MARKETING STRATEGIES AND APPROACHES AT CLEVERCLUE TECHNOLOGIES CALICUT
68	REENU P JOY	17B6CMD071	DR. THOMASON RAJAN	EFFECTIVENESS OF BRAND AWARENESS ON PURCHASE DECISION IN CHIRACKAL AGRO MILLS (PERIYAR RICE) KALADY
69	SACHIN K S	17B6CMD072	PROF. TIWARI	EFFECTIVENESS OF BRAND AWARENESS ON PURCHASE DECISION IN CHIRACKAL AGRO MILLS (PERIYAR RICE) KALADY
70	SACHIN S C	17B6CMD073	DR. PRAVESH SOTI	IMPACT OF WORKING CAPITAL MANAGEMENT IN ANALYSING THE GROWTH OF UPDATER SERVICES (PVT) LTD
71	SAFNAS P	17B6CMD074	PROF. TIWARI	A PROJECT REPORT ON BRAND AWARENESS IN CASTROL PVT LTD AT BANGALORE
72	SAHEESH Y	17B6CMD075	PROF. TIWARI	A STUDY ON CUSTOMER DELIGHT AND SATISFACTION IN DOMINO'S PIZZA KADUBEESANAHALLI
73	SHABANA S	17B6CMD076	PROF. NISHA RAJAN	A STUDY ON PERCEPTION ON DETERMINANTS OF CAPITAL STRUCTURE OF MERHAKI FOODS AND NUTRITIONS PVT LTD

SL NO	NAME	REG NO	PROJECT GUIDE	TITLES
74	SHAHSADA KAMAL A	17B6CMD077	PROF. TIWARI	A STUDY ABOUT THE IMPACT OF ADVERTISEMENT OF SUPERNOVA PRODUCTS OF A. M. S SPICES AND FOOD PRODUCTS PVT. LTD, IN MANJERI MARKET
75	SHARADA	17B6CMD078	PROF. TIWARI	STUDY ON IMPACT OF DIGITAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR
76	SHARON SHAJU	17B6CMD079	PROF. TIWARI	A STUDY ON IMPACT OF BRAND AWARENESS AND CONSUMER NEEDS ON BRAND PREFERENCE FOR SUDHI COCONUT OIL AT K P L OIL MILLS (P) LTD
77	SHARUKH NAZEER	17B6CMD080	PROF. NIVEDITA JHA	A STUDY ON OPPORTUNITIES TO PARTICIPATION IN DECISION MAKING AND ITS IMPACT ON EMPLOYEE ATTITUDE AT CLEVER CLUE PVT. LTD
78	SHIJIN PREMARAJAN KAZHUTHOLAN	17B6CMD081	PROF. NIVEDITA JHA	A STUDY ON EMPLOYEE ABSENTEEISM IN WESTERN INDIA PLYWOOD LTD
79	SHIJO JOHN	17B6CMD082	PROF. TIWARI	A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE'S BEHAVIOUR IN ADVAITH HYUNDAI PVT LTD AT BANGALORE
80	SINDHU P J	17B6CMD083	PROF. TIWARI	STUDY ON THE IMPACT OF AIRPORT ADVERTISING AS AN INFLUENCER
81	SOORAJ K	17B6CMD084	PROF. TIWARI	A STUDY ON THE TARGETING STRATEGIES AND ITS OUTCOME FOR BRD COMPANY
82	SOWMYA S	17B6CMD085	DR. PRAVESH SOTI	A STUDY ON INVESTMENT OPTIONS AND INVESTORS ATTITUDE TOWARDS INVESTMENT IN PRIVATE INSURANCE COMPANIES WITH REFERENCE BAJAJ ALLIANZ
83	SREERAG S	17B6CMD086	PROF. TIWARI	ANALYSIS OF ADVERTISING STRATEGY AND ITS EFFECTIVENESS IN NESTAWAY PVT LTD.,
84	SUBIN KOSHY	17B6CMD087	PROF. PRASHANTH B	A STUDY ON EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITES ADOPTED BY SARATHY BAJAJ KOLLAM
85	SUDHAKAR A	17B6CMD088	PROF. PRASHANTH B	A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ TWO WHEELERS AND ANALYSIS OF SERVICE PROVIDED BY BAJAJ LTD.
86	SUDHAKAR T K	17B6CMD089	PROF. PRASHANTH B	A STUDY ON TECHNOLOGY BASED OUTDOOR MEDIA OVERPOWERING OTHER TRADITIONAL MEDIA
87	SUDHEESH S SUDHAKARAN	17B6CMD090	DR. PRAVESH SOTI	A STUDY ON IMPLICATION OF NON PERFORMING ASSETS IN DCC BANK AT KOLAR
88	SWAPNIL THOMAS	17B6CMD091	DR. SHAGUFTA SHOWKAT	A STUDY ON RECRUITMENT PROCESS AT GLOBAL LOGIC INDIA.

SL NO	NAME	REG NO	PROJECT GUIDE	TITLES
89	THARUN CHERIAN ABRAHAM	17B6CMD092	PROF. PRASHANTH B	A STUDY ON IMPACT OF PROMOTION AND ADVERTISING ON CONSUMER BRAND CHOICE WITH REFERENCE TO RED MEDIA PRODUCTIONS AND EVENTS
90	VADLAMUDI SATHYASREE	17B6CMD093	PROF. PRASHANTH B	SIGNIFICANCE OF FUNDS MANAGEMENT FOR START UP COMPANIES
91	VANI N	17B6CMD094	PROF. NIVEDITA JHA	A STUDY ON 360 DEGREE APPRAISAL IN SPECIAL REFERENCE TO GLOBALLOGIC
92	VIPUL RAJ PANDEY	17B6CMD095	PROF. NIVEDITA JHA	A STUDY ON THE IMPACT OF TEAM BUILDING FOR THE ORGANISATIONAL PRODUCTIVITY AT IKYA INEDGE
93	VISHNU G P	17B6CMD096	PROF. PRASHANTH B	A STUDY ON PODUCT DESIGN AND ITS SUCCESS IN KSE LIMITED
94	YINGLI AWOMI	17B6CMD097	PROF. PRASHANTH B	A STUDY ON CUSOMER SATISFACTION TOWARDS THE PRODUCT AND SERVICES OF KOHINOOR PLASTICS
95	YUGANDER P	17B6CMD098	PROF. PRASHANTH B	A STUDY ON CUSTOMER SATISFACTION AT MARUTI SUZUKI LTD.
96	MADAN THAPA	17B6CMD100	DR. PRAVESH SOTI	A STUDY ON ACCOUNT RECEIVABLE MANAGEMENT POLICY WITH REFERENCE TO ENOVATV CONSULTANTS
97	SREENATH RAJ V	17B6CMD101	PROF. PRASHANTH B	RELEVANCE OF MARKETING IN PRASANNA TRUST

KRUPANIDHI GROUP OF INSTITUTIONS
MBA FOURTH SEMESTER BATCH 2017 - 2019

S L N O	STU DE NT N A M E	REG NO	PROJECT TITLES
1	17B6C MD001	VINEETH A	" A STUDY ON CONSUMER BUYING BEHVAIOUR OF MARUTHI SUZUKI CARS WITH SPECIAL REFERENCE TO AVG MOTORS, KOTTAYAM"
2	17B6C MD002	ABHIJITH D	" A STUDY ON FUNDAMENTAL ANALYSIS OF ECURITIES OF ANGEL BROKING"
3	17B6C MD003	ABHISHEK B	" A STUDY ON NON PERFORMING ASSET MANAGEMENT AT PRIMARY LAND AND DEVELOPMENT BANK"
4	17B6C MD004	ABIN BIJI	" A STUDY ON ADVERTISEMENT EFFECTIVENESS OF BOMBAY RAYON FASHION LIMITED"
5	17B6C MD005	ADITYA ANAND	" A STUDY ON BRAND EQUITY OF AIRTEL AND JIO USING CUSTOMER BRAND EQUITY"
6	17B6C MD006	AJAY ANAND T	" A STUDY ON CONSUMER RELATIONSHIP MANAGEMENT IN AIKARA AGRO SPICES
7	17B6C MD007	AJEESH BABU V	"A STUDY ABOUT THE EMPLOYEE PERFORMANCE APPRAISAL SYSTEM IN SUPERNOVA FOOD PRODUCTS PVT LTD.
8	17B6C MD008	AJIN JOLLY	" A STUDY ON CUSTOMER SATISFICATION ON PRODUCTS OF AGRO MATE TRADE LINKS"
9	17B6C MD010	AJITH V JAIMON	"A STUDY ON WORKING CAPITAL AND FINANCIAL PERFORMANCE OF ELECROWHEELZ"
10	17B6C MD012	AKHIL PAUL	"A STUDY ON FINANCIAL DISTRESS AND BANKRUPTCY WITH SPECIAL REFERENCE TO KMML"
11	17B6C MD013	AKHIL PRAKASH J	"A STUDY ON TALENT ACQUISTION PROCESS AND PRACTICES WITH SPECIAL REFERENCE TO OYO ROOMS, BANGALORE"
12	17B6C MD014	AKHIL DEV K RAJU	"A STUDY ON EMPLOYEE SATISFACTION TOWARDS WELFARE MEASURES WITH REFERENCE TO THE RUBBER O MALABAR LIMITED"
13	17B6C MD015	AKSHAY K MANOJ	"A STUDY ON PROMOTIONAL STRATEGIES OF BIO-MEDICAL TECHNIQUES IN THRISSUR" KERALA
14	17B6C MD016	AKSHAYA M	"A STUDY ON THE IMPACT OF PERCEIVED ORGANIZATIONAL SUPPORT ON EMPLOYEE ENGAGEMENT WITH SPECIAL REFERENCE TO IKYA GLOBAL"
15	17B6C MD017	ALAN KUNCHERI A JOSEPH	"A STUDY ON THE IMPACT OF STRESS ON PERSONALITY OF EMPLOYEES A JOSEPH RUBBERS PVT. LTD."
16	17B6C MD018	AMARESH A N	"A STUDY ON INVESTMENT DECISION AND DECISION AND PRACTICES AND ITS IMPACT ON PROFITABLITY AT MEDOPHARM PVT. LTD"
17	17B6C MD020	AMRIT MATHEW	"A STUDY ON INVESTORS VIEW TOWARDS SHARE TRADING IN CURRENT ECONOMIC SCENARIO CONDUCTED AT LIVELONG WEALTH"
18	17B6C MD021	ANANDAK RISHNAN R	"A STUDY ON CUSTOMER SATISFACTION IN THE KERALA MINERALS AND METALS LIMITED"

19	17B6C MD022	ANJU KUMARI	"A STUDY OF SOCIAL MEDIA MARKETING TECHNIQUES USED BY HEWLET-PACKARD TO INCREASE BRAND AWARENESS AND WEBSITE TRAFFIC
20	17B6C MD023	ANTO MATHAI	"A STUDY ON EFFECTIVE PROMOTION ACTIVITIES OF AREVA BRAND FROM JKJ INDUSTRIES"
21	17B6C MD024	ANTRA VOHRA	"A STUDY ON THE EFFECT OF PROFITABILITY OF ULIP PRODUCTS DUE TO PERFORMANCE OF STOCK MARKET WITH REFERENCE TO KOTAK MAHINDRA LIFE INSURANCE"
22	17B6C MD025	ARCHANA A	A Study on the analysis of the consumer's perception and Expectations while buying a house
23	17B6C MD026	ASHIQ ALI P	"EFFECTIVENESS OF CELEBRITIES IN ADVERTISEMENTS AND PRODUCT PRICING AT VKC GROUP OF COMPANIES, CALICUT"
24	17B6C MD027	ASHMA BEGUM	"A STUDY ON CUSTOMER EXPERIENCE OF REAL ESTATE SECTOR AND THEIR FUTURE INTENSIONS"
25	17B6C MD028	ASHWANI K V	"A STUDY ON PERFORMANCE ANALYSIS OF EQUITY SHARES OF JAIN IRRIGATION SYSTEMS LTD."
26	17B6C MD029	ASWIN M	"ROLE OF SHIKSHA.COM IN MAKING STUDENTS RIGHT CAREER AND COLLEGE DECISIONS AND INTRODUCTION OF AEPS IN INDIAN MARKET"
27	17B6C MD030	ASWIN S G	"A STUDY ON CREDIT RISK MANAGEMENT IN CHELANUR SERVICE COOPERATIVE BANK LTD."
28	17B6C MD031	ATHUL P S	"A STUDY ON QUALITY OF WORK LIFE AMONG EMPLOYEES OF HYKON INDIA PVT. LTD IN THRISSUR"
29	17B6C MD032	BLESSON SABU	"A STUDY ON FINANCIAL SUPPLY CHAIN MANAGEMENT WITH SPECIAL REFERENCE TO KSE LIMITED"
30	17B6C MD033	CHRISTEE NA MARY JOSE	"ANALYSIS ON SALES PROMOTION TECHNIQUES OF SUPREME FOOD INDUSTRIES (MERIIBOY ICECREAM ERNAKULAM)"
31	17B6C MD034	DEEPA H MENON	"A STUDY ON INVESTORS VIEW TOWARDS COMMODITY TRADING CONDUCTED AT LIVELONG WEALTH"
32	17B6C MD035	ELWIN BAIJU	"A STUDY ON CONSUMER PREFERENCE AND PERCEPTION TOWARDS KPL SUDHI COCONUT OIL WITH REFERENCE TO KPL OIL MILLS (P) LTD"
33	17B6C MD036	FAHIS U S	"A STUDY ON THEIR DEPOSIT MOBILIZATION AND LENTHENING POLICY OF CHELANUR SERVICE COOPERATIVE BANK LTD."
34	17B6C MD037	FELIX SHAJI	"A STUDY ON BRAND AWARENESS OF AREVA FROM JKJ INDUSTRIES"
35	17B6C MD038	GAUTHAM AN A M	"A STUDY ON IMPACT OF TRADING AND DEVELOPMENT PROGRAMMES ON EMPLOYEE PERFORMANCE (UPDATOR SERVICES PVT. LTD.)
36	17B6C MD039	GOUTAM BEHERA	"A STUDY ON IMPACT OF BTL ACTIVITIES ON BIGGER BRANDS"
37	17B6C MD040	HAMIM AKIF K	"A STUDY ON MARKETING STRATEGIES USED BY TEEKAY ROLLING MILL PVT. LTD. CALICUT KERALA"
38	17B6C MD041	HARI KRISHNAN V	"A STUDY ON CUSTOMER SATISFACTION TOWARDS SAVINGS BANK ACCOUNT WITH SPECIAL REFERENCE TO DHANALAKSHMI BANK BANGALORE"
39	17B6C MD042	HARISH K C	"A STUDY ON FACTOR INFLEUNCEING THE DISCONNECTION OF LANDLINES OF BSNL"

40	17B6C MD043	HARITHA P M	"A STUDY ON THE IMPACT OF DIFFERENT SOURCES OF RECRUITMENT ON EMPLOYEE COMMITMENT WITH REFERENCE TO COACHEIVE SOLUTIONS PVT LTD.
41	17B6C MD044	HELEN GRACE GEROGGE	"A STUDY ON INFLUENCE OF BRANDING CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO DECTHALON SPORTS INDIA PVT LTD THRISSUR, KERALA"
42	17B6C MD045	JAGADALE SHIVTEJ GURUDATTA	MARKET POTENTIAL OF GOKUL MILK IN THE ORGANISED MARKET
43	17B6C MD046	JEREENA O THOMAS	"A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF S A GARMENTS"
44	17B6C MD047	JIGESH KUMAR	
45	17B6C MD048	JIJU MATHEW	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ASHOK LEYLAND LTD. WITH SPECIAL REFERENCE ENNORE MANUFACTURING PLANT"
46	17B6C MD049	JISHNU A	DOMESTIC MARKETING CHANNELS OF ARM & SONS
47	17B6C MD050	JOHN PAUL	" A STUDY ON QUALITY MANAGEMENT ADOPTED IN KMF AT KOLAR"
48	17B6C MD051	KEVIN SHAJAN	"A STUDY ON CASH MANAGEMENT TECHNIQUES WITH SPECIAL REFERENCE TO FOREST INDUSTRIES (TRAVANCORE) LTD.
49	17B6C MD052	KISHOR B R	A STUDY ON SPOT AND FUTURE PRICES FOR SELECTED COMMODITIES
50	17B6C MD053	KISHOR M R	" A STUDY ON COST BENEFIT ANALYSIS AND ITS IMPACT ON MEDOPHARM COMPANY AT MALUR"
51	17B6C MD054	S LEO STANLY	" A STUDY ON THE EFFECTIVENESS OF SERVICES PROVIDED TO CUSTOMERS OF JUST DIAL LTD."
52	17B6C MD055	MADHU R	"A STUDY ON EMPLOYEE ENGAGEMENT AT UNICAST AUTOTECH PVT LTSD"
53	17B6C MD056	MADHUK UMAR R	ANALYSIS OF RISK AND RETURNS ASSOCIATED WITH MODERN AND TRADITIONAL INVESTMENT
54	17B6C MD057	MALSAW MKIMI KHWALHRING	"A STUDY ON EMOTIONAL WELLNESS OF CORPORATE EMPLOYEES"
55	17B6C MD058	MANIK	A STUDY ON AUDITING FUNCTIONS WITH REFERENCE TO M/s Saroj and Associates"
56	17B6C MD059	MUKUNDA G K	" A STUDY ON CUSTOMER SATISFACTION TOWARDS READYMADE GARMENTS AND FABRIC DESIGN OF GOODWILL FABRICS PVT. LTD."
57	17B6C MD060	NIRMAL S KUMAR	"A STUDY ON BRAND LOYALTY OF KITEX PRODUCTS WITH SPECIAL REFERENCE TO ERANKULAM DISTRICT"
58	17B6C MD061	NIVEDITA S B	" A STUDY ON MARKETING STRATEGIES ADOPTED BY HERO MOTOCORP WITH SPECIAL REFERENCE TO SHIVA SHAKTI MOTORS AT MULBAGAL"
59	17B6C MD062	NIXON JAMES	"A STUDY ON MOTIVATIONAL FACTORS AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT DECATHLON"

60	17B6C MD063	NIRMAL JAMES	"A STUDY ON WORKERS PARTICIPATION IN MANEGEMNT AT HYKON INDIA THALORE"
61	17B6C MD064	PANICKER DARSHA SURENDRAN	A STUDY ON GRIEVANCE MANAGEMENT IN HECTOR BEVERAGE PVT LTD"
62	17B6C MD065	PANKAJ SINGH	"A STUDY ON IMPACT OPF EMPLOYEE ENGAGEMENT STRATEGIES ON EMPLOYEE RETENTION AT IKYA HUMAN CAPITAL SOLUTIONS"
63	17B6C MD066	PAVANYA G	A STUDY ON INDIVIDUAL TAX PAYERS PERCEPTION TOWARDS VARIOUS TAX PLANNING METHODS
64	17B6C MD067	RAHUL KRISHNAN	"A STUDY ON ENGAGEMENT OF CUSTOMER THROUGH EVENT MARKETING WITH REFERENCE TO RED MEDIA PRODUCTIONS AND EVENTS"
65	17B6C MD068	RAHUL P R	"A STUDY ON EFFECTIVENESS OF BRANDING INFLUENCING THE CONSUMER BEHAVIOUR OF DECATHLON SPORT PRODUCT IN THRISSUR"
66	17B6C MD069	RAJITH	"A STUDY ON PROMOTIONAL STRATEGIES OF ALBANS PROJECT PRIVAE LIMITED"
67	17B6C MD070	RAKESH KRISHNAN	"AN INDEPTH STUDY OF INTERNET MARKETING STRATEGIES AND APPROACHES AT CLEVERCLUE TECHNOLOGIES CSLICUT.
68	17B6C MD071	REENU P JOY	"EFFECTIVENESS OF BRAND AWARENESS ON PURCHASE DECISION IN CHIRACKAL AGRO MILLS (PERIYAR RICE) KALADY"
69	17B6C MD072	SACHIN K S	"EFFECTIVENESS OF BRAND AWARENESS ON PURCHASE DECISION IN CHIRACKAL AGRO MILLS (PERIYAR RICE) KALADY"
70	17B6C MD073	SACHIN S C	IMPACT OF WORKING CAPITAL MANAGEMENT IN ANALYSING THE GROWTH OF UPDATER SERVICES PVT (LTD)
71	17B6C MD074	SAFNAS P	A PROJECT REPORT ON BRAND AWARENESS IN CASTROL PVT LTD. AT BANGALORE
72	17B6C MD075	SAHEESH Y	A STUDY ON CUSTOMER DELIGHT AND SATISFACTION IN DOMINOS PIZZA KADUBESANHALLI
73	17B6C MD076	SHABANA S	A STUDY ON PERCEPTION ON DETERMINANTS OF CAPITAL STRUCTURE OF MERHAKI FOODS AND NUTRITIONS PVT LTD.
74	17B6C MD077	SHAH SADA KAMAL A	A STUDY ABOUT THE IMPACT OF ADVERTISEMENT OF SUPERNOVA PRODUCTS OF AMS SPECIES AND FOOD PRODUCTS PVT LTD IN MANJERY MARKET
75	17B6C MD078	SHARADA	A STUDY ON IMPACT OF DIGITAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR
76	17B6C MD079	SHARON SHAJU	A STUDY ON IMPACT OF BRAND AWARENESS ON COSUMER NEEDS ON BRAND PREFERENCE FOR SUDHI COCONUT OIL AT KP OIL MILLS PVT LTD.
77	17B6C MD080	SHARUKH NAZEER	A STUDY ON OPPORTUNITIES TO PARTICIPATION IN DECISION MAKING AND ITS IMPACT ON EMPLOYEE ATTITUDE AT CLEVERCLUE PVT LTD
78	17B6C MD081	SHIJIN PREMARAJAN	A STUDY ON EMPLOYEE ABSENTEESIM IN WESTERN INDIA PLY WOOD LTD.
79	17B6C MD082	SHIJO JOHN	A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEES BEHAVIOUR IN ADVAITH HYUDAI PVT LTD BANGALORE
80	17B6C MD083	SINDHU P J	A STUDY ON THE IMPACT OF AIRPORT ADVERTISING AS AN INFLEUENCER

81	17B6C MD084	SOORAJ K	A STUDY ON THE TARGETING STRATEGIES AND ITS OUTCOME FOR B R D COMPANY
82	17B6C MD085	SOWMYA S	A STUDY ON INVESTMENT OPTIONS AND INVESTORS ATTITUDE TOWARDS INVESTMENT IN PRIVATE INSURANCE COMPANIES
83	17B6C MD086	SREERAG S	ANALYSIS OF ADVERTISING STRATEGY AND ITS EFFECTIVENESS IN NESTAWAY PVT LTD
84	17B6C MD087	SUBIN KOSHY	A STUDY ON EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES ADOPTED BY SARATHY BAJAJ KOLLAM
85	17B6C MD088	SUDHAKAR A	A STUDY ON IMPLICATION OF NON PERFORMING ASSETS IN DCC BANK AT KOLAR
86	17B6C MD089	SUDHAKAR TK	A STUDY ON TECHNOLOGY BASED OUTDOOR MEDIA OVERPOWERING OTHER TRADITIONAL MEDIA
87	17B6C MD090	SUDHEESH S SUDHAKARAN	A STUDY ON IMPLICATION OF NON PERFORMING ASSETS AT DCC BANK, KOLAR
88	17B6C MD091	SWAPNIL THOMAS	A STUDY ON RECRUITMENT PROCESS AT GLOBAL LOGIC INDIA
89	17B6C MD092	THARUN CHERIAN ABRAHAM	A STUDY ON IMPACT PROMOTION AND ADVERTISING ON CONSUMER BRAND CHOICE WITH REFERENCE TO RED MEDIA PRODUCTIONS AND EVENTS
90	17B6C MD093	V SATHYA SREE	SIGNIFICANCE OF FUNDS MANAGEMENT FOR START UP COMPANIES
91	17B6C MD094	VANI N	A STUDY ON 360 DEGREE APPRAISAL IN SPECIAL REFERENCE TO GLOBAL LOGIC
92	17B6C MD095	VIPUL RAJ PANDEY	A STUDY ON IMPACT OF TEAM BUILDING FOR ORGANIZATIONAL PRODUCTIVITY AT IKYA INEDGE
93	17B6C MD096	VISHNUG P	A STUDY ON PRODUCT DESIGN AND ITS SUCCESS IN KSE LTD.
94	17B6C MD097	YINGLI AWOMI	A STUDY ON CUSTOMER SATISFACTION TOWARDS THE PRODUCTS AND SERVICES OF KOHINOOR PLASTICS
95	17B6C MD098	YUGANDE R P	A STUDY ON CUSTOMER SATISFACTION OF MARUTI SUZUKI LTD.
96	17B6C MD100	MADAN THAPA	A STUDY ON ACCOUNT RECEIVABLE MANAGEMENT
97	17B6C MD101	SREENATH RAJ V	RELEVANCE OF MARKETING IN PRASANNA TRUST

KRUPANIDHI GROUP OF INSTITUTIONS**MBA BATCH 2016 - 2018****PROJECT TITLES LIST**

SL N O	STUDEN T NAME	TITLE	REG NO
1	AFLAH SHADIN T P	A study on Products and Marketing strategies of Edusports in Bangalore	16B6 CMD 010
2	AKHIL SAKKEER	A study on customer awareness of Mahindra XUV with special reference to Eram Motors ,Thrissur	16B6 CMD 015
3	ARUN P MATHEW	A study on retailers satisfaction with reference to Lekshmi mills in Thrissur	16B6 CMD 029
4	BADHUSH A MAJEED	A study on effectiveness of advertisement in Dutchman Traders,Ernakulam	16B6 CMD 034
5	BOFFIN BABU	A study on work stress management among employees of Mother hospital pvt ltd in Thrissur	16B6 CMD 043
6	FAHEEM KHAN K	A study on consumer brand preference and brand loyalty towards Rwad Al Ibtakar Co. LLC"	16B6 CMD 050
7	GLADYN THOMAS	A study on advertising strategies in Vodafone India ltd, Chengannur	16B6 CMD 054
8	HARRY JEO	A study on communication strategies of Motherland in Bangalore	16B6 CMD 056
9	JISHNU K M	A study on advertising effectiveness (television channels) in Kannur Vision	16B6 CMD 065
10	MITHUN JOY	A study to assess knowledge and practice of waste management at Muthoot medical centre,Kozhencherry	16B6 CMD 083
11	MOHAMM ED FAVAS C M	A study on effectiveness of communication in Howin Infotech Pvt Ltd, Bangalore	16B6 CMD 088
12	MUHAMM AD RAMEES A P	A study on marketing prospects of herbal healthcare products in nigellas limited ,Thiruvangoor	16B6 CMD 095
13	PRIYANK A T D	A study on financial strategies in primary agricultural credit co-operative society suntikoppa	16B6 CMD 116

14	SHYAM SANKAR K S	A study on Marketing mix of Star plastics in Thrissur	16B6 CMD 139
15	ADARSH N V	Effectiveness of labour welfare measures at Cannanore Spinning and Weaving Mills	16B6 CMD 006
16	AFSAL P M	AN ANALYSIS OF CASHFLOW STATEMENT IN WESTERN INDIA PLYWOOD LTD	16B6 CMD 011
17	AKSHAY KUMAR V K	B2B Marketing Strategies on social media by Trisys IT	16B6 CMD 016
18	ASHIQUE P	A STUDY ON MARKET DEVELOPMENT STRATEGY FOR ELECTRONIC VEHICLE WITH REFERENCE TO ELECTROWHEELZ ,BANGALORE	16B6 CMD 030
19	BARRY MAMADO U SALIMAT OU	A study on customer relationship management in big Bazaar with reference to soulspace doddanekundi, Bangalore.	16B6 CMD 036
20	CLINTO K A	Not submitted	16B6 CMD 044
21	FAIZAL HUSSAIN	Not submitted	16B6 CMD 052
22	JANSHER MOHAMM ED N P	A study on effectiveness of distribution strategies by Spareco general trading LLC Dubai	16B6 CMD 058
23	JISHNU P	Effectiveness of Facebook Campaigning based on Responses of Samples of Clients in Extreme Media	16B6 CMD 066
24	MOHAME D SHEBIN P P	Brand Awareness of KTM Motorcycles with special reference to Jubilee KTM, Perintalmanna	16B6 CMD 086
25	MOHAMM ED SHALIN P	A study on advertising effectiveness of Paschim Traders Nilambur	16B6 CMD 090
26	MUHAMM AD RASHID A	Effect of customer satisfaction and brand preference at Kitex Limited	16B6 CMD 096
27	AABHIYA KARKI	Marketing Strategy of Mark formulation Pvt Ltd	16B6 CMD 001
28	AKSHAYA J SUNNY	A study on Employee Welfare measures at Limar Enterprises	16B6 CMD 017
29	ASHMI SOWMYA S	A STUDY OF JOB SATISFACTION AMONG EMPLOYEES WITH SPECIAL REFERENCE TO KNK GLOBAL SOFT PRIVATE LIMITED	16B6 CMD 031

30	DRISYA K K	A study on effectiveness of Training and Development in Sentienz Solutions	16B6 CMD 047
31	JOHN THOMAS	A study on Recruitment process followed by Zawawi Powertech Engineering LLC,Muscat	16B6 CMD 068
32	MILAN PHILIP BENNY	Domestic Marketing Channels and the Marketing Strategies of Midas treads	16B6 CMD 082
33	MOHAMM ED SHANUS T	The effectiveness of advertising at AM HONDA ANGADIPPURAM.	16B6 CMD 091
34	MOHAMM ED SUHAIL A	A study on Health and Safety measures at Minar Alloys,Palakkad.	16B6 CMD 092
35	MUNAWA R FAIROOS U P	A Study on Brand image of majestic jewellers.	16B6 CMD 103
36	NIDAL MAHMOO D ABDULLA	A study on customer satisfaction at Miracle Elastomer	16B6 CMD 107
37	SADHIQ ALI P	A STUDY ON IMPACT OF EMOTIONAL INTELLIGENCE ON INTERPERSONAL RELATIONS AMONG EMPLOYEES AT ASHIRVAD PVT. LTD”.	16B6 CMD 127
38	SANGEET HA S	A Study on Employee Engagement of AgreenCo Fibre Form private Ltd	16B6 CMD 132
39	ABDULMI SHAL K	A comparative study on the financial performance of kadanamanna service cooperative bank with the effect on demonetisation	16B6 CMD 003
40	AMAL ABRAHA M	A study on financial performance using ratio analysis at Travancore cements limited	16B6 CMD 021
41	BARRY OUSMAN EI	A study on the role of social media on B2C and B2B	16B6 CMD 037
42	ELZA P RAJU	Operating and financial performance of Kallettumkara service co-operative Bank Thrissur,Kerala.	16B6 CMD 049
43	HARSHA B	A study on Capital structure of Suprajit Engineering ltd	16B6 CMD 057
44	JERIN THOMAS PRAMOD	A study on financial statement analysis on OIL PALM INDIAN LTD	16B6 CMD 063
45	JOYAL VARGHES E M	A Study on the capital structure of Kerala state rubber co-operative Ltd.	16B6 CMD 069

46	LATIFA KHAMIS AMEIR	Investment decision analysis with special reference to Nasaha consultancy firm	16B6 CMD 074
47	MAMATH A N	Investor perception towards stock market investments of BMA wealth creators limited	16B6 CMD 077
48	MOHAME D NAWFAL	A study on customer investment analysis in IEECO manufacturing limited	16B6 CMD 085
49	MUHAMM ED SHAFEEQ C	Financial performance analysis of Miracle Elastomer India Ltd	16B6 CMD 101
50	NITHIN V JOSE	A study on interest rate fluctuation and its impact on demand for consumer durable loans	16B6 CMD 111
51	RESHMA DINESHA N	Evaluation, function and performance of Kerala Balers private limited, India	16B6 CMD 118
52	SAHEER ALI T K	A study on recruitment selection and planning	16B6 CMD 129
53	ABDUL RASHIK C P	"A STUDY ON INVESTMENT ANALYSIS OF STOCK WITH SPECIFIC REFERENCE TO AUTOMOBILES SECTOR	16B6 CMD 002
54	AFSAR ABDURA HEEM	A STUDY ON IMPACT OF TEAM WORK AT IRINAV WEAVERS	16B6 CMD 012
55	BALDE ABDOULA YE BILLO	A STUDY ON LIFE CYCLE FINANCIAL PLANNING AT ODIGMA	16B6 CMD 035
56	EBIN JOSE	A STUDY ON THE BRAND IMAGE OF SULFLEX MATTRESS COMPANY	16B6 CMD 048
57	HAFIS HAMZA V	A STUDY ON CUSTOMERS RELATIONS MANAGEMENT IN AMANA TOYOTA"	16B6 CMD 055
58	JASIM M	A STUDY ON IMPACT OF ADVERTISING ON SALES AT SILVER MOTORS	16B6 CMD 060
59	JITHIN SUNNY	A STUDY ON FINANCIAL PERFORMANCE AT MILMA	16B6 CMD 067
60	LAKSHMI MENON	FINANCIAL INCLUSION INITIATIVES AT KERALA STATE FINANCIAL ENTERPRISE LTD, TRISSUR	16B6 CMD 073
61	MALASHR EE V	COST CONTROL MEASURES AND ITS IMPACT ON PERFORMANCE AT MARRIOTT HOTEL	16B6 CMD 076

62	MELWIN MATHEW	A STUDY ON THE OPERATING AND FINANCIAL PERFORMANCE OF ALAGAPPA TEXTILES (KOCHIN	16B6 CMD 081
63	MUHAMM ED ANEES M K	A STUDY OF ORGANISATION CULTURE IN SUMIX KIDS WEAR	16B6 CMD 098
64	NAMITHA THOMAS	EFFECT OF FINANCIAL REPORTING ON MANAGERIAL DECISION MAKING AT MAK WEB SOLUTIONS	16B6 CMD 106
65	PAVANA	INVENTORY CONTROL AND MANAGEMENT AT SANDHAR AUTOMACH, ATTIBELE	16B6 CMD 113
66	SADHANA SUBBA	CUSTOMER SATISFACTION TOWARDS CREDIT CARD WITH SPECIAL REFERENCE TO STATE BANK OD INDIA-GANGTOK	16B6 CMD 126
67	ABHILAS H THANKAC HAN	A study on the Brand Awareness with reference to Oushadi pharmaceutical corporation, Thrissur	16B6 CMD 005
68	ALEX RAJU	A study on marketing strategies to promote health care service at Telicherry Co-operative hospital.	16B6 CMD 018
69	AMBILY JOSE	A study on monetary and non- monetary factors needed to motivate employees at acropetal technologies Pvt ltd.	16B6 CMD 023
70	AMEER K	A study on customer satisfaction towards software products of Delphide Technologies pvt. Ltd,	16B6 CMD 024
71	ANAS K P	A study on quality of work life among the nurses with special reference to Edappal hospital Pvt. Ltd., Edappal.	16B6 CMD 025
72	ASIF BACKER	A study on the training needs of pharmacists in Neethi Medical sector.	16B6 CMD 033
73	BINAS KUNNAM BATH HIDER ALI	A study on strategic recruitment and selection at Aegis customer support services private Ltd.	16B6 CMD 042
74	MOHAMM ED ASHIR EDAYATH VALAPPIL	A study on the effectiveness of advertising with reference to Nilara Food Industries	16B6 CMD 087
75	MOHAMM ED SUHAIL T	A Study on the influence of HRM practices on employees performance in KLF Nirmal Industries Pvt. Ltd.	16B6 CMD 093
76	NIKHIL UDAYAK UMAR	A study on the impact of Brand Awareness on customer loyalty	16B6 CMD 108

77	SANJAY T S	A study on quality of work life in Allianz Pvt. Ltd. Trivandrum	16B6 CMD 133
78	RAGHU KUMAR	A study on employee satisfaction in Mangalodyam Pharmaceuticals Pvt. Ltd.	15B6 CMD 086
79	ANIL ANTONY	Occupational Stress Among Employees	16B6 CMD 026
80	REJOY JOHN	A Study on customer Loyalty and Impact of brand Image	16B6 CMD 117
81	RETHUL KUMAR R	Need for Customer relationship Management in KMML	16B6 CMD 119
82	RIYAS I		16B6 CMD 122
83	RONALD M THOMAS	Impact of test drive experience on customer satisfaction and purchase behaviour	16B6 CMD 124
84	SARATH GEORGE	A study on Brand Image of Popular Hyundai Motor World	16B6 CMD 134
85	SHAHASU L NOUSHAD	A study on the impact of product quality attributes on consumer behavior with special reference to Gaam international Group	16B6 CMD 137
86	SHANOJ C	A detailed study on building Business Assosiations and Customer Relationships for Blue sphere Holidays	16B6 CMD 138
87	SIJU VARGHES E	A study o Brand Awareness with reference to doule horse Pvt Ltd	16B6 CMD 141
88	STELLA MARY YOHANNAN	A study on induction training and its effectiveness with reference to jublliant food works Ltd	16B6 CMD 144
89	TAHEER LATEEF PASHA	After sales service and customer satisfaction with reference to Nexthand Pvt Ltd	16B6 CMD 147
90	THEJAS S V	A study on advertising and sales promotion strategies of suzuki motorcycle India Pvt Ltd with special refrence to KNR motors	16B6 CMD 148
91	AKHIL MOHAN	A STUDY ON IMPACT OF PROMOTIONAL ACTIVITES ON CONSUMER BEHAVIOR WITH REFERENCE TO MARUTI SUZUKI INDIA LTD	16B6 CMD 014
92	AMAL JOHN N	A STUDY ON OPERATIONAL AND FINANCIAL PERFORMANCE OF SOUTHERN UNION PHARMACEUTICAL KERALA PVT LTD	16B6 CMD 022

93	DOLVIN SANTY	A STUDY ON SEGMENTATION, TARGETING AND POSITIONING MODEL OF ROYAL ENFIELD	16B6 CMD 046
94	FAISAL N C	A STUDY ON MARKETING STRATEGIES IMPLEMENTED AT WESTERN INDIA PLYWOODS LIMITED	16B6 CMD 051
95	MITHUN SURESH	A STUDY ON CUSTOMER BUYING DECISION PROCESS AT DINESH FOODS, KANNUR	16B6 CMD 084
96	MUHAMM ED NIYAZ K V	A STUDY ON INFLUENCE OF FAMILY ON PURCHASE DECISIONS OF FURNITURE WITH REFERENCE TO RUBCO PRODUCTS	16B6 CMD 099
97	MUHAMM ED SAFEER T S		16B6 CMD 100
98	NISHOY C S	A STUDY ON THE CONSUMER BUYING BEHAVIOR WITH RESPECT TO PRODUCTS OF VAIDYAMADHAM VAIDYASALA AND NURSING HOME, MEZHATHUR, KOOTTANAD	16B6 CMD 110
99	PRAVEEN KUMAR S R	A STUDY ON TRACKING CUSTOMER AWARENESS LEVEL OF EMERGENCY AND ONLINE SERVICES OFFERED BY EXIDE INDUSTRIES LIMITED	16B6 CMD 115
100	RISHIN	A STUDY ON LEAD GENERATION IN E-CONTENT EDUCATION INDUSTRY WITH SPECIFIC REFERENCE TO KNOWLEDGEHUT SOLUTIONS PVT LTD, BANGALORE	16B6 CMD 121
101	SAMPGVA KAR SHILPA RAJENDR A	A STUDY ON PREVENTION OF INDUSTRIAL ACCIDENTS: MEASURES AND CHALLENGES AT INDIAN OIL CORPORATION LIMITED, VASCO-DA-GAMA, GOA	16B6 CMD 131
102	SAREEJ P MATHEW	A STUDY ON EMPLOYEE ENGAGEMENT AT SITARAM TEXTILES LIMITED, THRISSUR	16B6 CMD 136
103	ABDUSSA MEEH P	A study on brand awareness and effectiveness of advertisement strategies at AM motors, kondotty"	16B6 CMD 004
104	ADITHYA DEV G	Risk Hedging in Insurance Sector	16B6 CMD 008
105	ADITYA NANDAK UMAR	A Study on Promotions and Brand Imaging Strategy at Sanjay Mechanical Engineering Pvt. Ltd.	16B6 CMD 009
106	BEM BAHADU R	Not confirmed	16B6 CMD 039
107	KEERTHI T K	A study on impact of motivational factors in productivity with reference to Unibic Biscuits, India Pvt. Ltd.	16B6 CMD 072

108	MANOHAR S N	A Study on Impact of job design model on employee motivation at Pratham Motors, Bangalore	16B6 CMD 079
109	MOHAMMED THAMJEE ROSHAN	Impact of IMC strategies on purchasing behaviour - A study in Entrust Motors	16B6 CMD 094
110	NAIK SONIA PREMANAND	Impact of Training and Development strategies on performance of employees at Bavaria Motors	16B6 CMD 105
111	NISHAD FATHIMA	A Study on Employee welfare measures at Lakshmi Hyundai	16B6 CMD 109
112	RHENIUS BENNY DAVID	A perceptual study on Effectiveness of Candidates' preparedness with reference to training methodologies at i-Primed	16B6 CMD 120
113	SAKKEER HUSSAIN V	A Study on Marketing Strategies at Classic Hyundai	16B6 CMD 130
114	SARATH KUMAR PP	Impact of HR practices on Organizational Effectiveness - A Study at Aegis, Bangalore	16B6 CMD 135
115	AJITH MATHEW	Merchandising and Customer response towards Decathlon products	16B6 CMD 013
116	ALVIN MARTIN JACOB	CUSTOMER VIEWPOINT TOWARDS EXPERIENCE PAINTING AT BERGER PAINTS KOTTAYAM	16B6 CMD 020
117	ASHMIN BABU	PSYCHOLOGICAL SAFETY AND TEAM EFFECTIVENESS AT TRISYS IT SERVICES	16B6 CMD 032
118	DEVATA VENKATESH	MAKING ONLINE SHOPPING ACCESSIBLE TO RURAL INDIA USING INDIA BUYS	16B6 CMD 045
119	JERIN JOY P J	CONSUMER EXPERIENCE TOWARDS INTERIOR DESIGNING WITH SPECIAL REFERENCE TO HONEY BEE DESIGNERS	16B6 CMD 062
120	SAFEER BABU PUTHANPEEDIYEKAL	PHYSICAL ENVIRONMENT AND ITS IMPACT ON EMPLOYEE COMMITMENT	16B6 CMD 128
121	SOORAJ K JACOB	Challenges in Hospitality Industry with Special reference to Le Meridian	16B6 CMD 142
122	SUGEETH S	MARKETING TACTICS OF KERAFCO COMPANY IN CREATING CUSTOMER TRAFFIC	16B6 CMD 145

12 3	SUNANDA	IMPACT OF PSYCHOLOGICAL WELLBIENG ON EMPLOYEE PRODUCTIVITY	16B6 CMD 146
12 4	VANLALR UATI RALTE	TALENT MANAGMENT AND EMPLOYEE EXPERINCE AT HGS	16B6 CMD 149
12 5	VIKRAM R	Customer Awareness and Preferences towards E banking Services at SBI	16B6 CMD 150
12 6	VISHNU BALACHA NDRAN	Client experince and elation at Ernst and Young LLP	16B6 CMD 151
12 7	ADHNAN P	A study on the impact of product attributes and services quality on customer satisfaction with specific reference to customers of Creta at Popular Hyundai""	16B6 CMD 007
12 8	ANSEEB	A PROJECT REPORT ON MARKETING AND SALES PROCESS OF RANI TRADERS PVT LTD	16B6 CMD 028
12 9	BASANT RANA		16B6 CMD 038
13 0	GAUTAM KUMAR SHAH		16B6 CMD 053
13 1	JASEEM ASLAM A P	Customer relationship management by Indus Motors	16B6 CMD 059
13 2	JIJO ANIL	A study on importance of Marketing strategy at Indian Rare Earths Limited	16B6 CMD 064
13 3	JYOTHI M	A study on Disbursement of loans and advances at syndicate ryathara seva sahakara sangha niyamitha	16B6 CMD 070
13 4	LINTO M T	Study on capital structure of Star Plastic Ltd.	16B6 CMD 075
13 5	MANIKAN TA P A	Detailed Study on financial institutions asset concept	16B6 CMD 078
13 6	MOHAMM ED RISHWIN	Marketing mix of aluminium industries limited. Mannar	16B6 CMD 089
13 7	MUHAMM ED SHAHABA S K P	"A study on promotion strategies provided by the sharon pvc pipes "	16B6 CMD 102
13 8	NITHYA Y	A study on various insurance policy of Exide	16B6 CMD 112

13 9	ROSHIN VARGHES E JOHN	marketing strategies of yamaha motors	16B6 CMD 125
14 0	SRIDEVI	"Budgetary Control and Pricing Policy System of Conquer Cooling Solutions Pvt. Ltd."	16B6 CMD 143



Krupanidhi Group of Institutions

Affiliated to Bangalore North University | Recognized by the Govt. of Karnataka | Approved by AICTE new delhi
(An ISO 9001 : 2015 Certified Institution)

Ref. No.:

Ref. No. KDC/PG-IVMBA/ Project/2017-18/103

Date:

Date: 27.06.2017

To,

The Director CBSMS,

Bangalore University,

Central College Campus, Bangalore

Dear Sir,

Sub: Submission of the IV Semester MBA Course Dissertation Main Project Report Reg

With reference to the above Cited subject we are here by enclosing the dissertation Heard Copies of Main **Final Project report university copy**, for the university Evaluation purpose along with project report we are enclosing guide wise marks Awarding Statement External, and Internal empty Copy and project title CD

Total 114 students Dissertation Soft Copy is here.

U. J. 2017

Kindly acknowledge the receipt of same

Thanking You,

Yours faithfully,


Principal/Director

*Received
by
28/6/17*

KRUPANIDHI GROUP OF INSTITUTIONS

12/1 Chikkabellandur Village, Carmelaram Road Post, Varthur Hobli

MBA 2015 -2017 Batch final Project Submitted Details

Bangalore 560035

S.NO	NAME	REG.NO	TITLE
1	A SANTHOSH KUMAR	15B6CMD001	A STUDY ON FINANCIAL STATEMENT ANALYSIS OF TVS MOTOR COMPANY LTD
2	ABHIRAM A RAJAN	15B6CMD002	A STUDY ON ABSENTISM OF LABOURS IN NAGARUJUNA HERBAL CONCENTRATES LTD, THODUPUZHA
3	ABHISHEK D	15B6CMD003	A STUDY ON REPORT ON EFFECTIVENESS OF RETAILING MIX AT BIG BAZAAR
4	ABIN JOSE	15B6CMD004	A STUDY ON COMPETITIVE ANALYSIS OF INDIAN CELLULAR SERVICE (BSNL, AIRTEL AND JIO) FOR ALPHA TECHNOLOGIES IN BANGALORE CITY
5	ABIN SURENDRAN	15B6CMD005	A STUDY ON EMPLOYEE MORALE OF TRAVANCORE SUGARS AND CHEMICALS LTD
6	ADITYA DEV	15B6CMD006	A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING WITH SPECIAL REFERENCE TO AUSPICIOUS BEGINNING PRIVATE LIMITED
7	AJAY DANIEL BENJAMIN	15B6CMD008	A STUDY ON MARKETING MIX AT ALUMINIUM INDUSTRIES LIMITED, MANNAR
8	AJAY M	15B6CMD009	A STUDY ON ENHANCING THE QUALITY OF SERVICE WITH SPECIAL REFERENCE TO NEELADRI SMART HOMES Pvt. Ltd
9	AJIL JACOB	15B6CMD010	A STUDY ON EFFECTIVENESS OF EMPLOYEE'S HEALTH AND SAFETY MEASURES WITH SPECIAL REFERENCE TO AUTOKAST LIMITED
10	AJMAL P A	15B6CMD011	A STUDY OF LOAN ANALYSIS AT CHAKKITTAPARA SERVICE CO-OPERATIVE BANK Ltd
11	ALI ASKAR T K	15B6CMD012	A STUDY ON IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR TOWARDS NEXO FOOTWARE PVT LTD IN CALICUT

12	AMALJITH P S	15B6CMD013	A STUDY ON DIGITAL BANKING AND CUSTOMER EXPERIENCE WITH SPECIFIC REFERENCE TO KOTAK MAHINDRA BANK
13	ANANDHU KRISHNA GEETH M	15B6CMD015	A STUDY ON THE BRAND PREFERENCE ON VEMBANAD WHITE CEMENT OF THE TRAVANCORE CEMENTS LTD, KOTTAYAM
14	ANANDU DAS	15B6CMD016	A STUDY ON BRAND LOYALTY AND MARKET LEADERSHIP OF KSE CATTLE FEED LTD, VEDAGIRI”
15	ANANTHU M	15B6CMD017	A STUDY ON CUSTOMER SATISFACTION OF MINAR ISPAT PVT LTD
16	ANIL KUMAR N	15B6CMD018	A STUDY ON ORGANIZATIONAL COMMITMENT IN YUKEN INDIA LTD
17	ANIL KUMAR S	15B6CMD019	SALES PROMOTION ABILITY OF MARUTHI SUZUKI CARS WITH SPECIAL REFERENCE TO PRATHAM MOTORS PVT LTD
18	ANU K S	15B6CMD020	A STUDY ON MEASURING EMOTIONAL INTELLIGENCE OF THE EMPLOYEES AT BRAHMAGIRI DEVELOPMENT SOCIETY - MALABAR MEAT
19	APARNA	15B6CMD021	“ANALYSIS ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAM WITH REFERENCE TO KLF NIRMAL INDUSTRIES, IRINJALAKUDA, THRISSUR”
20	ARUN KUMAR G	15B6CMD022	A STUDY OF CUSTOMER SATISFACTION LEVEL OF BAJAJ DISCOVER 125 CC BIKE AT BANGALORE CITY
21	ARUN V V	15B6CMD023	JOB GRATIFICATION AND WELFARE MEASURES OF EMPLOYEES OF JANATHA MILK SOCIETY, VELLUR
22	ASHA M	15B6CMD024	A STUDY ON EMPLOYEE ENGAGEMENT WITH SPECIAL REFERENCE TO GELTEC COMPANY Pvt. Ltd
23	ASHISH S	15B6CMD025	CUSTOMER PREFERENCE TOWARDS BIG BAZAAR STORE IN BENGALURU

24	ASIF T V	15B6CMD027	A STUDY ON EFFECTIVENESS OF GRIEVANCE REDRESSAL SYATEM AT RUBCO HUAT Pvt. Ltd, THALASSERY
25	ASWIN GANESH	15B6CMD028	A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT PRATEEK APPARELS PVT LTD
26	BIBIN JOSEPH K	15B6CMD029	A STUDY ON THE EFFECTIVNESS OF PROMOTIONAL STRATEGIES AND ITS IMPACT ON BRAND AWARENESS WITH SPECIAL REFERENCE TO SNA OUSHADASALA, THRISSUR
27	CHALLA MANOJ YADAV	15B6CMD030	CUSTOMER RESPONSE TOWARDS THE NEW RETAIL NETWORK OF MARUTI NEXA
28	CHETHAN S	15B6CMD031	A STUDY ON MARKETING MIX AT CLASSIC WELDING PRODUCTS (P) LTD
29	DAVID JOSEPH C	15B6CMD032	A STUDY ON EFFECTIVENESS OF EMPLOYEE'S RETENTION PRACTICES WITH SPECIAL REFERENCE TO BRD CARWORLD THRISSUR
30	DEEPTHI R	15B6CMD033	A STUDY ON HERZBERG'S MODEL OF EMPLOYEES JOB SATISFACTION WITH REFERENCE TO 10i COMMERCE SERVICES PVT LTD
31	DILJITH P S	15B6CMD034	A STUDY ON MARKETING STRATEGY OF METAL INDUSTRIES LTD, SHORANUR
32	DILSHAD V	15B6CMD035	A STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNEL AT TECHNO PLAST
33	DIPIN DAS K	15B6CMD036	"A STUDY ON LEAN MANUFACTURING WITH SPECIAL REFERENCE TO HINDUSTAN LATEX LTD PEROORKADA, TRIVANDRUM
34	DIVYA C	15B6CMD037	A STUDY ON MEASURE OF JOB INVOLVEMENT AMONG EMPLOYEES OF IKYA HUMAN CAPITAL SOLUTIONS
35	DON ABRAHAM VARGHESE	15B6CMD038	INCREMENTAL AND RADICAL CHANGE IN OPERATION MANAGEMENT WITH SPECIAL REFERENCE TO TRAVANCORE CEMENTS LTD.

36	HISHAM S V	15B6CMD039	A STUDY ON EMPLOYEE TOWARDS THE ROLE OF HR IN INFLUENCING ORGANIZATIONAL ENVIRONMENT - WITH REFERENCE TO SULFEX MATTRESS
37	JACKSON TOM CHANDY	15B6CMD040	A STUDY ON ROLE OF SERVICE CO-OPERATIVE BANK TO THE AGRICULTURE GROWTH OF KUTTOR REGION
38	JAIKISHAN BHARGAVAN	15B6CMD041	A STUDY ON MARKET ANALYSIS AND SALES DEVELOPMENT AT HERO MOTOR CORP PRIVATE LIMITED IRUMPANAM
39	JAMAL M HASSAN	15B6CMD042	A STUDY ON EMPLOYEES RESISTANCE TOWARDS ORGANIZATIONAL CHANGE
40	JEESON PAUL	15B6CMD043	“A STUDY ON QUALITY CONTROL TECHNIQUES ON THE PROFITABILITY IN KERATECH PVT. LTD”
41	JESLIN KURIYAKOSE C	15B6CMD044	A STUDY ON EXERTIONS MADE TO MEET CUSTOMERS DEMAND IN WATER TREATMENT PRODUCTS AT WATERLEAF PVT LTD
42	JIHAD N K	15B6CMD045	A STUDY ON IMPACT OF SUPPLY CHAIN MANAGEMENT ON A FIRMS OVERALL PERFORMANCE WITH SPECIAL REFERENCE TO RAJAB LOGISTICS
43	JINO JOY	15B6CMD046	“A STUDY ON GREEN TYRE INVENTORY MANAGEMENT OF LIGHT TRUCKS AT APOLLO TYRES”
44	JINTU JOSE	15B6CMD047	A STUDY ON WORKING CAPITAL MANAGEMENT IN TRACO CABLE COMPANY LTD THIRUVALLA
45	JITHIN KRISHNAN B	15B6CMD048	A STUDY ON SALES PROMOTION OF SULFEX RUBBERIZED COIR MATTRESSES, KANNUR
46	JOPH MATHEW	15B6CMD049	A STUDY ON EMPLOYEE PARTICIPATION IN MANAGEMENT DECISION MAKING AT MRF LTD, KOTTAYAM
47	KALPANA SHARMA	15B6CMD050	INDUSTRIAL RELATIONS SCENARIO AT BHILAI STEEL PLANT (SAIL) AND WORKING OF THE IR DEPARTMENT

48	KARAMBALI NEHAL VISHWANATH	15B6CMD051	A STUDY ON FINANCIAL PERFORMANCE OF AJARA SUGAR FACTORY
49	KAVYA J	15B6CMD052	DYNAMICS CHANGE IN ORGANIZATIONAL CULTURE AND EMPLOYEE ENGAGEMENT WITH REFERENCE TO FUTURES AND CAREERS PLACEMENT COMPANY
50	KAVYA N	15B6CMD053	A STUDY ON MOTIVATIONAL FACTORS AND PRODUCTIVITY OF EMPLOYEES IN HAL
51	LAXMIKANT SINHA	15B6CMD054	A STUDY ON ACCOUNTING SYSTEM AND PRACTICES AT NGO-ASHOKA INNOVATORS FOR THE PUBLIC
52	MANHAL VETTIKAT ABOBACKER	15B6CMD055	A STUDY ON WORK LIFE INTEGRATION AND ITS INFLUENCE ON PSYCHOLOGICAL EMPOWERMENT AMONG THEIR EMPLOYEES OF THE NEW INDIAN EXPRESS, KOCHI
53	MANJESH G	15B6CMD056	A STUDY ON MANAGERIAL ACCOUNTING STRATEGY WITH REFERENCE TO LAKSHMI MACHINERY TOOLS PVT LTD
54	MANJUNATHA V	15B6CMD057	A STUDY ON EFFECTIVENESS OF INVENTORY CONTROL SYSTEM IN CLASSIC WELDING PRODUCTS (P)LIMITED (PLASTIC DIVISION)
55	MANOJ KUMAR PANIGRAHI	15B6CMD058	ACTION PLAN AND CHALLENGES AHEAD TO FULFILL THE ABP TARGET OF 2017-18 WITH REGARD TO RAILS TO BE SUPPLIED TO INDIAN RAILWAYS AT BHILAI STEEL PLANT
56	MARTIN T KURIAKOSE	15B6CMD059	A STUDY ON BUYING BEHAVIOUR AND CONSUMPTION PATTERN OF KITCHEN MEASURES SPICES IN ERNAKULAM MARKET
57	MEBIN THOMAS PHILIP	15B6CMD060	A STUDY ON CUSTOMER COMPETITIVE ANALYSIS AND CUSTOMER PERCEPTION TOWARDS PACKAGED DRINKING WATER WITH SPECIAL REFERENCE TO OCEANA SPRING
58	MEGHA S REDDY	15B6CMD061	A STUDY ON CUSTOMER CONSCIOUSNESS TOWARDS ADVAITH HYUNDAI IN BANGALORE

59	MELVIN MATHEW	15B6CMD062	A STUDY ON ORGANIZATIONAL CULTURE OF POPULAR HYUNDAI, KOCHI
60	MIDHUN K M	15B6CMD063	A STUDY ON OPERATIONAL CHALLENGES IN MANUFACTURING INDUSTRY AT STEEL AND INDUSTRIAL FORGINGS LTD
61	MINNU PRASANAN	15B6CMD064	A STUDY ON RECRUITMENT AND SELECTION OF VYDEHI INSTITUTION OF MEDICAL SCIENCE AND RESEARCH CENTER
62	MOHAMMED MANSOOR M	15B6CMD065	A STUDY OF CAPITAL STRUCTURE AND ITS IMPACT ON EPS OF ULUVAN FOOD PRODUCTS
63	MOHAMMED SADATH V P	15B6CMD066	A STUDY ABOUT THE CUSTOMER ACCEPTANCE LEVEL AND ITS BRANDING IMPACT WITH SPECIAL REFERENCE TO BASE POLYMERS
64	MOHOMED ASAN	15B6CMD067	“A STUDY OF ASCERTAINING THE EFFECTIVENESS OF MENTORING AND COACHING AT SANDHAR AUTOMACH LTD”
65	MUHAMMAD V K	15B6CMD068	A STUDY ON JOB STRESS AND ITS AFFECTION ON EMPLOYEE'S PERFORMANCE
66	MUHAMMED FAIZ ASHRAF	15B6CMD069	A ATUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL AND EMPLOYEE MORALE AT THE WESTERN INDIA PLYWOODS LTD, KANNUR
67	MUHAMMED NIYAS C V	15B6CMD070	A STUDY ON EMPLOYEE ATTITUDE AND ITS IMPACT ON EMPLOYEES PERFORMANCE IN ASHA HOSPITAL, VADAKARA
68	MUHAMMED SAFVAN SADIQUE K B	15B6CMD071	A STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNEL IN RETAIL NETWORK IN RUBCO HUAT WOODS (P) LTD, THALASSERY
69	MUTHANGI RAJESH	15B6CMD072	“QUALITY OF WORK LIFE AT DR.REDDY’S”
70	NAVEEN J	15B6CMD075	IMPLEMENTING LEAN TECHNOLOGY AT MALABAR CEMENTS LIMITED
71	NAVEEN KUMAR G M	15B6CMD076	A STUDY ON CLIENT RECONCILIATION TOWARDS VRL LOGISTICS SERVICES IN BANGALORE CITY

72	NITHIN SOMAN	15B6CMD078	A STUDY ON THE IMPACT OF INTRINSIC AND EXTRINSIC MOTIVATIONAL FACTORS ON EMPLOYEE PERFORMANCE AT VITTAL CASHEW INDUSTRIES
73	NIZAMUDEEN K P	15B6CMD079	A STUDY ON MONETARY AND NON MONETARY REWARDS ON EMPLOYEE CONTENTMENT AT TECHNO PLAST, KANNUR
74	NOBLE NELSON P	15B6CMD080	A STUDY ON THE EFFECTIVENESS OF MARKETING STRATEGY OF CALICUT INTEGRATED POWERLOOM CO-OPERATIVE SOCIETY
75	NOUSHAD K M	15B6CMD081	A STUDY OF JOB SATISFACTION AND JOB PERFORMANCE AT KIMS HOSPITAL KODUVALLY
76	PALLA JYOSHNA	15B6CMD082	A STUDY ON EMPLOYEE RETENTION FOR LONG TIME AT DAILYNINJA DELIVERY SERVICES PRIVATE LIMITED
77	POLISSETTY MAHAVEER ANIL KUMAR	15B6CMD083	A ATUDY ON IMPORTANCE OF CROSS CULTURE ON TRAINING EFFECTIVE MANAGEMENT
78	POOJA KUMARI	15B6CMD084	EMPLOYEE`S ATTITUDE TOWARDS FRINGE BENEFITS AT BIG BAZAAR
79	PRAFUL TOMY	15B6CMD085	A STUDY ON BRAND AWARENESS AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO BRAHMINS FOODS INDIA PVT LTD
80	RAHUL K P	15B6CMD087	A STUDY ON EFFECTIVENESS OF ADVERTISEMENT WITH SPECIAL REFERENCE TO POPULAR HYUNDAI MOTOR WORLD PVT LTD
81	RAYAKRISHNA PRAVALLIKA	15B6CMD088	A STUDY ON HR PRACTICES IN PAI VICEROY HOTELS
82	REEMA DAS	15B6CMD089	CHANGING DYNAMICS OF HR ROLE IN ITC FORTUNE HOTEL”
83	REJKRISHNA P R	15B6CMD090	A STUDY OF CONSUMER PERCEPTION OF AGRICULTURE MACHINERIES PRODUCED BY KAMCO
84	RIJIN T RAJAN	15B6CMD091	A STUDY AND COMPARATIVE ANALYSIS OF MARKET POTENTIAL OF BERGER PAINTS

85	ROJAN VARGHESE	15B6CMD093	A STUDY ON A CUSTOMER PREFERENCE TOWARDS PRODUCT AND SERVICES OFFERED BY MILMA DIARY TRCMPU LTD, PATHANAMTHITTA
86	SAFEER EBRAHIM	15B6CMD094	A STUDY ON CUSTOMER CONTENTMENT AND MARKETING PROSPECTS OF HERBAL HEALTHCARE PRODUCTS WITH SPECIFIC REFERENCE TO NIGELLA'S LIMITED
87	SAHABHAS BAKER	15B6CMD096	A STUDY AND EMPHIRICAL INVESTIGATION OF CONSUMER LOYALTY TOWARDS CANON LIMITED
88	SAI SHYLESH R	15B6CMD097	A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS MARUTI SWIFT CARS IN BANGALORE
89	SAJNA K M	15B6CMD098	A STUDY ON SCOPE OF HUMAN RESOURCES IN VKC FOOTWEAR INDUSTRY, KOLATHARA, CALICUT
90	SANAS SHANAVAS	15B6CMD099	"STUDY ON TOTAL QUALITY MANAGEMENT AND ITS BENEFITS WITH SPECIAL REFERENCE TO HINDUSTAN LATEX LIMITED, TRIVANDRUM"
91	SANTHOSH U	15B6CMD100	A STUDY OF PROMOTIONAL STRATEGIES ADOPTED AT APRANJE TO POOLCUSTOMER TRAFFIC"
92	SARATH KRISHNAN	15B6CMD101	AN ANALYSIS ON REDUCING MOULDING DEFECTS DURING THE PROCESSING OF TYRE RETHREADING AT MIDAS MILEAGE
93	SHAFZIR A P	15B6CMD102	EFFECTS OF PROMOTIONAL STRATEGIES ON CUSTOMERS AT EVERLAST PLASTIC INDUSTRIES
94	SHAJIN S M	15B6CMD103	A STUDY ON PHENOMENAL IMPACTS OF ADVERTISEMENT ON CONSUMER AWARENESS WITH SPECIAL REFERENCE TO MALABAR GOLD AND DIAMONDS CALICUT
95	SINGAMSETTY VISHNU	15B6CMD104	A STUDY OF LOANS, ADVANCES AND DEPOSITS OFFERED AT PARVATI SHANKAR CO-OPERATIVE BANK

96	SOBIN BABY	15B6CMD105	EFFICIENCY OF MARKETING INTERMEDIARIES WITH SPECIFIC REFERENCE TO KERALA CO-OPERATIVE MILK MARKETING FEDERATION LTD (MILMA) KOTTAYAM DAIRY
97	SONU THOMAS	15B6CMD106	A STUDY ON BRAND PRESENCE AND GOODWILL OF DUROFLEX MATTRESSES, ALAPPUZHA
98	SOUMYA JADHAV	15B6CMD107	A STUDY ON MID-YEAR APPRAISAL OF MANAGERIAL EMPLOYEES AT DOMINO'S PIZZA OF JUBILANT FOODWORKS LIMITED ACROSS BANGALORE REGION
99	SREEJITH K S	15B6CMD108	A STUDY ON ADOPTING CUSTOMER CENTRIC APPROACH, A STEP TOWARDS CRM WITH SPECIAL REFERENCE TO NOVELTY CLOTHING PVT
100	SRIDHAR V	15B6CMD109	A STUDY ON END USER GRATIFICATION TOWARDS MARUTHI SUZUKI VITARA BREZZA WITH SPECIAL REFERENCE TO PRATHAM MOTORS, SARJAPUR, BANGALORE
101	SUHAIL V K	15B6CMD110	MARKETING TACTICS ADOPTED BY SALES PROSPECTUS OF PARCO EQUIPMENTS AND FURANCE COMPANY LTD TO INCREASE THEIR SALES
102	SUHASINI B A	15B6CMD111	"A STUDY ON MEASURES TAKEN FOR THE WELL-BEING OF THE EMPLOYEES AND EMPLOYEE ELATION AT BEML"
103	SUMANTH KUMAR S	15B6CMD112	A STUDY ON ACCOUNTING STANDARDS ON TAVARA MINES AND MINERALS PVT LTD
104	SUNIL KUMAR H M	15B6CMD113	"A STUDY ON DESIGNING AND IMPLEMENTING MARKET STRATEGY FOR McDowell's NO-1 PLATINUM WITH SPECIAL REFERENCE TO UNITED SPRITS LTD"
105	TONY JOSE	15B6CMD114	INVENTORY MANAGEMENT SYSTEM FOR SPARE PARTS AT BURJ AL KHALEEJ, DUBAI
106	UNAIB KAREEM	15B6CMD115	A STUDY OF CUSTOMER BUYING BEHAVIOR OF TWO WHEELERS AT PANAMA MOTORS, CALICUT

107	VADAMANI GURUPRASAD	15B6CMD116	PERFORMANCE EVALUATION OF ICICI PRUDENTIAL LIFE INSURANCE PLANS WITH SPECIAL REFERENCE TO ULIPS
108	VANITHA G	15B6CMD117	A STUDY SAFETY AND WELFARE MEASURES ADOPTED AT TITAN COMPANY LIMITED
109	VARUN RAJ	15B6CMD118	A STUDY ON MARKETING SNAP FITNESS THROUGH SOCIAL MEDIA
110	VISHNU VIJAYAN	15B6CMD119	A STUDY ON WORKING CAPITAL MANAGEMENT OF AISWARYA BEVERAGES
111	VIVEK M S	15B6CMD120	A STUDY ON MARKETING MIX AT CLASSIC WELDING PRODUCTS (P) LTD
112	AKBAR O	15B6CMD121	A STUDY ON ROLE OF HR IN QUALITY MANAGEMENT SYSTEM IN THE CANNANORE CO-OPERATIVE SPINNING MILLS LTD
113	CHEENNAMSETTY GURU VENKATA PRASAD	15B6CMD122	A STUDY ON CUSTOMER SERVICE MANAGEMENT IN TELECOMMUNICATION
114	JEAN BAPTISTE GROVOGUI	15B6CMD123	A STUDY ON WORKFORCE DIVERSITY IN BIMAL AUTO AGENCY PVT LTD, BANGALORE
115	MUNTSER MOHAMAD MOHIALDIN ALI	15B6CMD124	WORKERS PERCEPTION AND DELIGHTMENT ON WORK CULTURE OF CIPCO TEXTILES PARK
116	PATHAN SALMAN KHAN	15B6CMD125	A STUDY ON CREDIT CONTROL AND MANAGEMENT AT THOMAS COOK (INDIA) LTD
117	POTHINA PHANEESWAR	15B6CMD126	“EMPLOYEE RETENTION POLICIES AND PRACTICES USE TO KEEP SIGNIFICANT WORKERS FROM LEAVING THEIR EMPLOYMENTS WITH SPECIAL REFERENCE TO VAMSADRA PAPER PLANTS LTD”