

Consolidated List of Project of IV Sem MBA Jul/Aug 2020 (2018-2020 Batch)

Sl. No.	Name	Reg. No.	Type of Research	Topic/Title	Guide Name
1	ACHALA S KULKARNI	18CQCMDD001	ACADEMIC	A STUDY ON WORK LIFE BALANCE OF EMPLOYEES OF IT COMPANIES IN BANGALORE	DR. J. VIJAYAKUMAR
2	ADITYA R	18CQCMDD002	ACADEMIC	JOB SEEKERS PREFERENCE TOWARDS E-RECRUITMENT. A STUDY WITH REFERENCE TO YOUTH IN SOUTH BANGALORE	PROF. AMEER ASIRA AHMED
3	AISHWARYA A.	18CQCMDD003	ACADEMIC	A STUDY ON EFFECTIVENESS OF ORGANIC SEARCH (OS) AND PAY PER CLICK (PPC) IN SEARCH ENGINE OPTIMIZATION (SEO) : COMPARATIVE ANALYSIS	DR. KADAMBINI KATKE
4	AJISHAL PC	18CQCMDD004	ACADEMIC	A STUDY ON EFFECTIVENESS OF BRANDING ON CONSUMER BEHAVIOUR. A SPECIAL REFERENCE TO FASHION INDUSTRY	DR. C B VENKATA KRISHNA PRASAD
5	AJITH PATEL G B	18CQCMDD005	ACADEMIC	A STUDY TO UNDERSTAND THE CHANGING CONSUMER PERCEPTIONS AND BUYING BEHAVIOR- MOVING FROM UNORGANIZED RETAILING TO ORGANIZED RETAILING IN BANGALORE MARKET	PROF COL PRASANNA KUMAR
6	AKANSHA JAIN	18CQCMDD006	ACADEMIC	CAPITAL STRUCTURE DECISION OF SELECTED MANUFACTURING COMPANIES LISTED IN BSE	DR MAHITA BISWAS
7	AKASH MALU	18CQCMDD007	ACADEMIC	A STUDY ON BRAND AWARENESS OF PATANJALI PRODUCTS IN KALABURAGI CITY	DR. J. VIJAYAKUMAR
8	AKSHATA D LAXMESHVAR	18CQCMDD008	ACADEMIC	A STUDY ON IMPACT OF INFORMATION TECHNOLOGY ON BANKING SERVICE SECTOR FROM CUSTOMER PERSPECTIVE	PROF. B R NARASIMHA MURTHY
9	AKSHAY GOVINDA KULKARNI	18CQCMDD009	ACADEMIC	A STUDY ON THE STRENGTH OF THE BRAND IMAGE OF ONEPLUS SMARTPHONES AMONG YOUTH IN KARNATAKA THAT AFFECT THEIR SALES VOLUME	PROF COL PRASANNA KUMAR
10	AKSHAY P	18CQCMDD010	ACADEMIC	A STUDY ON ROLE AND PERFORMANCE OF ANCHOR INVESTORS IN THE INDIAN IPO MARKET	PROF. K S GOPAL
11	ALDRINE SUTTH E S	18CQCMDD011	ACADEMIC	ROLE OF SOCIAL MEDIA ON CUSTOMER LOYALTY WITH RESPECT TO RELIANCE DIGITAL IN BENGALURU	PROF. HARSHITH BABU
12	AMBRISH	18CQCMDD012	ACADEMIC	A STUDY ON CUSTOMER SATISFACTION REGARDING THE SERVICE QUALITY OF DEPARTMENTAL STORES IN BANGALORE	PROF. T. NAVANA
13	AMEYA SHEELVANT	18CQCMDD013	ACADEMIC	A STUDY ON CONSUMER PERCEPTION TOWARDS AIRTEL SERVICES IN BANGALORE.	PROF. TEJASWINI

14	AMRUTA S PATIL	18CQCMD014	ACADEMIC	A STUDY ON ANALYSIS OF PERFORMANCE OF SELECTED MUTUAL FUND SCHEMES IN INDIA	PROF. SRIYANK LEVI
15	ANIL KUMAR G	18CQCMD015	ACADEMIC	A STUDY ON INTERNET MARKETING STRATEGIES APPROACHES AND CHALLENGES	DR. C B VENKATA KRISHNA PRASAD
16	ANKITH KUMAR A	18CQCMD016	ACADEMIC	FACTORS INFLUENCING CUSTOMER TRUST TOWARDS PATANJALI PRODUCTS AND ITS IMPACT ON THEIR BUYING BEHAVIOUR : A STUDY WITH REFERENCE TO CONSUMERS ACROSS SOUTH BANGALORE	PROF. AMEER ASRA AHMED
17	APARNA S	18CQCMD017	ACADEMIC	* A STUDY ON CAPITAL STRUCTURE AND ITS IMPACT ON PROFITABILITY WITH SPECIAL REFERENCE TO SELECTED PHARMACEUTICAL COMPANIES IN INDIA	PROF. SARAH MERLYN
18	ARUN KUMAR N	18CQCMD018	ACADEMIC	A STUDY ON MARKETING CHALLENGES OF SMALL AND MEDIUM SCALE INDUSTRIES IN KARNATAKA WITH SPECIAL REFERENCE TO TEXTILE INDUSTRIES	DR. C B VENKATA KRISHNA PRASAD
19	ARAVIND K ESHWARCHANDRA HEBBAR	18CQCMD019	ACADEMIC	A STUDY ON EMPLOYEE STOCK OPTION PLANS OF SELECTED LARGE-SCALE COMPANIES	DR. MAHUA BISWAS
20	ASHER V	18CQCMD020	ACADEMIC	A STUDY ON EFFECT OF BRAND TRUST AND BRAND IMAGE ON CUSTOMER LOYALTY WITH RESPECT TO MARUTI SUZUKI CARS IN BANGALORE CITY	PROF. HARSHITH BABU
21	ASHWIN Y	18CQCMD021	ACADEMIC	A STUDY ON EFFECTS OF CONSUMER PREFERENCES ON LOUIS VUITTON'S PRODUCT PORTFOLIO ACROSS THEIR STORES IN BANGALORE	PROF. COL PRASANNA KUMAR
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22	ASHWINI K N	18CQCMD022	ACADEMIC	A STUDY ON REVERSE MORTGAGE SCHEME AT AXIS BANK	PROF. BR NARASIMHA MURTHY
23	AVISMARAN I S	18CQCMD023	ACADEMIC	CONSUMER ATTITUDE TOWARDS TATA BRAND WITH RESPECT TO ELECTRIC VEHICLE IN BANGALORE	PROF. HARSHITH BABU
24	BALASUBRAMANI P	18CQCMD024	ACADEMIC	IMPACT OF EMOTION INTELLIGENCE ON PRE-PURCHASE INTENTION TOWARDS HINDUSTAN UNILEVER PRODUCTS IN BENGALURU	PROF. HARSHITH BABU
25	BHAGYASHREE SAVANUR	18CQCMD025	ACADEMIC	A STUDY ON CONSUMER BRAND PREFERENCE TOWARDS PURCHASE OF SMART PHONES OF XIAOMI SMART PHONES IN BANGALORE CITY	PROF. HARSHITH BABU
26	BHAIRAB JYOTI SAIKIA	18CQCMD026	ACADEMIC	A STUDY ON THE POSITIONING OF FOOD DELIVERY SERVICE APPLICATION IN BENGALURU	DR. C B VENKATA KRISHNA PRASAD
27	BHARATH H	18CQCMD027	ACADEMIC	A STUDY ON COMPLIANCE CHALLENGES OF BANKING AND FINANCIAL BUSINESS PROCESS AUTOMATION	DR. KADAMBINI KATKE

28	BHARATH M	18CQCMD028	ACADEMIC	A COMPARATIVE STUDY OF INDIAN AND INTERNATIONAL STOCK EXCHANGE WITH REGARD TO TRADING, CLEARING AND SETTLEMENT CYCLES AND HOW THEY IMPACT MARKET	PROF. K S GOPAL
29	BHARATH N	18CQCMD029	ACADEMIC	A STUDY ON TECHNICAL ANALYSIS OF MERGED PRIVATE AND PUBLIC SECTOR BANKS IN INDIA	PROF. SRIYANK LEVI
30	BINDU K	18CQCMD030	ACADEMIC	A STUDY ON EFFECTIVENESS OF PERFORMANCE MANAGEMENT SYSTEM IN BANGALORE BASED IT COMPANIES	DR. J. VIJAYAKUMAR
31	BINDU S	18CQCMD031	ACADEMIC	A STUDY ON MARKETING STRATEGY OF RADIO MIRCHI IN BANGALORE	DR. J. VIJAYAKUMAR
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32	BOBAN PHILIP MATHEW	18CQCMD032	ACADEMIC	A STUDY ON CHALLENGES OF OPEN SOURCE RESPIRATOR AND LOW COST VENTILATOR DURING GLOBAL HEALTH CRISIS : A	DR. KADAMBINI KATKE
33	BOPANNA TP	18CQCMD033	ACADEMIC	A STUDY ON CUSTOMER SATISFACTION REGARDING THE PRICING POLICY OF AUTOMOBILES WITH SPECIAL REFERENCE TO HYUNDAI CARS	PROF COL PRASANNA KUMAR
34	CHAITHANYA B N	18CQCMD034	ACADEMIC	"A COMPARATIVE STUDY ON DIRECT EQUITY INVESTMENT AND MUTUAL FUND INVESTMENT"	PROF. SARAH MERLYN
35	CHAITRA R	18CQCMD035	ACADEMIC	A STUDY ON IMPACT OF ERG ON PERFORMANCE OF LIFE INSURANCE COMPANIES IN INDIA	DR MAHUA BISWAS
36	CHEZHAN BS	18CQCMD036	ACADEMIC	GROWTH OF MUTUAL FUND INDUSTRY IN INDIA	PROF. SRIYANK LEVI
37	CHEZHAN H A	18CQCMD037	ACADEMIC	A STUDY ON THE EFFECTIVENESS OF SERVICES PROVIDED TO PRIVATE BANKING CUSTOMERS OF HDFC BANK	DR. C B VENKATA KRISHNA PRASAD
38	CHITRA C	18CQCMD038	ACADEMIC	A STUDY ON SOCIAL MEDIA STRATEGIES OF E-COMMERCE COMPANIES AND THEIR COMPARATIVE SUCCESS IN CUSTOMER ACQUISITION IN INDIAN MARKET	PROF COL PRASANNA KUMAR
39	DARSHINI L	18CQCMD039	ACADEMIC	A STUDY ON CONSUMER PREFERENCE ON DELL LAPTOPS	DR M R SRIKANTA MURTHY
40	DEEPIKA D	18CQCMD040	ACADEMIC	ROLE OF DIGITAL MARKETING IN HEALTH CARE WITH REFERENCE TO COVID 19	DR M R SRIKANTA MURTHY
41	DHEERAJ SHINDE	18CQCMD041	ACADEMIC	A STUDY ON CONSUMER LOYALTY TOWARDS PATANALI PRODUCTS	PROF. TEJASWINI
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42	DHEERAJ SINGH J K	18CQCMD042	ACADEMIC	A STUDY ON INVESTORS PERCEPTION TOWARDS INDIAN STOCK MARKET.	PROF. T. NAYANA
43	DIBIN KV	18CQCMD043	ACADEMIC	A STUDY ON "ABOUT ATTITUDE OF PEOPLE TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO BANGALORE."	PROF. T. NAYANA

44	G B KRISHNA VISHWA SWAROOP	18CQCMD044	ACADEMIC	CUSTOMER PERCEPTION TOWARDS INTERNET SERVICE PROVIDERS. A COMPARATIVE ANALYSIS OF HSNL AND AIRTEL	DR M R SRKANTA MURTHY
45	G V USHA	18CQCMD045	ACADEMIC	A STUDY ON IMPLICATION OF ARTIFICIAL INTELLIGENCE AND WORKFORCE AND THEIR IMPACTS TOWARDS EMPLOYMENT	DR. J. VIDAYAKUMAR
46	GANTA SIRESHA	18CQCMD046	ACADEMIC	A STUDY ON E-RECRUITMENT TOOLS FOR EFFECTIVE MANAGEMENT OF RECRUITMENT LIFE-CYCLE: A STUDY WITH REFERENCE TO HR RECRUITERS IN BANGALORE	PROF. AMEER ASRA AHMED
47	GOUTHAM RAJ S	18CQCMD047	ACADEMIC	STRATEGIES FOR INTRODUCING A NEW PRODUCT IN MARKET	DR M R SRKANTA MURTHY
48	GUNTURU MONICA	18CQCMD048	ACADEMIC	A STUDY ON MARKET REACTION TO SHARES BUYBACK WITH SPECIAL REFERENCE TO INDIAN COMPANIES	PROF. B R NARASIMHA MURTHY
49	HARIKISHAN R	18CQCMD049	ACADEMIC	A STUDY ON FUNDAMENTAL ANALYSIS OF SELECTED COMPANIES OF PHARMACEUTICAL SECTOR	PROF. SRIVANK LEVI
50	HARISH S	18CQCMD050	ACADEMIC	A STUDY ON VARIOUS RETURN MEASURES IN INVESTMENTS IN GENERAL AND MUTUAL FUNDS IN PARTICULAR. ILLUSTRATED THROUGH A SAMPLE OF INVESTMENT PRODUCTS AND	PROF. K S GOPAL
51	LIPTISAM ALI	18CQCMD051	ACADEMIC	A STUDY ON REWARD AND RECOGNITION PROGRAM AND ITS EFFECTIVENESS AMONG ITS EMPLOYEES IN BANGALORE	PROF. AMEER ASRA AHMED
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52	JAFFER SADIQ A	18CQCMD052	ACADEMIC	A STUDY ON EFFECTIVENESS OF MARKETING MIX ON CONSUMER RETENTION FOR BISLERI BRAND WITH SPECIAL REFERENCE TO BANGALORE	PROF. TEJASWINI
53	JOSEPH SHAM	18CQCMD053	ACADEMIC	"A STUDY OF ONLINE RECRUITMENT AND SELECTION IN CORPORATE ENTERPRISES IN BANGALORE"	DR. J. VIDAYAKUMAR
54	JUTHI SHREE	18CQCMD054	ACADEMIC	A STUDY ON THE IMPACT OF MICROFINANCE ON POVERTY ALLEVIATION	PROF. SRIYANK LEVI
55	KANCHI VIDAYAKUMAR	18CQCMD055	ACADEMIC	A STUDY ON CUSTOMER PERCEPTIONS TOWARDS ELECTRONIC FOOD ORDERING - A COMPARATIVE STUDY BETWEEN ZOMATO AND SWIGGY FOOD ORDERING APPS	PROF. AMEER ASRA AHMED
56	KANCHI VINEETH KUMAR	18CQCMD056	ACADEMIC	A STUDY ON ADVERTISEMENT IMPACT ON CUSTOMER PERCEPTION AND THEIR BUYING BEHAVIOUR : A SPECIAL REFERENCE TO SMARTPHONES IN BANGALORE	DR. KADAMBINI KATKE
57	KARAN SAKARIA	18CQCMD057	ACADEMIC	ROLE OF SOCIAL MEDIA INFLUENCE IN CUSTOMER ONLINE BUYING DECISION : A SPECIAL REFERENCE TO TWITTER FOR SPORTS BRAND	DR. KADAMBINI KATKE
58	KARTHIK V C	18CQCMD058	ACADEMIC	A STUDY ON THE PERCEPTION OF THE POTENTIAL CUSTOMERS TOWARDS ELECTRIC CAR	DR M R SRKANTA MURTHY

59	KAVYA	18CQCMD059	ACADEMIC	A STUDY ON IMPACT OF ORGANIZATIONAL CULTURE ON WORK ENGAGEMENT OF EMPLOYEES. A STUDY WITH REFERENCE TO IT EMBL OYERS IN BANGALORE	PROF. AMEER ASRA AHMED
60	KAVYA J	18CQCMD060	ACADEMIC	A STUDY ON CONSUMER PERCEPTION TOWARDS BIG BAZAAR (JAYANAGAR)	PROF. T. NAYANA
61	KAVYA P	18CQCMD061	ACADEMIC	"A STUDY ON IMPLICATION OF DOW THEORY IN STOCK MARKET WITH SPECIAL REFERENCE TO NIFTY 50"	PROF. SARAH MERLYN
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62	KAVYASHREE R	18CQCMD062	ACADEMIC	A STUDY ON SERVICE MARKETING IN HEALTH CARE INDUSTRY	DR. M. R. SRUKANTA MURTHY
63	KEERTHAN G C	18CQCMD063	ACADEMIC	A STUDY ON THE EFFECTIVENESS OF CONSUMER RETENTION STRATEGIES USED BY E-COMMERCE SITES, WITH SPECIAL REFERENCE TO AMAZON INDIA	PROF. COL. PRASANNA KUMAR
64	KHUSHBOO ARYA	18CQCMD064	ACADEMIC	A STUDY ON IMPACT OF BRANDING ON CONSUMER PURCHASE DECISION WITH SPECIAL REFERENCE TO SMARTPHONE	PROF. TEJASWINI
65	KIRAN KUMAR P V	18CQCMD065	ACADEMIC	A STUDY ON BRAND PREFERENCE AND ITS IMPACT ON CONSUMER BEHAVIOUR AT METRO CASH AND CARRY PVT.LTD.BANGALORE.	DR. J. VUAYAKUMAR
66	KIRANKUMAR D BIRADAR	18CQCMD066	ACADEMIC	A STUDY ON IMPACT OF SOCIAL MEDIA ON NEW VEHICLE LAUNCH WITH RESPECT TO HERO MOTOCORP IN BANGALORE.	PROF. TEJASWINI
67	KIRTHI NARAYAN	18CQCMD067	ACADEMIC	A STUDY ON COST AND BENEFIT ANALYSIS OF PRIYA VILLAGE ROADSHOW(PVR) LTD	PROF. SRIYANK LEVI
68	KOUSALYA M	18CQCMD068	ACADEMIC	A STUDY ON ANALYSIS OF VISUAL KEYWORD TOOLS FOR SEARCH ENGINE OPTIMIZATION	DR. C. B. VENKATA KRISHNA PRASAD
69	KUSUMA N	18CQCMD069	ACADEMIC	A COMPARATIVE STUDY ON BYOT AND CORE PRACTICES WITH SPECIAL REFERENCE TO BANGALORE BASED IT SECTOR	DR. M. R. SRUKANTA MURTHY
70	KUSUMA S	18CQCMD070	ACADEMIC	A STUDY ON CUSTOMER SATISFACTION AND EXPECTATIONS TOWARDS RELIANCE JIO 4G SERVICE	DR. KADAMBINI KATKE
71	M. PRIYANKA	18CQCMD071	ACADEMIC	A STUDY ON SALES STRATEGIES ADOPTED BY ZOMATO UNDER COVID 19 PANDEMIC.	PROF. TEJASWINI
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72	M. B. BHARGAVI	18CQCMD072	ACADEMIC	A STUDY ON EMPLOYEE ABSENTEEISM AND ITS IMPACT ON IT INDUSTRY	DR. J. VUAYAKUMAR

73	MADHU SINGH	18CQCMD073	ACADEMIC	A STUDY ON COMPARISON OF BANKRUPTCY PREDICTION MODELS	PROF. BR NARASIMHA MURTHY
74	MADHUSUDHAN K	18CQCMD074	ACADEMIC	A STUDY ON EFFECTIVENESS OF ONLINE MARKETING WITH RESPECT TO ZOMATO FOOD SERVICES IN BANGALORE	PROF. HARSHITH BABU
75	MOHAMMED MAAZ	18CQCMD075	ACADEMIC	A COMPARATIVE STUDY OF CLOSE ENDED AND OPEN ENDED MUTUAL FUND SCHEMES IN INDIA	DR MAHUA BISWAS
76	MANISH SUNKAPUR	18CQCMD077	ACADEMIC	CUSTOMER PREFERENCE FOR PROTEIN POWDERS IN INDIA (COMPARATIVE STUDY BETWEEN ON NUTRITION AND MUSCLEBULAZE	DR M R SRUKANTA MURTHY
77	MANOJ KUMAR K S	18CQCMD078	ACADEMIC	IMPACT OF SUPERVISORY SUPPORT ON WORK LIFE BALANCE OF EMPLOYEES: A STUDY WITH REFERENCE TO ITS EMPLOYEES IN BANGALORE	PROF. AMEER ASRA AHMED
78	MARUTHI S P	18CQCMD079	ACADEMIC	CUSTOMER VALUE AND CUSTOMER REALTIONSHIP MANAGEMENT PERFORMANCE: A CUSTOMER BASED	PROF. AMEER ASRA AHMED
79	MATHYK M N	18CQCMD080	ACADEMIC	A STUDY ON EFFECTIVE PACKAGING ON CONSUMER PERCEPTION WITH SPECIAL REFERENCE TO BIG BAZAAR.	PROF. T. NAYANA
80	MD ABID ALI	18CQCMD081	ACADEMIC	A STUDY ON CUSTOMER PERCEPTION AND ENGAGEMENT TOWARDS ONLINE SHOPPING WITH RESPECT TO AMAZON IN	PROF. HARSHITH BABU
81	MOHAMED SUFYAN	18CQCMD082	ACADEMIC	A STUDY ON CHIT FUND BUSINESS IN INDIA WITH REFERENCE TO SOME LONG STANDING CHIT FUND	PROF. K S GOPAL
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82	NAG CHINMAIY	18CQCMD083	ACADEMIC	A STUDY ON CUSTOMER BUYING BEHAVIOUR REGARDING AIRTEL PRODUCTS : A SPECIAL REFERENCE TO POST JIO LAUNCI	DR. KADAMBINI KATKE
83	NANDISH M	18CQCMD084	ACADEMIC	A STUDY ON CUSTOMER PERCEPTION TOWARDS LIFE INSURANCE AND ITS IMPACT ON BUYING BEHAVIOUR: A SPECIAL REFERENCE TO HDFC LIFE INSURANCE	PROF. HARSHITH BABU
84	NARENDRA K SHAMANUR	18CQCMD085	ACADEMIC	A COMPARATIVE STUDY ON THE INTERFACE BETWEEN THE EMPLOYEE SATISFACTION AND EMPLOYEE ATTRITION IN	DR. J. VIJAYAKUMAR
85	NAVITHA V	18CQCMD086	ACADEMIC	RISK MANAGEMENT IN MICROFINANCE INSTITUTION WITH REFERENCE TO SAMASTIA MFH	PROF. SRIYANK LEVI
86	NAVYA S KUMAR	18CQCMD087	ACADEMIC	"BUDGET AND BUDGETARY CONTROL ON BNTC"	PROF. SARAH MERLYN
87	NIKITA DHANYAKUMAR KATRALE	18CQCMD088	ACADEMIC	"A FINANCIAL ANALYSIS OF SELECTED PHARMACEUTICAL COMPANIES IN INDIA"	PROF. SARAH MERLYN
88	NITHAL RAMESH KURDEKAR	18CQCMD089	ACADEMIC	A STUDY ON VARIABILITY IN PRICE-EARNINGS RATIO OF HDFC BANK	PROF. SRIYANK LEVI
89	P S SANDESH	18CQCMD090	ACADEMIC	A STUDY OF INVESTORS BEHAVIOUR IN INDIAN CAPITAL MARKET WITH SPECIAL REFERENCE TO MUTUAL FUND	PROF. BR NARASIMHA MURTHY

90	PAVITHRA A	18CQCMD091	ACADEMIC	A STUDY ON PROBLEMS AND PROSPECTS OF HOUSING FINANCE INDUSTRY IN THE CURRENT MILIEU BASED ON A COMPARATIVE ANALYSIS OF PERFORMANCE OF SELECT HOUSING FINANCE COMPANIES IN INDIA	PROF. K S GOPAL
91	POOJA KATRAGADDA	18CQCMD092	ACADEMIC	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS WITH REFERENCE TO BHARAT DYNAMICS LIMITED	PROF. SRIYANK LEVI
92	PRABHURAJ S DESHANUR	18CQCMD093	ACADEMIC	A STUDY ON CONSUMER PERCEPTION TOWARDS ELECTRIC VEHICLES IN BANGALORE	PROF. T. NAYANA
93	PRAFUL SURESH GOUDAR	18CQCMD094	ACADEMIC	A STUDY OF MARKETING STRATEGIES USED BY ROYAL ENFIELD TO INFLUENCE THE BUYING BEHAVIOR OF POTENTIAL	PROF. COL. PRASANNA KUMAR
94	PRAGATHI K	18CQCMD095	ACADEMIC	A STUDY ON EFFECTS OF ONLINE SHOPPING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO AMAZON	PROF. TEJASWINI
95	PRAJWAL R.	18CQCMD096	ACADEMIC	*A STUDY ON INVESTMENT OPTION AVAILABLE TO INDIAN INVESTORS WITH SPECIAL REFERENCE TO SIP*	PROF. SARAH MERLYN
96	PRASANNAKUMAR S NADUVINAMANI	18CQCMD097	ACADEMIC	A STUDY ON MARKETING CHALLENGES OF SMALL AND MEDIUM SCALE INDUSTRIES IN KARNATAKA WITH SPECIAL REFERENCE TO TEXTILE INDUSTRIES	DR. C B VENKATA KRISHNA PRASAD
97	PRAVEEN J.	18CQCMD098	ACADEMIC	*A COMPARATIVE STUDY ON PERFORMANCE ANALYSIS OF DEBT AND EQUITY MUTUAL FUND*	PROF. SARAH MERLYN
98	PREETHI TL	18CQCMD099	ACADEMIC	A CASE STUDY ON BRAND STRATEGIES OF LG ELECTRONICS INDIA PVT LTD	DR. C B VENKATA KRISHNA PRASAD
99	PRUTHVIKA H S	18CQCMD100	ACADEMIC	A STUDY ON CHALLENGES OF TECHNOLOGY ADOPTION IN INDIAN AGRICULTURAL SECTOR WITH SPECIAL REFERENCE TO SMALL AND MEDIUM FARMING	DR. KADAMBINI KATKE
100	PURUJITH G BHIDE	18CQCMD101	ACADEMIC	A COMPARATIVE STUDY ON IMPACT OF FINANCIAL RISK MANAGEMENT MEASURES ON FINANCIAL PERFORMANCE OF SELECTED BANKS	DR. MAHUA BISWAS
101	RACHANA T S	18CQCMD102	ACADEMIC	A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA RECRUITMENT IN IT COMPANIES	DR. J. VIJAYAKUMAR
102	RAKESH N	18CQCMD103	ACADEMIC	A STUDY ON RISK AND RETURNS ANALYSIS OF BANKING STOCKS LISTED IN S&P	PROF. BR. NARASIMHA MURTHY
103	RAKESH V	18CQCMD104	ACADEMIC	A STUDY ON LOGISTICS CHALLENGES OF ONLINE RETAIL BUSINESS DURING CRISIS: A SPECIAL REFERENCE TO COVID-19	DR. KADAMBINI KATKE

104	RAKSHITH KUMAR H M	18CQCMD105	ACADEMIC	A STUDY ON IMPACT OF MARKETING STRATEGIES OF NIKE SHOES ON CUSTOMER SATISFACTION.	PROF. TEJASWINI	
105	RAKSHITH S V	18CQCMD106	ACADEMIC	A STUDY ON IMPACT OF FPI INFLOWS AND OUTFLOWS ON RUPEE- DOLLAR EXCHANGE RATE DURING THE LAST 10 YEARS	PROF. K S GOPAL	
106	RANJITHA N	18CQCMD107	ACADEMIC	A STUDY ON FINANCIAL INCLUSION AND LITERACY WITH SPECIAL REFERENCE TO RURAL BANGALORE, NELMANGALA.	PROF. SRIVANK LEVI	
107	RAPARATHI SRIKANTHI	18CQCMD108	ACADEMIC	"A STUDY ON PRIORITY SECTOR LENDING IN AGRICULTURE SECTOR IN DCC BANK"	PROF. SARAH MERLYN	
108	RASHMI SG	18CQCMD109	ACADEMIC	A STUDY ON MERGERS AND ACQUISITIONS OF INDIAN BANKING SECTOR.	DR MAHUA BISWAS	
109	RUCHITHA H K REDDY	18CQCMD110	ACADEMIC	ROLE OF WORK LIFE BALANCE ON JOB SATISFACTION: A COMPARITIVE STUDY OF FEMALE HEALTHCARE WORKERS IN GOVERNMENT AND PRIVATE HOSPITALS	PROF. AMEER ASRA AHMED	
110	CHAITRA S	18CQCMD111	ACADEMIC	A STUDY ON AUTOMATION TECHNOLOGY ADOPTION AND RELEVANCE OF CHANGE MANAGEMENT THEORIES : A SPECIAL REFERENCE TO INDIAN IT SERVICES	DR. KADAMBINI KATKE	
111	S RANJITH KUMAR	18CQCMD112	ACADEMIC	A STUDY ON BEHAVIORAL ASPECTS OF ONLINE SHOPPING CONSUMERS WITH REFERENCE TO BANGALORE CITY	DR. M R SRUKANTIA MURTHY	
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112	VAIBHAV KANNA S	18CQCMD113	ACADEMIC	ACADEMIC	A STUDY ON ANALYSING THE OPTIMAL TENURE OF INVESTMENT FOR SIPs	DR MAHUA BISWAS
113	SACHIN L MAHENDRAKAR	18CQCMD114	ACADEMIC	ACADEMIC	A STUDY ON IMPACT OF CHANGE IN REPO RATE AND REVERSE REPO RATE ON BANK NIFTY	PROF. BR NARASIMHA MURTHY
114	SACHIN R	18CQCMD115	ACADEMIC	ACADEMIC	A STUDY ON CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS HIMALAYA HERBAL PRODUCTS WITH SPECIAL REFERENCE TO CONSUMERS IN BANGALORE MARKET	PROF. COL. PRASANNA KUMAR
115	SAHANAL	18CQCMD116	ACADEMIC	ACADEMIC	A STUDY ON EMPLOYEE PERCEPTION IN GREEN HRM WITH REFERENCE TO THE MANUFACTURING INDUSTRY	PROF. AMEER ASRA AHMED
116	SAHANAS P	18CQCMD117	ACADEMIC	ACADEMIC	A STUDY ON CONSUMER PERCEPTION TOWARDS TRADITIONAL MARKETING AND DIGITAL MARKETING WITH SPECIAL REFERENCE TO PANTALOONS STORE IN BANGALORE	DR. C B VENKATA KRISHNA PRASAD
117	SAMARTH A MAMALE DESAI	18CQCMD119	ACADEMIC	ACADEMIC	A STUDY ON THE ROLE OF VISUAL MERCHANDISING OF PUMA; CASE STUDY ON BANGALORE.	PROF. TEJASWINI
118	SANDESH SHETTY H	18CQCMD120	Academic	Academic	A STUDY ON IMPACT OF BRAND PERFORMANCE TOWARDS CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE TO SBI BANKING SERVICES IN BANGALORE CITY	PROF. HARSHITH BABU



119	SANDESHA D M	18CQCMD121	ACADEMIC	INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION: A STUDY WITH REFERENCE TO PERSONAL CARE PRODUCTS	PROF. ANEER ASRA AHMED
120	SANGEETHA M	18CQCMD122	ACADEMIC	A STUDY ON THE IMPACT OF POSITIVE AND NEGATIVE FREE CASH FLOWS ON THE PROFITABILITY AND STOCK RETURNS OF	PROF. K S GOPAL
121	SANJANA G	18CQCMD123	ACADEMIC	ROLE OF DIGITAL ADVERTISEMENT ON BRAND IMAGE AND CUSTOMER RETENTION WITH REFERENCE TO LG HOME APPLIANCES IN BENGALURU	PROF. HARSHITH BABU
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122	SANJANA V	18CQCMD124	ACADEMIC	A STUDY ON CONSUMER PERCEPTION AND ATTITUDE TOWARDS TELEMARKETING ACTIVITIES IN BANGALORE CITY	DR. C B VENKATA KRISHNA PRASAD
123	SHANKAR NARAYANK	18CQCMD125	ACADEMIC	CONSUMER PERCEPTION TOWARDS GREEN MARKETING PRACTICES WITH REFERENCE TO ITC LTD. AN EMPIRICAL STUDY OF THE BANGALORE MARKET	PROF COL PRASANNA KUMAR
124	SHARATH S	18CQCMD126	ACADEMIC	A STUDY ON CONSUMER PERCEPTION OF ELECTRONIC FOOD ORDERING (A SPECIAL REFERENCE TO FOOD DELIVERY	DR M R SRIKANTA MURTHY
125	SHASHIDHAR B HIREMATHI	18CQCMD127	ACADEMIC	A STUDY ON CONSUMER AWARENESS ON ENVIRONMENTAL ISSUES AND ITS IMPACT ON PURCHASE BEHAVIOR OF GREEN PRODUCT	DR M R SRIKANTA MURTHY
126	SHILPA	18CQCMD128	ACADEMIC	A COMPREHENSIVE STUDY ON IMPACT OF RETAIL BANKING IN INDIAN BANKING SECTOR	PROF. SRITYANK LEVI
127	SHILPA S	18CQCMD129	ACADEMIC	"PORTFOLIO CONSTRUCTION AND EVALUATION OF SELECTED EQUITY STOCK WITH REFERENCE TO CNX NIFTY"	PROF. SARAH MERLYN
128	SHRESHHA R	18CQCMD130	ACADEMIC	A STUDY ON EFFECTS OF ADVERTISEMENTS ON CHILDREN WITH SPECIAL REFERENCE TO CONFECTIONARY PRODUCTS.	PROF. T. NAYANA
129	SHIVANI G TIKARE	18CQCMD131	ACADEMIC	A STUDY OF THE IMPACT SEPHORA'S MARKETING STRATEGIES ARE HAVING ON CONSUMERS' BUYING BEHAVIOR, WITH SPECIAL FOCUS ON COSMETIC INDUSTRY	PROF COL PRASANNA KUMAR
130	SHIVAPRASAD YAJNAPATI BHAT	18CQCMD132	ACADEMIC	A STUDY ON IMPACT OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES ON THE	DR MAHUA BISWAS
131	SHREYA RAO	18CQCMD133	ACADEMIC	A STUDY ON RETURN AND VOLATILITY OF SELECTED PHARMACEUTICAL STOCKS LISTED IN NATIONAL STOCK EXCHANGE OF INDIA LTD.	DR MAHUA BISWAS
Sl. No.	Name	Reg. No.	Type of Research	Topic/Title	Guide Name
132	SHRIKAR KANNODR	18CQCMD134	ACADEMIC	A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWARDS PVR LIMITED IN BENGALURU CITY	PROF. HARSHITH BABU

133	SHUBHAM KUMAR	18CQCMD135	ACADEMIC	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT PEPISCO.	PROF. TEJASWINI
134	SOHAIL B	18CQCMD136	ORGANISATION	A STUDY ON IMPACT OF GST ON GOLD SECTOR WITH SPECIAL REFERENCE TO ABHUSHAN JEWELLERS JAYANAGAR BANGALORE "	PROF. BR NARASIMHA MURTHY
135	SOUMYA G HEGDE	18CQCMD137	ACADEMIC	A STUDY ON PROBLEMS FACED BY WORKING PROFESSIONALS IN ONLINE COURSES	DR. C B VENKATA KRISHNA PRASAD
136	SOUMYASHREE R	18CQCMD138	ACADEMIC	A STUDY ON THE OPERATIONS OF SELECT INDIAN ONLINE CROWDFUNDING PLATFORMS	PROF. K S GOPAL
137	SUDHANVA M S	18CQCMD139	ACADEMIC	" A STUDY ON ARIMA MODEL IN FORECASTING GOLD PRICE"	PROF. SARAH MERLYN
138	SUJEETH K	18CQCMD140	ACADEMIC	CROSS CULTURAL ISSUES IN HRM	DR. J. VIJAYAKUMAR
139	SUNITY TRIPATHI	18CQCMD141	ACADEMIC	IMPACT OF EMPLOYEE COMMITMENT ON WORK ENGAGEMENT OF EMPLOYEES: A STUDY WITH REFERENCE TO HOTELS IN HOSPITALITY SECTOR	PROF. AMEER ASRA AHMED
140	SURABHI A	18CQCMD142	ACADEMIC	A STUDY ON INFLUENCE OF BRAND EQUITY ON PURCHASE INTENSION OF ONLINE COURSES WITH SPECIAL REFERENCE TO UNACADEMY.	PROF. T. NAYANA
141	SUSHMITA DAS	18CQCMD143	ACADEMIC	THE STUDY OF E-RECRUITMENT STRATEGIES USING SOCIAL NETWORKING SITES IN INDIA	DR. J. VIJAYAKUMAR
142	SUSHMITHA B Y	18CQCMD144	ACADEMIC	A STUDY ON SERVICE QUALITY MODEL OF MANDOLI MOTORS ON MARUTI SUZUKI.	PROF. T. NAYANA
143	SWARAJ	18CQCMD145	ACADEMIC	A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR WITH REFERENCE TO BANGALORE CITY	DR. M. R. SRKANTA MURTHY
144	SWATI CHOUDHAN	18CQCMD146	ACADEMIC	A STUDY ON REWARD SYSTEM AND ITS IMPACT ON EMPLOYEE MOTIVATION IN INFORMATION TECHNOLOGY INDUSTRY	DR. J. VIJAYAKUMAR
145	SWETHA M	18CQCMD147	ACADEMIC	EFFECTIVENESS ON E-LEARNING IN HIGHER EDUCATION: A STUDY WITH REFERENCE TO POST GRADUATION STUDENTS IN BANGALORE	PROF. AMEER ASRA AHMED
146	SWETHA V	18CQCMD148	ACADEMIC	PERFORMANCE ANALYSIS OF MUTUAL FUND SCHEMES OF SELECTED MUTUAL FUND COMPANIES IN INDIA	DR. MAHUA BISWAS
147	SYED ABUBAKAR AHMED	18CQCMD149	ACADEMIC	A STUDY ON CONSUMER BEHAVIOUR AND BRAND IMAGE WITH REFERENCE TO ROYAL ENTIFIELD	DR. J. VIJAYAKUMAR
148	TALLURI SAI	18CQCMD150	ACADEMIC	A STUDY ON INVESTORS PERCEPTION TOWARDS MUTUAL FUND INVESTMENT DECISION "	PROF. BR NARASIMHA MURTHY
149	TANUJA NH	18CQCMD151	ACADEMIC	A STUDY ON PERFORMANCE ANALYSIS OF EXCHANGE TRADED FUNDS IN INDIA	DR. MAHUA BISWAS

150	THEJAS VN	18CQCMD152	ACADEMIC	A STUDY ON POSITIVE AND NEGATIVE EFFECTS OF GST ON INDIAN ECONOMY	PROF. B R NARASIMHA MURTHY
151	THIRMESH C	18CQCMD153	ACADEMIC	A STUDY ON REAL ESTATE INVESTMENT TRUSTS (REIT) AS AN INVESTMENT AVENUE FOR RETAIL INVESTORS IN INDIA BASED ON THE PERFORMANCE OF EMBASSY OFFICE PARK REIT	PROF. K S GOPAL
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152	VAISHNAVI KV	18CQCMD155	ACADEMIC	A STUDY OF SAVINGS AND BANKING HABITS AMONG YOUTH	PROF. B R NARASIMHA MURTHY
153	VAISHNAVI KRISHNA SHETTY	18CQCMD156	ACADEMIC	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN TELECOMMUNICATION INDUSTRY WITH SPECIAL REFERENCE TO AIRTEL	DR. C B VENKATA KRISHNA PRASAD
154	VARUN RAJU M	18CQCMD159	ACADEMIC	A STUDY ON USE OF COMMERCIAL PAPERS AS WORKING CAPITAL SOURCE BY INDIAN COMPANIES	PROF. K S GOPAL
155	VARUN RAJU M	18CQCMD159	ACADEMIC	A STUDY ON BRAND AWARENESS AND BRAND PERCEPTION OF APPLE PHONE AMONG CUSTOMERS IN BANGALORE CITY.	PROF. TEJASWINI
156	VEDANTH B N	18CQCMD160	ACADEMIC	A STUDY OF CONSUMER PREFERENCES IN PURCHASE OF TWO WHEELERS, WITH SPECIAL FOCUS ON HONDA VEHICLES IN BANGALORE MARKET	PROF. COL. PRASANNA KUMAR
157	VIDYASHREE KP	18CQCMD161	ACADEMIC	A STUDY ON GLOBAL HEALTHCARE CHALLENGES AND PREPAREDNESS OF GLOBAL HEALTHCARE SERVICES : A SPECIAL REFERENCE TO COVID-19 IN INDIA	DR. KADAMBINI KATKE
158	VIGNESH A	18CQCMD162	ACADEMIC	A STUDY ON BUSINESS OPERATION AND MARKETING STRATEGY ADOPTED BY NESTLE IN CREATION OF SUCCESSFUL BRAND IN INDIAN MARKET	PROF. COL. PRASANNA KUMAR
159	VIGNESH A	18CQCMD162	ACADEMIC	"FOREIGN DIRECT INVESTMENT AND FOREIGN INSTITUTIONAL INVESTMENT EFFECT ON INDIAN STOCK MARKET"	PROF. SARAH MERLYN
160	VIMAL M	18CQCMD164	ACADEMIC	A STUDY ON ROLE OF SIGNIFICANCE OF CORPORATE GOVERNANCE ON SHARE HOLDERS BUYING BEHAVIOUR.	DR. KADAMBINI KATKE
161	VINAY KUMAR M	18CQCMD165	ACADEMIC	A STUDY ON USE OF EQUITY AND DEBT DERIVATIVE INSTRUMENTS BY MUTUAL FUNDS, INSURANCE COMPANIES AND BANKS IN INDIA	PROF. K S GOPAL
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162	VINAYAK S BHAVI	18CQCMD166	ACADEMIC	A STUDY ON CUSTOMERS PERCEPTION OF EQUITY LINKED SAVING SCHEME (ELSS) OF MUTUAL FUND.	DR. MAHUA BISWAS
163	VINAY BHARATH GK	18CQCMD167	ACADEMIC	A STUDY ON SERVICE QUALITY DIMENSIONS WITH SPECIAL REFERENCE TO VIL LOGISTICS	DR. M R SRKANTA MURTHY
164	VINDHU REDDY V	18CQCMD168	ACADEMIC	A STUDY ON CUSTOMER SATISFACTION AND CUSTOMER EXPECTATION TOWARDS THE SERVICES PROVIDED BY DREAM DESTINATION	DR. KADAMBINI KATKE

165	VINOD G	18CQCMD169	ACADEMIC	COMPARATIVE EVALUATION OF DATA ANALYTIC TOOLS FOR BUSINESS DECISION MAKING : A SPECIAL REFERENCE TO MS EXCEL AND R	DR. KADAMBINI KATKE
166	VINUTHA N	18CQCMD170	ACADEMIC	A STUDY ON COMPARATIVE ANALYSIS OF MUTUAL FUNDS- PUBLIC V/S PRIVATE SECTOR	PROF. BR NARASIMHA MURTHY
167	VISHNU P	18CQCMD171	ACADEMIC	A STUDY ON RISE OF E-COMMERCE IN BANGALORE CITY.	PROF. T. NAYANA
168	VISHWA SATYANARAYAN HEGDE	18CQCMD172	ACADEMIC	A STUDY ON SOCIAL MEDIA MARKETING OF INDIAN FILM INDUSTRY.	PROF. T. NAYANA
169	VISHWAS ULAVAPPA METTIN	18CQCMD173	ACADEMIC	ANALYSING EXISTING BRAND AWARENESS AND DIGITAL MARKETING PRESENCE OF SAGAR HOSPITALS	PROF. HARSHITH BABU
170	WARIS RASHID MIR	18CQCMD174	ACADEMIC	A STUDY ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND PERCEPTION AND PURCHASE DECISION FOR DIFFERENT FMCG BRANDS OF INDIA	DR. C B VENKATA KRISHNA PRASAD
171	WASEEM AKRAM	18CQCMD175	ACADEMIC	A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI	DR. C B VENKATA KRISHNA PRASAD

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