

Dayananda Sagar College of Arts, Science & Commerce
Consolidated List of Project of 4th Semester MBA October 2022 (2020-2022 Batch)

Sl. No.	Reg. No.	Name	Type of Research	Topic/Title	Guide Name
1	20CQCMD002	ABHILASH SADANAND PATTAR	MARKETING	A STUDY ON AGILE/SCRUM METHODOLOGY FOR EFFECTIVE IT PRODUCT/SERVICE DELIVERY WITH SPECIAL REFERENCE TO SONATA SOFTWARE BANGALORE	Dr.Kadimbini katke
2	20CQCMD010	AKSHATHA B	HR	A STUDY ON INFLUENCE OF ORGANISATIONAL CLIMATE ON EMPLOYEE COMMITMENT AT OBJECTWIN TECHNOLOGY.	Dr.Kadimbini katke
3	20CQCMD017	APURBA DEKA	MARKETING	A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR	Dr.Kadimbini katke
4	20CQCMD023	B M FRAJWAL	MARKETING	A STUDY ON PRODUCT CONCEPT TESTING - A SPECIAL REFERENCE TO DISPOSABLE ALUMINIUM WATER BOTTLE IN BANGALORE CITY.	Dr.Kadimbini katke
5	20CQCMD033	CHANDANA P	MARKETING	A STUDY ON CHALLENGES OF PRODUCT MANAGEMENT IN MANUFACTURING COMPANIES,A SPECIAL REFERENCE TO MANUCHO MACHINES PVT LTD.	Dr.Kadimbini katke
6	20CQCMD060	KIRAN KUMAR L	MARKETING	ROLE OF DIGITAL MARKETING STRATEGIES IN COMPANY REVENUE GENERATION WITH REFERENCE TO JAVA AUTOMATION.	Dr.Kadimbini katke
7	20CQCMD068	MANJUNATH ASHOK PATIL	MARKETING	ROLE OF FLOOR PLANNING AND DISPLAY AT MAX HYPERMARKET INDIA PVT LTD: SPECIAL REFERENCE TO MANTRI MALL SPAR	Dr.Kadimbini katke
8	20CQCMD070	MAYANK SONI	MARKETING	A STUDY ON ANALYTICAL CHALLENGES IN CUSTOMER ACQUISITION AND BUSINESS GROWTH	Dr.Kadimbini katke
9	20CQCMD079	NAHID AHAMED N	MARKETING	STUDY ON CHALLENGES OF DIGITAL HEALTH CUSTOMER EXPECTATIONS VS CUSTOMER EXPERIENCE	Dr.Kadimbini katke
10	20CQCMD088	NITESH SHETTY	MARKETING	A STUDY ON EVALUATION OF EFFECTIVENESS OF CUSTOMER RELATIONSHIP STRATEGIES: A CASE STUDY OF MURUDESHWAR CERAMICS LTD	Dr.Kadimbini katke
11	20CQCMD095	PRANEETHA J	MARKETING	A STUDY ON ROLE OF CUSTOMER GRIEVANCES IN CUSTOMER RETENTION	Dr.Kadimbini katke
12	20CQCMD101	RAATAJ AMJAD	MARKETING	A STUDY ON IMPACT OF CUSTOMER PERCEPTION ON PRODUCT BRAND LOYALTY: A SPECIAL WITH RESPECT TO SUZUKI PVT LTD	Dr.Kadimbini katke
13	20CQCMD043	DEEPU S BABU	Finance	"A COMPARATIVE STUDY OF CLOSE ENDED AND OPEN ENDED MUTUAL FUND SCHEMES IN INDIA"	Prof. B R Narasimha Murthy
14	20CQCMD082	NEETHI SATHISH	Finance	A STUDY ON THE IMPACT OF EXCHANGE RATE VOLATILITY ON THE REVENUES OF SELECTED IT SECTOR COMPANIES WITH REFERENCE TO MAIORA IT SERVICES AND CONSULTING PRIVATE LIMITED	Prof. B R Narasimha Murthy
15	20CQCMD056	KAVYA SHRIPAD BHAT	Finance	A STUDY ON RISK MANAGEMENT IN BANKING SECTOR WITH REFERENCE TO HDFC BANK.	Prof. B R Narasimha Murthy
16	20CQCMD001	ABHILASH M	Finance	A STUDY ON INVESTORS PERCEPTION TOWARDS INVESTMENT IN INDIAN STOCK MARKET	Prof. B R Narasimha Murthy
17	20CQCMD144	SUNIL KUMAR L	Finance	"A STUDY ON CREDIT RISK MANAGEMENT AT HDFC BANK"	Prof. B R Narasimha Murthy
18	20CQCMD143	SUMANTHA	Marketing	A STUDY ON BRANDING TECHNIQUES AND ITS IMPACT ON SALES OF THE NANA AGRO INDUSTRIES	Prof. B R Narasimha Murthy
19	20CQCMD100	PUNITH KUMAR H G	Finance	"STUDY ON WORKING CAPITAL MANAGEMENT" IN HELICOPTER MRO DIVISION, HINDUSTAN AERONAUTICS LIMITED, BANGALORE	Prof. B R Narasimha Murthy
20	20CQCMD012	AKSHAY SUBRAY HEGDE	Finance	A STUDY ON INTRINSIC VALUE THROUGH DIVIDEND DISCOUNT MODEL ON SELECTED MID-CAP STOCKS IN NATIONAL STOCK EXCHANGE	Prof. B R Narasimha Murthy
21	20CQCMD124	SHASHANK R	Finance	A STUDY ON THE FINANCIAL ROLE OF ROYAL SUNDARAM GENERAL INSURANCE COMPANY LIMITED IN THE	Prof. B R Narasimha Murthy
22	20CQCMD074	MONISHA N S	Finance	A STUDY ON INVESTORS PERCEPTION TOWARDS MUTUAL FUND INVESTMENTS WITH REFERENCE TO AXIS MUTUAL FUND "	Prof. B R Narasimha Murthy
23	20CQCMD035	CHEZHAN GN	Finance	A STUDY ON HOME LOANS FACILITY AT HDFC BANK IN COMPARISON WITH OTHER PEER BANKS"	Prof. B R Narasimha Murthy
24	20CQCMD174	AKULA BHARATH CHANDRA	Marketing	A STUDY ON BRAND PREFERENCE AND ITS IMPACT ON CONSUMER BEHAVIOUR AT METRO CASH AND CARRY PVT LTD BANGALORE "	Prof. B R Narasimha Murthy
25	20CQCMD004	ACHAL CHOWDARY	Finance	A STUDY ON EMPLOYEE STOCK OPTION PLANS OF SELECTED INDIAN COMPANIES LISTED AT NSE	Dr. Chetan Shetty
26	20CQCMD016	ANUSHA M POJARY	Finance	THE IMPACT OF INVENTORY MANAGEMENT ON FIRM'S PERFORMANCE WITH REGARD TO TALLUKA MARKETING SOCIETY, LTD SIDDAPUR	Dr. Chetan Shetty
27	20CQCMD036	CHINMAY GAONKAR	Finance	STUDY ON HOMELOANS WITH REFERENCE TO HDFC BANK COMPANY: HDFC BANK UTTARAHALLI	Dr. Chetan Shetty
28	20CQCMD044	DHANUSHREE G	Finance	A STUDY ON PERFORMANCE EVALUATION OF OPEN-ENDED LARGE CAP EQUITY MUTUAL FUND GROWTH SCHEME WITH SPECIAL REFERENCE TO HDFC MUTUAL FUNDS	Dr. Chetan Shetty
29	20CQCMD059	KIRAN G	Finance	A STUDY ON PERFORMANCE EVALUATION OF IPOs IN INDIAN STOCK MARKET WITH RESPECT TO NSE	Dr. Chetan Shetty
30	20CQCMD075	MONISHKUMAR M	Finance	A STUDY ON FINANCIAL PERFORMANCE OF SOCIETE GENERALE	Dr. Chetan Shetty
31	20CQCMD086	NIREEKSH P SHETTY	Finance	A STUDY AND ANALYSIS OF CLAIM MANAGEMENT PROCESS AT ROYAL SUNDARAM GENERAL INSURANCE COMPANY LIMITED	Dr. Chetan Shetty
32	20CQCMD110	RASHMIPRIYA M	Finance	A STUDY ON BUDGETARY CONTROL AND ITS IMPACT ON PERFORMANCE IN TECHHUT TECHNOLOGIES PVT LTD	Dr. Chetan Shetty
33	20CQCMD131	SHREEPAD BHAT	Finance	A STUDY ON CAPITAL BUDGETING DECISIONS WITH RESPECT TO LOKOZO TECHNOLOGIES PRIVATE LIMITED	Dr. Chetan Shetty
34	20CQCMD146	SUSHMA KUNDAR	Finance	PERFORMANCE OF MUTUAL FUND IN INDIA	Dr. Chetan Shetty
35	20CQCMD176	GOWTHAM S	Finance	A STUDY TO ANALYZE THE RECEIVABLE MANAGEMENT ON NIPPON EXPRESS INDIA PVT LTD	Dr. Chetan Shetty
36	20CQCMD177	NACHIKET RAJKUMAR PATIL	Marketing	STUDY ON HOMELOANS WITH REFERENCE TO HDFC BANK COMPANY: HDFC BANK UTTARAHALLI	Dr. Chetan Shetty
37	20CQCMD005	ADARSH SAVALKAR	MKT	A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS PRICE FLUCTUATION OF EDIBLE OIL AND ITS IMPACT ON THE SALES GROWTH OF SHRI SHIVAYOGI SIDDARAMESHWARA FLOUR MILL (SSSFM)	Prof. Col. Prasanna Kumar
38	20CQCMD014	ANURADHA GURUMURTHY	MKT	A STUDY ON CUSTOMER EXPECTATIONS, EXPERIENCE AND SATISFACTION LEVEL TOWARDS SERVICES PROVIDED AT ATHER IN BANGALORE MARKET	Prof. Col. Prasanna Kumar
39	20CQCMD020	AVINASH N	MKT	A STUDY ON IMPACT OF MARKETING STRATEGY ON THE VOLUME GROWTH OF LAST THREE YEARS OF PAVITHRA TOOLINGS PVT. LTD.	Prof. Col. Prasanna Kumar
40	20CQCMD029	BHAVIKA M JAIN	MKT	IMPACT OF CUSTOMER'S FEEDBACK ON MARKETING PERFORMANCE IN THE SERVICE INDUSTRY, WITH FOCUS ON L'OREAL UNISEX SALONS IN BANGLORE	Prof. Col. Prasanna Kumar
41	20CQCMD041	DARSHAN KULKARNI	MKT	A STUDY TO ASSESS CUSTOMER SATISFACTION LEVELS WITH POST-SALE AND SERVICES OFFERED BY JOHN DEERE IN DHARAWAD REGION IN LAST THREE YEARS	Prof. Col. Prasanna Kumar
42	20CQCMD057	KESHAV KARWA	MKT	A STUDY ON THE EFFECTIVENESS OF NESTLE'S MARKETING CAMPAIGN IN REVIVING MAGGIE'S REPUTATION AND MARKET SHARE IN THE INDUSTRY AFTER THE BAN IN INDIA	Prof. Col. Prasanna Kumar
43	20CQCMD062	EKTA GUPTA	MKT	A STUDY ON THE SUCCESS OF LICIOUS E-COMMERCE STRATEGY IN BANGALORE MARKET AND IT'S INFLUENCE ON D2C BUSINESS IN THE RETAIL INDUSTRY	Prof. Col. Prasanna Kumar
44	20CQCMD072	MITHILESH CD	MKT	A STUDY ON THE INFLUENCE OF CHAT BOTS IN ACHIEVING BETTER CUSTOMER SERVICE AND ENGAGEMENT IN FOOD DELIVERY APP ZOMATO IN BANGALORE MARKET	Prof. Col. Prasanna Kumar
45	20CQCMD085	NIKETHANA R BHATTA	MKT	A STUDY ON THE IMPACT OF DIGITAL MARKETING ON THE REVENUE GROWTH OF DUNZO APP IN LAST TWO YEARS	Prof. Col. Prasanna Kumar
46	20CQCMD093	PONJUGANTI SAI ESWAR	MKT	A STUDY OF CONSUMERS PERCEPTION AND THEIR SATISFACTION LEVELS WITH SERVICES OF BIG BASKET WITH SPECIAL EMPHASIS ON ITS COMPARISON TO BUNNI'S SERVICES.	Prof. Col. Prasanna Kumar
47	20CQCMD098	PRAVEEN KUMAR V	MKT	A STUDY ON SOCIAL MEDIA AS A PROMOTIONAL TOOL FOR FOOD AGGREGATING COMPANIES AND ITS IMPACT ON CUSTOMERS, WITH SPECIAL REFERENCE TO ZOMATO	Prof. Col. Prasanna Kumar

48	20CQCMD104	RAHUL M	MKT	A STUDY TO ANALYSE CUSTOMERS SATISFACTION LEVELS TOWARDS THE SERVICES PROVIDED BY RELIANCE JIO INFOCOMM LIMITED IN UTTAR KANNADA, WITH SPECIAL FOCUS ON ITS BUSINESS GROWTH	Prof. Col. Prasanna Kumar
49	20CQCMD009	AKSHATA V PASTE	Finance	"A STUDY ON DEBTORS MANAGEMENT IN KARNATAKA MILK FEDERATION".	Prof. Nayana T.
50	20CQCMD032	CHANDAN K C	Finance	"A COMPARATIVE STUDY AT BAILLEY (PARLE AGRO) SAI SANKALP BEVERAGE PRIVATE LTD, MYSORE".	Prof. Nayana T.
51	20CQCMD042	DEEKSHA M	Finance	"A STUDY ON RISK ON RETURN ANALYSIS OF BANKING STOCKS LISTED IN S&P, CNX NIFTY".	Prof. Nayana T.
52	20CQCMD054	KAVANA SHREE R	Finance	"A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD LOAN TO MUTHOOT FINANCE LTD, BANASHANKARI".	Prof. Nayana T.
53	20CQCMD069	MANU H	Marketing	"A STUDY ON JOB SATISFACTION LEVEL OF EMPLOYEES WORKING IN KARNATAKA SOAPS AND DETERGENTS LTD."	Prof. Nayana T.
54	20CQCMD073	MOHAMMED ALI L B	Finance	"A STUDY ON FINANCIAL PLANNING FOR SALARIED EMPLOYEE AND FOR TAX SAVING AT INTERGRA MICRO SOFTWARE SERVICES (P) LTD, BENGALURU CITY".	Prof. Nayana T.
55	20CQCMD077	MUNIRAJU K	Marketing	"A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR OF CUSTOMER WITH REFERENCE TO VOLTAS PRIVATE LIMITED".	Prof. Nayana T.
56	20CQCMD081	NAVEEN CHOUDARY	Finance	"A STUDY OF IMPACT OF STOCK SPLIT ANNOUNCEMENT EFFECT ON STOCK PRICES OF SELECTED INDIAN COMPANIES".	Prof. Nayana T.
57	20CQCMD089	NITHIN NARESH R. K	HR	"A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM (HRIS) PRODUCTIVITY OF EAGLE WEAR".	Prof. Nayana T.
58	20CQCMD096	PRANJAL SAIKIA	Finance	"A STUDY ON WORKING CAPITAL MANAGEMENT OF PROFICIO BUSINESS SOLUTION PRIVATE LIMITED".	Prof. Nayana T.
59	20CQCMD107	RAKSHITH H ROOGI	Marketing	"A PROJECT REPORT ON MARKETING RESEARCH AS A TOOL FOR PROFITABILITY IN SHRI SHIVAYOGI SIDDARAMESHWARA FLOUR MILL (SSSFM)".	Prof. Nayana T.
60	20CQCMD120	SHAIK JAKIR SHARIEF	Finance	"MUTUAL FUNDS AND PORTFOLIO MANAGEMENT OF HDFC ASSET MANAGEMENT COMPANY".	Prof. Nayana T.
61	20CQCMD019	ARUNA MARY	HR	IMPACT OF WORK LIFE BALANCE ON STRESS MANAGEMENT OF EMPLOYEES AT MILES EDUCATION	AMEER ASRA AHMED
62	20CQCMD030	BHAWYA CG	HR	EFFECT OF ORGANIZATIONAL CULTURE ON EMPLOYEE WELLBEING AT CS&DL	AMEER ASRA AHMED
63	20CQCMD048	GAURAV R LOKHARE	HR	IMPACT OF EMOTIONAL INTELLIGENCE ON STRESS MANAGEMENT OF EMPLOYEES: A STUDY WITH REFERENCE TO GAURAV COLLECTIONS	AMEER ASRA AHMED
64	20CQCMD064	KRUTHIKA M	HR	SAFE WORKPLACE AND HEALTHY ENVIRONMENT PRACTICES WITH VARIOUS EMPLOYEE WELFARE SCHEME AT SHRI SHIVAYOGI SIDDARAMESHWARA FLOUR MILL	AMEER ASRA AHMED
65	20CQCMD105	RAJESH B.R	HR	WORK LIFE BALANCE OF EMPLOYEES: A DEMOGRAPHIC PERSPECTIVE WITH REFERENCE TO PARESH SHAH & CO.	AMEER ASRA AHMED
66	20CQCMD122	SHARAN IK	HR	IMPACT OF ORGANIZATIONAL SUPPORT ON EMPLOYEE WELL-BEING: A STUDY WITH REFERENCE TO BHARAT SILKS	AMEER ASRA AHMED
67	20CQCMD132	SHREYAS B G	MARKETING	IMPACT OF BRAND AWARENESS AND BRAND TRUST TOWARDS BRAND LOYALTY IN E-COMMERCE WITH REFERENCE TO FMCG PRODUCTS AT COLECTIVE COMPANY	AMEER ASRA AHMED
68	20CQCMD140	SUHAS N RAJU	MARKETING	EFFECT OF BRAND AWARENESS AND DIGITAL MARKETING ON ORGANIZATIONAL PERFORMANCE: A STUDY WITH REFERENCE TO COLECTIVE COMPANY	AMEER ASRA AHMED
69	20CQCMD145	SUNIL KUMAR S.	HR	EMPLOYEE COMMITMENT AND ITS IMPACT ON JOB PERFORMANCE: A STUDY WITH SPECIAL REFERENCE TO WHIZZY LOGISTICS PVT. LTD	AMEER ASRA AHMED
70	20CQCMD155	THIPPESWAMY V	MARKETING	A STUDY ON BRAND AWARENESS AND BRAND PREFERENCE OF RURAL CONSUMERS TOWARDS TVS MOTORS	AMEER ASRA AHMED
71	20CQCMD160	VARUN V	HR	A STUDY OF ORGANIZATIONAL CULTURE AND ITS IMPACT ON AFFECTIVE COMMITMENT AT SRI BHAGYALAKSHMI COMMERCIAL CORPORATION	AMEER ASRA AHMED
72	20CQCMD163	VBHA SHETTI	MARKETING	ROLE OF SOCIAL MEDIA ON PARENTS ONLINE CONTEST BUYING DECISION: A SPECIAL REFERENCE TO WIZKIDS CARNIVAL	AMEER ASRA AHMED
73	20CQCMD007	AISHWARYA Y M	FINANCE	A STUDY ON INVENTORY MANAGEMENT AND MATERIAL CONTROL TECHNIQUES AT SAI DESIGNERS	Prof. SHASHIKUMAR C R
74	20CQCMD022	B L SHARATH	FINANCE	A STUDY ON WORKING CAPITAL MANAGEMENT ON SURYA COLORS PRODUCT PRIVATE LIMITED	Prof. SHASHIKUMAR C R
75	20CQCMD037	CHIRANTH S	FINANCE	A STUDY ON EFFECTIVENESS OF E-BANKING SERVICES ON CUSTOMER SATISFACTION WITH SEPECIAL REFERENCE TO ICICI BANK	Prof. SHASHIKUMAR C R
76	20CQCMD050	HARI PRASAD R	FINANCE	A STUDY ON OPTIONS TRADING AND STRATEGIES ON NIFTY 50 STOCKS	Prof. SHASHIKUMAR C R
77	20CQCMD066	MATRI GURUPADA HEGDE	FINANCE	A STUDY ON COMPARATIVE ANALYSIS OF SELECTED MUTUAL FUNDS AT SHALMALA SECURITIES	Prof. SHASHIKUMAR C R
78	20CQCMD078	NAGELLA SABAREESH	FINANCE	A STUDY ON PERFORMANCE OF SELECTED EQUITY MUTUAL FUNDS IN INDIA AT SHAREKHANS LTD	Prof. SHASHIKUMAR C R
79	20CQCMD091	PAVITHRA N	FINANCE	A STUDY ON RISK AND RETURN OF SELECTED BLUE CHIPS COMPANY STOCKS AT SHAREKHANS LTD	Prof. SHASHIKUMAR C R
80	20CQCMD111	RAVIKIRAN MANJUNATH BHAT	FINANCE	A STUDY ON RISK MANAGEMENT IN BAKING SECTOR WITH REFERENCE TO HDFC BANK	Prof. SHASHIKUMAR C R
81	20CQCMD126	SHASHIDHAR B HIREMATH	FINANCE	A STUDY ON FINANCIAL PERFORMANCE OF MUTHOOT FINANCE IN BANGALORE	Prof. SHASHIKUMAR C R
82	20CQCMD151	TANZEEL HAYATH	FINANCE	A STUDY ON FINANCIAL ANALYSIS THROUGH FUND FLOW STATEMENT AT CHAZZERA TECH PRIVATE LIMITED	Prof. SHASHIKUMAR C R
83	20CQCMD179	SHUBHAM MALIPATIL	MARKETING	A STUDY ON CUSTOMER PREFERENCES OF TWO-WHEELER BUYERS WITH SPECIAL REFERENCE TO MARKETING STRATEGIES OF ROYAL ENFIELD BIKES	Dr. Sumera Aluru
84	20CQCMD008	AKASH R TONPE	FINANCE	CRITICAL FUNDAMENTAL ANALYSIS OF YOU V RESEARCH PRIVATE LIMITED	Dr. Sumera Aluru
85	20CQCMD026	BATTAREDDY PRANEETH REDDY	FINANCE	A STUDY ON TECHNICAL ANALYSIS OF FMCG MARKET AT STOCK TACKLER PVT LTD, GURUGRAM.	Dr. Sumera Aluru
86	20CQCMD039	DARSHAN B.R	FINANCE	A STUDY ON LIQUIDITY MANAGEMENT IN PRIME DEVELOPMENTS	Dr. Sumera Aluru
87	20CQCMD049	GOWRAV M U	MKT	A STUDY ON IMPACT OF 3D VIRTUAL TOURS AS MARKETING STRATEGY AT BANGALORE REAL ESTATE COMPANY (BRC)	Dr. Sumera Aluru
88	20CQCMD052	HARSHITH S	FINANCE	A STUDY ON FINANCIAL PLANNING AND FORECASTING ON HDFC LIFE	Dr. Sumera Aluru
89	20CQCMD067	MALAVIKA KUMAR KD	FINANCE	A STUDY ON EFFECTIVE LIQUIDITY & PROFITABILITY MANAGEMENT AT SIRI TECHNO FAB	Dr. Sumera Aluru
90	20CQCMD080	NAVEEN C BRAHMASHETTAR	FINANCE	"A STUDY ON ADVANCED FUNDAMENTAL ANALYSIS TOOLS USED BY TYCHO INVESTING ON PHARMACEUTICAL COMPANIES"	Dr. Sumera Aluru
91	20CQCMD092	PETNIKOTI NARENDRA	FINANCE	A STUDY ON INVENTORY VALUATION AND MANAGEMENT AT HASMAG EQUIPMENTS PVT LTD	Dr. Sumera Aluru
92	20CQCMD113	RISHI V	FINANCE	AN EMPIRICAL ANALYSIS OF YES BANK PERFORMANCE & CREDIT RATINGS IMPACT ON STOCK PRICE	Dr. Sumera Aluru
93	20CQCMD136	SOUJANYA.O	FINANCE	A STUDY ON CASH FLOW STATEMENT ANALYSIS OF HDFC BANK	Dr. Sumera Aluru
94	20CQCMD154	THILAK K	FINANCE	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS AT KARNATAKA SOAPS & DETERGENTS LTD	Dr. Sumera Aluru
95	20CQCMD178	ROHITH G	MKT	A STUDY ON BRAND EQUITY OF BHARAT BENZ (TRIDENT AUTO PVT LTD)	Dr. Vinish P
96	20CQCMD006	AISHWARYA V	Marketing	A STUDY ON BRAND PREFERENCE AND BRAND AWARENESS OF ARSIKERE RURAL CONSUMERS TOWARDS TVS MOTORS	Dr. Vinish P
97	20CQCMD015	ANUSHA C	Marketing	ANALYSIS OF CONTENT MANAGEMENT IN SOCIAL MEDIA NETWORKS FOR DIGITAL CUSTOMER ENGAGEMENT AND BUYING DECISIONS: A STUDY WITH REFERENCE TO MARUTI SUZUKI	Dr. Vinish P
98	20CQCMD021	B BINDU	Marketing	CAMPAIGN EFFECTIVENESS OF WILDCRAFT SUPERMARKETS IN CONNECTING POTENTIAL CONSUMERS AND DRIVING STORE SALES	Dr. Vinish P
99	20CQCMD031	CHAITRA K P	Marketing	PROMOTIONAL PACKING FOR FMCG PRODUCTS: A STUDY WITH REFERENCE TO MANJUSHREE TECHNOPACK LIMITED, BENGALURU	Dr. Vinish P

100	20CCQCMD045	FATHAH KHALEEL	Marketing	DIGITAL LEARNING PLATFORM AND CAREER ADVANCEMENT: A STUDY PERTAINING TO UPGRAAD	
101	20CCQCMD058	KESNAVA PRABHU G R	Marketing	ROLE OF DIGITAL MARKETING ACTIVITIES IN INFLUENCING CUSTOMER PURCHASE INTENTIONS: PERSPECTIVE OF PAVITRA SPRINGS, BANGALURU	Dr. Vinish P
102	20CCQCMD063	KRIPA NIDHI	Marketing	EXPLORING THE PERCEPTION AND EFFECTIVENESS OF DIGITAL MARKETING AMONGST CLIENTS OF JIVA AUTOMATION	Dr. Vinish P
103	20CCQCMD076	MUKUL P N	Marketing	A REVIEW OF FACTORS INFLUENCING E-LEARNING LEARNER SATISFACTION AND ENGAGEMENT AT TEACHNOOK COMPANY	Dr. Vinish P
104	20CCQCMD087	NISHITH S H	Marketing	AN APPRAISAL OF CUSTOMER ACQUISITION STRATEGIES AT IDM INSTRUMENTS PRIVATE LIMITED	Dr. Vinish P
105	20CCQCMD094	PRADEEP KUMAR N	Marketing	IMPACT OF AFTER SALES SERVICES ON CUSTOMER REVISIT INTENTION AT KIA MOTORS	Dr. Vinish P
106	20CCQCMD099	PREETHI N	Marketing	THE PROJECT ON STUDY OF BRAND LOYALTY OF THE COCA-COLA COMPANIES	Dr. Vinish P
107	20CCQCMD106	RAKESH B R	Marketing	A STUDY ON IMPACT OF CUSTOMER RELATIONSHIP ON BRAND LOYALTY OF CUSTOMERS TOWARDS PRODUCTS/SERVICES OF CLEARTAX COMPANY	Dr. Vinish P
108	20CCQCMD103	ABHISHEK RONGI	MKT	A STUDY ON CUSTOMER PREFERRED PAYMENT MODE TOWARDS PURCHASING GROCERIES AT RAVI'S GREENFIELD, HUBBALLI	Dr. C B Venkata Krishna Prasad
109	20CCQCMD101	JANITH K R	MKT	A STUDY REGARDING INFLUENCE OF BRAND IMAGE ON CONSUMER BEHAVIOUR, WITH SPECIAL REFERENCE TO APPLE PRIVATE LIMITED INDIA	Dr. C B Venkata Krishna Prasad
110	20CCQCMD118	ARAVIND V	MKT	*A PROJECT REPORT ON MARKETING STRATEGIES ADOPTED DURING COVID-19 FOR SALES IMPROVEMENT WITH REFERENCE TO HYUNDAI COMPANY	Dr. C B Venkata Krishna Prasad
111	20CCQCMD025	BASAPPA VIJAYASEKHAR UMASREE	MKT	*IMPACT OF CUSTOMER EXPECTATIONS AND PERCEPTION OF FASTFOOD OUTLETS IN BANGALORE AT JOULES TO WATTS BUSINESS SOLUTIONS	Dr. C B Venkata Krishna Prasad
112	20CCQCMD040	DARSHAN CN	MKT	A STUDY ON THE CUSTOMER RETENTION STRATEGIES WITH REFERENCE TO EUREKA FORBES WATER PURIFIER	Dr. C B Venkata Krishna Prasad
113	20CCQCMD053	JYOTHI	MKT	A STUDY ON INSURANCE AS A TOOL OF FINANCIAL PLANNING AT HDFC STANDARD LIFE INSURANCE	Dr. C B Venkata Krishna Prasad
114	20CCQCMD061	KIRAN S	MKT	A STUDY ON INDIAN TAX REGIME AND RETURN FILING	Dr. C B Venkata Krishna Prasad
115	20CCQCMD071	MEGHA CHAUDHARY	MKT	A STUDY ON ETHICAL ISSUES IN E-COMMERCE (FLIPKART & AMAZON)	Dr. C B Venkata Krishna Prasad
116	20CCQCMD084	NEHA PATIL	MKT	A STUDY ON IMPACT OF MARKETING STRATEGIES ADOPTED BY BYJU'S THROUGH DSSL CAMPAIGN.	Dr. C B Venkata Krishna Prasad
117	20CCQCMD090	PAVAN RAO SHELKE M.B	MKT	A STUDY ON CASH MANAGEMENT AT SBI BANGALURU	Dr. C B Venkata Krishna Prasad
118	20CCQCMD097	PRASHANTH RAO SHELKE M	MKT	A STUDY ON "CREDIT SYSTEM AND EFFECTIVE MANAGEMENT OF NON-PRODUCTIVE ASSETS AT PRAGATHI KRISHNA GRAMIN BANK, GAURIBIDANUR BRANCH, CHIKKABALLAPURA DISTRICT"	Dr. C B Venkata Krishna Prasad
119	20CCQCMD103	RAGHAV C PACHAPUR	MKT	A STUDY OF VARIOUS MARKETING STRATEGIES FOR A NEW-TO-THE-AREA ORTHOPEDIC PRACTICE AT HOSPIRA CARE PVT. LTD	Dr. C B Venkata Krishna Prasad
120	20CCQCMD152	TEJASWINI M S	Marketing	INFLUENCE OF POST SALES SUPPORT AND CUSTOMER FEEDBACK MANAGEMENT ON CLIENT LOYALTY -PERCEPTION OF LEADING PHARMACEUTICAL CLIENTS WITH REFERENCE TO SHAMBHAVI GROUP	Dr. B.R Venkatesh
121	20CCQCMD157	Y KASH KISHORE	Marketing	BRAND PREFERENCE OF PROSPECTIVE CUSTOMERS TOWARDS HERO MOTO CORP IN HYDERABAD	Dr. B.R Venkatesh
122	20CCQCMD158	VASHNAVI J K	Marketing	ROLE OF SEO IN ONLINE ADVERTISING: A CASE STUDY OF DIGITAL MARKETING WITH INDIAN CUSTOMERS	Dr. B.R Venkatesh
123	20CCQCMD161	VENU SANKAR BANDLA	Marketing	A STUDY ON NATURAW FOODS AND BEVERAGES -CONSUMPTION OF READY TO COOK FOOD PRODUCTS AMONG HEALTH-CONSCIOUS WORKING COUPLES IN BANGALORE	Dr. B.R Venkatesh
124	20CCQCMD118	SANDESH DABGAR	MKT	*A PROJECT REPORT ON DEVELOPMENT OF RURAL DISTRIBUTION CHANNEL FOR TATA CONSUMER PRODUCT LIMITED	Dr. B.R Venkatesh
125	20CCQCMD125	SHASHANK S	MKT	A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT RELIANCE SMART	Dr. B.R Venkatesh
126	20CCQCMD149	SYED ARSAB ANJUM	MKT	A STUDY ON CLIENT SATISFACTION AND BUYING BEHAVIOUR WITH REFERENCE TO SECPOD PVT LTD	Dr. B.R Venkatesh
127	20CCQCMD150	MAHALAKSHMI	MKT	AN ORGANISATION STUDY ON MARKETING STRATEGIES IN TOYOTA KIRLOSAR	Dr. B.R Venkatesh
128	20CCQCMD166	VINAY KM	MKT	A STUDY ON ADVERTISEMENT AND ITS IMPACT ON SALES AT BAJAJ ALLIANZE LIFE INSURANCE COMPANY LTD, HASSAN.	Dr. B.R Venkatesh
129	20CCQCMD170	YESHMA MS	MKT	A STUDY ON IMPACT OF PROMOTIONAL ACTIVITIES THROUGH DISCOVERY SCHOOL SUPER LEAGUE (DSSL) WITH SPECIAL REFERENCE TO BYJU'S, BANGALORE.	Dr. B.R Venkatesh
130	20CCQCMD083	NEHA DODDAMANI	MKT	STUDY ON IMPACT OF PSYCHOLOGICAL FACTORS ON CONSUMER BEHAVIOUR DURING ONLINE SHOPPING.	Dr. B.R Venkatesh
131	20CCQCMD027	BHANUSHREE I	HRM	A BRIEF STUDY ON METACOGNITIVE SKILLS METHODS TO DEVELOP AMONG MANAGERIAL STUDENTS	Dr. Srikantha Murthy
132	20CCQCMD034	CHANDRASHEKAR T M	HRM	A BRIEF STUDY ON STRATEGY DEVELOP HIGHER ORDER THINKING SKILLS (HOTS) IN MANAGEMENT STUDENTS	Dr. Srikantha Murthy
133	20CCQCMD051	HARI KRISHNAN M	HRM	A STUDY OF INNOVATIVE AND STRATEGIC PRACTICES IN CREATING POSITIVE WORKPLACE CULTURE AND ITS IMPACT ON PRODUCTIVITY	Dr. Srikantha Murthy
134	20CCQCMD112	RENUKA A	HRM	A STUDY ON EMOTIONAL INTELLIGENCE AND QUALITY OF WORK LIFE BALANCE AMONG THE EMPLOYEES IN MIVEN MAYFRAN CONVEYORS PVT LTD.	Dr. Srikantha Murthy
135	20CCQCMD119	SANKET BRUMOHAN MALANI	MKT	A STUDY IN EFFECTIVE MARKETING COMMUNICATIONS STRATEGIES OF K12 TECHNOLOGIES	Dr. Srikantha Murthy
136	20CCQCMD127	SHIVAPRASAD R. GANGGER	MKT	A STUDY ON ADAPTABILITY QUOTIENT OF EMPLOYEES WITH REFERENCE TO WORL FROM HOME.	Dr. Srikantha Murthy
137	20CCQCMD130	SHREEPAD BHAT BALEHITTALLU	HRM	A STUDY ON EMPLOYEE RETENTION AND ITS DISCOVERING FACTORS IN STARTUP COMPANIES.	Dr. Srikantha Murthy
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150	20CCQCMD115	SABIL AHAMAD S MUJAWAR	MKT	IMPACT OF RESEARCH REPORT ON IMPACT ON DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOR WRF TO FMCG PRODUCTS	Prof. K.S Gopal
151	20CCQCMD173	ABHINAV NAIK M V	MKT	A STUDY ON CONSUMER PERCEPTION TOWARDS BUYING LUXURY APARTMENTS IN BANGALOR	Prof. K.S Gopal
152	20CCQCMD159	VARSHITHA R	Finance	A STUDY ON LOAN ASSESSMENT CRITERIA FOR MSME FINANCING	Prof. K.S Gopal

153	20CQCMD108	RAMYA SHANKAR	mkt	A STUDY ON USER BEHAVIOR IN RELATION TO WEBSITE CONVERSION	Prof. K S Gopal
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156	20CQCMD055	KAVERI	HR	A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA RECRUITMENT IN IT COMPANIES*	Prof. Vaibhav Patil
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158	20CQCMD128	SHREE LEKHA YN	Marketing	A STUDY ON IMPACT OF PRODUCT PACKAGING ON CUSTOMER PERCEPTION AND PURCHASE DECISION WITH REFERENCE TO GOGGIO FLEX PACK SYSTEM INDIA PRIVATE LIMITED	Prof. Vaibhav Patil
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176	20CQCMD153	THANMAYE CG	HRM	A STUDY ON EMOTIONAL INTELLIGENCE AND QUALITY OF WORK LIFE AMONG THE EMPLOYEES OF VENTURE INDUSTRIES BANGALORE.	Dr. Vijaya Kumar J


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