

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Kumaraswamy Layout, Bangalore-560 078, Karnataka

Department of MBA

MBA BATCH 2022-24

Project Reports

Total Number of Students:167

Dayananda Sagar College of Arts, Science & Commerce					
Consolidated List of Project of 3rd Semester MBA 2024 (2022-2024 Batch)					
Sl. No.	Reg. No.	Name	Type of Research	Topic/Title	Guide Name
1	P03CJ22M015001	PANKUSH JAIN	Finance	A STUDY ON ANALYSING THE IMPACT IPO DETERMINANTS IN RETAIL SUBSCRIPTION	Dr.Chetan Shetty
2	P03CJ22M015002	UDAYAGIRI SIVA CHARAN SUBRAMAN	Marketing	A EMPERICAL STUDY ON MARKETING CHALLENGE OF OF COTTON TRADING IN NANDYAL DISTRICT	Dr. Kadambini Katke
3	P03CJ22M015003	YELLAMPATI PUNYAMURTHY	Marketing	A STUDY ON CUSTOMER SATISFACTION AT KENT WATER PURIFIER	Dr. C B V Krishna Prasad
4	P03CJ22M015004	JUNEDSHIRAHATTI	Marketing	"A STUDY ON CORPORATE FARMING"	Prof.Tejaswini L K
5	P03CJ22M015005	NISCHITA MANJUNATH HONAKERI	Human Resources	"IMPACT ON TALENT ACQUISITION AT TCS IN THE DIGITAL AGE:LEVERAGING SOCIAL MEDIA"	Dr. J. Vijayakumar
6	P03CJ22M015006	BASAVARAJESHWARI R ABBIGERI	Business Analytics	EVALUATING STUDENT'S PREFERENCE OF MOOCS FOR ONLINE CERTIFICATION AND UPSKILLING- A STUDY OF UNDER GRADUATION AND POST GRADUATION PARTICIPANTS	Dr.Vinish P
7	P03CJ22M015007	Sahel Salam K C	Finance	STUDY ON FUNDAMENTAL ANALYSIS OF SELECTED COMPANIES OF FMCG SECTORS	Prof. BRN Murthy
8	P03CJ22M015008	SAMEERA BHARADWAJ KS	Mkt	A STUDY TO ANALYSE THE IMPACT OF COVID ON MARKETING STRATEGIES OF PAGE INDUSTRIES TO ENHANCE SALES	Prof. Col Prasanna Kumar
9	P03CJ22M015009	SHARATH KALKUNTE	Marketing	A STUDY ON THE ROLE OF AI IN DIGITAL MARKETING FOR TARGET SEGMENT MARKETING	Dr. Kadambini Katke
10	P03CJ22M015010	VISHAL RANJAN	Finance	COMPARATIVE EVALUATION OF FINANCIAL MODELING TO ASCERTAIN FAIR VALUE ACROSS SECTORS AND COMPANIES	Dr.Sumera Aluru
11	P03CJ22M015011	DEVIKA R	FINANCE	A STUDY ON INVENTORY MANAGEMENT OF YUKEN INDIA LTD.	Prof.NAYANA T
12	P03CJ22M015012	KAVYASHREE.R	FINANCE	"AN ANALYSIS OF STOCK PRICES OF BSE SELECTED STOCKS USING THE CAPM MODEL"	Dr. ShashiKumar C R
13	P03CJ22M015013	MOKESHWAR	Marketing	A STUDY ON WAREHOUSE MANAGEMENT SYSYTEM FOR RE-DRIED STORAGES IN ITC LIMITED	Dr. C B V Krishna Prasad
14	P03CJ22M015014	PRADEEP VARMA DANDU	Marketing	"A STUDY ON DEMAND FOR ELECTRIC TWO-WHEELER & THEIR FUTURE PERSPECTIVE"	Prof.Tejaswini L K
15	P03CJ22M015015	AKSHAY A NAIK	Finance	A COMPARATIVE STUDY OF OPERATIONAL EFFICIENCY OF SELECT BANKS ACROSS DIFFERENT SEGMENTS OF BANKING INDUSTRY.	PROF.KS GOPAL
16	P03CJ22M015016	SUHAS M S	Finance	A STUDY ON THE IMPACT OF FOREIGN DIRECT INVESTMENT (FDI) ON GDP GROWTH RATE IN INDIA AND COMPARISION OF EXCHANGE RATES WITH AMERICA AND NEPAL	Dr.Chetan Shetty

17	P03CJ22M015017	SURESH R	Mkt	A STUDY ON IMPACT OF RBI RESTRICTIONS ON PAYTM PAYMENTS BANK: A CUSTOMER PERSPECTIVE	Prof. Col Prasanna Kumar
18	P03CJ22M015018	Dushyanth M.C	Finance	A STUDY ON AWARENESS, PERCEPTION AND ACCEPTANCE OF DIGITAL RUPEE OF RBI	Prof. BRN Murthy
19	P03CJ22M015019	ABHAY SURYA B	Finance	STUDY ON COMPREHENSIVE ANALYSIS OF EV AND IT'S IMPACT ON INDIAN GDP	Dr.Sumera Aluru
20	P03CJ22M015020	MUBERREZ BAIG	Business Analytics	EXPLORING SHOPKEEPER'S PERSPECTIVES ON THE PAYTM PAYEMNT GATEWAY IN RETAIL TRANSCCTIONS	Dr. Subbulakshmi S
Sl. No.	Reg. No.	Name	Type of Research	Topic/Title	Guide Name
21	P03CJ22M015021	RAVUTAPPA MALAGHAN	FINANCE	A STUDY ON RISK ANALYSIS OF SELECTED AUTOMOBILE COMPANIES LISTED ON INDIAN STOCK EXCHANGE AT HEDGE EQUITIES LTD.	Dr.B R Venkatesh
22	P03CJ22M015023	SAKTHI SUNDARAM R	Marketing	A COMPARATIVE ANALYSIS OF EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES VS OTHER MARKETING STRATEGIES	Dr. Kadambini Katke
23	P03CJ22M015024	DEEPIKA N	FINANCE	"A STUDY ON COMPARATIVE PERFORMANCE ANALYSIS OF SMALL CAP AND LARGE CAP MUTUAL FUND WITH REFERENCE TO INDIAN MARKET"	Dr. ShashiKumar C R
24	P03CJ22M015025	VEMULA SOWMYA	Business Analytiscs	EFFECTIVENESS OF COUPON MARKETING ON MARKET CAPITALIZATION THROUGH UPI PAYMENTS	Dr.Vinish P
25	P03CJ22M015026	RASHMI KULKARNI	Business Analytics	FACTORS INFLUENCING CUSTOMERS TO ORDER FOOD THROUGH ZOMATO PLATFORM	Dr. Subbulakshmi S
26	P03CJ22M015027	RAKESH M	Finance	A STUDY ON FINANCIAL PERFORMANCE OF BLUE TOKAI COFFEE ROASTERS PVT. LTD	PROF.KS GOPAL
27	P03CJ22M015028	CHANDAN C S	Finance	A STUDY ON COMPARATIVE PERFORMANCE ANALYSIS OF SELECTED MUTUAL FUND SCHEMES	Dr.Chetan Shetty
28	P03CJ22M015029	Karthik P	Finance	THE CONTRIBUTION OF BANKS TO THE GROWTH OF SMALL AND MEDIUM SCALE ENTERPRISES	Prof. BRN Murthy
29	P03CJ22M015030	PURUSHOTHAM N	Marketing	A STUDY ON IMPACT OF AMAZON PRIME DURING COVID-19 AND CUSTOMER PERCEPTION ON ITS SERVICES	Dr. C B V Krishna Prasad
30	P03CJ22M015031	SNEHA. R	Finance	A STUDY ON EVALUATION OF INDIAN INTERNATIONAL EXCHANGE AND INDIA INX50	Dr.Sumera Aluru
31	P03CJ22M015032	JEEVITHA H S	FINANCE	A STUDYON THE IMPACT OF GLOBAL FINANCIAL MARKETS ON THE INDIAN ECONOMY.	Prof.NAYANA T
32	P03CJ22M015033	VARUNKUMAR N	FINANCE	"A STUDY ON ANALYSIS OF RISK AND RETURN OF SELECTED BANKING STOCKS WITH REFERENCE TO NSE"	Dr. ShashiKumar C R
33	P03CJ22M015034	VINEET UDAY SHANBHAG	Finance	A COMPARATIVE STUDY ON STANDALONE HEALTH INSURANCE COMPANIES IN INDIA	PROF.KS GOPAL
34	P03CJ22M015035	VIVEK J	Finance	PERFORMANCE ANALYSIS OF INDIAN PRIVATE BANKS USING CAPM APPROACH	Dr.Chetan Shetty

35	P03CJ22M015036	DARSHAN NAGAPATI HEGDE	Finance	A STUDY ON CAPITAL STRUCTURE WITH SPECIAL FOCUS TO T.S.S. LTD SIRS	Prof. BRN Murthy
36	P03CJ22M015037	SYED ISRAR	Finance	CRITICAL EXPLORATION OF GREENWASHING RISKS IN INVESTMENT FUND DISCLOSURES - ANALYSIS OF INDIAN ESG COMPANIES	Dr.Sumera Aluru
37	P03CJ22M015038	D K JOSHIKA	FINANCE	A STUDY ON WORKING CAPITAL MANAGEMENT AT HONDA MOTOR COMPANY LTD (SREE AMOGHA HONDA).	Prof.NAYANA T
38	P03CJ22M015039	TRUPTHI RAVISHANKAR	FINANCE	"REVOLUTIONIZING FINANCE: A COMPREHENSIVE EXPLORATION OF ARTIFICIAL INTELLIGENCE IN THE BANKING SECTOR"	Dr. ShashiKumar C R
39	P03CJ22M015040	B.MAHESH	Business Analytics	TRENDS AND INSIGHTS IN THE DATA SCIENCE JOB MARKET IN INDIA: A GLASSDOOR ANALYSIS	Dr.Vinish P
40	P03CJ22M015041	SACHIN RAJ	HR	A STUDY ON EMPLOYEE WELL-BEING AND MENTAL HEALTH INITIATIVES AMONGST WORK FORCE	Dr. Ameer Asra Ahmed
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41	P03CJ22M015042	UDAY GOWDA N	Finance	A CRITICAL VALUATION OF SHARE OF ADANI PORTS	PROF.KS GOPAL
42	P03CJ22M015044	RAJENDRA GANAPATI NAIK	Finance	A STUDY ON ASSETS AND LIABILITY MANAGEMENT OF SELECTED PRIVATE SECTOR BANKS IN INDIA	Dr.Chetan Shetty
43	P03CJ22M015045	MANJUNATH	Finance	A STUDY ON COMPARATIVE ANALYSIS OF SELECTED MUTUAL FUNDS	Prof. BRN Murthy
44	P03CJ22M015046	TEJASWINI M	Mkt	UNVEILING KEY SUCCESS FACTORS IN AMAZON'S SUPPLY CHAIN MANAGEMENT: A COMPREHENSIVE STUDY	Prof. Col Prasanna Kumar
45	P03CJ22M015047	VIJAY K MANDRE	Finance	A STUDY ON SEBI REGULATIONS FOR FPIS AND ANTICIPATED SELLING AND RESULTING IMPACT ON STOCK MARKET	Dr.Sumera Aluru
46	P03CJ22M015048	BEVANTH E SINGH	FINANCE	A COMPARATIVE STUDY OF RISK & RETURN IN GOLD V/S STOCK MARKET.	Prof.NAYANA T
47	P03CJ22M015049	MARSHEL J FERNANDES	FINANCE	"STUDY ON THE PERFORMANCE EVALUATION OF SELECTED DEBT MUTUAL FUNDS OF FIVE SELECTED ASSET MANAGEMENT COMPANIES"	Dr. ShashiKumar C R
48	P03CJ22M015050	SANKETH	Finance	A COMPARATIVE ANALYSIS OF RISK-RETURN PROFILES IN SELECT LARGE AND MID-CAP MUTUAL FUNDS IN INDIA.	PROF.KS GOPAL
49	P03CJ22M015051	NAMRATHA M P	Finance	A STUDY ON CREDIT RISK MANAGEMENT OF NBFC'S	Dr.Chetan Shetty
50	P03CJ22M015052	Vishwas Barker	Finance	STUDY ON FUNDAMENTAL ANALYSIS OF SELECTED IT SECTOR STOCKS	Prof. BRN Murthy
51	P03CJ22M015053	LALITHA B	Finance	"EXAMINING THE EFFECTIVENESS OF INVESTMENT BANKS IN PRICING AND MARKETING OF IPOS, AND THE SUBSEQUENT PERFORMANCE OF THESE IPOS IN STOCK MARKETS IN INDIA"	Dr.Sumera Aluru
52	P03CJ22M015054	SANJAY SAJJAN	Marketing	A STUDY OM SALES PROMOTION STRATEGIES OF TVS VEHICLES	Dr. Kadambini Katke

53	P03CJ22M015055	K B ARSHIYANAZ	FINANCE	A STUDY TO ANALYSE THE FINANCIAL PERFORMANCE OF PUMA COMPANY IN INDIA.	Prof.NAYANA T
54	P03CJ22M015056	HARSHITHA M P	FINANCE	"A STUDY ON RISK AND RETURN ANALYSIS OF SELECTED COMMODITIES WITH REFERENCE TO MCX"	Dr. ShashiKumar C R
55	P03CJ22M015057	SANJANA B K	FINANCE	"A STUDY ON STOCK PRICE RESPONSES TO THE UNION BUDGET WITH SPECIAL REFERENCE TO THE BANKING SECTOR"	Dr. ShashiKumar C R
56	P03CJ22M015058	SACHIN K N	Finance	STUDY OF ASSET ALLOCATION TECHNIQUES IN PORTFOLIO MANAGEMENT.	PROF.KS GOPAL
57	P03CJ22M015060	AISHIK ROY CHOUDHURY	Mkt	A STUDY TO ANALYSE THE IMPACT OF COVID ON ONLINE TRANSACTIONS WITH SPECIAL FOCUS ON GPAY	Prof. Col Prasanna Kumar
58	P03CJ22M015061	SURYA MARKANDEYA BAGUR	Finance	EVALUATING THE EFFECTIVENESS OF VALUE-AT-RISK (VaR) MODELS IN RISK MANAGEMENT ON STOCK INDICES	Dr.Chetan Shetty
59	P03CJ22M015062	ADITYA UDAYKUMAR MADIVAL	Finance	CRITICAL EVALUATION OF FOREX TECHNICAL ANALYSIS WITH REFERENCE TO CURRENCY PAIRS AND CRYPTO CURRENCIES	Dr.Sumera Aluru
60	P03CJ22M015063	NARAYAN S VINOD	HR	A BRIEF STUDY ON METACOGNITIVE SKILLS AMONG IT EMPLOYEES IN BANGALORE	Prof. VAIBHAV PATIL

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61	P03CJ22M015064	Suraj S Kothari	Finance	A STUDY ON THE IMPACT OF NEW AGE STOCK BROKERS ON INDIAN STOCK MARKET INVESTMENT	Prof. BRN Murthy
62	P03CJ22M015065	NEVIL KANIK	FINANCE	IMPACT OF ARTIFICIAL INTELLIGENCE ON FINANCIAL SERVICES.	Prof.NAYANA T
63	P03CJ22M015066	MANASI DEEPAK CHIKORDE	FINANCE	"A STUDY ON PERFORMANCE OF GOLD ETF'S IN REFERENCE TO INDIAN STOCK MARKET"	Dr. ShashiKumar C R
64	P03CJ22M015067	SHASHANK H G	Finance	A COMPARATIVE STUDY OF FACTORING AND INVOICE DISCOUNTING IN INDIA AND ABROAD.	PROF.KS GOPAL
65	P03CJ22M015068	PRIYA M S	Business Analytics	IMPACT OF REWARD POINTS AND CASH BACK SYSTEM IN RETAINING CUSTOMERS- STARTEGY ADOPTED BY HDFC BANK	Dr. Subbulakshmi S
66	P03CJ22M015069	DIVYA G	HR	A STUDY ON EMPLOYEE ENGAGEMENT IN REPLICA OFFSET PRINTERS , BANGALORE	Dr. Srikanthamurthy M.R.
67	P03CJ22M015070	ABHIRAM M V	Business Analytics	A STUDY ON CUSTOMER FEEDBACK ANALYSIS AND PREFERENCES OF EXISTING APPAREL BRANDS: INSIGHTS FOR THE INTRODUCTION OF OUR BRAND 'PERCEPTION'	Dr.Vinish P
68	P03CJ22M015071	K VARUN GOVIL	Business Analytics	A STUDY ON PERFORMANCE FORCASTING AT DABUR INDIA LIMITED	Dr. Subbulakshmi S
69	P03CJ22M015072	GAGAN	Marketing	"A STUDY ON MARKETING ANALYSIS OF DOMINO'S"	Prof.Tejaswini L K
70	P03CJ22M015073	SHARANYA R VASISHTA	Finance	ANALAYING EXIDE INDUSTRIES: UNVEILING BUSINESS VALUATION THROUGH DCF MODEL	Dr.Chetan Shetty
71	P03CJ22M015075	H N ARUN	Finance	A STUDY ON EXAMINING THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON BANKING SECTOR	Prof. BRN Murthy
72	P03CJ22M015076	SOWMITHRA R	Business Analytics	EXPLORING DECISION-MAKING FACTORS OF EDUCATED MILLENNIALS IN RESIDENTIAL SOLAR ENERGY SYSTEM UPGRADES	Dr.Vinish P
73	P03CJ22M015077	VIDYANANDA C HEGDE	Finance	A STUDY ON GREEN BONDS AS SOCIALLY RESPONSIBLE INVESTMENT-GREEN BONDS ISSUANCE AND ASSOCIATED ECONOMIC RULES AND IMPLICATIONS AND GREENIUM	Dr.Sumera Aluru
74	P03CJ22M015078	TEJASKARA N S	FINANCE	"A STUDY ON POST ISSUE PERFORMANCE ANALYSIS OF IPO'S WITH REFERENCE TO NSE"	Dr. ShashiKumar C R
75	P03CJ22M015079	RAHUL TILAK	FINANCE	A STUDY ON LEVERAGING DIGITAL CHANNELS FOR ENHANCING CUSTOMER EXPERIENCE AND ANALYSIS.	Prof.NAYANA T
76	P03CJ22M015080	SUKRUTH HEBBAR G R	Finance	STUDY ON PRE AND POST MERGER ANALYSIS OF NATIONALIZED BANKS	Dr.Chetan Shetty
77	P03CJ22M015081	RAKESH SHARMA NS	Finance	COMPARATIVE ANALYSIS OF PERFORMANCE OF SELECT MUTUAL FUNDS AND UNIT LINKED INSURANCE PLANS.	PROF.KS GOPAL
78	P03CJ22M015082	ASWATHI P NAIR	Human Resources	"A STUDY ON INCLUSIVE INNOVATION:EXPLORING AI'SIMPACTON WORKPLACE DIVERSITY"	Dr. J. Vijayakumar

79	P03CJ22M015083	MEGHANA HEGDE	Finance	A STUDY ON TREDS-QUICK GROWTH AFTER THE SLOW TAKE OFF-REASONS AND FUTURE AHEAD (M1 EXCHANGE ,INVOICE MART, RECEIVABLES EXCHANGE OF INDIA)	Dr.Sumera Aluru
80	P03CJ22M015084	RASHATH H S	FINANCE	THE STUDY ON UNDERSTANDING THE SHIFT TOWARDS REVERSE MORTGAGES IN PERSONAL FINANCE.	Prof.NAYANA T
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81	P03CJ22M015085	VAISHNAVI G	Finance	A STUDY ON RISK MANAGEMENT IN BANKING SECTOR- HDFC BANK	Prof. BRN Murthy
82	P03CJ22M015086	ADITI MANSUR	FINANCE	"A STUDY ON IMPACT OF GST ON FAST MOVING CONSUMER GOODS"	Dr. ShashiKumar C R
83	P03CJ22M015087	SHARADVI K S	Finance	UNDERSTANDING AND EVALUATING THE PERFORMANCE OF DIFFERENT CATEGORIES OF MUTUAL FUNDS IN INDIAN FINANCIAL MARKETS.	PROF.KS GOPAL
84	P03CJ22M015088	K SHRAVANI	Finance	A STUDY ON CAPITAL BUDGETING TECHNIQUES WITH REFERENCE TO SELECTED CEMENT COMPANIES IN INDIA	Dr.Chetan Shetty
85	P03CJ22M015089	SNEHA LOKUR	FINANCE	A BRIEF STUDY ON THE COMPARISON BETWEEN OLD AND NEW INCOME TAX REGIME OF INCOME TAX ACT, FOR SALARIED INDIVIDUALS.	Prof.NAYANA T
86	P03CJ22M015090	AADITHYA S	Finance	A STUDY ON EFFECT OF VALUE UNLOCKING THROUGH DEMERGER FOR SELECT COMPANIES	Dr.Sumera Aluru
87	P03CJ22M015091	DEEPTHI V	Finance	A STUDY ON RISK, RETURNS AND PORTFOLIO MANAGEMENT.	PROF.KS GOPAL
88	P03CJ22M015092	MAHIMA DEVI	Business Analytics	EXAMINING EMPLOYEE ENGAGEMENT AT CORIZO: INSIGHTS FROM A QUESTIONNAIRE-BASED SURVEY	Dr. Subbulakshmi S
89	P03CJ22M015093	JYOTHISH KUMAR S	Finance	A STUDY ON HOW LISTING PRICE OF SHARES AFFECTED BY IPO PRICE AND IPO SIZE	Dr.Chetan Shetty
90	P03CJ22M015094	Nihal Sagar Gowda	Finance	AN OVERVIEW OF FOREIGN DIRECT INVESTMENT IN INDIA	Prof. BRN Murthy
91	P03CJ22M015095	SAHANA J	Finance	A COMPARATIVE STUDY ON FINANCING PATTERNS AND CHALLENGES OF UNICORNS	Dr.Sumera Aluru
92	P03CJ22M015096	ADITI DEWANGAN	FINANCE	FINANCIAL ANALYSIS OF BRITANNIA COMPANY.	Prof.NAYANA T
93	P03CJ22M015097	DUSHYANTH V GOWDA	HR	A BRIEF STUDY ON INFLUENCE OF LEADERSHIP ON TEAM BUILDING	Dr. Srikanthamurthy M.R.
94	P03CJ22M015098	MOHAMMED JASEEM P	Finance	A STUDY ON TAX PLANNING MEASURES ADOPTED BY ACADEMICIANS IN MALAPPURAM DISTRICT.	PROF.KS GOPAL
95	P03CJ22M015099	V. AISHWARYA GUPTA	Fin	A STUDY TO ASSESS THE IMPACT OF SHAREHOLDER ACTIVISM ON A COMPANY'S POLICIES AND FUTURE GROWTH	Prof. Col Prasanna Kumar
96	P03CJ22M015100	LAHARI K M	Finance	A STUDY ON CHALLENGES OF AI AND AUTOMATION ADOPTION IN BANKING AND FINANCE SERVICES	Dr. Kadambini Katke

97	P03CJ22M015101	SHREYA CHAKRABORTY	Finance	A STUDY ON AUTOMATION IN BANKING AND FINANCIAL SECTOR	Prof. BRN Murthy
98	P03CJ22M015102	BHAIRAVAGIRI M N	Finance	A STUDY ON PORTFOLIO MANAGEMENT SERVICES AND ANALYSIS OF THREE PMS SERVICES PROVIDER	Dr. C B V Krishna Prasad
99	P03CJ22M015103	SUNITHA V H	HR	MINDFUL MINDS: EXPLORING THE INFLUENCE OF MINDFULNESS PRACTICES ON EMPLOYEE WELL-BEING AND ORGANIZATIONAL PERFORMANCE	Dr. Ameer Asra Ahmed
100	P03CJ22M015104	AMRUTHA K	Finance	"A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MERGED BANKS IN INDIA"	Prof. Tejaswini L K

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101	P03CJ22M015105	H G RAKSHA	Finance	"LEVERAGING MACHINE LEARNING TO ENHANCE FINANCIAL FORECASTING WITH BIG DATA"	Dr. J. Vijayakumar
102	P03CJ22M015106	TEJASHWINI N	FINANCE	"A STUDY ON CUSTOMER SATISFACTION ON E-BANKING SERVICES OF NATIONALIZED AND PRIVATIZED BANKS"	Dr. ShashiKumar C R
103	P03CJ22M015107	VINITHA M	Finance	A STUDY ON FINANCIAL PERFORMANCE OF PRIVATE BANKS SECTOR UNDER THE FRAMEWORK OF CAMEL MODEL	Dr.B R Venkatesh
104	P03CJ22M015108	NAMRATHA PATIL	Finance	A STUDY ON REPO TRANSACTION AS A FUNDING INSTRUMENT IN THE PAST 3 YEARS AND IT'S IMPACT ON BANKING SECTOR	Dr.B R Venkatesh
105	P03CJ22M015109	SAKSHI SATYANARAYANA GOWDA	Business Analytics	EXPLORING GENERATION Z MOBILE INTERNET DATA USAGE PATTERNS-PURPOSES, PREFERENCES AND TRENDS	Dr.Vinish P
106	P03CJ22M015110	TARIQ AZIZ LASKAR	Finance	A STUDY ON EFFECT OF MACRO-ECONOMIC VARIABLES ON THE PROFITABILITY OF THE COMMERCIAL BANKS	Dr.B R Venkatesh
107	P03CJ22M015111	SHAKEEL AKTHAR A V	Marketing	A STUDY ON IMPACT OF HYBRID WORK MODE ON EMPLOYEE SATISFACTION: IT SECTOR	Dr. C B V Krishna Prasad
108	P03CJ22M015112	SPOORTHY H S	Finance	COMPREHENSIVE ANALYSIS OF CARBON PRICING INITIATIVES ACROSS COUNTRIES WITH SPECIAL REFERENCE TO INDIA	Dr.Sumera Aluru
109	P03CJ22M015113	DEEPIKA. K	Finance	A STUDY ON EFFECTIVENESS OF CAPITAL BUDGETING WITH REFERENCE TO SNIPE TECH PVT LTD, BANGALORE	Dr.B R Venkatesh
110	P03CJ22M015114	CK PREETHI	Finance	"A STUDY ON PERFORMANCE EVALUATION OF IPOS IN INDIAN STOCK MARKET WITH RESPECT TO NSE"	Prof.Tejaswini L K
111	P03CJ22M015115	VIJAYA MADHAVAN S	Mkt	A STUDY ON BUSINESS OPERATION AND MARKETING STRATEGY ADOPTED BY NESTLE IN CREATION OF SUCCESSFUL BRAND IN INDIAN MARKET	Prof. Col Prasanna Kumar
112	P03CJ22M015116	B. S. DIVYA	Finance	CRITICAL EVALUATION HEALTHCARE FINANCING INITIATIVES IN INDIA	Dr.B R Venkatesh
113	P03CJ22M015117	MANOHAR G M	Business Analytics	EVALUATING USER EXPERIENCES IN E-COMMERCE PLATFORMS - A COMPARATIVE ANALYSIS	Dr. Subbulakshmi S
114	P03CJ22M015118	CHINMAYE P	FINANCE	A STUDY ON THE IMPACT OF INFLATION, INTEREST RATES AND GDP ON CRUDE OIL	Prof. VAIBHAV PATIL
115	P03CJ22M015119	MOHAMMED ARFAZ	Business Analytics	COMPARATIVE ANALYSIS OF UNIFIED PAYMENTS INTERFACE APPS: CRED, BHIM, PAYTM, PHONE PE AND GOOGLE PAY	Dr.Vinish P
116	P03CJ22M015120	HITHESH S S	Business Analytics	USER SATISFACTION AND INFLUENTIAL FACTORS IN CHOOSING INVESTMENT APPS - ANGEL ONE, UPSTOX AND ZERODHA	Dr. Subbulakshmi S
117	P03CJ22M015121	VISHAL M KOCHREKAR	Business Analytics	RISK AND RETURN ANALYSIS OF BLUECHIP COMPANIES	Dr.Vinish P
118	P03CJ22M015122	SANGAMESH SIDDAPPA BAGEWADI	FINANCE	FUNDAMENTAL & TECHNICAL ANALYSIS OF MAJOR STOCKS OF BANKING SECTOR IN INDIAN STOCK MARKET.	Dr.B R Venkatesh

119	P03CJ22M015123	RAHUL RAJ	MARKETING	A STUDY ON CUSTOMER SATISFACTION WITH THE SERVICES OF LIFE INSURANCE CORPORATION WITH SPECIAL REFERENCE TO LIC	Dr. Srikantamurthy M.R.
120	P03CJ22M015124	S P SAMRAT	FINANCE	A STUDY ON ROLE OF MICROFINANCE IN INDIA WITH SPECIAL REFERENCE TO FEDERAL BANK	Dr. Ameer Asra Ahmed

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121	P03CJ22M015125	D VEERASEKHAR REDDY	Business Analytics	A COMPREHENSIVE STUDY ON USER EXPERIENCE AND INSIGHTS PERTAINING TO SUZUKI MOTORCYCLES	Dr. Subbulakshmi S
122	P03CJ22M015127	VAMSHI KRISHNA	Business Analytics	A COMPARATIVE STUDY AND ANALYSIS OF BANKS WITH SPECIAL REFERENCE OF SBI	Dr. Vinish P
123	P03CJ22M015128	R SAI SUJITH	Marketing	"A STUDY ON EFFICIENCY OF RICE PRODUCTION AND ITS MARKETING STRATEGY WITH REFERENCE TO VISHNUPRIYA"	Prof. Tejaswini L K
124	P03CJ22M015129	SOMPALLI CHAITANYA	Business Analytics	A STUDY ON LEAD TIME MANAGEMENT WITH REFERENCE AT DTDC	Dr. Subbulakshmi S
125	P03CJ22M015130	POONAM PONNAMMA KV	Finance	"FINANCIAL PERSPECTIVES ON COMPENSATION PLANNING: EVALUATION STRATEGIES FOR ORGANISATIONAL SUCCESS"	Dr. J. Vijayakumar
126	P03CJ22M015131	BHAKTI S SHIRODKAR	Mkt	IMPACT OF INFLUENCER MARKETING IN DIGITAL MEDIA ON THE SALES GROWTH OF H&M IN THE BANGALORE MARKET	Prof. Col Prasanna Kumar
127	P03CJ22M015132	SURYA KIRAN K	Finance	"A STUDY ON FUNDAMENTAL ANALYSIS OF PAINT INDUSTRY WITH REFERENCE TO ASIAN PAINTS"	Dr. J. Vijayakumar
128	P03CJ22M015133	AMAN SAMEER	Finance	A STUDY OF TECHNICAL INSIGHTS INTO SELECTED STOCKS IN THE INDIAN STOCK MARKET	Dr. J. Vijayakumar
129	P03CJ22M015134	G VAISHNAVI	Finance	"A STUDY ON FINANCIAL PERFORMANCE ANALYSIS WITH REFERENCE TO HINDUSTAN UNILEVER LIMITED"	Dr. J. Vijayakumar
130	P03CJ22M015135	SOUBHAGYA SINGRI	Finance	A STUDY ON THE FUNDAMENTAL ANALYSIS OF INDIAN CEMENT INDUSTRY	Dr. J. Vijayakumar
131	P03CJ22M015136	ASHLESHA	Marketing	A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ TWO WHEELERS AND ANALYSIS OF SERVICES PROVIDED BY BAJAJ	Dr. Kadambini Katke
132	P03CJ22M015137	ANIKET KAMAT	FINANCE	A STUDY ON RISK PERCEPTION AND PORTFOLIO MANAGEMENT OF EQUITY INVESTORS IN INDIA	Dr. Ameer Asra Ahmed
133	P03CJ22M015138	HARSHA M	FINANCE	A STUDY ON IMPACT OF GST ON TRAVEL AND TOURISM INDUSTRY	Dr. Ameer Asra Ahmed
134	P03CJ22M015139	GUGGILLA VENKATA TEJA	FINANCE	A COMPARATIVE STUDY TO ANALYSE THE GROWTH OF PUBLIC SECTOR BANK AND PRIVATE SECTOR BANK WITH SPECIAL FOCUS ON SBI AND HDFC	Dr. Ameer Asra Ahmed
135	P03CJ22M015140	RUTIKA U MANGALE	FINANCE	A STUDY ON AWARENESS OF FINANCIAL PLANNING AND WEALTH MANAGEMENT AMONG WORKING PROFESSIONALS	Dr. Ameer Asra Ahmed
136	P03CJ22M015141	RAHUL M	Marketing	A STUDY ON SOCIAL MEDIA IMPACT ON CUSTOMER EVANGELISM IN ELECTRONIC PRODUCTS	Dr. C B V Krishna Prasad
137	P03CJ22M015142	KAVITHA K	Marketing	ROLE OF SOCIAL MEDIA IN AUDIENCE REACH AND DRIVE CREATION	Dr. Kadambini Katke
138	P03CJ22M015144	SHREYA TP	FINANCE	A STUDY ON THE EFFECTIVENESS AND CHALLENGES OF EMBEDDED PAYMENT SYSTEMS WITH SPECIAL REFERENCE TO THE E-COMMERCE SECTOR	Dr. Ameer Asra Ahmed

139	P03CJ22M015145	KIRAN PATEL E D	Business Analytics	STUDY ON MARKET BASKET ANALYSIS OF AMAZON DATA	Dr.Vinish P
140	P03CJ22M015146	DEEPAK D S	FINANCE	A STUDY ON OPEN BANKING AND ITS IMPACT ON FINANCIAL INCLUSION	Prof. VAIBHAV PATIL

Sl. No.	Reg. No.	Name	Type of Research	Topic/Title	Guide Name
141	P03CJ22M015148	PUSHPALATHA M	FINANCE	APPLICATION OF THE BLOCKCHAIN TECHNOLOGY IN FINANCIAL SERVICES INDUSTRY AT JP MORGAN, BANGALORE	Prof. VAIBHAV PATIL
142	P03CJ22M015149	SRI LAKSHMI KS	HR	A STUDY ON EMPLOYEE MOTIVATION AND JOB SATISFACTION WITH REFERENCE TO SAINO APPARELS, BANGALORE	Prof. VAIBHAV PATIL
143	P03CJ22M015150	SHARAN	Marketing	"A STUDY ON COMPARATIVE ANALYSIS OF MEME MARKETING AND INFLUENCER MARKETING STRATEGIES IN THE INDIAN FOOD DELIVERY MARKET (ZOMATO VS. SWIGGY)"	Prof. Tejaswini L K
144	P03CJ22M015152	RUTWIK HONAWAD	FINANCE	ANALYSIS OF CASH FLOW STATEMENT OF HINDUSTAN UNILEVER LIMITED	Prof. VAIBHAV PATIL
145	P03CJ22M015153	SHRIHARSHA K MALAVADE	HR	JOB CRAFTING AND ITS IMPACT ON WORK ENGAGEMENT IN VIRTUAL TEAMS	Dr. Srikantamurthy M.R.
146	P03CJ22M015154	AMITH TGM	Mkt	IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON BRAND LOYALTY IN FMCG SECTOR AT MARVEL CNC TECHNOLOGIES	Prof. Col Prasanna Kumar
147	P03CJ22M015155	RISHI NANDA BS	FINANCE	A STUDY ON OPERATIONAL AND FINANCIAL PERFORMANCE OF INTERNATIONAL AIRLINES	Prof. VAIBHAV PATIL
148	P03CJ22M015156	ROHAN PIUS	Human Resources	"COMPARATIVE STUDY ON WORKFORCE REVOLUTION 2.0 SIEMENS & FOXCONN"	Dr. J. Vijayakumar
149	P03CJ22M015157	SAMPRIITHA. R. SHETTY	FINANCE	A STUDY ON THE INVESTMENT PREFERENCE OF PRIVATE EMPLOYEES IN VARIOUS INVESTMENT AVENUES IN BENGALURU	Prof. VAIBHAV PATIL
150	P03CJ22M015158	KARTHIK M RAO	Business Analytics	A STUDY OF CONSUMER PREFERNCES AND BUYING BEHAVIOUR TOWARDS HANGYO ICECREAM	Dr. Subbulakshmi S
151	P03CJ22M015159	AKASH VP	HR	WORK LIFE BALANCE OF IT EMPLOYEES IN BANGALORE	Dr. Ameer Asra Ahmed
152	P03CJ22M015160	SHANTVEER HAVERI	Marketing	AN ORGANISATIONAL STUDY ON DISTRIC CO-OPERATIVE UNION SOCIETY	Dr. Kadambini Katke
153	P03CJ22M015161	NAVAMI J	FINANCE	ROLE OF COMMERCIAL BANKS IN ENHANCING COUNTRY'S ECONOMIC BANK OF BARODA	Dr. Srikantamurthy M.R.
154	P03CJ22M015162	LIKITHA M JALADANKI	Business Analytics	INFLUENCER MARKETING'S IMPACT ON PERCEPTIONS OF ORGANIC BEAUTY PRODUCTS: AN ANALYSIS OF YOUTUBE COMMENTS	Dr. Vinish P
155	P03CJ22M015163	AAGHASH R	Business Analytics	IMAGE ANALYSIS OF BRAND KIA IN BANGALORE METROPOLITAN CITY	Dr. Subbulakshmi S
156	P03CJ22M015164	YUKESH R	Marketing	"CONSUMER PERCEPTION TOWARDS GREEN MARKETING PRACTICES WITH RESPECT TO ITC LTD:AN EMPIRICAL STUDY OF THE BANGALORE MARKET	Dr. C B V Krishna Prasad
157	P03CJ22M015165	AYUSHI SHUKLA	FINANCE	A BRIEF STUDY ON IMPACT OF GST ON FMCG COMPANIES	Dr. Srikantamurthy M.R.

158	P03CJ22M015166	AYYAPAYYA SWAMY	FINANCE	A BRIEF STUDY ON E-MONEY AND VIRTUAL MONEY	Dr. Srikantamurthy M.R.
159	P03CJ22M015168	GULAM ABDUL KADIR	FINANCE	A STUDY ON VALUATION OF THE COMPANY AND ITS PROCESS	Dr. Srikantamurthy M.R.
160	P03CJ22M015169	NIKHIL NAIK	FINANCE	EXECUTION EXAMINATION OF PRIVATE AREA BANK IN INDIA UTILIZING THE CAMEL MODEL METHODOLOGY	Dr. Srikantamurthy M.R.

Sl. No.	Reg. No.	Name	Type of Research	Topic/Title	Guide Name
161	P03CJ22M015170	SHREYAS KULKARNI	Fin	A STUDY ON OPTIONS TRADING TECHNIQUES AND STRATEGIES ON NIFTY-50 STOCKS	Prof. Col Prasanna Kumar
162	P03CJ22M015171	D.ROHITH	Marketing	"A COMPARISON STUDY ON MARKETING STRATEGIES BETWEEN BLINK IT AND SWIGGY INSTAMART"	Prof. Tejaswini L K
163	P03CJ22M015172	SHALINI.P	Finance	A STUDY ON THE ROLE OF INFORMATION TECHNOLOGY IN THE BANKING SECTOR	Prof. Tejaswini L K
164	P03CJ22M015174	AJITH KUMAR G	Business Analytics	ANALYZING THE POPULARITY OF CHENNAI SUPER KINGS: INSIGHTS FROM THEIR OFFICIAL YOUTUBE CHANNEL DURING IPL MATCHES IN 2024	Dr. B R Venkatesh
165	P03CJ22M015176	KRUPAKAR R GOWDA	Marketing	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN LIFESTYLE AND RETAIL INDUSTRY	Dr. Kadambini Katke
166	P03CJ22M015177	ANJAN KRISHNA A S	Marketing	THE IMPACT OF PACKAGING OF FMCG PRODUCTS ON CONSUMER BUYING BEHAVIOUR	Dr. C B V Krishna Prasad
167	P03CJ22M015178	LAKSHMI NARAYANA CHOWDARY	HR	A STUDY ON THE IMPACT OF COMPENSATION AND BENEFITS ON EMPLOYEES JOB SATISFACTION IN HEALTH CARE SECTOR	Dr. Srikantamurthy M.R.

**A Study on Customer Feedback Analysis and Preferences of existing
Apparel Brands: Insights for the introduction of our brand
'PERCEPTION'**

project submitted in partial fulfilment of the requirements
for the award of the Degree in

**MASTER OF BUSINESS ADMINISTRATION
OF
BANGALORE UNIVERSITY**



Submitted by:

ABHIRAM M.V

P03CJ22M015070

Under the GUIDANCE of

Dr. VINISH P

Associate Professor



Department of Management studies

DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT, BANGALORE - 560078

Academic Year: 2023 – 2024

“A Study on Impact of GST on Fast- Moving Consumer goods”

A synopsis submitted to the Bangalore University in partial fulfilment
of the requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By:

ADITI MANSUR

P03CJ22M015086

Under the Guidance of

Dr. SHASHIKUMAR CR

Assistant Professor



**DEPARTMENT OF MASTER OF BUSINESS
ADMINISTRATION**

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE, BANGALORE- 560 064**

2023-2024

**"EVALUATING STUDENT'S PREFERENCE OF MOOCs FOR ONLINE
CERTIFICATION AND UPSKILLING- A STUDY OF UNDER GRADUATION AND
POST GRADUATION PARTICIPANTS"**

DISSERTATION SUBMITTED TO BANGALORE UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENT FOR AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION OF



BANGALORE UNIVERSITY

SUBMITTED BY

BASAVARAJESHWARI R ABBIGERI

P03CJ22M015006

Under the Guidance of

Dr. VINISH P

ASSOCIATE PROFESSOR



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

A Project report on
"A STUDY ON COMPARATIVE PERFORMANCE ANALYSIS OF SMALL
CAP AND LARGE CAP MUTUAL FUND WITH REFERENCE TO INDIAN
MARKET"

Submitted to Bangalore University in partial fulfilment of the requirement for the
award of the degree of

MASTERS OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

Submitted by

DEEPIKA N

REG NO: P03CJ22M015024

Under the Guidance of

Dr. SHASHIKUMAR C R

Assistant Professor



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

SHAVIGE MALLESHWARA HILL, KUMARSWAMY LAYOUT,

BENGALURU -560078

Academic year 2022-2024

**“A STUDY ON EMPLOYEE ENGAGEMENT IN REPLICA OFFSET
PRINTERS, BANGALORE”**

Synopsis submitted to the Bangalore University in partial fulfilment of the requirements for the
award of the degree of

MASTER OF BUSINESS ADMINISTRATION



Bangalore University
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Submitted by:

DIVYA G

Reg No. P03CJ22M015069

UNDER THE GUIDANCE OF

Dr. SRIKANTA MURTHY

Assistant Professor Guide



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

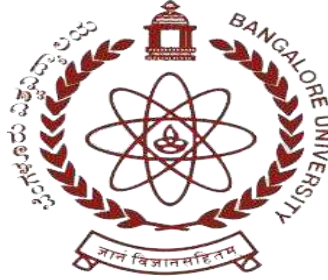
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

**"EXECUTION EXAMINATION OF PRIVATE AREA BANK IN INDIA
UTILIZING THE CAMEL MODEL METHODOLOGY"**

**Submitted to the Bangalore University in partial fulfilment of the
Requirements for the award of the degree of**

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

NIKHIL NAIK

P03CJ22M015169

3rd SEMISTER MBA

UNDER THE GUIDANCE OF

DR. SHRIKANTA MURTHY



Department of Management Studies (BU)

DAYANANDA SAGAR COLLEGE ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY

ACADEMIC YEAR – 2022-2024

BATCH 2024

A Project Report On

**“A STUDY ON CREDIT RISK MANAGEMENT OF
NBFC’S”**

**Project submitted to the Bangalore University in partial
fulfilment of the**

Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

NAMRATHA M P

Register No.: P03CJ22M015051

3rd SEMESTER MBA

UNDER THE GUIDANCE OF

Dr. B.R. VENKATESH

Professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, KUMARSWAMY LAYOUT,

BANGALORE – 560078

Academic Year- 2022-2024

A Project Report on

**“A EMPIRICAL STUDY ON MARKETING CHALLENGES OF COTTON
TRADING IN NANDYAL DISTRICT”**

**Project report submitted to the Bangalore University in partial fulfillment
of the Requirements for the award of the degree of**



MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

UDAYAGIRI SIVA CHARAN SUBRAMANYAM

Register No.: P03CJ22M015002

UNDER THE GUIDANCE OF

DR. KADAMBINI KATKE

Guide Reg. No. 16CQFG002



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

A Project Report on

**“A STUDY ON CUSTOMER SATISFACTION AT KENT WATER
PURIFIER”**

**Project report submitted to the Bangalore University in partial fulfillment of
the Requirements for the award of the degree of**



MASTER OF BUSINESS ADMINISTRATION BANGALORE UNIVERSITY

SUBMITTED BY

YELLAMPATI PUNYAMURTHY

Register No.: P03CJ22M015003

UNDER THE GUIDANCE OF

DR.C B VENKATA KRISHNA PRASAD

Guide Reg. No. 18CQFG002



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

A Project Report On
“A study on fundamental analysis of selected companies of FMCG sector”

Submitted to Bangalore university in partial fulfilment of the requirements for the award of the degree of

**MASTER OF BUSINESS
ADMINISTRATION OF BANGALORE
UNIVERSITY**



Submitted By

SAHEL SALAM KC

Reg No:P03CJ22M015007

Under the Guidance of
PROF. B R NARASIMHA MURTHY



**DAYANANDA SAGAR COLLEGE OF
ARTS, SCIENCE AND COMMERCE**

Shavige Malleshwara Hills,

Kumaraswamy Layout, Bangalore – 560078

Academic Year: 2022-2024

A STUDY TO ANALYZE THE IMPACT OF COVID ON MARKETING STRATEGIES OF PAGE INDUSTRIES TO ENHANCE SALES

A PROJECT submitted to the Bangalore University in the partial fulfillment
of the Requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

OF

BANGALORE UNIVERSITY



**SUBMITTED BY:
SAMEERA BHARADWAJ K.S.
P03CJ22M15008
III SEMESTER MBA**

**UNDER THE GUIDANCE OF
Col. PRASANNA KUMAR
PROFESSOR**



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE
AND COMMERCE**

BANGALORE UNIVERSITY

2022-24

**A STUDY ON THE ROLE OF AI IN DIGITAL
MARKETING FOR TARGET SEGMENT MARKETING**

Project submitted in partial fulfilment of the requirements for the
award of the Degree

**MASTER OF BUSINESS ADMINISTRATION
OF
BANGALORE UNIVERSITY**



**SUBMITTED BY
SHARATH KALKUNTE
REGISTER NO
P03CJ22M015009**

**UNDER THE GUIDANCE
DR. KADAMBINI KATKE
PROFESSOR**



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
BANGALORE UNIVERSITY**

2022-2024

"A STUDY ON DEMAND FOR ELECTRIC TWO- WHEELER & THEIR FUTURE PERSPECTIVE"

A synopsis submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

PRADEEP VARMA DANDU

P03CJ22M015014

Under the Guidance of

Prof Tejaswini L K

Assistant Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

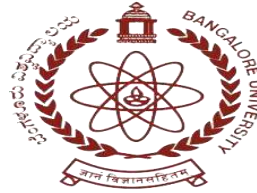
COMMERCE, BANGALORE- 560 064

2023-2024

**“A COMPARATIVE STUDY OF OPERATIONAL EFFECIENCY OF SELECT
BANKS ACROSS DIFFERENT SEGMENTS OF BANKING INDUSTRY”**

Project submitted to the Bangalore University in partial fulfilment of the requirement
for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY



By

AKSHAY A NAIK

P03CJ22M015015

Under the Guidance of

K. S. GOPAL

Assistant Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 064

2022-2024

**“A STUDY ON IMPACT OF RBI RESTRICTIONS ON PAYTM
PAYMENTS BANK: A CUSTOMER PERSPECTIVE”**

Project submitted to the Bangalore University in partial fulfillment of the Requirements for
the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY



SUBMITTED BY

SURESH R

Register No: P03CJ22M015017

III SEMESTER MBA

UNDER THE GUIDANCE OF

Prof. Col PRASANNA KUMAR

ASSOCIATE PROFESSOR



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078

Academic Year 2023-2024

“A STUDY ON AWARENESS, PERCEPTION AND ACCEPTANCE OF DIGITAL RUPEE OF RBI”

A project report submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

DUSHYANTH M.C

P03CJ22M015018

Under the Guidance of

Prof. B R NARASIMHA MURTHY

Assistant Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

A Project Report On

**“A STUDY ON RISK ANALYSIS OF SELECTED AUTOMOBILE COMPANIES
LISTED ON INDIAN STOCK EXCHANGE AT HEDGE EQUITIES LTD”**



Submitted to the Bangalore University in partial fulfilment of the Requirements for the award
of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

RAVUTAPPA MALAGHAN

Register No: P03CJ22M015021

III SEMESTER MBA

Under the Guidance of

DR. B R VENKATESH

Professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT,

BANGALORE - 560078

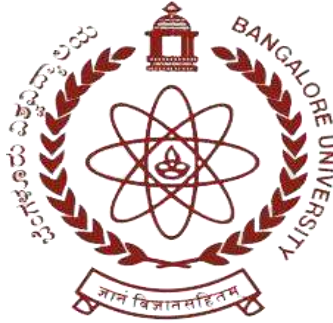
Academic Year 2022-2024

A Project Report On

“A STUDY ON FINANCIAL PERFORMANCE OF BLUE TOKAI
COFFEE ROASTERS PRIVATE LIMITED”

submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

RAKESH M

Register NO: P03CJ22M015027

UNDER THE GUIDENCE OF

Prof. GOPAL K S

Guide Reg No. 16CQFG013



DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE

Shavige Malleshwara Hills, 91st Main Rd, 1st Stage, Kumaraswamy Layout, Bengaluru,
Karnataka 560078

**“A STUDY ON COMPARATIVE
PERFORMANCE ANALYSIS OF SELECTED
MUTUAL FUND SCHEMES”**

A report submitted to the Bangalore University in partial fulfilment of
the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

of

BANGALORE UNIVERSITY



SUBMITTED BY

CHANDAN C S

Reg No: P03CJ22M015028

UNDER THE GUIDANCE OF

Dr. CHETAN SHETTY

ASSOCIATE PROFESSOR



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE &
COMMERCE**

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT,

BANGALORE – 560111

2022-24

A PROJECT REPORT ON
“A STUDY ON IMPACT OF AMAZON PRIME DURING COVID-19 AND
CUSTOMER PERCEPTION ON ITS SERVICES”

Project submitted to the Bangalore university in partial fulfilment of the
requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION



SUBMITTED BY

PURUSHOTHAM N

USN: P03CJ22M015030

UNDER THE GUIDANCE OF

DR. C B VENKATA KRISHNA PRASD

Professor

Guide Reg. No.: 18CQFG002



DEPARTMENT OF MANAGEMENT STUDIES

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT.

BANGALORE – 560 111

ACADEMIC YEAR - 2022-2024

A STUDY ON THE IMPACT OF GLOBAL FINANCIAL MARKETS ON THE INDIAN ECONOMY

Dissertation submitted to Bangalore University on partial fulfillment of the
requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY



Submitted by

JEEVITHA H S

Reg. No.: P03CJ22M015032

UNDER THE GUIDANCE OF

Prof. NAYANA T

Assistant Professor



Department of Management Studies

DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560 078

2022-2024

**“A COMPARATIVE STUDY ON STANDALONE
HEALTH INSURANCE COMPANIES IN INDIA”**

A synopsis submitted to the Bangalore University in partial fulfilment
of the requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



Submitted by

VINEET UDAY SHANBHAG

Reg. No: P03CJ22M015034

UNDER THE GUIDANCE OF

Prof. K S GOPAL

Assistant professor

Guide Reg No:16CQFG013



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 064

2023-2024

**“A STUDY ON CAPITAL STRUCTURE WITH SPECIAL
FOCUS TO T.S.S. LTD SIRSI”**

Dissertation submitted to Bangalore University on partial fulfilment of the
requirements for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION
BANGALORE UNIVERSITY**



Submitted by

DARSHAN NAGAPATI HEGDE

P03CJ22M015036

UNDER THE GUIDANCE OF

PROF. B R NARASIMHA MURTHY



**DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE**

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2022-2024

**“REVOLUTIONIZING FINANCE: A COMPREHENSIVE
EXPLORATION OF ARTIFICIAL INTELLIGENCE IN THE
BANKING SECTOR”**

A project submitted to the Bangalore University in partial fulfilment of the requirement for
the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

TRUPTHI RAVISHANKAR

P03CJ22M015039

Under the Guidance of

Dr. SHASHI KUMAR C R

Assistant Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

A project report on

**A STUDY ON ASSETS AND LIABILITY MANAGEMENT OF
SELECTED PRIVATE SECTOR BANKS IN INDIA**

Project report submitted to Bangalore University in partial fulfilment of the
requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

Rajendra Ganapati Naik

P03CJ22M015044

Under the guidance of

Dr. Chetan Shetty

Associate Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE - 560078

2023 – 2024

A Project Report on

**“Unveiling Key Success Factors in Amazon's Supply Chain
Management: A Comprehensive Study”**

Submitted to Bangalore University in partial fulfilment of the Requirements for
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MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

TEJASWINI M

Registration No: P03CJ22M015046

III SEMESTER MBA

UNDER THE GUIDANCE OF

Prof. Col Prasanna Kumar

Professor



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE**

2023-2024

**“A STUDY ON SEBI REGULATIONS ON FPI AND
ANTICIPATED SELLING AND RESULTING IMPACT
ON STOCK MARKET”**

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**MASTER OF BUSINESS ADMINISTRATION
OF BANGALORE UNIVERSITY**



SUBMITTED BY

VIJAY K MANDRE

Reg No: P03CJ22M015047

UNDER THE GUIDANCE OF

DR. SUMERA ALURU

ASSISTANT PROFESSOR



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE
& COMMERCE**

Academic Year - 2022-24

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requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

Submitted by

MARSHEL J. FERNANDES

USN NO: P03CJ22M015049

Under the Guidance of

Dr. SHASHI KUMAR C R

ASSISTANT PROFESSOR



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, K.S Layout, Bangalore -560078

2022-2024

**“A STUDY ON RISK AND RETURN ANALYSIS OF SELECTED
COMMODITIES WITH REFERENCE TO MCX”**

A project submitted to the Bangalore University in partial fulfilment of the requirements for
the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



Bangalore University
ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

Submitted by:

HARSHITHA M P

Reg No. P03CJ22M015056

UNDER THE GUIDANCE OF

Dr. SHASHIKUMAR C R

Assistant Professor Guide



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

**“A study to analyze the impact of covid-19 on digital payments in India with
a special focus on Gpay”**

A Project submitted to the Bangalore University in the partial fulfillment of the

Requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY



Submitted by

AISHIK ROY CHOUDHURY

P03CJ22M015060

3rd SEMESTER MBA

Under the Guidance of

Prof. Col Prasanna Kumar



DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE,

BANGALORE – 560078

**“A STUDY ON CRITICAL EVOLUTION OF FOREX
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A Project submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of
**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

ADITYA UDAYKUMAR MADIVAL

P03CJ22M015062

Under the Guidance of

Dr. SUMERA ALURU

Assistant Professor



**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE, BANGALORE- 560 064**

2023-2024

**“A study on performance of Gold ETFs’ in Reference to
Indian Stock Market”**

A project submitted to the Bangalore University in partial fulfilment of
the requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

Manasi Deepak Chikorde

P03CJ22M015066

Under The Guidance Of

Dr. SHASHIKUMAR C R



**DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION
DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERECE,
BANGALORE- 560111
ACADEMIC YEAR 2023-2024**

A COMPARATIVE STUDY OF FACTORING AND INVOICE DISCOUNTING IN INDIA AND ABROAD

Dissertation submitted to Bangalore University on partial fulfillment of the
requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY



Submitted by

SHASHANK H G

Reg. No.: P03CJ22M015067

UNDER THE GUIDANCE OF

Prof. K S GOPAL

Assistant Professor

Guide Reg No.: 16CQFG013



DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560 078

2022-2024

**“A STUDY ON EMPLOYEE ENGAGEMENT IN REPLICA OFFSET
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MASTER OF BUSINESS ADMINISTRATION



Bangalore University
ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

Submitted by:

DIVYA G

Reg No. P03CJ22M015069

UNDER THE GUIDANCE OF

Dr. SRIKANTA MURTHY

Assistant Professor Guide



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2022-2024

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VALUATION THROUGH DCF MODEL”**

Project submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

SHARANYA R VASISHTA

P03CJ22M015073

Under the Guidance of

Dr. Chetan Shetty

Associate Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

"A STUDY ON EXAMINING THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON BANKING SECTOR"

PROJECT SUBMITTED TO THE BANGALORE UNIVERSITY IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION



By

H.N ARUN

P03CJ22M015075

Under The Guidance Of

PROF. BRN MURTHY



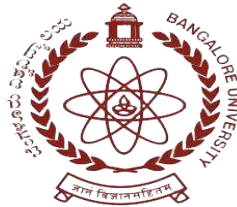
Department of management studies (BU)

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SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078
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Project Report submitted to the Bangalore University in partial fulfilment of the requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

SOWMITHRA R

P03CJ22M015076

Under the Guidance of

Dr VINISH. P

Associate Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

**“A STUDY ON GREEN BONDS AS SOCIALLY RESPONSIBLE
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GREENIUM.”**

Project submitted to the Bangalore University in partial fulfilment of
the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



Submitted by

VIDYANANDA C HEGDE

Reg No: P03CJ22M015077

UNDER THE GUIDANCE OF

Dr. SUMERA ALURU

Assistant Professor



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE &
COMMERCE**

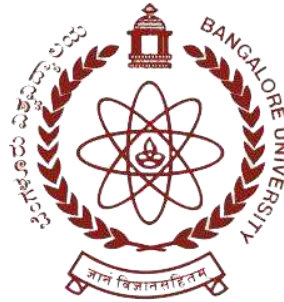
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BANGALORE – 560078**

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RESPECT TO NSE.”**

A synopsis submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

TEJASKARA N S

P03CJ22M015078

Under the Guidance of

Dr. SHASHIKUMAR

Assistant Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 064

2022-2024

**“STUDY ON PRE AND POST-MERGER PERFORMANCE
OF NATIONALIZED BANKS”**

Project Report submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

SUKRUTH HEBBAR GR

P03CJ22M015080

Under the Guidance of

Dr.Chetan Shetty

Associate Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERCE, BANGALORE- 560 064

2023-2024

**"STUDY ON TReDS –QUICK GROWTH AFTER SLOW TAKE-OFF,
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RECEIVABLE EXCHANGE OF INDIA"**

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requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



Submitted by

MEGHANA U HEGDE

Reg No: P03CJ22M015083

UNDER THE GUIDANCE OF

Dr. SUMERA ALURU

Assistant Professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,

BANGALORE – 560078 Academic Year- 2023-24

**“THE STUDY ON UNDERSTANDING THE SHIFT TOWARDS
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A synopsis submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

RASHATH H S

P03CJ22M015084

Under the Guidance of

NAYANA T

Assistant Professor



DAYANANDA SAGAR
College of Arts, Science & Commerce

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

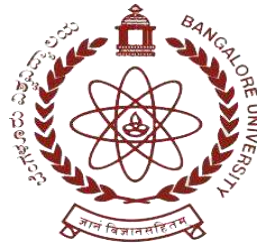
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COMMERCE, BANGALORE- 560 064

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requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



SUBMITTED BY

SHARADVI K S

P03CJ22M015087

Under the Guidance of

K S GOPAL

Assistant Professor



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE, BANGALORE- 560 064**

2023-2024

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MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

K SHRAVANI

Register No.: P03CJ22M015088

III SEMESTER MBA

UNDER THE GUIDANCE OF

DR. CHETAN SHETTY

ASSOCIATE PROFESSOR



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

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Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

MAHIMA DEVI

Register No: P03CJ22M015092

III SEMESTER MBA

UNDER THE GUIDANCE OF

Dr. Subbulakshmi S

Associate Professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE -
560078

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**“A STUDY ON HOW LISTING PRICE OF SHARES AFFECTED BY
IPO PRICE AND IPO SIZE”**

Dissertation submitted to Bangalore University on partial fulfillment of the
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MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY



Submitted by

JYOTHISH KUMAR S

[P03CJ22M015093]

UNDER THE GUIDANCE OF

Dr. CHETAN SHETTY

ASSOCIATE PROFESSOR



**DAYANAND SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE**

Shavige Malleshwara Hills, K.S Layout, Bangalore – 560078

2022-2024

DECLARATION BY THE STUDENT

I hereby declare that “**A STUDY ON HOW LISTING PRICE OF SHARES ARE AFFECTED BY IPO PRICE AND IPO SIZE**” is the result of the project work carried out by me under the guidance of **Dr. CHETAN SHETTY** in partial fulfillment for the award of master’s degree in Bangalore Administration by Bangalore University.

I also declare that this project is the outcome of my own effort and that is has not been submitted to any other university or institute for the award of any other degree or Diploma or Certification

Place: Bangalore

Name: JYOTHISH KUMAR S

Date:

Register Number: P03CJ22M015093

GUIDE CERTIFICATE

This is to certify that **JYOTHISH KUMAR S** bearing **Reg No. P03CJ22M015093** of third semester of MBA has successfully completed project report titled “**A STUDY ON HOW LISTING PRICE OF SHARES ARE AFFECTED BY IPO PRICE AND IPO SIZE**”. During the academic year 2022-2024 in partial fulfillment of the requirement for the award of Degree of **Master of Business Administration** of Bangalore University.

Place: Bangalore

Signature:

Date:

Dr. CHETAN SHETTY

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Place: Bangalore

Name: JYOTHISH KUMAR S

Date:

USN: P03CJ22M015093

ABSTRACT

Small and medium-sized enterprises' (SMEs) listing prices are heavily influenced by the pricing and size of Initial Public Offerings (IPOs). These factors affect investor perception, demand, market liquidity, and sentiment towards the company. An important consideration in IPO pricing is whether to underprice, or set the offer price below intrinsic value, which frequently sparks strong investor interest and leads to oversubscription. This increased demand can push up the listing price on the first day of trading, giving initial investors immediate gains and building positive momentum. On the other hand, overpricing, or setting the offer price above intrinsic value, can result in weak demand because investors believe the shares are overpriced

A key component is the IPO pricing plan. Setting the offer price below the intrinsic value, or under-pricing, frequently sparks strong investor interest and results in oversubscription. On the first day of trade, this increased demand may raise the listing price, giving early investors an immediate profit and building momentum. In contrast, inadequate demand may result from overpricing, which sets the offer price above intrinsic value because investors believe the shares are overpriced.

As a result, the company's listing price drops, undermining investor trust and possibly damaging its brand. Another important factor is the IPO's size. Larger initial public offerings (IPOs) garner the interest of institutional investors, who contribute significant resources and stability, potentially elevating the listing price. Larger IPOs' increased liquidity can lower price volatility and create a more stable trading environment. Conversely, smaller initial public offerings (IPOs) can find it difficult to draw in a lot of interest, especially from big institutional investors. This could result in lower initial trading volumes and even lower listing prices.

Small IPOs may experience low liquidity due to a limited number of shares available, which can lead to greater price volatility and wider bid-ask spreads, which detract from the stock's appeal. The IPO's legitimacy and market positioning have an additional impact on investor confidence and market sentiment. Enhancing investor trust through a well-priced initial public offering (IPO) that aligns with the company's actual market value and growth prospects raises the listing price. Investor sentiment can also be positively impacted by the company's ability to position itself in the market and communicate its potential and competitive advantages. The listing price and investor attitude are heavily influenced by the overall state of the economy at the time of the IPO.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

While unfavourable circumstances can reduce demand, favourable market conditions and scheduling the IPO to align with positive trends can enhance demand and listing price. Roadshows and marketing campaigns are examples of strategic initiatives that inform investors about the company's qualities, creating demand and interest that supports a higher listing price. A wider pool of investors can be drawn in by raising exposure and awareness through public relations campaigns and media attention. Building investor trust through openness and disclosure on a company's financial situation and business plan helps to raise the listing price.

Investors are reassured about the stability and prospects of the company by strong corporate governance standards. Long-term concerns include the company's ability to execute its business plan and accomplish financial ambitions post-IPO. A stable or rising stock price and persistent demand are two benefits of successful execution. Sustaining investor interest requires keeping lines of communication open and constant regarding company advancements and strategic initiatives.

Small and medium-sized enterprises can raise growth capital by listing their shares publicly and selling stock to investors. This process is known as a SME IPO, or Small and Medium Enterprise Initial Public Offering. For early-stage emerging businesses, it provides an alternative to conventional venture capital or private equity finance. Small and Medium Enterprises (SMEs) rely heavily on the Initial Public Offering (IPO) market to obtain funding and grow their businesses.

The process of going public is not without its complications, though, and one of the most important is setting the IPO prices. The initial price at which SME shares are made available to the public can have a big impact on market demand, investor sentiment, and, ultimately, the IPO's success.

Policymakers, investors, regulators, and entrepreneurs alike must all understand the elements that influence SME IPO prices during listing. The goal of this research is to investigate and evaluate the complex dynamics that influence SME IPO pricing strategies to clarify the consequences for economic growth, firm performance, and market efficiency.

This study intends to add to the body of knowledge regarding SME IPO pricing mechanisms by thoroughly examining pertinent literature, empirical data, and theoretical frameworks.

1.2 WHAT ARE SME'S

Small and Medium Enterprises (SMEs) are micro, small, and medium-sized businesses that are involved in exporting, manufacturing, and providing infrastructure services that are essential to the development of the Indian economy. Key SME subcategories are defined by the MSME Development Act of 2006 and are based on investments or turnover size. These include:

1. Micro Enterprise: ₹1 crore in investment, less than ₹5 crore in revenue
2. Small Businesses: ₹10 crore in investments and ₹50 crore in revenue
3. Medium-Sized Enterprise: ₹50 crore in investments, less than ₹250 crore in revenue

Though they have enormous business potential, SMEs frequently find it difficult to finance expansion without placing a burden on their balance sheets. In this case, SME IPOs can effectively direct public funds from investors looking for alternatives outside of the large capitalization area.

Interpreting SME Initial Public Offerings

In order to help small and medium-sized businesses generate capital through initial public offerings (IPOs), SEBI designed specialized SME stock exchange platforms.

1.3 DECODING SME IPO'S

In contrast to traditional initial public offerings (IPOs), lenient eligibility standards enable high-potential SMEs to obtain growth equity from investors by offering lower compliance costs. Principal advantages consist of:

Regarding Businesses:

1. Get a lot of growth funding for your expansion demands.
2. increases brand awareness among a larger investment base
3. promises early liquidity and attracts and retains talent.

4. creates the way for future mainline listings

Regarding Investors:

1. exposure to newly successful young businesses
2. Ways to expand beyond the well-known large-cap sector
3. Possibility of disproportionate listing benefits that Favor risk-taking
4. Chance to invest early in profitable next-generation sector leaders

Qualifications for the SME IPO Path

Important prerequisites for issuer businesses to qualify for the SME IPO route consist of:

1. Paid-Up Capital: Up to ₹25 crore at most
2. Income: Up to ₹100 crore each year
3. No ties with subsidiaries or partnerships abroad
4. Changing one's name will not get you past threshold tests.

Furthermore, to ensure broader involvement, minimum promoter share lock-in and allocation limits are required for investor mix structure among retail and HNIs.

Rules Over the SME IPO Structure

Key distinctions between SME IPO regulations set by SEBI and Exchanges and mainstream IPO standards concerning disclosures and investor protections include:

1. Relaxed Eligibility Norms: To increase the visibility of SMEs and increase their access to capital markets outside of the notable major corporate ecosystem
2. Minimum percentage allocation requirements for retail, HNI, and institutional investors are known as reservation quotas.
3. Fair value discovery and optimal retail participation under a fixed price route are made possible by fixed pricing.
4. Trading Lot Sizes: Increasing accessibility while limiting dangers
5. Migration Rules: Establishing deadlines and a formula for mainboard migration based on business size

CHAPTER 2

SME's

2.1 SME Portals Provided by Stock Markets

Dedicated SME platforms are provided by top stock exchanges NSE and BSE, enabling special listings beyond conventional boards. Market making improves liquidity promises, trading in separate order books helps with execution focus, and a range of SME enablement initiatives that focus on awareness, recognition, capital availability, and compliance support help with ecosystem evolution.

NSE Emerge Platform and BSE SME Platform are two important examples.

A Success Summary of the SME IPOs Sector

The following are some indicative metrics that show how vibrant the SME IPO prospect is:

1. Over 400 Issuers used the SME IPO route.
2. Over 5000 crores of capital have been mobilized.
3. Already more than 450 Exclusive SME Listings

2.2 SME IPOs Appeal to investors

Despite compliance relaxations making them somewhat opaque, SME IPOs have strong risk-return trade-off appeal for the investment community in the following dimensions:

Possible Returns on Multibaggers:

Given their potential for development and their appeal to a larger range of investors seeking spectacular listing performances despite financial fluctuations, low float stocks list at fancy prices.

Diversification Pathways:

Enables portfolio exposures beyond conventional large cap names, giving access to new firms that are gaining pace but are still not well-known enough to be covered by mainstream media or analyst circles.

Options for Early-Stage Entry:

allows investors to invest in potential sector leaders at an early stage, like angel-style seed fundraising rounds. This allows for asymmetric return prospects over the holding horizon if emerging firms grow into growth stars by leveraging funding backing and listing visibility.

Signalling of Crowd Wisdom:

Robust oversubscription indicates the approval of retail investors, offering reassurance in the face of SEBI's laxer financial disclosure regulations for these launches.

As a result, SME IPOs provide strategic opportunities that go beyond traditional investment arenas in search of early mover advantages and non-consensus concepts.

2.3 Risk Elements Affecting Investing in SMEs

Although there are no guarantees in any investment class, balanced endeavours are made possible by carefully evaluating risk dimensions. Important factors to consider when a SME goes public are:

1. High levels of volatility in the market changes that follow listing and ultimately determine total return realizations
2. With low trading volumes and limited public floats, liquidity presents exit barriers.
3. restricted access to company governance or financial health
4. Price movements could be distorted by manipulation because of low public floating.
5. vulnerability to the effects of an economic downturn because revenue is still in its early phases

As a result, investors have few external risk firewalls, such as covenants pertaining to business continuity or strict monitoring requirements. Adequate risk management is necessary when entering this strategically appealing area.

Retail Investors' Portfolio Fit

Even if small exposure to SME IPOs permits early-stage investing, tailored adherence that drives relevance is still essential for balancing risk considerations with personal portfolio goals:

1. Establish Your Ideal Investment Horizon: Take into Account Outlooks of Two to Three Years, Which Will Allow You to Assess Financial Viability and Business Maturity After the Post-Frenzied Listing Phases of Exuberance Sentiment Abates
2. Limits on Allocation: Keep total allocations under 10% of the value of the portfolio to control risk when venturing into uncharted investment territory.
3. Keep Up to Date: Rather than assuming listing exuberance will last forever, keep a close eye on financial trajectory, leverage practices, and working capital funding sufficiency when assessing sustainability outlooks.
4. Retain Exit Discipline: After listing surges, think about booking profits at a 30–50% return. Reevaluate the course while remaining steadfast and reducing losses by about 20%.

2.4 Breaking Down SME IPO Investing

Via specialized capital raising platforms seeded by SEBI and top stock exchanges, SME IPOs benefit participating investors as well as emerging enterprises. The relaxation of standards enables high-potential SMEs to get growth equity from investors with a greater willingness to take risks and seek exposure to new markets. However, evaluating genuine value creation capabilities requires sound judgment in addition to unrealistic listing gains probabilities.

For balanced convictions, here we decode the critical factors influencing the outcomes of SME IPOs:

1. Reasonable Development

Presumptions

Considering the lowered forecasting compliance obligations, it is nevertheless critical to validate the growth outlook sans hype components. Combine the management vision with pipelines for revenue visibility, market size projections, levels of competition, and execution obstacles. Investigate the growth foundation beyond industry aggregation medians or extrapolated previous trajectory claims,

which may be misleading if company-specific advantages are not supported.

2. Sweating of Assets

Dangers

Achieving optimal asset utilization levels is essential for capital-intensive SMEs seeking to expand their capacities and attain scale. It also plays a crucial role in managing finance cost sensitivity, acquiring additional funding, and influencing valuation perceptions. Therefore, evaluating working capital funding buffers, productivity benchmarks compared to peer medians, and asset turns ratios becomes crucial in determining the robustness of the balance sheet and the quality of underlying earnings.

3. Corporate Sphere

Specifications

A loosening of regulatory oversight could lead to issues with corporate governance or the possibility of financial engineering to support IPO hopes. In light of the limited requirements for public financial disclosures, carefully evaluate pledged promoter holdings, embedded related party dealings, fin covenant track histories, and board competences to ensure effective minority interests protection.

4. Achievable Return

Anticipations

Setting reasonable return expectations and timeframes is made possible by taking into account the risks associated with asset usage and underlying commercialization issues, as opposed to extending listing profits indefinitely. assumes a larger significance for capital-intensive industry exports that are centred around capacity expansions. Clearly see success by defining an outcomes time frame that aligns with investment horizons of three to five years.

The Importance of Financial Advisors

By providing comprehensive IPO management services, Merchant Bankers assist issuers in managing the intricacies of listing, allowing them to concentrate on optimizing operational metrics and judiciously allocating generated money.

Important spheres of influence consist of:

- Provide Drafting Services for Documents

It is necessary to reconcile regulatory disclosures with issuer positioning when vetting risk variables, financial analysis, estimating capital use across growth levers, detailing adopted valuations, etc.

- Advisory on Valuation

The use of valuation techniques such as discounted cash flow (DCF), relative valuations, asset-based valuations, and discounted cash flow models allows for the estimation of fair value while accounting for underlying risk and realistic future profitability.

- Exercise Due Care

evaluating the sustainability of business models, doing SWOT analysis, examining the financial health, and benchmarking competitors to find a sustainable advantage and the capacity to create value that reveals investability indicators.

- Marketing for Investors

Creating the appropriate messaging assets, such as investor presentations, roadshow pitches, and digital campaigns, is crucial for generating bid pulls. Marketing strategies that target key investor categories should also be developed.

Consequently, merchant bankers support issuers in overcoming knowledge and execution capability barriers to successful fundraising while upholding the governance standards anticipated of publicly traded corporations.

Risk Management for Speculators

Even if SME IPOs provide the allure of enormous listing rewards, cautious risk assessment is still essential:

Utilize Your Habits

Higher business continuity risks are posed by debt-funded capacity that pursue agnostic growth without an adequate equity cushion. These capital structures are particularly vulnerable to asset underutilization or working capital funding shortages.

Benefits to Related Parties

Over time, it becomes damaging to minority shareholders to identify embedded

transactions that benefit sister businesses and enable the listed entity to assess its genuine earnings accrual potential.

Important People Hazards

People continuity risks could cause serious losses for founder-led specialized sector operations since there isn't enough second line maturity to respond quickly to leadership crisis events over a durability timescale.

In order to balance outsized return chases, sensible risk analysis must embrace SME IPO investing horizons in addition to extrapolating listing dynamics alone.

Best Practices for Investing

Retail capital commitment warrants bespoke frameworks that suit and align personal portfolio goals with risk considerations, given the various risk aspects involved.

1. Accept a 2–3-year investment horizon. Provide adequate buffers for evaluating important benchmarks, such as asset acquisitions, steady operational metrics, increasing finance capacity, paving the way for profitability, or identifying triggers for valuation expansion.
2. Limit Overall Portfolio Exposure: Given market movement concentration dangers, allocating more than 10% of total capital to this asset class could distort portfolio risk constructions beyond desired Structures.
3. Tracking Rigor on Progress: Rather than assuming linear, profitable progressions, stay informed about post-listing financial trajectory, leverage patterns, and working capital funding cushions to assess business continuity prospects.
4. Maintain Exit Disciplines: Evaluate continuity while remaining resolute. To strike a balance between pursuing tactical market potential and inherent risk realities, think about recording gains at 30–50% post listing upsides and cutting losses at 20% downside violations.
5. Consider Expert Advice: With compliance relaxations limiting visibility, advisors' advice utilizing comparisons analysis, peer trend studies, and secondary research insights offers extra risk mitigation protections while enhancing the depth of due diligence for well-informed endeavours.

Economic Worth Unlocking Potential

The SME sector is essential to the development of a country since it boosts industrial output in manufacturing, exports, and industries that enable mass employment. Accessibility to funding sources that support sustained growth is essential for generating economic value in a sustainable, ethical, and fair manner.

Within this framework, the creation of a structured framework that addresses the specific capital needs of SMEs serves as a crucial driver for differentiating public fundraising opportunities beyond strict eligibility requirements or compliance responsibilities. A positive feedback loop involving policy adjustments aimed at reducing the risks associated with trading volatility and improving financial transparency may open the door to long-term value creation that benefits stakeholders and the economy as a whole.

To keep the economy's engine running smoothly, India's SME sector needs supportive paths that address its particular capital demands. This goal is ideally aligned with the dedicated SME Exchange IPO route, which gives rising corporates the opportunity to raise funds more quickly and access deeper funding sources as they pursue ideas through to completion.

Calibrated risk balancing may be the key to ongoing value generation that eventually benefits all ecosystem stakeholders as listing governance requirements advance and are strengthened by the merchant banking ecosystem system.

2.5 Merchant Bankers' Function in the SME IPO Process

India's SME sectors are key drivers of economic growth, creating large numbers of jobs in the manufacturing, export, and infrastructure verticals—all vital for steady advancement. However, financing plans for asset-heavy expansion is still difficult without putting a strain on balance sheet finances.

With the help of specialized stock market platforms, high potential enterprises can raise public cash through SME IPOs. But getting through the complex IPO

procedures calls for significant labour and financial commitments that go beyond what early-stage revenue organizations can afford. Here, merchant bankers help SME issuers effectively navigate the listing process by offering a portfolio of end-to-end IPO management services.

Let us evaluate how Merchant Bankers, with their array of specialized help modules, can contribute substantial value across the full lifecycle, from ideation to regulatory clearances to final listing and beyond.

Route SME IPO Significance

SME IPOs refer to early-stage growth companies' initial public offerings, which enable them to raise funds for expansion from public investors without depending entirely on conventional funding sources. BSE and NSE's SEBI-seeded SME Exchange platforms offer exclusive public issue channels that are tailored to the needs of developing companies and have laxer regulations, expanding the ecosystem's reach.

Why Work with Financial Advisors?

SME promoter teams typically lack deep knowledge of the financial markets and regulatory project stewardship. By providing end-to-end management services that lower procedural complexity and regulatory overheads, merchant bankers help issuer companies effectively float initial public offerings (IPOs). Among other things, duties include advising on the best issue structures, creating marketing plans, directing investor bidding, organizing regulatory filings, and overseeing listing procedures.

2.6 Important Services Provided by Merchant Banks

describing the main tasks associated with merchant banking services at various IPO stages:

1. Phase prior to issue

Comparing the stage of the company lifecycle to the finance needs

- Carrying out due diligence on operations and finances

Carrying out risk profiling, competition analysis, and values

Developing techniques for documentation and regulations

2. Phase of Issue

- Creating the ideal investor mix for institutional, HNI, and retail categories

Creating offer documents - RHP & Prospectus outlining important information

Creating a mix of marketing strategies, including digital targeting and roadshows

- Keeping an eye on subscription inflows and matching regulatory requirements

- Overseeing price finalization and anchor investor bid coordination

3. Listing Stage

Overseeing listing requirements; - Coordinating trade access and settlement interfaces

- Promoting post-issue investor interactions through disclosures and support for research reports

- Expanding the guidelines for price stabilization by using instruments to improve liquidity

Merchant banks thus concentrate on striking a balance between meeting the compliance and governance standards required in publicly traded settings and balancing the growth objectives of issuers through tailored fundraising help.

Why do critical merchant bankers emerge?

describing the four main pillars that support the significance of merchant banking intermediation:

1. Knowledge of Capital Markets

Procedural complications for new issuers can be mitigated with in-depth knowledge of rules, documentation processes, bidding methods, payment processing, and listing guidelines.

2. Proficiency in Marketing and Syndication

conceiving appropriate messaging for the targeted investor categories and organizing bid commitments via the development of broad relationship networks.

3. Capabilities in Digitization and Analysis

Using technology and research to improve targeting, risk assessments, and valuation analyses offers organized insights that guide focused pursuit.

4. Capabilities for Process Intermediation

The ability to manage projects from start to finish, including pre-issuance planning, close phase reconciliation, and post-listing monitoring, allows issuers to concentrate solely on improving their business metrics.

Therefore, merchant bankers facilitate targeted cooperation, ideal structuring, and efficient execution coordinating landmark fundraising milestones, enabling SMEs to initiate value-adding, asset-heavy expansion plans in the future. so, speeding up job multipliers, exports, and domestic manufacturing—all essential for economic recovery.

What Benefits Are in Store for Retailers?

High-conviction retail investors can achieve a balanced risk-return outcome by collaborating with investment advisors to provide IPO participation help in the following areas:

1. Issue Evaluation: Objective diligence inputs influencing bidding decisions are provided by expert analysis assessing the sustainability of funding utilization plans, financial ratios analysis, and post-issue ownership arrangements.
2. Application Management: Complete application processing service including finalizing bidding amounts, facilitating payments, and assisting with filling out e-IPO forms.
3. Demat Account Opening: For operational convenience, assist with the opening of nomination registries, digital access protocols, and scheme-based demat accounts.

4. Allotments Tracking:

Decision optimization is aided by customer risk profile, allotments follow-ups, and issue timeline tracking.

Retail investors will therefore greatly benefit from having professionals handle more complex endeavours and implement careful frameworks.

Supportive paths that cater to the specific capital needs of agile SMEs are essential for maintaining the economic growth momentum that extends beyond the services sector. Public listings in the manner of dedicated SME exchanges properly line capital matching, enabling faster fund raising without onerous restrictions. Intermediaries in merchant banking bridge critical knowledge and execution gaps to support compliance listings and advance finance democratization. If everyone participating pursues long-term value responsibly, the ecosystem's governance and risk firewalls will certainly strengthen.

CHAPTER 3

LITERATURE REVIEW

3.1 Literature Review

1. Elements Affecting IPO Pricing:

Various research works have looked into what influences IPO pricing in various market niches. Many studies have been conducted on traditional variables, including industry circumstances, firm size, profitability, and growth prospects (Ritter, 1991; Loughran and Ritter, 2002). Furthermore, IPO pricing has been found to be significantly predicted by criteria unique to SMEs, including ownership structure, previous investment rounds, and venture capitalist engagement (Bikker et al., 2012; Estrada and Park, 2016).

2. Time and Market Conditions:

Pricing outcomes are heavily influenced by the timing of an IPO and the state of the market at the time. Studies indicate that small and medium-sized enterprises (SMEs) could deliberately schedule their products to take advantage of advantageous market circumstances, which could impact price choices (Barber and Lyon, 1997; Bias et al., 2002). Furthermore, it has been demonstrated that the dynamics of SME IPO pricing are influenced by macroeconomic factors including interest rates, inflation, and investor mood (Baker and Wurgler, 2002; Hertznel and Smith, 1993).

3. Signalling and Asymmetry in Information

In IPO markets, there is a general concern about information asymmetry between issuers and investors, especially for SMEs with less transparent and track record. According to the signalling concept, companies could influence IPO pricing to disclose details about their quality and prospects for the future (Welch, 1989). As a result, research on SME IPO pricing methods has investigated elements including underwriter reputation, disclosure quality, and pre-IPO signalling mechanisms (Ljungqvist et al., 2006; Brav and Gompers, 1997).

4. Institutional Context and the Regulation Framework:

Pricing decisions can be greatly influenced by the institutional and regulatory backdrop of small-business initial public offerings (IPOs). Research has looked at how market structure, listing requirements, and regulatory frameworks affect investor protection and IPO price efficiency (Chemmanur and Fulghieri, 1999; Pagano et al., 2005). Additionally, cross-national studies have demonstrated how institutional variations influence the price outcomes of SME initial public offerings (IPOs) (Megginson and Weiss, 1991; Cumming and MacIntosh, 2003).

5. Performance Following IPO and Long-Term Consequences:

Scholarly investigations have explored the correlation between initial public offering (IPO) pricing and the performance of the ensuing firm. Research indicates that pricing accuracy, overpricing, and under-pricing may have an impact on capital market development, corporate governance procedures, and long-term stock returns (Ritter and Welch, 2002; Chemmanur et al., 2009). Determining the overall effect on SMEs, investors, and capital markets requires an understanding of the connections between IPO pricing processes and post-listing outcomes. Of course! Let us add some more points to the literature review:

6. Asymmetry in Information and Pricing Effectiveness:

Asymmetry of information between investors and the company may influence IPO pricing. Investors may become uneasy about SMEs if they do not provide a complete operating history and full financial disclosure. The ability of the IPO price to appropriately reflect all available information is referred to as pricing efficiency. Research may examine how knowledge asymmetry impacts SMEs' listing results and pricing efficiency.

7. Qualitative Aspects of IPO Pricing

According to behavioural finance theory, IPO price may be impacted by sentiment, biases, and investor behaviour. Deviations from intrinsic value in IPO pricing can be caused by several factors, including anchoring, herding behaviour, and investor overreaction. Studies could look into how behavioural factors affect the pricing of SME IPOs and how listing outcomes are affected by them.

8. Undervaluation and the State of the Market:

In IPO markets, under-pricing—the pricing of IPO shares below their intrinsic value—is a frequent occurrence. The degree of under-pricing in SME IPOs and its effects on long-term business performance, investor returns, and aftermarket performance may be the subject of future studies. For small and medium-sized enterprises thinking about going public, it is crucial to comprehend the causes and effects of under-pricing.

9. Market liquidity and price volatility:

Price volatility and market liquidity in the aftermarket might be impacted by IPO pricing. When investors modify their expectations, overpriced initial public offerings (IPOs) may encounter increased price volatility and unpredictable trading patterns. On the other hand, IPOs that are priced correctly may draw consistent investor interest, enhancing market liquidity and maintaining price stability. Studies could look into the connection between SME market liquidity, volatility, and IPO price.

10. Financing and Capital Structure Following an IPO:

The capital structure and post-listing financing choices of the company may be impacted by IPO pricing selections. Expensive initial public offerings (IPOs) could restrict a company's future capacity to raise cash, resulting in less-than-ideal capital structure choices. On the other hand, reasonably priced IPOs might make it easier to raise money in the future and carry out planned expansion projects. Research may examine the ways in which IPO pricing affects SMEs' post-listing capital structure and financing choices.

11. Views of Stakeholders Regarding IPO Pricing:

Stakeholders may view IPO pricing differently, including the company's management, current shareholders, underwriters, and regulatory bodies. The goal of management could be to maximize IPO proceeds, but current shareholders could want to keep ownership control and limit dilution. Pricing factors may be weighed against investor sentiment and market demand by underwriters. Stakeholder opinions on IPO pricing and how they affect the listing process may be the subject of future research.

12. Market makers' Function in Price Stabilization:

In order to control aftermarket volatility and stabilize IPO prices, market makers are essential. In the secondary market, price stabilization techniques including over-allotment clauses and greenshoe options aid in maintaining the IPO price. The usefulness of price stabilization techniques in SME initial public offerings (IPOs) and their effects on listing results and investor confidence may be examined in studies.

3.2 Statement of problem

A crucial step for small and medium-sized businesses (SMEs) looking to access public financial markets is the initial public offering (IPO) procedure. An initial public offering's pricing is crucial in establishing the company's valuation, investor perception, and post-listing market performance. Though a great deal of study has been done on the factors that influence and result from IPO pricing for major companies, little focus has been placed on SME IPOs, especially in developing economies such as India.

SME IPOs have been more well-known in the Indian capital market in recent years as more and more SMEs choose to go public in order to seek finance for expansion and growth. Relatively little research has been done on the variables affecting SME IPO pricing and how they affect the listing price in the secondary market. Investors, regulators, and other market participants must comprehend how SME IPOs impact the secondary market listing price in order to improve market efficiency and make well-informed judgments.

The following crucial questions are at the center of the study problem:

1. Factors Affecting SME IPO price: What variables affect SME IPO price in the Indian market? What effects do market conditions, regulatory issues, and company-specific attributes have on SMEs' IPO pricing decisions?

2. Effect of SME Initial Public Offerings (IPOs) on Secondary Market Listing Price: In what ways do SME IPOs affect the secondary market listing price? How

does the original listing price of SME stocks in the secondary market and their IPO pricing relate to one other? What effects do aftermarket performance, investor demand, and market sentiment have on SME IPOs' secondary market listing price?

3. Market Efficiency and Policy Implications: How should regulators and legislators respond to the pricing of SME initial public offerings (IPOs)? In what ways may market integrity, investor protection, and openness be improved to support effective pricing strategies for SME initial public offerings (IPOs) in India? The study intends to clarify the dynamics of SME IPO pricing and its consequences for the secondary market listing price by addressing these questions. The study's conclusions are anticipated to add to the body of knowledge already available on IPO pricing, provide insightful information to market players, and guide legislative initiatives meant to support the expansion and advancement of SMEs in the Indian capital market.

3.3 Need for study

1. Close Research Gap: In spite of the growing importance of SME initial public offerings (IPOs) in developing nations such as India, there remains a significant research void on the price dynamics and post-listing consequences of SME IPOs. The majority of the research that is currently available concentrates on large-cap IPOs, ignoring the special traits and difficulties that SMEs confront. To fill this vacuum in the literature, empirical research that is especially focused on SME IPOs is desperately needed.

2. Boost Market Understanding: The promotion of entrepreneurship, capital formation, and economic growth are all greatly aided by SME IPOs. Investors, analysts, regulators, and other market participants must all comprehend how SME IPOs affect the listing price in the secondary market. Stakeholders may make wise investment decisions and create suitable regulatory policies by learning more about the variables influencing IPO price decisions and how they affect secondary market performance.

3. Encourage the Growth of SMEs: SMEs sometimes struggle to get funding and grow their businesses. SMEs have the chance to raise capital for expansion and growth by going public via an IPO. Nonetheless, a number of variables, including investor demand, pricing strategy, and aftermarket performance, play a significant role in an IPO's success. This research can help SMEs seeking a public listing by examining how SME IPOs impact the listing price in the secondary market. This will help them manage the IPO process more skilfully.

4. Policy Implications: To maintain the integrity and effectiveness of the capital markets, effective regulatory supervision is necessary. This study can provide insights into possible regulatory interventions targeted at improving market transparency, investor protection, and market integrity by analysing the factors that influence and are affected by SME IPO pricing. By creating regulatory frameworks that support equitable and effective pricing mechanisms for SME IPOs, policymakers may create an environment that makes it easier for SMEs to access public capital markets.

5. Contribute to Academic Knowledge: By deepening our understanding of the mechanics of IPO pricing and market behaviour in a variety of settings, research on SME IPOs in developing countries, such as India, advances academic knowledge. This study can aid academics, researchers, and practitioners in the field by adding to the body of literature already written about initial public offerings (IPOs), capital markets, and corporate finance through the use of empirical research and the generation of fresh ideas.

In conclusion, the study fills a significant research gap, improves market comprehension, fosters the expansion of SMEs, informs policy interventions, advances academic knowledge, and highlights the urgent need for empirical research in this field. It also addresses the impact of SME IPOs on the secondary market listing price.

3.4 Scope for Study

The study mainly focuses on SMEs listed on Indian stock exchanges between January 1, 2021, and December 31, 2023. Its goal is to examine the impact of SME IPOs on the listing price in the secondary market. By looking at the factors that influence SME IPO pricing and how they affect the original listing price in the secondary market, it aims to close a research gap. Using a quantitative research methodology, the study will examine important factors to comprehend the dynamics of SME IPOs in the Indian context, including IPO price metrics, firm characteristics, market conditions, and secondary market performance. The study's scope includes SMEs from a variety of industries and sectors, with an emphasis on industry diversity to identify patterns and dynamics unique to a given sector.

While acknowledging significant limitations, such as limited data availability and potential biases in sample selection, the study attempts to advance policy formation, market understanding, and academic knowledge. The relationship between IPO pricing and secondary market listing price, the factors influencing SME IPO pricing decisions, and the policy implications for regulators and lawmakers will all be covered. The study intends to encourage the growth of SMEs, provide guidance for investment decisions, and create an environment that makes it easier for SMEs to access public capital markets in India by making recommendations to improve market integrity, investor protection, and transparency in the context of SME IPOs.

LIMITATIONS

1. Data Availability: The study may encounter difficulties with data availability and quality, especially with regard to the accuracy and completeness of market and financial data gleaned from secondary sources.

2.Methodological Restrictions: The depth of investigation may be limited and qualitative aspects impacting SME IPO pricing and secondary market performance may be overlooked if quantitative research approaches are relied upon.

3.Temporal Scope: By concentrating only on SME IPOs that were listed between 2021 and 2023 on Indian stock markets, the study may have missed long-term patterns and historical background that could have an impact on price dynamics.

4.Industry Diversity: Although addressing industry diversity is crucial, the generalizability of results may be constrained by differences in sample composition among various sectors and industries.

5.Market Dynamics: Predictions regarding IPO price and secondary market performance may not be as accurate or reliable due to the inherent complexity and uncertainty of the market.

CHAPTER 4

FRAME WORK ANALYSIS AND INTERPRETATION

Methods of Research

1. Information Gathering

- A variety of sources will provide data for this research, including financial databases like Bloomberg and Capitaline, stock exchanges like BSE SME and NSE Emerge, regulatory filings like SEBI filings, and business disclosures like IPO prospectuses.
- SME IPOs placed on Indian stock markets between January 1, 2021, and December 31, 2023, would be included in the data gathering period.
- Details about IPO pricing (offer price, price-to-earnings ratio, etc.), firm attributes (size, age, profitability), market conditions (volatility, investor attitude), and post-listing results (stock price performance, trading volume) will all be included in the information gathered.

2. Selection of Sample:

All SME initial public offerings (IPOs) that were listed on Indian stock exchanges throughout the designated time frame comprise the target population for this study.

- A representative sample of SME IPOs will be chosen using a purposive selection technique, taking into account inclusion criteria like:
 - The listing date is within the time frame of the study.
 - The availability of all financial and pricing information.
 - The exclusion of unique situations such as SMEs listed through SPACs, REITs, and InvITs.
 - The availability of pertinent data and statistical considerations will be used to determine the sample size, with the goal of having enough observations to allow for a robust analysis.

3. Variables:

- The primary relevant independent variables are:
 - Features of the company: Market capitalization, years from formation, and profitability (as determined by net profit margin) are indicators of size and age.
 - Market conditions: market volatility (measured by stock market indices like Nifty

50 or BSE Sensex) and IPO market sentiment (measured by IPO subscription rates).

- Regulatory factors: Quality of disclosure and adherence to SEBI rules.
- Investor demand indicators (subscription rates, oversubscription), IPO pricing metrics (offer price, price-to-earnings ratio), and aftermarket performance metrics (volatility of stock price, trading volume) are examples of dependent variables.

4. Analysis Methodologies:

IPO pricing trends and sample characteristics will be summed up using descriptive statistics.

- To estimate the determinants of SME IPO price, multivariate regression analysis will be utilized, taking into account pertinent variables such firm characteristics, market conditions, and regulatory issues.
- By examining abnormal returns and trading volume around the IPO listing date, the event study approach will be utilized to evaluate the effect of IPO pricing on stock price performance and trading activity in the aftermarket.

The factors influencing SME IPO price in the Indian market from 2021 to 2023 will be examined using an organized approach to data collection, sample selection, variable specification, and analytical methodologies provided by this study methodology.

Data interpretation

1. Data Preparation and Cleaning:

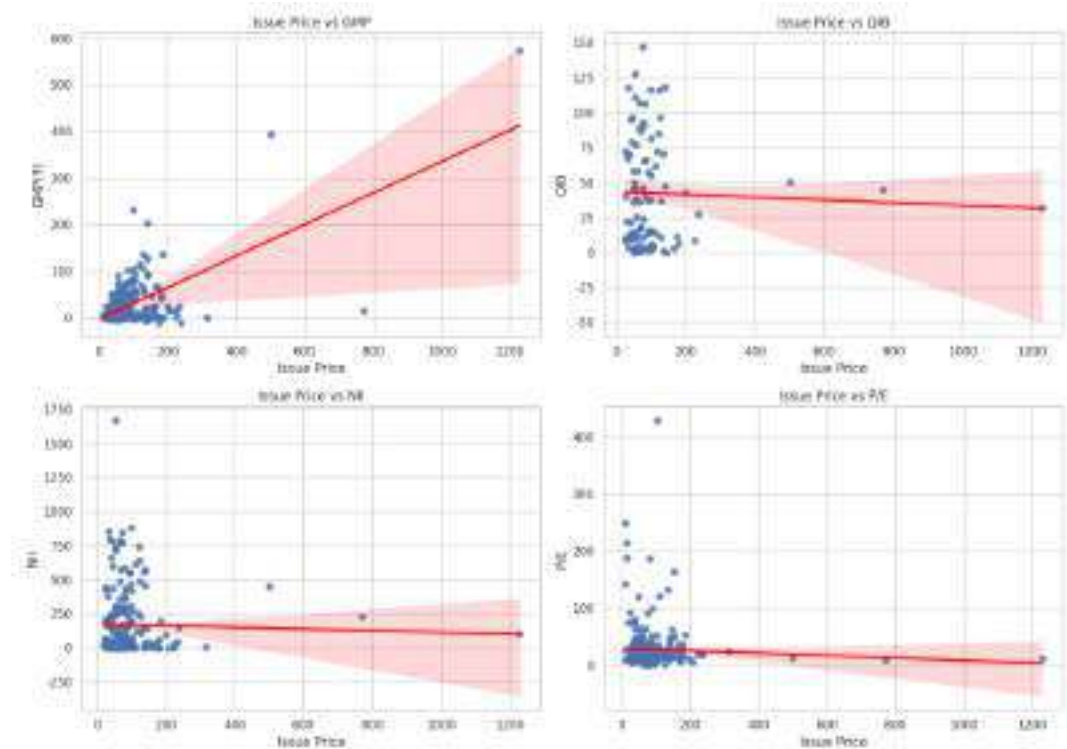
- After being cleaned, the information gathered on SME IPOs and secondary market performance would be ready for examination. This entails verifying the correctness and dependability of the data by looking for outliers, missing numbers, and consistency issues in the dataset.

2.Characteristic Statistics

- To provide an overview of important factors including secondary market listing price, market conditions (volatility, investor sentiment), company features (size,

profitability), IPO pricing metrics (offer price, price-to-earnings ratio), and company attributes (profitability), descriptive statistics will be computed. The central tendency and variability of the data will be described using metrics like mean, median, standard deviation, and range.

Comparison of issue price with other factors such as gmp, qualified institutional buyers, price/earnings ratio



Crucial Learnings from the Data

The scatter plots featuring confidence intervals and linear regression lines provide insightful information about the connections between issue price and other market performance metrics.

1. Grey Market Premium (GMP) against Issue Price:

The Grey Market Premium (GMP) and issue price have a definite positive correlation, suggesting that higher issue prices are frequently linked to greater premiums in the grey market. This shows that even before official trading starts, more speculative interest may be drawn to more expensive initial public offerings (IPOs) because they may be seen as having more worth or potential.

2. Comparing Issue Price to Qualified Institutional Buyers (QIBs):

It suggests that higher issue prices do not always elicit greater interest from institutional purchasers because the association between issue price and QIB subscription is somewhat flat with a minor negative trend. This may suggest that institutional investors are sensitive to pricing and wary of overpriced products.

3. Comparing Issue Price to Non-Institutional Investors (NII):

The data indicates a flat association with a little negative trend between issue price and NII subscription, similar to QIB. This means that, for whatever reason—possibly because of perceived risk or lower projected returns—non-institutional investors are likewise wary of more expensive initial public offerings.

4. P/E (Price-to-Earnings Ratio) vs Issue Price:

It is clear from the flat trend with a few outliers in the link between issue price and the Price-to-Earnings (P/E) ratio that there is no significant correlation between the initial pricing and the P/E ratio after listing. This could mean that variables including market conditions and company fundamentals, in addition to the initial issue price, have an impact on post-listing performance indicators.

<i>lot size</i>		<i>QIB</i>	
Mean	2955.932	Mean	2.97
Standard Error	292.2361	Standard Error	1.166719
Median	2000	Median	2.55
Mode	2000	Mode	#N/A
Standard		Standard	
Deviation	2244.708	Deviation	2.333438
Sample Variance	5038714	Sample Variance	5.444933
Kurtosis	1.829769	Kurtosis	-3.29518
Skewness	1.482853	Skewness	0.477287
Range	9400	Range	4.78
Minimum	600	Minimum	1
Maximum	10000	Maximum	5.78
Sum	174400	Sum	11.88
Count	59	Count	4

<i>P/E</i>		<i>Issue price(rs)</i>	
Mean	59.02667	Mean	68.89831
Standard Error	23.33743	Standard Error	6.798971
Median	43.97	Median	55
Mode	#N/A	Mode	20
Standard		Standard	
Deviation	57.16479	Deviation	52.22389
Sample Variance	3267.814	Sample Variance	2727.334
Kurtosis	-2.22119	Kurtosis	1.54079
Skewness	0.439943	Skewness	1.450656
Range	130.29	Range	215
Minimum	2.71	Minimum	10
Maximum	133	Maximum	225
Sum	354.16	Sum	4065
Count	6	Count	59

Comparing Lot Size with QIB Subscription

Larger lot sizes could be a sign of more substantial or assured services, but as there are only four samples in the QIB subscription data, it is difficult to make firm judgments. The average QIB subscription is moderate, indicating that institutional investors are interacting with these IPOs in a targeted manner.

Issue Price compared. P/E Ratio:

P/E ratios and issue prices are highly variable, suggesting a wide range of valuations and investor perspectives. The wide range of post-IPO performance expectations and their weak correlation with the initial issue price are indicated by the significant standard deviation and variance in P/E ratios.

While the majority of the data is on the lower end of the spectrum, a small number of IPOs have much higher values, according to the right skewness in both distributions.

Overall, the data highlights the intricacy of investor behaviour and IPO pricing, highlighting the necessity of a sophisticated process for determining IPO prices that takes into account both firm-specific attributes and general market conditions.

Regression Analysis

Variable	Coefficient	P-value	Standard Error	Confidence Interval Lower	Confidence Interval Upper
const	0.351047	0.935733	4.34905	-8.21578	8.917871
Issue Price	1.268388	#####	0.029292	1.210689	1.326088
IPO Size	0.250641	1.36E-05	0.056435	0.139474	0.361808
P/E	-0.08189	0.226839	0.067589	-0.21503	0.051245

Summary of Regression Analysis:

- Price Issue as a Forecast:

The coefficient of 'Issue Price' is 1.26839, suggesting a robust positive correlation with 'Listing Price'.

o the remarkably low p-value (5.80231e-116) indicates a statistically significant association.

- The Impact of IPO Size:

o the coefficient for "IPO Size" is 0.250641, indicating a favourable impact on "Listing Price."

o the influence of 'IPO Size' is likewise statistically significant, as indicated by the p-value of 0.0000136118.

- The P/E Ratio's Effect:

The 'P/E' ratio exhibits a negative coefficient of -0.0818921, indicating a marginally inverse correlation with the 'Listing Price'.

Nevertheless, the 'P/E' p-value of 0.226839 indicates that the data is not statistically significant.

- Model Fit and Forecasting Capability:

o According to the coefficients and p-values, "IPO Size" and "Issue Price" are both significant predictors of "Listing Price."

o in this model, the 'P/E' ratio has no discernible predictive power.

Advice for Potential Investors:

- When estimating the "Listing Price," investors should take into account the "Issue

Price" and the "IPO Size."

- The 'P/E' ratio should be utilized with caution because this investigation does not show that it has a statistically significant impact.

CHAPTER 5
FINDINGS, SUGGESTIONS AND
CONCLUSIONS

5.1 Results:

1. Effect of IPO Pricing on Listing Price in Secondary Market:

- A substantial positive correlation between secondary market listing price and IPO pricing is revealed by regression analysis. After adjusting for other variables, companies with greater IPO offer prices typically have higher secondary market listing prices.
- According to descriptive statistics, initial public offerings (IPOs) that are priced higher than their intrinsic value—as measured by the price-to-earnings ratio—acquire greater secondary market listing values than IPOs that are priced lower.

2. Impact of Secondary Market Listing Price on IPO Size:

There appears to be a favourable correlation between the listing price on the secondary market and the size of the initial public offering (IPO). Greater market capitalization or offer size in an initial public offering (IPO) is typically correlated with higher secondary market listing prices.

- The analysis of event studies shows that investors view larger initial public offerings (IPOs) as more alluring investment possibilities, which results in larger IPOs seeing positive anomalous returns around the IPO listing date than smaller ones.

3. The Interaction Between IPO Size and Pricing:

- The results of interaction study show that the secondary market listing price is significantly impacted by the interaction between IPO size and pricing. More specifically, larger IPOs than smaller ones exhibit a greater beneficial influence of IPO pricing on secondary market listing price.
- This implies that although secondary market listing price is influenced by IPO pricing for all IPOs, the effect is stronger for larger IPOs, suggesting that investors give larger offers more thought when it comes to pricing.

5.2 Suggestions

1. Ideal Pricing Approach:

- SMEs wishing to go public should carefully assess their IPO pricing strategy in light of the findings. The secondary market listing price and investor perception can be positively impacted by setting a fair offer price that accurately reflects the company's fundamentals and the state of the market.
- Aggressive pricing tactics should be avoided by businesses as they may cause overvaluation and consequent underperformance in the secondary market. As an alternative, they ought to strive for a balance between guaranteeing a stable post-listing performance and optimizing IPO revenues.

2. Examining the Size of the IPO:

- When calculating the offer price, SMEs should also consider the size of the initial public offering. Greater attention from investors and greater secondary market listing prices are typically attributed to larger offerings. In order to take advantage of investor demand, SMEs with stronger development prospects or financing needs might want to think about going bigger for their first public offering (IPO).

3. Openness & Disclosure:

- Reducing information asymmetry and fostering investor trust depend heavily on transparency and disclosure. In their IPO prospectus, SMEs should include complete and accurate information about their financial performance, growth prospects, and risk considerations.
- Investor trust can be increased and worries about overvaluation or under-pricing can be reduced by providing clear explanations of the reasoning behind the IPO pricing decision.

4. Time of the Market:

- To maximize investor interest and optimize listing price, the IPO must be timed properly. To achieve the best pricing and secondary market performance, SMEs should time their IPO taking into account industry trends, investor mood, and market conditions.
- Reducing the likelihood of negative emotion or market volatility can assist reduce the risk of failure and increase the likelihood of a successful initial public offering.

5. Performance Tracking Following Listing:

- It's imperative for SMEs to track post-listing performance in order to evaluate the success of their IPO pricing strategy and make any required modifications. Frequent assessment of trade volume, investor sentiment, and stock price performance can yield important insights into investor expectations and market perception.
- To keep investors confident and continue to create long-term value, SMEs should continue to be flexible and sensitive to market conditions, modifying their strategy as necessary.

The results indicate that the listing price in the secondary market is highly influenced by the size and pricing of SMEs' initial public offerings. SMEs can improve their prospects of attaining advantageous secondary market outcomes and releasing value for stakeholders by implementing optimal pricing strategies, taking into account the size of the initial public offering (IPO), guaranteeing transparency and disclosure, strategically timing the market, and keeping an eye on post-listing performance.

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01	Name of the Student	JYOTHISH KUMAR S
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03	Name of the College Guide	Dr. Chetan Shetty Associate Professor
04	Name and contact number of Co-Guide/External guide (Corporate)	N.A
05	Title of the Dissertation	“A STUDY ON HOW LISTING PRICE OF SHARES AFFECTED BY IPO PRICE AND IPO SIZE”
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BANGALORE UNIVERSITY**



**SUBMITTED BY
NIHAL SAGAR GOWDA
[P03CJ22M015094]
UNDER THE GUIDANCE OF
PROF. B.R. NARASIMHA MURTHY**



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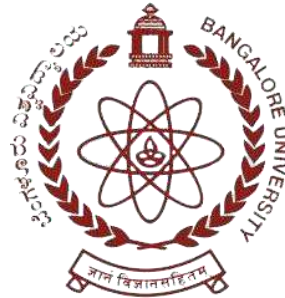
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requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

MOHAMMED JASEEM P

P03CJ22M015098

Under The Guidance Of

Prof. K S GOPAL

Assistant professor

Guide Reg No:16CQFG013



DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

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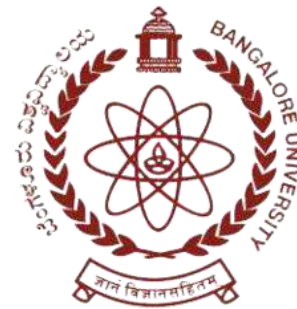
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Project report submitted to the Bangalore university in partial fulfillment of the
requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION
BANGALORE UNIVERSITY**



Submitted By

AISHWARYA GUPTA V

P03CJ22M015099

3rd semester MBA

Under the Guidance of

Prof. Col Prasanna Kumar



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE,

BANGALORE-560078

Academic year-2023-2024

A Project Report On
“A STUDY ON CHALLENGES OF AI AND AUTOMATION ADOPTION
IN BANKING AND FINANCE SERVICES”

Project report submitted to the Bangalore University in partial fulfilment
of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

LAHARI K M

Register No: P03CJ22M015100

III SEMESTER MBA

UNDER THE GUIDANCE OF

DR. KADAMBINI KATKE

PROFESSOR

Guide Reg. No. 16CQFG002



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE - 560078

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BANGALORE UNIVERSITY**



By

BHAIRAVAGIRI M N

P03CJ22M015102

Under the Guidance of

Dr. C B VENKATA KRISHNA PRASAD

GUIDE REG.NO.18CQFG002



Department of management studies (BU)

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT,

BANGALORE – 560078

Academic Year- 2023-2024

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**Project report submitted to the Bangalore University in partial fulfillment
of the Requirements for the award of the degree of**



MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

K AMRUTHA

Register No.: P03CJ22M015104

III SEMESTER MBA

UNDER THE GUIDANCE OF

TEJASWINI L K

ASSISTANT PROFESSOR



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

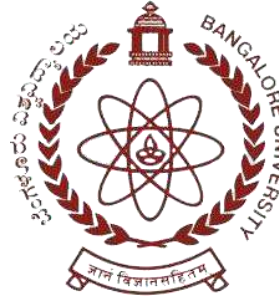
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requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY



By

TEJASHWINI N

P03CJ22M015106

Under The Guidance Of

Dr. SHASHI KUMAR C R



Department of management studies (BU)

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
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MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

SAKSHI SATYANARAYANA GOWDA

REG NO: P03CJ21M015109

UNDER THE GUIDANCE OF

Dr. Vinish P

Associate Professor



Department of management studies (BU)

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
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MASTER OF BUSINESS ADMINISTRATION



Bangalore University
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Submitted by

TARIQ AZIZ LASKAR

Reg No: P03CJ22M015110

UNDER THE GUIDANCE OF

Dr.B.R. Venkatesh



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

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Submitted by

SPOORTHY H S

USN NO :P03CJ22M015112

UNDER THE GUIDANCE OF

Dr.B.R.VENKATESH

Professor



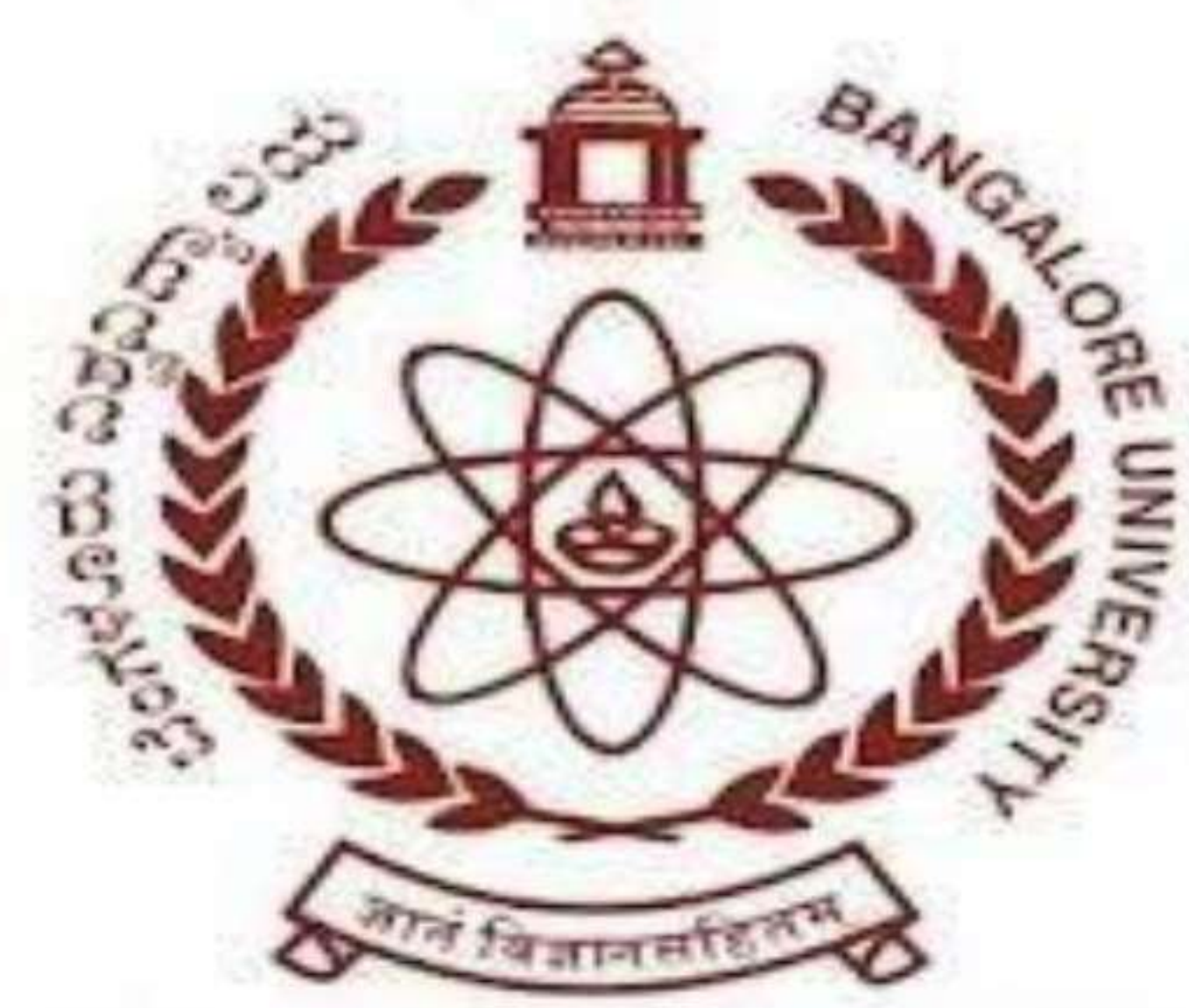
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Requirements for the award of the degree of
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Submitted by

DEEPIKA K

USN NO: P03CJ22M015113

UNDER THE GUIDANCE OF

Dr. B.R. VENKATESH

Professor



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BANGALORE UNIVERSITY**



Submitted by

VIJAYA MADHAVAN.S

REG. NO:PO3CJ22M015115

3rd SEMESTER MBA

Under the Guidance of

PROF. COL. PRASANNA KUMAR



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

Shavige Malleshwara Hills, K.S. Layout, Bangalore – 560078

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award of the degree of

**MASTER OF BUSINESS ADMINISTRATION
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Submitted by

B.S.DIVYA

[P03CJ22M015116]

UNDER THE GUIDANCE OF

Dr B.R. VENKATESH

Professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

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requirement for the award of the degree of

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BANGALORE UNIVERSITY**



By

MANOHAR.G.M

P03CJ22M015117

Under The Guidance Of

Dr. SUBBULAKSHMI. S



DEPARTMENT OF Management studies (BU)

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERECE,**

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BANGALORE – 560078

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Bangalore University
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Submitted by

CHINMAYE P

Reg. No: P03CJ22M015118

UNDER THE GUIDANCE OF

Prof. VAIBHAV PATIL
Assistant Professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S.LAYOUT, BENGALURU- 560078

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requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGLORE UNIVERSITY



Submitted by

SANGAMESH SIDDAPPA BAGEWADI

Reg No. P03CJ22M015122

UNDER THE GUIDANCE OF

DR. B R VENKATESH

Professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

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MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

R. SAI. SUJITH

Register No: P03CJ22M015128

III SEMESTER MBA

UNDER THE GUIDANCE OF

TEJASWINI LK

ASSISTANT PROFESSOR

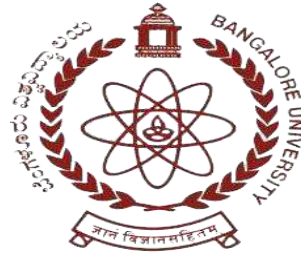


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**MASTER OF BUSINESS
ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

Surya Kiran k

P03CJ22M015132

Under The Guidance Of

DR.Vijay Kumar.J



**DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION DAYANANDA SAGAR
COLLEGE OF ARTS, SCIENCE AND COMMERECE, BANGALORE- 560 064**

ACADEMIC YEAR 2023-2024

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**Project report submitted to the Bangalore University in partial fulfillment
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MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY

SUBMITTED BY

G VAISHNAVI

Register No.: P03CJ22M015134

III SEMESTER MBA

UNDER THE GUIDANCE OF

DR. VIJAYA KUMAR J



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

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Project submitted to the Bangalore University in partially fulfilment of the
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Submitted by

SOUBHAGYA SINGRI

RegNo:P03CJ22M015135

UNDER THE GUIDANCE OF

Dr. VIJAY KUMAR

Professor



DAYANANDASAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGEMALLESHWARAHILLS, K.S. LAYOUT, BANGALORE-560078

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TWO WHEELERS AND ANALYSIS OF SERVICE PROVIDED BY
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Dissertation submitted in partial fulfillment of the requirements for the
award of the Degree of

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Submitted by

Ashlesha Kumari

P03CJ22M015136

Under the guidance of

Dr. KADAMBINI KATKE



BANGALORE UNIVERSITY

2022-24

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BANGALORE UNIVERSITY**



By

HARSHA M

P03CJ22M015138

Under the Guidance of

Dr. Ameer Asra Ahmed

Associate Professor



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

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BANGALORE UNIVERSITY

SUBMITTED BY

SHREYA TP

Register No: P03CJ22M015144

III SEMESTER MBA

UNDER THE GUIDANCE OF

DR. Ameer Asra Ahmed

Associate Professor

GUIDE REG. NO: 18CQFG006



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A project report submitted to the Bangalore University in partial fulfillment
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BANGALORE UNIVERSITY

SUBMITTED BY

KIRAN PATEL E D

Reg No: P03CJ22M015145

III SEMESTER MBA

UNDER THE GUIDANCE OF

Dr . VINISH. P

Associate Professor



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078**

Academic Year:2022-2024

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requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

BANGLORE UNIVERSITY



Submitted by

SAMPRITHA. R. SHETTY

Reg No. P03CJ22M015157

UNDER THE GUIDANCE OF

MR. VAIBHAV PATIL

Assistant professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078

Academic Year- 2023-2024

“A STUDY OF CONSUMER PREFERENCES AND BUYING BEHAVIOUR TOWARDS HANGYO ICECREAM”

A Project Report submitted to the Bangalore University in partial
fulfillment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

KARTHIK M RAO

Reg No: P03CJ22M015158

III SEMESTER MBA

UNDER THE GUIDANCE OF

Dr. Subbulakshmi. S

Associate Professor



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078**

Academic Year:2022-2024

A PROJECT REPORT ON

“A BRIEF STUDY ON IMPACT OF GST ON FMCG COMPANIES”

PROJECT REPORT SUBMITTED TO THE BANGALORE UNIVERSITY
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE
DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

BANGALORE UNIVERSITY



SUBMITTED BY

Ayushi Shukla

REG NO: P03CJ22M015165

UNDER THE GUIDANCE OF

DR. SRIKANTAMURTHY M.R.

Assistant professor



DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE**

SHAVIGE MALLESWARA HILLS, KUMARSWAMY LAYOUT,

BANGALORE – 560064

ACADEMIC YEAR: 2022 – 2024

“A BRIEF STUDY ON E-MONEY AND VIRTUAL MONEY”

Master Thesis Report submitted in partial fulfilment of the award of Degree of Master of

Business Administration

Of

Bangalore University



Bangalore University

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NAAC ACCREDITED WITH 'A' GRADE

Submitted by

AYYAPAYYA SWAMY

Reg No: P03CJ22M015166

UNDER THE GUIDANCE OF

Dr. SHRIKANTH MURTHY

Assistant Professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE SHAVIGE
MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE – 560078 Academic
Year- 2022-2024

**A STUDY ON OPTIONS TRADING TECHNIQUES AND
STRATEGIES ON NIFTY-50 STOCKS**

Project Report submitted to the Bangalore University in partial
fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION



Submitted by

SHREYAS.N. KULKARNI

Reg No: P03CJ22M015170

UNDER THE GUIDANCE OF

Prof. Col PROF. COL. PRASANNA KUMAR



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE &
COMMERCE**

**SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT,
BANGALORE – 560078 Academic Year- 2022-2024**

A STUDY ON THE IMPACT OF COMPENSATION AND BENEFITS ON EMPLOYEES JOB SATISFACTION IN HEALTH CARE SECTOR

Synopsis submitted to the Bangalore University in partial fulfillment of the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

LAKSHMI NARAYANAN CHOWDARY

Reg No: P03CJ22M015178

III SEMESTER MBA

UNDER THE GUIDANCE OF

Dr. SRIKANTA MURTHY M.R.



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078**

Academic Year:2022-2024

DECLARATION BY THE STUDENT

TRENDS AND INSIGHTS IN THE DATA SCIENCE JOB MARKET IN INDIA: A GLASSDOOR ANALYSIS

A Project report submitted to the Bangalore University in partial fulfillment of
the Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

B. MAHESH

Reg No: P03CJ22M015040

III SEMESTER MBA

UNDER THE GUIDANCE OF

Dr. VINISH. P

Associate Professor

GUIDE REG.NO:



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, BANGALORE – 560078**

Academic Year:2022-2024

**“A STUDY ON REPO TRANSACTION AS A FUNDING INSTRUMENT
IN THE PAST 3 YEARS AND ITS IMPACT ON BANKING SECTOR”**

Synopsis submitted to the Bangalore University in partial fulfilment of the
Requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



BANGALORE UNIVERSITY

SUBMITTED BY

NAMRATA PATIL

Register No: P03CJ22M015108

III SEMESTER MBA

UNDER THE GUIDANCE OF

Dr. B R VENKATESH

PROFESSOR AND DIRECTOR



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE - 560078

Academic Year- 2022-2024

A STUDY OF TECHNICAL INSIGHTS INTO SELECTED STOCKS IN THE INDIAN STOCK MARKET

**“A STUDY OF TECHNICAL INSIGHTS INTO SELECTED
STOCKS IN THE INDIAN STOCK MARKET”**

Project submitted to the Bangalore University in partial fulfilment of the
requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

OF
BANGALORE UNIVERSITY



Submitted by

AMAN SAMEER

Reg No: P03CJ22MO15133

UNDER THE GUIDANCE OF

Dr. VIJAY KUMAR

GUIDE REG. NO: 18CQFG006



**DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION
DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE, BANGALORE- 560 064**

2022-2024

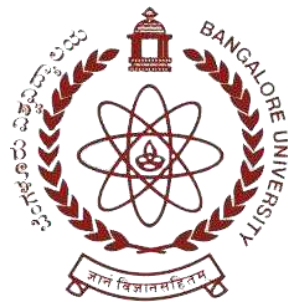
A PROJECT REPORT ON
“A STUDY ON SOCIAL MEDIA IMPACT ON CUSTOMER
EVANGELISM IN ELECTRONIC PRODUCTS”

Project submitted to the Bangalore University in partial fulfilment
of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

OF

BANGALORE UNIVERSITY



By

RAHUL M

PO3CJ222M015141

Under The Guidance of

DR. C B VENKATA KRISHNA PRASD

GUIDE REG. NO: 18CQFG002



DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND

COMMERECE, BANGALORE- 560 111

ACADEMIC YEAR 2022-2024

FACTORS INFLUENCING ORDERING FOOD THROUGH ZOMATO PLATFORM

Project submitted to Bangalore University in partial fulfilment of the Requirements
for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

OF

BANGALORE UNIVERSITY



Submitted by

RASHMI KULKARNI

Reg No: P03CJ22M015026

UNDER THE GUIDANCE OF

Dr. Subbulakshmi. S



Department of management studies (BU)

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

SHAVIGE MALLESWARA HILLS KUMARSWAMY LAYOUT

BANGALORE UNIVERSITY

(Academic Year: 2023-2024)

**“A CRITICAL OF VALUATION OF SHARE OF ADANI
PORTS”**

A project submitted to the Bangalore University in partial fulfillment of the
requirement for the award of the degree of
**MASTER OF BUSINESS ADMINISTRATION OF
BANGALORE UNIVERSITY**



By

UDAY GOWDA N

P03CJ22M015042

Under the Guidance of

K S GOPAL

Assistant Professor



**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND
COMMERCE, BANGALORE- 560 064**

2023-2024

A PROJECT REPORT ON
“THE IMPACT OF PACKAGING OF FMCG PRODUCTS ON
CONSUMER BUYING BEHAVIOUR”

Project submitted to the Bangalore university in partial fulfilment of the
requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION



SUBMITTED BY

ANJAN KRISHNA A S

USN: P03CJ22M015177

UNDER THE GUIDANCE OF

DR. C B VENKATA KRISHNA PRASAD

PROFESSOR

Guide Reg. No.: 18CQFG002



DEPARTMENT OF MANAGEMENT STUDIES
DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT.
BANGALORE – 560 111

ACADEMIC YEAR - 2022-2024

**Effectiveness of Coupon Marketing On Market Capitalization
Through UPI payments**

Synopsis submitted to the Bangalore University in partial fulfillment of the
Requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION
OF**

BANGALORE UNIVERSITY



SUBMITTED BY

VEMULA SOWMYA

Register No: P03CJ22M015025

III SEMESTER MBA

UNDER THE GUIDANCE OF

Dr Vinish P

Associate Professor



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE
SHAVIGE MALLESHWARA HILLS, K.S. LAYOUT, LAYOUT, BANGALORE - 560078
Academic Year- 2023-2024