

BANGALORE UNIVERSITY
STATEMENT OF AWARD OF MARKS FOR IV SEMESTER MBA PROJECT DISSERTATION REPORTS
BATCH 2017-19

Sl. No	Reg. No	Name	Specialization	Guide	Company	Title
1	171GCMD001	ABHISHEK	Marketing	Dr. Purushottam Bung	Louis Philippe	EFFECT OF VISUAL MERCHANDISING ON BUYING DECISION AT LP
2	171GCMD002	ABHISHEK.P	Marketing	Dr. Noor Firdoos Jahan	RedCarpet Tech Pvt Ltd, Bangalore	A STUDY ON CUSTOMER'S PERCEPTION TOWARDS REDCARPET CARDS IN BANGALORE.
3	171GCMD003	ABHISHEK S A	Marketing	Dr. Anupama K Malagi	Veer Architects & Engineers.	A DETAILED STUDY ON HOUSING MARKET ANALYSIS
4	171GCMD004	ABUZAR WANI	Marketing	Dr. A Narasima Venkatesh	Maruthi suzuki (Nexa)	A STUDY ON CUSTOMER'S PERCEPTION ON AFTER-SALES SERVICE PROVIDED BY SURAKASHAA CAR CARE, BANGALORE
5	171GCMD005	ADDULA PRASHANTH	Marketing	Dr. Santhosh M	ANANDRATHI, BANGALORE	A STUDY ON INVESTORS PERCEPTION TOWARDS DEMAT ACCOUNT AT ANANDRATHI, BANGALORE
6	171GCMD006	ADITYA	Marketing	Prof. N Suresh	Deal money	A STUDY ON CUSTOMER SATISFACTION ON ONLINE TRADING WITH RESPECT TO DEAL MONEY SECURITIES PVT. LTD, BANGALORE.
7	171GCMD007	ADITYA GOVIND	Marketing	Prof. Chandran A	Allen Solly (ABFRL)	A STUDY ON THE EFFECTS OF STORE IMAGE AT ALLEN SOLLY OUTLET
8	171GCMD008	ADITYA SIDDARTH R S	Human Resource	Dr. Anupama K Malagi	SCHNEIDER ELECTRIC ATTIBELE PLANT- BANGALORE.	A STUDY ON SIM CYCLE PROCESS UNDER SCHNEIDER PERFORMANCE SYSTEM AT SCHNEIDER ELECTRIC ATTIBELE PLANT- BANGALORE.
9	171GCMD009	AISHWARYA A N	Finance	Prof. Anitha D'Silva	Anand Rathi, Bangalore	A STUDY ON PERFORMANCE EVALUATION OF SELECTED EQUITY SHARES AT ANAND RATHI, BANGALORE.
10	171GCMD010	AISHWARYA V YADAV	Human Resource	Dr. A Narasima Venkatesh	BESCOM	A STUDY ON STRESS MANAGEMENT OF EMPLOYEES WORKING IN BESCOM, BANGALORE
11	171GCMD011	AKASHA DM	Marketing	Prof. N Nagasubba Reddy	Basavaraja Rice Tech	A STUDY ON SUPPLY CHAIN DISTRIBUTION STRATEGIES OF BASAVARAJA RICE TECH, DAVANGERE.
12	171GCMD012	AKHILESH.N.N	Finance	Prof. Pavithra S T	Max Life Insurance	A STUDY ON INVESTORS PERCEPTION TOWARDS INVESTMENT IN LIFE INSURANCE WITH SPECIFIC REFERENCE TO MAX LIFE INSURANCE, BANGALORE
13	171GCMD013	AKSHAY CHAKRAPANI	Marketing	Prof. Sowmya D S	Evolet Technologies	A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION AT EVOLET TECHNOLOGIES, BANGALORE
14	171GCMD014	AMARESH YABANAGOUDA	Finance	Prof. Dileep	Edelweiss Broking Ltd	AN EMPIRICAL STUDY ON IMPACT OF EXPORTS AND IMPORTS ON EXCHANGE RATES IN INDIA WITH SPECIAL REFERENCE TO EDELWEISS BROKING LTD
15	171GCMD015	AMBIKA.RB	Marketing	Prof. Uma Sharma	Misqq Retail India Ltd	A STUDY OF PROMOTIONAL STRATEGIES APPLIED TO INCREASE SALES IN MISQQ RETAIL INDIA.
16	171GCMD016	AMRUTH S RAO	Marketing	Prof. Rashmi Shetty	Yas-Mart, Udupi	A STUDY ON AESTHETIC ATTRIBUTES AND ITS INFLUENCE ON IMPULSIVE BUYING BEHAVIOUR OF CONSUMERS.
17	171GCMD017	ANAND SANGAMESH BADAWADAGI	Marketing	Prof. Ramya S	Peter England	STUDY ON COMPETITOR ANALYSIS OF PETER ENGLAND STORE, COMMERCIAL STREET, BANGALORE
18	171GCMD018	ANANYA NAGARAJ	Marketing	Dr. Purushottam Bung	Aditya Trading Solutions Pvt. Ltd.	A STUDY ON DIGITAL MARKETING AND ITS IMPACT AT ADITYA TRADING SOLUTIONS PVT. LTD

19	171GCMD019	ANIL KUMAR S S	Finance	Prof. Priya Jain	Primary Agriculture Co-operative society	A STUDY ON IMPACT OF CREDIT MANAGEMENT TECHNIQUE ON OVERALL PROFITABILITY OF THE AGRICULTURAL CO-OPERATIVE BANK.
20	171GCMD020	ANITA KUMARI	Finance	Prof. Anitha D'Silva	EQUITY BROKING PVT LTD, BENGALURU	TECHNICAL ANALYSIS ON THE EQUITY STOCKS OF SELECTED SECTORS TRADED BY CHOICE EQUITY BROKING PVT LTD., BENGALURU.
21	171GCMD021	ANJALI MISHRA	Marketing	Dr. Noor Firdoos Jahan	ABFRL	A COMPARATIVE STUDY OF LOUIS PHILIPPE WITH OTHER LIFESTYLE BRANDS AT ABFRL, BANGALORE.
22	171GCMD022	ANKITHA A	Finance	Prof. Pavithra S T	Maruthi Electrodes Pvt. Ltd.	A STUDY ON FINANCIAL PERFORMANCE OF MARUTHI ELECTRODES PVT. LTD. USING DUPONT ANALYSIS
23	171GCMD023	ANUSHA.M.R	Human Resource	Prof. Sowmya D S	Big Basket.com	A STUDY ON EMPLOYEE ENGAGEMENT AT BIG BASKET.COM, BANGALORE
24	171GCMD024	ANUSHA.RB	Marketing	Dr. Anupama K Malagi	ADITYA BIRLA HEALTH INSURANCE.	A STUDY ON MARKETING STRATEGIES AND ITS EFFECTIVENESS IN ADITYA BIRLA HEALTH INSURANCE.
25	171GCMD025	ARAVIND KUMAR.V.S	Finance	Prof. Dileep	BCCB Limited	A STUDY ON IMPACT OF NON-PERFORMING ASSETS TO BUSINESS ACTIVITY USING REGRESSION ANALYSIS FOR SELECTED BANKS IN INDIA WITH SPECIAL REFERENCE TO THE BCCB LIMITED
26	171GCMD026	ARPITA MOHAN HEGDE	Finance	Prof. Priya Jain	Taluk Agricultural Produce Co-operative Marketing Society Ltd.	A STUDY ON FINANCIAL PERFORMANCE OF TALUK AGRICULTURAL PRODUCE CO-OPERATIVE MARKETING SOCIETY LTD. WITH COMPARISON OF TOTAGARS CO-OPERATIVE SALES SOCIETY SIRSI.
27	171GCMD027	ARPITHA K	Human Resource	Prof. Ramya S	Careernet Technologies	A STUDY ON "EMOTIONAL INTELLIGENCE AND QUALITY OF WORK LIFE AMONG EMPLOYEES OF CAREERNET TECHNOLOGIES"
28	171GCMD028	ASHWIN WANI	Marketing	Dr. A Narasima Venkatesh	Kalyani Bajaj	A STUDY ON CUSTOMER PERCEPTION TOWARDS BAJAJ PULSAR BIKES AT KALYANI BAJAJ, BANGALORE
29	171GCMD029	ASWINI .N	Finance	Prof. Anitha D'Silva	Shiram Transport Finance Corporation	A STUDY ON INVESTOR'S ATTITUDE TOWARDS DIFFERENT INVESTMENT AVENUES AVAILABLE AT SHIRAM TRANSPORT FINANCE COMPANY LIMITED.
30	171GCMD030	BALAMURALI KRISHNA K	Finance	Prof. Pavithra S T	Edelweiss Financial Services Ltd.	A STUDY ON INVESTMENT DECISION MAKING WITH RESPECT TO INVESTOR'S RISK AND OTHER VARIABLES WITH REFERENCE TO EDELWEISS FINANCIAL SERVICES LTD.
31	171GCMD031	BHARGAV.C.R	Human Resource	Dr. Anupama K Malagi	SAGAR HOSPITAL - DSI BANGALORE	A STUDY ON EMPLOYEES PERCEPTION TOWARDS TRAINING AND DEVELOPMENT AT SAGAR HOSPITAL - DSI BANGALORE
32	171GCMD032	BIJAN DAS	Marketing	Dr. Santhosh M	CHOICE EQUITY BROKING PVT. LTD.	A STUDY ON INVESTORS SATISFACTION TOWARDS EQUITY TRADING SERVICES OFFERED BY CHOICE EQUITY BROKING PVT. LTD.
33	171GCMD033	CHANDANA M	Marketing	Prof. N Suresh	Alpha commodities	A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS AGRICULTURAL COMMODITIES AT ALPHA COMMODITIES SHIVAJINAGAR, BANGALORE.
34	171GCMD034	CHANDAN KUMAR D K	Marketing	Prof. Priya Jain	Happilo International Pvt. Ltd.	A STUDY ON EVALUATION OF DIFFERENT TECHNIQUES OF RECEIVABLES AND PAYABLES MANAGEMENT IN HAPPILO INTERNATIONAL PVT LTD.
35	171GCMD035	DANIEL REMOND. S	Marketing	Prof. Chandran A	Durga Food Products	A STUDY ON CONSUMER PERCEPTION TOWARDS BRANDED VS NON BRANDED FOOD PRODUCTS
36	171GCMD036	DEEKSHA	Finance	Prof. Dileep	India Bulls Venture Ltd.	AN EMPIRICAL STUDY ON CO-INTEGRATION BRICS COUNTRIES STOCK MARKETS TOWARDS INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO INDIABULLS VENTURES LTD.
37	171GCMD037	DEEPAK H Y	Marketing	Prof. N Nagasubba Reddy	Flowtech System	A STUDY ON FACTORS AFFECTING SUPPLY CHAIN MANAGEMENT WITH SPECIAL REFERENCE TO FLOWTECH SYSTEM BANGALORE.



38	171GCMD038	DEEPIKA.W.R	Finance	Prof. Priya Jain	Indianivesh Securities Ltd.	A STUDY ON INVESTOR'S PERCEPTION ABOUT VARIOUS INVESTMENT AVENUES WITH SPECIAL REFERENCE TO INDIANIVESH SECURITIES LTD.
39	171GCMD039	DHANUSH K S	Marketing	Prof. Sowmya D S	SLN Rice Industries	A STUDY ON POST PURCHASE BEHAVIOUR OF WHOLESALERS WITH REFERENCE TO SLN RICE INDUSTRIES, TUMKUR
40	171GCMD040	DHANUSH R.C.	Marketing	Prof. Uma Sharma	Electronic City Motors-Royal Enfield-	A STUDY ON EFFECTIVENESS OF MARKETING STRATEGIES ON CUSTOMER PURCHASES AT ELECTRONIC CITY MOTORS, BANGALORE.
41	171GCMD041	DIWAKAR YADAV	Human Resource	Dr. A Narasima Venkatesh	Careernet technologies pvt ltd	A STUDY ON TALENT ACQUISITION PRACTICES FOLLOWED AT CAREERNET TECHNOLOGIES PRIVATE LTD, BANGALORE
42	171GCMD042	GAYETRITHAPA	Marketing	Prof. Rashmi Shetty	Valuecart.in	A STUDY ON INTEGRATED COMMUNICATION TOOLS FOR ECOMMERCE ACTIVITIES AT VALUECART.IN
43	171GCMD043	GNANESH S	Finance	Prof. Anitha D'Silva	Karnataka State Co-operative Apex Bank Ltd	A STUDY ON THE IMPACT OF NON-PERFORMING ASSETS ON THE PERFORMANCE OF KARNATAKA STATE CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK LTD, BANGALORE.
44	171GCMD044	GOPA PANDEY	Marketing	Prof. Ramya S	PL India Pvt. Ltd.	A STUDY ON "EFFECTIVENESS OF PROMOTIONAL STRATEGIES ADOPTED BY PL INDIA PVT. LTD."
45	171GCMD045	GOPIKA RAMESH KALAL	Human Resource	Prof. Ramya S	World Vision Softek	A STUDY ON "IMPACT OF TRAINING AND DEVELOPMENT ON EMPLOYEE PERFORMANCE"
46	171GCMD046	GOWDA DEEPAK SATISH	Finance	Prof. Pavithra S T	India Infoline Ltd. (IIFL)	A STUDY ON OPTIMUM PORTFOLIO CONSTRUCTION USING WILLIAM SHARPE'S SINGLE INDEX MODEL AT INDIA INFOLINE LTD. (IIFL), BANGALORE
47	171GCMD047	GREESHMA RAO	Marketing	Dr. Purushottam Bung	OYO	ANALYSIS OF CUSTOMER SATISFACTION OF CORPORATE CLIENTS AT OYO, BANGALORE
48	171GCMD048	B. GURUVINTHA VARSHINI	Human Resource	Prof. Sowmya D S	Peepal Consulting	A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT PEEPAL CONSULTING, BANGALORE
49	171GCMD049	HAJIRA SANA	Marketing	Dr. Noor Firdoos Jahan	Saket Interiors Pvt Ltd, Bangalore	A STUDY ON EFFECTIVENESS OF MARKETING STRATEGIES ADOPTED BY SAKET INTERIORS PVT LTD, BANGALORE.
50	171GCMD050	HAREESH P NEELGUND	Marketing	Dr. Anupama K Malagi	BIG BAZAAR, KATHRIGUPPE	A STUDY ON CUSTOMER SATISFACTION TOWARDS FUTURE PAY WALLET AT BIG BAZAAR, KATHRIGUPPE
51	171GCMD051	HARSHITHA H S	Finance	Prof. Dileep	DKSK Associates	A STUDY ON TRADERS PERCEPTION TOWARDS GOODA AND SERVICE TAX (GST) WITH SPECIAL REFERENCE TO DKSK ASSOCIATES
52	171GCMD052	HUZEFA	Marketing	Dr. A Narasima Venkatesh	Living Walls	A STUDY ON PROSPECTIVE BUYERS' PERCEPTION ABOUT SECRET SOIL (STANDALONE HOUSES) DEVELOPED BY LIVING WALLS, BANGALORE
53	171GCMD053	INCHARA GIRISH	Marketing	Dr. Santhosh M	MARUTI ELECTRODES LTD.	A STUDY ON DEALER SATISFACTION TOWARDS PRODUCT LINES OFFERED BY MARUTI ELECTRODES LTD. AT BANGALORE CITY
54	171GCMD054	INDRAJITH YADAV B S	Marketing	Prof. N Suresh	GRB Dairy foods Pvt. Ltd.	A STUDY ON BUYING BEHAVIOUR OF CONSUMER TOWARDS GRB DIARY FOODS AT 4TH BLOCK JAYNAGAR
55	171GCMD055	INDRAKUMAR NAGAKUMAR JAIN	Marketing	Prof. Chandran A	Poorvika Mobiles, Shivamogga	A STUDY ON CUSTOMER EXPECTATION AND SATISFACTION LEVELS TOWARDS THE SERVICES OFFERED BY POORVIKA MOBILES, SHIVAMOGGA
56	171GCMD056	JANARDHAN N	Human Resource	Dr. Anupama K Malagi	K MOHAN & COMPANY EXPORTS PVT. LTD	A STUDY ON AWARENESS AND EFFECTIVE UTILIZATION OF ESI BENEFITS AT K MOHAN & COMPANY EXPORTS PVT. LTD
57	171GCMD057	JEEVITHA.M	Finance	Prof. Priya Jain	Geojit (Stock Broking Firm)	PERFORMANCE EVALUATION OF MUTUAL FUNDS FROM INVESTORS PERSPECTIVE



58	171GCMD058	KALAVALA AASHRITHA	Marketing		Maruthi Systems	A STUDY ON EFFECTIVENESS OF PRICING STRATEGIES ADOPTED BY MARUTHI SYSTEMS, BANGALORE.
59	171GCMD059	KARISHMA G H	Human Resource	Dr. A Narasima Venkatesh	HirePro consulting pvt ltd	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMME CONDUCTED FOR THE EMPLOYEES AT HIREPRO CONSULTING PVT LTD.BANGALORE
60	171GCMD060	KARRI VARAHA KANAKA SATYA MOHAN RAJU	Finance	Prof. Anitha D'Silva	Motilal Oswal Securities ltd	A STUDY ON THE VOLATILITY OF GOLD AD SILVER AND ITS IMPACT ON BSE SENSEX WITH REFERECE TO MOTILAL OSWAL SECURITIES LTD
61	171GCMD061	KAVYA G	Finance	Prof. Pavithra S T	Prabhudas Lilladher Private Limited	A STUDY ON IMPACT OF MICROECONOMIC VARIABLES ON INDIAN STOCK MARKET WITH SPECIFIC REFERENCE TO NSE NIFTY FIFTY AT PRABHUDAS LILLADHER PRIVATE LIMITED, BANGALORE
62	171GCMD062	PRASAD PRAMOD KETKAR	Marketing	Prof. Sowmya D S	Wonder Herbs Pvt. Ltd	A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS HERBAL PRODUCTS WITH REFERENCE TO WONDER HERBS PVT. LTD, BANGALORE
63	171GCMD063	KIRAN KUMAR SHERIKAR	Marketing	Prof. Uma Sharma	Swastik Investments	A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING AT SWASTIKA INVESTMART LTD.
64	171GCMD064	KISHAN M L	Marketing	Prof. Rashmi Shetty	SMC Global	A STUDY ON APPLICATION OF SEO TECHNIQUES BY SMC GLOBAL FOR CUSTOMER ATTRACTION
65	171GCMD065	KOVVURI PRUTHVI REDDY	Finance	Prof. Dileep	India Infoline Ltd.	A STUDY ON INVESTOR'S PERCEPTION TOWARDS INTIAL PUBLIC OFFERING (IPO) IN INDIAN COTEXT; WITH SPECIAL REFERENCE TO INDIA INFOLINE LTD.(IIFL), BANGALORE
66	171GCMD066	LAKSHMI KASHYAP	Marketing	Prof. Ramya S	Akshayakalpa Farms and Food, Pvt. Ltd.	A STUDY ON "CUSTOMER PREFERENCE AND BRAND RECALLABILITY TOWARDS AKSHAYAKALPA PRODUCTS"
67	171GCMD067	LAVANYA N	Human Resource	Prof. Sowmya D S	Ashirvad Pipes	A STUDY ON EMPLOYEE SAFETY AND WELFARE MEASURES PROVIDED AT ASHIRVAD PIPES, BANGALORE
68	171GCMD068	LAXMI JAYAGOUDA	Finance	Prof. Priya Jain	Shri Malaprabha Sugar Industry	A STUDY OF MATERIAL MANAGEMENT OF MALAPRABHA SUGAR INDUSTRY, M.K HUBLI
69	171GCMD069	M VISHALI	Marketing	Dr. Purushottam Bung	Edelweiss Financial Services Ltd	A STUDY ON IMPACT OF THE ADVERTISEMENT CAMPAIGN ON THE SALES OF MUTUAL FUNDS AT EDELWEISS FINANCIAL SERVICES LTD
70	171GCMD070	MADHU B	Marketing	Dr. Noor Firdoos Jahan	World Vision Softek	A STUDY ON CUSTOMER'S SATISFACTION TOWARDS THE VARIOUS SERVICES PROVIDED BY WORLD VISION SOFTEK, BANGALORE.
71	171GCMD071	MAHANTHESH N	Marketing	Dr. Anupama K Malagi	FLOATING WALLS	IMPACT OF BRANDING ON BEHAVIOUR AT FLOATING WALLS
72	171GCMD072	MANASA.S	Human Resource	Prof. Ramya S	Apollo Hospital	A STUDY ON "UNDERSTANDING THE IMPACT OF EMPLOYEE MOTIVATION ON EMPLOYEE PERFORMANCE AT APOLLO HOSPITAL"
73	171GCMD073	MANJUNATH S D	Marketing	Dr. A Narasima Venkatesh	Someshawar sugar factory	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT SOMESHWARA SUGAR FACTORY AT HUBLI
74	171GCMD074	MANJUNATH SUYBRAY BHAT	Marketing	Dr. Santhosh M	MAHALAXMI CASHEW INDUSTRIES, KUMTA	A STUDY ON PROMOTIONAL STRATEGIES ADOPTED BY MAHALAXMI CASHEW INDUSTRIES, KUMTA
75	171GCMD075	MANJUNATHA N	Marketing	Prof. N Suresh	ICICI	A STUDY ON INVESTORS SATISFACTION TOWARDS VARIOUS FINANCIAL PRODUCTS AND SERVICES OFFERED BY ICICI BANK, MALLANAYAKANAHALLI, KOLAR.
76	171GCMD076	MAYURI M	Human Resource	Dr. Anupama K Malagi	HINDUJA GLOBAL SOLUTIONS.	A STUDY ON RECRUITMENT, ONBOARDING AND SKILLS UPGRADEATION AT HINDUJA GLOBAL SOLUTIONS.
77	171GCMD077	MOHAMMED MATHEEN	Marketing	Prof. Chandran A	Pagariya food Products	AN INVESTIGATIVE STUDY ON CONSUMER PERCEPTION AND ATTITUDE TOWARDS KWALITY SPICES

78	171GCMD079	MOKKAPATI INDU MANASA	Marketing	Prof. N Nagasubba Reddy	BIG BAZAR, Jayanagar	A STUDY ON ANALYSING EFFECTIVENESS OF POINT OF PURCHASING AT BIG BAZAR, JAYANAGAR.
79	171GCMD080	MONICA.T.M	Human Resource	Dr. A Narasima Venkatesh	Impact Safety Glass works Pvt. Ltd	A STUDY ON WORK - LIFE BALANCE OF EMPLOYEES AT IMPACT SAFETY GLASS WORKS PRIVATE LIMITED, AVALAHALLI, BENGALURU
80	171GCMD081	MUSSADDIQ A MANDLIK	Marketing	Prof. Sowmya D S	Hangyo Ice-Cream Pvt. Ltd	THE IMPACT OF PRICING STRATEGY ON SALES PERFORMANCE OF HANGYO ICE-CREAM PVT. LTD, HOSALLI, UTTAR KANNADA
81	171GCMD082	MUTCHU SAI GOWTHAM	Finance	Prof. Anitha D'Silva	LKP Securities Ltd	A COMPARATIVE STUDY ON MID CAP AND SMALL CAP PHARMA COMPANIES TRADED BY LKP SECURITIES LTD
82	171GCMD083	NAMRATHA SHETTY	Marketing	Prof. Uma Sharma	Cannara Solar System	A STUDY ON CONSUMER PREFERENCES TOWARDS SOLAR PRODUCTS WITH RESPECT TO CANARA SOLAR SYSTEMS PVT LTD.
83	171GCMD084	NANDHINI LAKSHMAN	Finance	Prof. Dileep	Stock Holding Corporation of India Ltd.	THE COMPARATIVE STUDY OF AWARENESS AND INVESTMENT PATTERN OF SENIOR CITIZEN V/S YOUNG ADULTS IN STOCK HOLDING CORPORATION OF INDIA LTD. J C ROAD
84	171GCMD086	NAREN A	Human Resource	Prof. Sowmya D S	Peepal Consulting	A STUDY ON THE EFFECTIVENESS OF LINKEDIN IN RECRUITMENT PROCESS AT PEEPAL CONSULTING, BANGALORE
85	171GCMD087	NEHA B SAIBANNAVAR	Finance	Prof. Dileep	Karvy Stock broking Ltd	A STUDY ON IMPACT OF FOREX MARKET TOWARDS INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO KARVY STOCK BROKING LTD.
86	171GCMD088	NEHA KUMARI S	Human Resource	Prof. Ramya S	Big Bazaar, Lido Mall	A STUDY ON "EMPLOYEE RETENTION STRATEGIES OF BIG BAZAAR LIDO MALL"
87	171GCMD089	NETHRAVATHY S	Marketing	Prof. Rashmi Shetty	Sri Saphthagiri Builders	A QUANTITATIVE AND QUALITATIVE ANALYSIS OF THE STATE OF THE ART OF MARKETING STRATEGIES
88	171GCMD090	NIKITHA JAIN B	Human Resource	Dr. Anupama K Malagi	CAPITAL CONNECT	A STUDY ON THE JOB SATISFACTION LEVEL OF THE EMPLOYEES IN CAPITAL CONNECT
89	171GCMD091	NITHIN KAMATH	Marketing	Prof. Ramya S	Kanchana Hyundai, Udipi	A STUDY ON "CUSTOMERS PERCEPTION ON AFTER SALES SERVICE OF KANCHANA HYUNDAI"
90	171GCMD092	NITIN KUMAR G BETGERI	Marketing	Dr. Purushottam Bung	Digioptimize LLP	IMPACT OF DIGITAL MARKETING SERVICES OFFERED BY DIGIOPTIMIZE LLP ON THE BUSINESS OF THEIR CLIENTS
91	171GCMD093	NITIN SAI M	Finance	Prof. Priya Jain	Anmol Share Broking Ltd.	A STUDY ON "FACTORS AFFECTING PRICE FLUCTUATIONS OF GOLD FOR PAST 10 YEARS AT ANMOL SHARES BROKING PVT. LTD., BANGALORE
92	171GCMD094	NIVEDITHA BS	Marketing	Dr. Noor Firdoos Jahan	Ramraj Cottan, Jayanagar	EVALUATION OF CUSTOMER LOYALTY AT RAMRAJ COTTAN, JAYANAGAR
93	171GCMD095	PANKAJ SAMAJ	Marketing	Dr. Santhosh M	PATTANSHETTY BAJAJ SHOWROOM, NIDAGUNDI	A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS TWO WHEELERS AT PATTANSHETTY BAJAJ SHOWROOM, NIDAGUNDI
94	171GCMD096	PAVITHRA R	Marketing	Prof. N Suresh	Mahendra Homes	A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS RESIDENTIAL PROPERTIES IN BENGALURU W.R.T MAHENDRA HOMES
95	171GCMD097	PONNANNA K M	Marketing	Prof. Chandran A	Machani Ananda Apartments	A STUDY ON PRICING OF MACHANI ANANDA APARTMENTS IN BANGALORE
96	171GCMD098	POOJA DULGACH RAMESHKUMAR DULGACH	Marketing	Prof. N Nagasubba Reddy	Brand Factory	A STUDY ON IMPACT OF BRANDING STRATEGIES ON CONSUMER BUYING BEHAVIOR WITH SPECIAL REFERENCE TO BRAND FACTORY AT WILSON GARDEN, BANGALORE
97	171GCMD099	PRADEEP G S	Marketing	Prof. Uma Sharma	New Galaxy Super Market	A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO SERVICE DELIVERY AT NEW GALAXY SUPERMARKET
98	171GCMD100	PRAJNYA GAJANAN. SHANBHAG	Finance	Prof. Anitha D'Silva	NKGSB BANK	A STUDY ON PERFORMANCE EVALUATION OF NKGSB BANK USING CAMELS MODEL AND BALANCED SCORECARD TECHNIQUE.



99	171GCMD101	PRAKASH PATIL	Marketing	Prof. Rashmi Shetty	Lahoti Showroom (Maruthi Suzuki) Gulbarga	A STUDY ON CUSTOMER EXPERIENCE MANAGEMENT ACTIVITIES AT LAHOTI SHOWROOM (MARUTI SUZUKI), GULBARGA.
100	171GCMD102	PRAMOD BHAT	Finance	Prof. Pavithra S T	Namaste Exports Limited	FINANCIAL PERFORMANCE ANALYSIS OF NAMASTE EXPORTS LIMITED USING ALTMAN Z SCORE MODEL
101	171GCMD103	PRANAM SHETTY A	Finance	Prof. Dileep	Deal Money Bangalore	AN EMPIRICAL ANALYSIS OF INTERNAL AND EXTERNAL FACTORS OF STOCK PRICE IN INDIAN CONTEXT; WITH SPECIAL REFERENCE TO DEAL MONEY MARKET
102	171GCMD104	PRANAVRAJ PANAGERE	Marketing	Prof. Ramya S	Shree Automobiles	A STUDY ON CONSUMER BUYING BEHAVIOUR IN SHREE AUTOMOBILES
103	171GCMD105	PRAPTHI T P	Finance	Prof. Priya Jain	ICICI Direct Limited	A STUDY ON PROFITABILITY ANALYSIS OF ICICI DIRECT LTD.
104	171GCMD106	PRAATEEK	Marketing	Dr. Purushottam Bung	Abharan Motors Udupi	COMPARATIVE ANALYSIS ON SALES OF AUTOMATIC AND MANUAL TRANSMISSION CARS AT ABHARAN MOTOS UDUPI
105	171GCMD107	PRATIKSHA A BANGALORE	Finance	Prof. Anitha D'Silva	Geojit Financial Services	A STUDY ON THE EFFECTS OF NPA ON THE EQUITY PERFORMANCE OF MICRO FINANCE INSTITUTIONS TRADED IN GEOJIT FINANCIAL SERVICES
106	171GCMD108	PRAVEEN BASAVARAJ YAVAGALL	Marketing	Dr. Noor Firdoos Jahan	BATA Ind Ltd. WGHCs layout Bangalore	A STUDY ON CUSTOMER PERCEPTION TOWARDS EXCHANGE AND CLAIM PROCESS OF BATA AT WGHCs LAYOUT BANGALORE
107	171GCMD109	PREMNATH	Marketing	Dr. Santhosh M	SRI SAPTHAGIRI BUILDERS, BANGALORE	IN DEPTH ANALYSIS OF ADVERTISEMENT STRATEGIES ADOPTED BY SRI SAPTHAGIRI BUILDERS, BANGALORE
108	171GCMD110	PRERNA ASRANNA	Finance	Prof. Pavithra S T	Indian Tobacco Company Ltd	A STUDY ON PERFORMANCE ANALYSIS USING ECONOMIC VALUE ADDED METHOD AT INDIAN TOBACCO COMPANY LIMITED
109	171GCMD111	PRIYANKA H	Marketing	Prof. N Suresh	Unity Hospital	AN ANALYTICAL STUDY ON PATIENTS SATISFACTION AND MEDICAL FACILITIES PROVIDED BY MULTISPECIALITY HOSPITAL WITH REFERENCE TO UNITY HOSPITAL, MANGALORE.
110	171GCMD112	PRIYANKA H. V	Marketing	Prof. Chandran A	Kalyani Bajaj Motors(Mekhri circle)	A STUDY ON IMPACT OF SOCIAL MEDIA TOOLS AND PROMOTIONAL ASPECTS AT BAJAJ MOTORS
111	171GCMD113	PURUSHOTHAM REDDY. N	Finance	Prof. Dileep	Consortium Securities	A STUDY ON CAPITAL ASSETS PRICING MODEL IN BANKING INDUSTRY IN INDIAN CONTEXT WITH REFERENCE TO CONSORTIUM SECURITIES
112	171GCMD114	R MANISHA	Marketing	Prof. N Nagasubba Reddy	BOSCH PVT LTD	A STUDY ON CUSTOMER EXPECTATIONS TOWARDS AUTOMOBILE PRODUCTS WITH SPECIAL REFERENCE TO BOSCH PVT LTD, BANGALORE.
113	171GCMD115	REHEMATHULLAH MULLAN	Marketing	Prof. Uma Sharma	Tanishq Mallechwaram	A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD JEWELLERY IN TANISHQ, MALLESHWARAM
114	171GCMD116	RAJESH.U	Marketing	Prof. Rashmi Shetty	Renault Bellary	A STUDY ON BRAND MARKETING ACTIVITIES IN RENAULT BELLARY
115	171GCMD117	RAKSHATH ROSHAN KULKARNI	Marketing	Dr. Purushottam Bung	TRIDENT HYUNDAI	ANALYSIS OF THE SERVICE QUALITY USING SERVQUAL MODEL AT TRIDENT HYUNDAI BANGALORE
116	171GCMD119	RANJITH DS	Marketing	Dr. Noor Firdoos Jahan	More Super Market, JP Nagar	ANALYSING EFFECTIVENESS OF VISUAL MERCHANDISING ON CONSUMER PURCHASES IN MORE SUPER MARKET JP NAGAR
117	171GCMD120	RANJITHA N	Marketing	Dr. Santhosh M	DMS MASALA, BANGALORE	A STUDY ON CONSUMER BUYING PERCEPTION TOWARDS THE DMS MASALA PRODUCTS, BANGALURU
118	171GCMD121	RATHNAKARA	Marketing	Prof. N Suresh	Share khan ltd	A STUDY ON MARKETING STRATEGY ADOPTED BY SHARE KHAN TO IMPROVE SALES.
119	171GCMD122	RAVINDRA S HULLOLI	Marketing	Prof. Chandran A	Zomato	ANALYSIS OF CUSTOMER SATISFACTION AT ZOMATO, BELAGAVI
120	171GCMD123	RITISH REDDY.N	Marketing	Prof. N Nagasubba Reddy	Innoforge PVT LTD	A STUDY ON CUSTOMER SATISFACTION TOWARDS INNOFORGE PVT LTD, HOSUR.
121	171GCMD124	ROHAN. ARUNKUMAR. RAO	Human Resource	Dr. A Narasima Venkatesh	Wonder Herbs Pvt. Ltd.	A STUDY ON HUMAN RESOURCE MANAGEMENT PRACTICES FOLLOWED BY WONDER HERBS PVT. LTD., BANGALORE

122	171GCMD125	RONAK REVANKAR	Marketing	Prof. Uma Sharma	E-Parisara	A STUDY ON CUSTOMER PERCEPTIONS TOWARDS E-WASTE MANAGEMENT AT E-PARISARAA PVT LTD., BANGALORE.
123	171GCMD126	RUPALI SINHA	Marketing	Prof. Rashmi Shetty	Phase 1 Events and Entertainment	A STUDY ON WEB PRESENCE STRATEGIES BY PHASE 1 EVENTS AND ENTERTAINMENT FOR CUSTOMER ENGAGEMENT.
124	171GCMD127	S K MEGHANA	Finance	Prof. Priya Jain	Karnataka Bank	COMPARATIVE ANALYSIS OF KARNATAKA BANK IN TERMS OF SERVICE QUALITY WITH OTHER BANKS.
125	171GCMD128	SABINA G JAMADAR	Marketing	Dr. Purushottam Bung	Anand Honda Motors, Bangalore	A STUDY ON MARKETING MIX STRATEGY ADOPTED BY ANAND MOTORS BANGALORE
126	171GCMD129	SAGAR A	Marketing	Dr. Noor Firdoos Jahan	Arpitha Poultry Farms Pvt. Ltd	A STUDY ON THE SOCIO ECONOMIC CHARACTERISTICS OF CONTRACT FARMERS ASSOCIATED WITH SUGUNA BROILERS IN KOLAR DISTRICT AT ARPITHA POULTRY FARMS PVT. LTD
127	171GCMD130	SAHAS S SHETTY	Marketing	Dr. Santhosh M	KMF, DHARWAD	A STUDY ON CUSTOMER SATISFACTION TOWARDS NANDINI ICE-CREAMS, A BRAND OF KMF AT DHARWAD CITY
128	171GCMD131	SAMPREETH T.R	Marketing	Prof. N Suresh	Yashas ceramics	ANALYSIS OF DIGITAL ADVERTISING AND TRADITIONAL ADVERTISING ON THE SALES OF YASHAS CERAMICS .
129	171GCMD132	N.SAMYUKTHA VARMAN	Marketing	Prof. Chandran A	Happy Home Supermarket	A STUDY OF CONSUMER PERCEPTION TOWARDS QUALITY OF PRODUCT AND SERVICES PROVIDED OR OFFERED BY HAPPY HOME SUPERMARKET
130	171GCMD133	SANDEEP KUMAR SINGH	Marketing	Prof. N Nagasubba Reddy	Wickedride Adventure Services Pvt Ltd, Bangalore.	A STUDY ON SERVICE QUALITY DIMENSIONS AT THE WICKEDRIDE ADVENTURE SERVICES PVT LTD, BANGALORE.
131	171GCMD134	SANJAY KUMAR B	Finance	Prof. Anitha D'Silva	Anmol Share Broking Pvt Ltd	A STUDY ON MUTUAL FUND PORTFOLIOS FOR SIP ADOPTED BY ANMOL SHARE BROKING PVT LTD.
132	171GCMD136	SANTOSH SOWMYA VEGESNA	Marketing	Prof. Uma Sharma	La Marvella Sarovar Premier Hotel	ANALYSING EFFECTIVENESS OF ONLINE MARKETING ON LODGING SERVICE OF LA MARVELLA SAROVAR PREMIER HOTEL, BANGALORE
133	171GCMD137	SHAMBULING	Marketing	Prof. Rashmi Shetty	Woodland, Regional Office, Hyderabad	IMPACT OF BRANDING STRATEGIES ON CONSUMERS BUYING BEHAVIOUR AT WOODLAND, HYDERABAD.
134	171GCMD138	SHIVANANDA SUBRAYA HEGDE	Finance	Prof. Pavithra S T	Sree Tyagaraja Co-Operative Bank	A STUDY ON FINANCIAL PERFORMANCE OF SREE TYAGARAJA CO-OPERATIVE BANK USING CAMELS RATING MODEL
135	171GCMD139	SHIVAPRASAD K SHETTY	Marketing	Dr. Purushottam Bung	Shivamogga Milk Producer's Societies Union Limited	A STUDY ON EFFECTIVENESS OF SUPPLY CHAIN MANAGEMENT PRACTICES FOLLOWED AT SHIMUL
136	171GCMD140	SHIVAPUTRAYYA JIDDIMANI	Marketing	Dr. Noor Firdoos Jahan	Hire Pro Consulting Pvt. Ltd.	A STUDY ON MARKET POTENTIAL FOR HIRE PRO AT SOUTH EAST ASIAN MARKET
137	171GCMD141	Shivaram Hegde	Finance	Prof. Dileep	TSS. CO. LTD SIRSI	A STUDY ON PREDICTIVE ANALYSIS OF BUSINESS ENTERPRISES WITH SPECIAL REFERENCE TO TSS SIRSI LTD.
138	171GCMD142	SHIVKUMAR HANCHINAMANI	Marketing	Dr. Santhosh M	RELIANCE JIO	A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICES OFFERED BY RELIANCE JIO AT BANGALORE CITY
139	171GCMD143	SHOBITH P J	Marketing	Prof. N Suresh	Veenu Enterprises	A STUDY ON EFFECT OF SOCIAL FACTORS ON BUYING BEHAVIOUR OF FURNITURES AT VEENU ENTERPRISES, MANGALORE.
140	171GCMD144	SHRUTHI S	Finance	Prof. Priya Jain	Tanishq, Malleshwaram	A STUDY ON ATTITUDE OF INVESTORS ON GOLD INVESTMENT IN TANISHQ, MALLESHWARAM
141	171GCMD145	SIDDHARTH JAIRAM HEGDE	Marketing	Prof. Chandran A	The Totagar's co-operative Sales Society	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN THE TOTGARS CO-OPERATIVE SALES SOCIETY LTD.SIDDAPUR
142	171GCMD146	SINDHU J	Human Resource	Prof. Sowmya D S	La Marvella	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT ON EMPLOYEE PERFORMANCE AT LA MARVELLA. BANGALORE
143	171GCMD147	SNEHA B. TALIKOTI	Marketing	Prof. N Nagasubba Reddy	Impact Safety Glass Pvt Limited	A STUDY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT IMPACT SAFETY GLASS PVT LIMITED, BANGALORE.
144	171GCMD148	SOUVIK HALDER	Marketing	Prof. Uma Sharma	Sacto Capital	A STUDY ON CUSTOMER SATISFACTION RELATED TO CUSTOMER HANDLING ISSUES IN SACTO CAPITAL MARKET LTD.



145	171GCMD149	SOWMYASREE N	Finance	Prof. Anitha D'Silva	Odessa Technologies Pvt. ltd	A STUDY ON LEASE FINANCING AT ODESSA TECHNOLOGIES PVT. LTD
146	171GCMD150	SRIKANTH CHAGI	Marketing	Prof. Rashmi Shetty	Shilpa Medicare	A STUDY ON SERVICE QUALITY OF EMPLOYEES AT SHILPA MEDICARE, RAICHUR.
147	171GCMD151	SUHAS S	Marketing	Dr. Purushottam Bung	Kalyani Motors Ltd	COMPARATIVE ANALYSIS OF SALES OF PETROL AND DIESEL CARS AT KALYANI MOTORS, BENGALURU
148	171GCMD152	SUNETHRA V	Human Resource	Prof. Ramya S	Aditya Birla Capital	A STUDY ON "IMPACT OF EMPLOYEE ENGAGEMENT ON ORGANISATION'S PRODUCTIVITY"
149	171GCMD153	SUPREETH T	Marketing	Dr. Noor Firdoos Jahan	S.G.C.B.S Distributors	A STUDY ON CUSTOMER'S EXPECTATION ON THE ORGANIC PRODUCTS OF S.G.C.B.S DISTRIBUTORS, BENGALURU.
150	171GCMD154	SURYAKANTH M N	Marketing	Dr. Santhosh M	MISCHIEF CLOTHING PVT. LTD.,	A STUDY ON CUSTOMER SATISFACTION TOWARDS APPAREL BRANDS- RICK ROGUE AND CACTUS OF MISCHIEF CLOTHING IN BANGALORE CITY
151	171GCMD155	SUSHMA D S	Marketing	Prof. N Suresh	Airtel	STUDY ON CUSTOMER SATISFACTION TOWARDS POST PAID AIRTEL SIM AT SRI GANESH ENTERPRISE IN MAHALAXMI LAYOUT, YELAHANKA.
152	171GCMD156	Sweta Ulhas Revankar	Finance	Prof. Pavithra S T	Vishwas Enterprises	A STUDY ON MANAGEMENT OF INVENTORY AT VISHWAS ENTERPRISES, BELAGAVI
153	171GCMD157	SWETHA H S	Finance	Prof. Dileep	Srivaru Securities Pvt. Ltd	A STUDY ON WORKING WOMEN PERCEPTION TOWARDS STOCK MARKET WITH SPECIAL REFERENCE TO SRIVARU SECURITIES PVT. LTD.
154	171GCMD158	SYED FARAZ	Marketing	Prof. Chandran A	Ajmal Properties Ltd	A STUDY OF BUILDING MARKETING STRATEGIES IN URBAN CITIES
155	171GCMD159	SYED TOUSIF	Marketing	Prof. N Nagasubba Reddy	Brand Factory, Electronic City	A STUDY ON THE APPREHENSIONS BY WOMEN BUYERS TOWARDS THE PRODUCT AT BRAND FACTORY- BANGALORE.
156	171GCMD160	TANVEERUZZAMA MOHAMMED ISMAIL SAB	Marketing	Prof. Uma Sharma	Bata	A STUDY ON VARIOUS FACTORS INFLUENCING CUSTOMERS TOWARDS SHOPPING IN BATA
157	171GCMD161	TARIQ MD SALAUDDIN	Marketing	Prof. Rashmi Shetty	Health & Glow Pvt. Ltd	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES AT HEALTH & GLOW PVT. LIMITED, BANGALORE
158	171GCMD162	TEJASWINI B	Marketing	Dr. Purushottam Bung	Yemag Raised Flooring Pvt. Ltd	ANALYSIS OF CURRENT CUSTOMER FEEDBACK SYSTEM DEPLOYED AT YEMAG RAISED FLOORING PVT. LTD. BENGALURU
159	171GCMD163	ULLAS A R	Marketing	Dr. Noor Firdoos Jahan	DHAMMANAGI DEVELOPERS Bangalore	ANALYZING THE ATTRIBUTES IN CUSTOMER BUYING BEHAVIOUR OF APARTMENTS TOWARDS DHAMMANAGI DEVELOPERS, BANGALORE.
160	171GCMD164	VARIJA KUMAR S	Human Resource	Dr. A Narasima Venkatesh	Karnataka Antibiotic And Pharmaceutical Limited	A STUDY ON EMPLOYEE PERFORMANCE APPRAISAL SYSTEM AT KARNATAKA ANTIBIOTICS AND PHARMACEUTICALS LIMITED, BANGALORE
161	171GCMD165	NIKITHA JAIN B	Human Resource	Dr. Anupama K Malagi	BLUE OCEAN CATALYST BANGALORE	A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA AND DIGITAL MARKETING ON RECRUITMENT PROCESS AT BLUE OCEAN CATALYST BANGALORE
162	171GCMD166	VENKATESH K. NAIK	Marketing	Dr. Santhosh M	TALENT AVENUES CORPORATION, BENGALURU	ANALYSING EFFECTIVENESS OF INFLUENCER MARKETER THROUGH UBIQUITOUS DIGITAL PLATFORMS AT TALENT AVENUES CORPORATION, BENGALURU
163	171GCMD167	VIDWAN NP	Marketing	Prof. N Suresh	OYO Rooms	A STUDY ON DEMAND GENERATION FOR OYO ROOMS THROUGH TARGETED MARKET IN BANGALORE CITY.
164	171GCMD168	VIJAYA BHAGAVATH	Marketing	Prof. Chandran A	Shopwell Supermarket	A STUDY ON VISUAL MERCHANDISING PRACTICED AT SHOPWELL SUPERMARKET



165	171GCMD169	VISHAL	Marketing	Prof. N Nagasubba Reddy	Tescra Software PVT LTD	A STUDY ON TRANSFORMING MARKETING STRATEGIES THROUGH SOCIAL MEDIA WITH SPECIFIC REFERENCE TO TESCRA SOFTWARE PVT LTD, BANGALORE
166	171GCMD170	VISHAL BHATT	Marketing	Prof. Uma Sharma	India Nivesh Pvt.Ltd.	A STUDY ON ONLINE ADVERTISEMENT AND ITS IMPACT ON INVESTORS WITH REFERENCE TO INDIA NIVESH LTD”
167	171GCMD171	VISHNU V PHALGUNAN	Marketing	Prof. Anitha D'Silva	HSR SERVICES, BANGALORE	A STUDY ON CONSUMER PREDISPOSITION TOWARDS ROYAL ENFIELD MOTORCYCLE-WITH SPECIFIC REFERENCE TO HSR SERVICES, BANGALORE.
168	171GCMD172	YASHWINI S BARAGUR	Human Resource	Prof. Sowmya D S	Hinduja Global Solutions	A STUDY ON KNOWLEDGE MANAGEMENT PRACTICES AND EMPLOYEE PERFORMANCE AT HINDUJA GLOBAL SOLUTIONS, BANGALORE

