

**Dayananda Sagar College of Arts, Science & Commerce**  
**Consolidated List of Project of 4th Semester MBA Sep/Nov 2021 (2019-2021 Batch)**

Sl. No.	Name	Reg. No.	Type of Research	Topic/Title	Guide Name
1	ASHTA KILLSUM		Marketing	A STUDY ON PURCHASE BEHAVIOR OF MOBILE PHONE AMONG WOMEN SEGMENT	Prof. Asra Ahmed
2	JARA SNEHA S		Marketing	CONSUMER PERCEPTION TOWARDS COSMETIC PRODUCTS: A COMPARATIVE STUDY BETWEEN LOCAL AND INTERNATIONAL BRANDS	Prof. Asra Ahmed
3	NEERTHANA GS		Marketing	SOCIAL MEDIA MARKETING AND CONSUMER BUYING DECISIONS: A STUDY OF ONLINE CONSUMERS OF ELECTRONIC GOODS IN BANGALORE CITY	Prof. Asra Ahmed
4	MADHUSHREE N REDDY		HR	ROLE OF EMPLOYER BRANDING IN ATTRACTING, RECRUITING AND RETAINING THE TALENTED HUMAN CAPITAL IN IT INDUSTRY	Prof. Asra Ahmed
5	NISCHITHA KV		HR	A STUDY ON STRESS MANAGEMENT OF EMPLOYEES IN IT INDUSTRY	Prof. Asra Ahmed
6	SHIVANI KEMAV GUNIKAR		Marketing	POPULARITY OF ONLINE FOOD ORDERING AND DELIVERY SERVICES: A COMPARATIVE STUDY AMONG SWIGGY, ZOMATO AND UBER EATS	Prof. Asra Ahmed
7	SUGANDHA		HR	EMOTIONAL INTELLIGENCE AND ITS IMPACT ON LEADERSHIP POTENTIAL OF EMPLOYEES IN THE IT SECTOR	Prof. Asra Ahmed
8	SUPREETHA JM		Marketing	COMPULSIVE E-SHOPPING BEHAVIOR AMONG COLLEGE STUDENTS: A GENDER-BASED PERCEPTUAL STUDY	Prof. Asra Ahmed
9	SVEET HARI AJI		Marketing	EFFECT OF ADVERTISEMENT ON CHILDREN WITH SPECIAL REFERENCE TO CONFECTIONARY PRODUCTS	Prof. Asra Ahmed
10	VARSHA CHOUDELLI MUTHANNA		Marketing	INFLUENCES OF PRODUCT AND PROMOTIONAL STRATEGIES ON CONSUMERS OF PATANJALI PRODUCTS	Prof. Asra Ahmed
11	YOGESH SIRVI		Marketing	A study on consumer perception and attitude towards e-commerce with special reference to grocery retailing	Prof. Asra Ahmed
12	AYAJ CP		Academic	A study on consumer purchase intention towards ready-to-eat food products in bangalore	Dr. Venkatesh B R
13	POTHI PRABASH P		Academic	A study on consumer preferences and methods used for online shopping (apparel, home appliances, grocery, furniture, etc.)	Dr. Venkatesh B R
14	KAJAL		Academic	A study on consumer perception towards EV vehicles and its impact on consumer purchase behaviour with special reference to bangalore	Dr. Venkatesh B R
15	MOHAMMAD SAFWAN HS		Academic	A study on consumer preference and satisfaction towards online food ordering platforms	Dr. Venkatesh B R
16	RANJUL REDDY SP		Academic	A comparative analysis on asset allocation impact between stocks and bonds on portfolio performance	Dr. Venkatesh B R
17	SANDRA P PARAMESWARAN		Academic	A study and analysis of digital marketing vs traditional marketing strategies in apparel industry	Dr. Venkatesh B R
18	SHRIDHAR E		Academic	Effects of inventory management strategies on sale of cement with special reference to Zuari Cement	Dr. Venkatesh B R
19	SPOORTHY MOHAN		Academic	A comparative study on consumer perception & satisfaction between big basket and grofers	Dr. Venkatesh B R
20	SRIKSHI RAVINDRA CHANDAKE		Academic	A study on healthcare challenges and preparedness of healthcare workers: A special reference to COVID-19 in India	Dr. Venkatesh B R
21	VENKATESH VASALE GANESH		Academic	A study on consumer satisfaction and buying behaviour of consumers with reference to watsapp get it.	Dr. Venkatesh B R
22	TPO PHILIPS		Academic	A study on digital transaction, effectiveness and challenges in rural areas Bangalore	Dr. Srikantha Murthy
23	AKHIL REDDY GOWNI		Academic	A study on youths engagement and perception towards online streaming services, with reference to Bangalore city.	Dr. Srikantha Murthy
24	CHANDRA K S		Academic	A study on impact of promotion and marketing strategies adopted by ice motors.	Dr. Srikantha Murthy
25	DAYA SAGARI M		Academic	A study on offline marketing methodologies during current pandemic	Dr. Srikantha Murthy
26	GANAMA SWAROOP S		Academic	A study on customer satisfaction towards online shopping of Mysore.	Dr. Srikantha Murthy
27	GOWTHAM V		Academic	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO RELIANCE TRENDS*	Dr. Srikantha Murthy
28	JAGADESH L		Academic	The impact of branding of consumer buying behaviour during covid-19 pandemic.	Dr. Srikantha Murthy
29	MADHU SUDHANAN P		Academic	A STUDY ON PERMANENCE ANALYSIS OF SELECTED MERGERS BANKS IN INDIA	Dr. Srikantha Murthy
30	RAJAN RALEBI		Academic	A STUDY ON ASSET AND LIABILITY MANAGEMENT WITH REFERENCE TO THE PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK	Dr. Chethan Shetty
31	SAMARTH UA		Academic	A COMPARATIVE STUDY ON SELECTED NON-BANKING FINANCIAL COMPANIES IN INDIA	Dr. Chethan Shetty
32	THANUSHREE HC		Academic	A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF EQUITY AND DEBT SCHEMES OF SBI MUTUAL FUNDS AND HDFC MUTUAL FUNDS	Dr. Chethan Shetty
33	VINUTHASHREE HC		Academic	A STUDY ON PERFORMANCE EVALUATION OF INITIAL PUBLIC OFFERING (IPO'S) IN INDIAN STOCK MARKET WITH RESPECT TO NSE	Dr. Chethan Shetty
34	ADARSH V		Academic	A STUDY ON INVESTORS PERCEPTION TOWARDS INVESTMENT IN MUTUAL FUNDS	Dr. Chethan Shetty
35	HARSHA AU		Academic	A STUDY ON TECHNICAL ANALYSIS OF SELECTED STOCKS WITH RESPECT TO NSE	Dr. Chethan Shetty
36	MEGANATHAN MEGU B		Academic	A STUDY ON PERFORMANCE EVALUATION OF PENSION FUNDS SPECIAL FOCUS ON II TIER PENSION POLICY	Dr. Chethan Shetty
37	PRASAD PREMANAND KINI		Academic	A STUDY ON VOLATILITY PATTERNS OF FUTURES AND OPTIONS ON NIFTY INDEX	Dr. Chethan Shetty
38	RAI B PA ROY		Academic	Not paid the fees	Dr. Vijay Kumar
39	BAKESH S RAO		Academic	A STUDY ON CONSUMER DECISION-MAKING BEHAVIOR USING SCHIFFMANS' MODEL AT SHASHI SOAPS AND DETERGENTS, DAVANGERE	Dr. Vijay Kumar
40	SACHIN KUMAR SINGH		Academic	A STUDY ON BRAND AWARENESS AND CUSTOMER PREFERENCES TOWARDS UNIQ-LO	Dr. Vijay Kumar
41	SANJU VK		Academic	A STUDY ON CONSUMER PERCEPTION ON DIGITAL INTERACTIVE APPLICATIONS FOR TODAY'S BUSINESS AGE	Dr. Vijay Kumar
42	SHABITH M		Academic	A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SERVICES: A SPECIAL REFERENCE TO THE TRAVEL SECTOR	Dr. Vijay Kumar
43	SUMANTH P		Academic	A STUDY ON CHATBOT TECHNOLOGY ATTRIBUTES ON CUSTOMER EXPERIENCE IN THE BANKING TECHNOLOGY	Dr. Vijay Kumar
44	TEJASWINI L		Academic	A STUDY ON CONSUMER BUYING AND INVESTING BEHAVIOR IN MUTUAL FUNDS	Dr. Vijay Kumar
45	ABHILASHA KUMARI		Academic	A STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA RECRUITMENT IN IT COMPANIES	Dr. Vijay Kumar
46	ABHISHEK SAIJAN		Academic	A STUDY ON CUSTOMER COMPLAINTS TOWARDS SWIGGY ONLINE FOOD DELIVERY APP	Dr. Vijay Kumar
47	AESHTHA MANJUNATH		Academic	A STUDY ON EMPLOYEES MOTIVATION IN GIBAS PVT LTD	Dr. Vijay Kumar
48	GUNASHEELA J		Academic	A STUDY ON JOB SATISFACTION WITH REFERENCE TO CAREERLABS TECHNOLOGIES PVT LTD, BANGALORE	Dr. Vijay Kumar
49	HARSHITHA GS		Academic	A STUDY ON THE FACTORS INFLUENCING EMPLOYEE RETENTION AND STRATEGIES TO RETAIN EMPLOYEE AT GLOBAL SERVICES PRIVATE LIMITED	Dr. Vijay Kumar
50	KARTHIK BB		Academic	STUDY TO DETERMINE THE VALUE OF E-LEARNING AND EVALUATE ITS EFFECTIVENESS WITH REFERENCES TO BYJU'S LEARNING APPLICATION	Dr. Vijay Kumar
51	MAHITH		Academic	A STUDY ON DIGITAL MARKETING STRATEGY OF AMUL AND ITS IMPACT	Dr. C B Venkata Krishna Prasad
52	MOHAMMED FAISAL DHAN		Academic	A STUDY ON PROMOTIONAL STRATEGIES OF ICICI PRUDENTIAL LIFE INSURANCE POLICY	Dr. C B Venkata Krishna Prasad
53	NIBHIL S HARWAZ		Academic	A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO AMULON	Dr. C B Venkata Krishna Prasad
54	RESHA CHENGAFFA PC		Academic	Study of customer satisfaction and impact of marketing for the automobile brand	Dr. C B Venkata Krishna Prasad
55	SHEKHA KA		Academic	Market Research	Dr. C B Venkata Krishna Prasad
56	TEJANA S NADU		Academic	SCOPE AND MARKET OPPORTUNITIES FOR JOURNAL CONSUMPTION OF FOOD PACKAGES: A STUDY WITH REFERENCE TO YOUTH IN SOUTHBANGALORE	Dr. C B Venkata Krishna Prasad
57	AFRIDI ANJUM MA		Academic	A STUDY ON ADVERTISING STRATEGIES OF LG AIR CONDITIONERS	Dr. C B Venkata Krishna Prasad
58	ARUNRAJ MALLAPPA HANBISHAL		Academic	A STUDY ON FARMERS BEHAVIOUR TOWARDS CONTRACT FARMING WITH REFERENCE TO VISHAL NATURAL FOOD PRODUCTS PVT LTD	Dr. C B Venkata Krishna Prasad
59	G M PREETHAM		Academic	CUSTOMER VALUE AND CUSTOMER RELATIONSHIP MANAGEMENT PERFORMANCE: A CUSTOMER BASED PERSPECTIVE TOWARDS BRAND FACTORY PRODUCTS	Dr. C B Venkata Krishna Prasad
60	GIRISH MS		Academic	A STUDY ON CUSTOMER SATISFACTION AND STRATEGIC FUNCTIONING IN HERO MOTORCOOP	Dr. C B Venkata Krishna Prasad
61	HARSHITH S		Academic		Dr. C B Venkata Krishna Prasad
62	KOUSHIK KAR		Academic		Dr. C B Venkata Krishna Prasad
63	MANOJ C		Academic		Dr. C B Venkata Krishna Prasad
64	MOHAN N		Academic		Dr. C B Venkata Krishna Prasad
65	SACHIN M		Academic		Dr. C B Venkata Krishna Prasad
66	SHAMYANI FAKKIRAPPA YARAGUPPI		Academic		Dr. C B Venkata Krishna Prasad
67	SIDDHARTHA EH		Academic		Dr. C B Venkata Krishna Prasad

68	19CQCM0167	VIDYA SHREE M	Academic	A STUDY ON BRAND LOYALTY OF NANINDI OF KARNATAKA MILK FEDERATION LIMITED IN BANGALORE CITY	Dr. C B Venkata Krishna Prasad
69	19CQCM0001	AS DHYAN VAISHNAV	MARKETING	Brand Awareness and Brand Trust towards Brand Loyalty with respect to E-Commerce in Bangalore City	Prof. Harshith Babu
70	19CQCM0007	ASHWARYA SARAVANAN LAKSHMI	MARKETING	A study on impact of customer expectation and perception of Fast Food outlets in Bangalore	Prof. Harshith Babu
71	19CQCM0013	AJURIN EMAN AFSAH	MARKETING	Impact of Covid-19 on online food delivery services	Prof. Harshith Babu
72	19CQCM0050	HANSHITHA CL	MARKETING	A study on influence of chatbot in achieving customer service and engagement in food delivery application	Prof. Harshith Babu
73	19CQCM0065	EULDEEP SINGH	MARKETING	A study on online customer buying behaviour of U1 generation in Bangalore	Prof. Harshith Babu
74	19CQCM0087	NAAMAN NM	MARKETING	Impact of Brand Image on Consumer Buying Behaviour Towards KIA Cars with Reference to Shivamogga	Prof. Harshith Babu
75	19CQCM0096	PRIVAN G	MARKETING	A study on digital marketing on online purchase intention of electronic products in Bangalore city	Prof. Harshith Babu
76	19CQCM0125	SADHANA BHAT	MARKETING	Effect of social media and brand equity on Online purchase intention in Bangalore	Prof. Harshith Babu
77	19CQCM0127	SAIF ALI M	MARKETING	Effect of social media and brand equity on Online purchase intention in Bangalore	Prof. Harshith Babu
78	19CQCM0147	STALIN ANTHONY FERNANDES	MARKETING	Effect of social media and brand equity on Online purchase intention in Bangalore	Prof. Harshith Babu
79	19CQCM0152	SURESHA E	MARKETING	A study on effectiveness of advertising on social media towards consumer electronics in Bangalore	Prof. Harshith Babu
80	19CQCM0168	VINOD KUMAR N	Academic	A study on performance of mutual funds in India with a comparative analysis of SEI and HIRK mutual funds	Prof. BBN Murthy
81	19CQCM0102	Pragathi marathe	Academic	A project on Consumer perception towards KTM bikes	Prof. BBN Murthy
82	19CQCM0095	Jayashree Lalwadia	Academic	A study on E-recruitment tools on Information Technology sector in Bangalore - during covid 19	Prof. BBN Murthy
83	19CQCM0092	Himmamul Rai	Academic	A study on social structure and its impact on profitability with special reference to selected pharmaceutical companies in India	Prof. BBN Murthy
84	19CQCM0153	Iravati	Academic	A study on impact of Covid-19 on digital payment in India	Prof. BBN Murthy
85	19CQCM0023	Aarvika Das	Academic	A study on Risk, return and investment analysis at Reliance general Insurance*	Prof. BBN Murthy
86	19CQCM0124	Sachin Yadav D M	Academic	A STUDY ON CONSUMER BEHAVIOUR AND BRAND PREFERENCE WITH REGARD TO LG ELECTRONIC PRODUCTS IN BANGALORE	Prof. BBN Murthy
87	19CQCM0112	Raghuvaran BE	Academic	A study on impact of Covid-19 on digital payment in India	Prof. BBN Murthy
88	19CQCM0126	Pranitha SN	Academic	A study on Risk, return and investment analysis at Reliance general Insurance*	Prof. BBN Murthy
89	19CQCM0033	Chetana B N	Academic	A study on impact of Covid-19 on digital payment in India	Prof. BBN Murthy
90	19CQCM0003	Aishwarya Sarthi	Academic	A study on effectiveness of Marketing strategy at United colors of Benetton	Prof. BBN Murthy
91	19CQCM0012	Amul Arvind E	Academic	Role of social media in B2B marketing for startups	Prof. BBN Murthy
92	19CQCM0150	Sunil Kumar	Academic	Role of social media in B2B marketing for startups	Prof. BBN Murthy
93	19CQCM0132	Sarathesh P	Academic	Role of social media in B2B marketing for startups	Prof. BBN Murthy
94	19CQCM0139	Saravang D	Academic	Role of social media in B2B marketing for startups	Prof. BBN Murthy
95	19CQCM0077	Caroline Williams	Academic	Analysis of Healthcare sector NGOs Offerings and their Financial Management with Special Reference to Children's Health services in Bangalore and Karnataka in general	Prof. Col Prasanna Kumar
96	19CQCM0069	Madhira Nair	Academic	A study on the significant role of corporate governance on share purchase behaviour of investors in a company	Prof. Col Prasanna Kumar
97	19CQCM0141	Shruti J	Academic	An analytical study of financial planning for salaried employees and recommended strategies for tax savings	Prof. Col Prasanna Kumar
98	19CQCM0091	Nivetha S Patel	Academic	A study to analyse the financial impact of COVID-19 Pandemic on schools in Bangalore	Prof. Col Prasanna Kumar
99	19CQCM0074	Murthy Kumar B	Academic	An analysis of role of social media in driving online traffic to e-commerce portals in order to study the buying behaviour of consumers	Prof. Col Prasanna Kumar
100	19CQCM0118	Roopsha Shetty	Academic	A study and comparison of different business segments, to include B2B, B2C and B2B2C of EdTech companies in Indian market with a focus on their Market Share	Prof. Col Prasanna Kumar
101	19CQCM0094	Nishin K	Academic	A study of consumer inclinations towards insurance plans based on demographic and economic factors and analyzing the performance of various sales channels of insurance companies	Prof. Col Prasanna Kumar
102	19CQCM0115	Ritu Parvati	Academic	A Comprehensive Study of Fastener Car Market in India with detailed analysis of consumer preferences in different model segments	Prof. Col Prasanna Kumar
103	19CQCM0144	Supriya B	Academic	A study and analysis of Digital Marketing Vs Traditional Marketing strategies in Apparel Industry	Prof. Col Prasanna Kumar
104	19CQCM0015	ANURADHA C	Academic	Role of online advertising in search engine optimization: A case study on digital marketing with Indian Customers	Dr. B Venkatesh
105	19CQCM0025	BHARATHI B	Academic	A study on impact of social media marketing on traffic generation	Prof. Sarah Meryn
106	19CQCM0032	CHETHAN L	Academic	A study on volatility and market efficiency with respect to Indian stock markets	Prof. Sarah Meryn
107	19CQCM0044	FRANKA RAJENDRA GURAV	Academic	A study on volatility and market efficiency with respect to Indian stock markets	Prof. Sarah Meryn
108	19CQCM0068	LITHITHA TA	Academic	A STUDY ON CONSUMER PREFERENCE ON ONLINE PAYMENT WITH RESPECT TO PHONPE WITH SPECIAL REFERENCE KUMARASWAMY LAYOUT BANGALORE*	Prof. Sarah Meryn
109	19CQCM0078	IM MEGHA DODTH	Academic	A study on financial leverage and financial performance of the energy and petroleum sector companies in NIFTY	Prof. Sarah Meryn
110	19CQCM0085	ASHWATHASOWMYA N	Academic	A COMPARATIVE STUDY OF PERFORMANCE OF INDIAN BANKS WITH FOREIGN BANKS IN INDIA	Prof. Sarah Meryn
111	19CQCM0106	RAJANNA M D	Academic	The impact of exchange rate on commodity market in India	Prof. Sarah Meryn
112	19CQCM0117	ROHITH D	Academic	Analysis of Volatility in stock prices of BSE companies in India	Prof. Sarah Meryn
113	19CQCM0123	ROSHAN E	Academic	A COMPREHENSIVE STUDY ON IMPACT OF RETAIL BANKING IN INDIAN BANKING SECTOR	Prof. Sarah Meryn
114	19CQCM0136	TANUJA ET	Academic	A study on relationship between stock return and its trade volume on selected companies in NIFTY indices	Prof. Sarah Meryn
115	19CQCM0124	TANUJA ET	Academic	Role of floor planning and display at departmental store: A special reference to wavyand district, Kerala	Prof. Sarah Meryn
116	19CQCM0024	Angar Maria Francis	Academic	A study on opportunities and challenges of rural banking: A special reference to wavyand district, Kerala	Prof. Sarah Meryn
117	19CQCM0024	Bhanu Deepak K	Academic	An Empirical Analysis of Profitability Position of Selected Banks in India	Prof. Srinank Levi
118	19CQCM0095	Deepak HS	Academic	A Comparative Analysis of Selected Housing Finance Companies in India	Prof. Srinank Levi
119	19CQCM0063	Egor Kumar Mayangamba	Academic	A study on futures and options payoff and its risk management	Prof. Srinank Levi
120	19CQCM0067	Lakshya Lav B B	Academic	A study on claim settlement of Life insurance policies of Top 5 Life Insurance Companies	Prof. Srinank Levi
121	19CQCM0079	Mithun B	Academic	A study on the impact of average on financial performance of selected cement companies in India	Prof. Srinank Levi
122	19CQCM0103	Prithvika P	Academic	A study on the impact of average on financial performance of selected cement companies in India	Prof. Srinank Levi
123	19CQCM0126	Sahana HG	Academic	A study on option trading techniques and strategies on NIFTY 50 stocks	Prof. Srinank Levi
124	19CQCM0134	Shambhavi Fakturappa Yara	Academic	A study on selection of portfolio in the Indian capital market(BSE) using the modern markowitz theory. IS SHIFTED TO CBSE	Prof. Srinank Levi
125	19CQCM0145	Shi Rajhitha K	Academic	A study on selection of portfolio in the Indian capital market(BSE) using the modern markowitz theory.	Prof. Srinank Levi
126	19CQCM0169	Vinod V	Academic	A study on fundamental analysis of selected companies of FMCG sector	Prof. Srinank Levi
127	19CQCM0011	ALLEN MORGANA	Academic	A comparative study of close ended and open ended mutual fund schemes in India	Prof. Srinank Levi
128	19CQCM0031	CHETAN KUMAR DAYANAND PATTANASHETTY	Marketing	A study on effectiveness of marketing strategies of Biotek Ltd.	Prof. Vabshav Patil
129	19CQCM0036	FAJIL	Marketing	A study on sustainable green marketing practices to improve the competitive advantage in India FMCG Sector	Prof. Vabshav Patil
130	19CQCM0041	SOUBHAM S	Marketing	A comparative study of pre and post purchasing trends during Covid 19 with special reference to Jio Mart, Bangalore.	Prof. Vabshav Patil
131	19CQCM0062	KIRAN KUMAR LM	Marketing	A study on customer privacy in digital marketing.	Prof. Vabshav Patil
132	19CQCM0066	KUSHAL V	Marketing	A study on customer buying behaviour towards E-Mart Bangalore	Prof. Vabshav Patil
133	19CQCM0096	KUSHAL V	Marketing	A study on online buying behaviour of consumers with respect to Flipkart	Prof. Vabshav Patil
134	19CQCM0093	NISHANATH B	Marketing	A study on understanding customer satisfaction using Machine Learning Technique / Classification based technique with reference to Airtel, Bangalore	Prof. Vabshav Patil
135	19CQCM0135	SHARITH KUMAR S	Marketing	A study on creating effective branding campaigns of Digital Marketing in B2B Business Models, with special reference to Percyp	Prof. Vabshav Patil
136	19CQCM0159	TANAYA A	HR	A study on impact of employee absenteeism on productivity at Airtel laststream Pvt Ltd	Prof. Vabshav Patil
137	19CQCM0170	VINUTHA MT	Marketing	A study on impact of e-Marketing on consumer purchase behaviour	Prof. Vabshav Patil
138	19CQCM0172	VANASH PRAMASH	Marketing	A study on Customer attitude towards Asian Paints, Bangalore	Prof. Vabshav Patil
139	19CQCM0181	SACHIN KUMAR B	ACADEMIC	FINANCIAL PERFORMANCE AND ANALYSIS OF SELECTED RURAL BANKS IN INDIA	T NAYANA
140	19CQCM0076	BHAVYA H T	ACADEMIC	AN EMPIRICAL ANALYSIS OF PERFORMANCE ANALYSIS OF BRITANNIA INDUSTRIES PRIVATE LIMITED.	T NAYANA
141	19CQCM0108	RAJEEV D T	ACADEMIC	A STUDY ON EMPLOYEE PENSION LIABILITIES & PUBLIC SECTOR BANK FINANCING PATTERNS	T NAYANA

140	19COCMD086	NAGARAJ NAIK	ACADEMIC	CONSUMPTION PATTERN OF FMCG PRODUCTS DURING COVID 19 TIGHT SPOT	
141	19COCMD088	NANDA KUMAR S	ACADEMIC	A STUDY ON SBI AND FINANCIAL PERFORMANCE	T.NAYANA
142	19COCMD162	TOSHITA JOSHI	ACADEMIC	ANALYTICAL STUDY OF FOREIGN DIRECT INVESTMENT IN INDIA	T.NAYANA
143	19COCMD061	KIRAN J	ACADEMIC	A STUDY ON EFFECTIVENESS OF E-BANKING SERVICES AT BANKS WITH SPECIAL REFERENCE TO ICICI BANK	T.NAYANA
144	19COCMD045	ASHIKA H J	ACADEMIC	A STUDY ON CUSTOMER PERCEPTION TOWARDS GST IN INDIA	T.NAYANA
145	19COCMD137	SHASHANK R	ACADEMIC	A STUDY ON BRAND POSITIONING OF COCA-COLA AND CONSUMER PREFERENCE TOWARDS BEVERAGES.	T.NAYANA
146	19COCMD110	RAKESH G	ACADEMIC	A STUDY ON CREDIT MANAGEMENT IN RETAIL AND MISSE BANKING IN BANK OF BARODA	T.NAYANA
147	19COCMD019	ARYA GAYATHRI E K	ACADEMIC	A STUDY ON CORPORATE ACTIONS AND ITS IMPACT ON VALUATION OF HENRI FUND PORTFOLIO.	T.NAYANA
148	19COCMD022	ASHWATHA SHEKAR	Marketing	A STUDY ON SCOPE AND CHALLENGES OF IMPLEMENTING ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING: A CONCEPTUAL STUDY.	Kadambini Katke
149	19COCMD038	LAGAN K T	Marketing	A STUDY ON EXPORT CHALLENGES IN COFFEE: A STUDY OF CHIMANGALORE, INDIA	Kadambini Katke
150	19COCMD039	KARTHIK K	Marketing	SCOPE AND MARKET OPPORTUNITIES FOR ENVIRONMENTAL FRIENDLY TWO WHEELERS: A CASE STUDY OF LUXURY CYCLES"	Kadambini Katke
151	19COCMD081	MOHAMMED SAIF RAJA	Marketing	"IMPACT OF SOCIAL MEDIA STRATEGY ON ONLINE TRAFFIC OPTIMIZATION: A CONCEPTUAL REVIEW"	Kadambini Katke
152	19COCMD089	NIKHIL N GOWDA	Marketing	A STUDY ON EVALUATION OF OPPORTUNITIES OF FDI IN INDIAN ECONOMY: A CONCEPTUAL REVIEW"	Kadambini Katke
153	19COCMD098	PRAGYA TIWARI	Marketing	A STUDY ON IMPACT OF NEUROMARKETING ADOPTION IN DIGITAL MARKETING STRATEGIES IN FASHION INDUSTRY - A SPECIAL REFERENCE TO APPARELS"	Kadambini Katke
154	19COCMD099	FRANLETA LAHOTI	Finance	A STUDY ON RISK AND RETURNS OF CRYPTO CURRENCY: A COMPETITIVE ANALYSIS	Kadambini Katke
155	19COCMD101	PRATHIHA S CHANNA	Marketing	A STUDY ON IMPACT OF RELATIONSHIP MARKETING STRATEGIES ON CUSTOMER RETENTION: A CONCEPTUAL REVIEW"	Kadambini Katke
156	19COCMD104	PRATISHA SWAIN	Marketing	A STUDY OF IMPACT OF SEM STRATEGIES ON CUSTOMERS NAVIGATION AND CONVERSION FUNNEL: A CONCEPTUAL FRAMEWORK."	Kadambini Katke
157	19COCMD116	IRIHAN SURESH NAYAK	Marketing	A STUDY ON EXPORT CHALLENGES IN SPICES: A SPECIAL REFERENCE TO BLACK PEPPER"	Kadambini Katke
158	19COCMD120	SANJITH S Y	Marketing	A STUDY ON COMPLIANCE CHALLENGES IN AUTOMATION TECHNOLOGY ADOPTION IN BANKING AND FINANCIAL SERVICES: A CONCEPTUAL REVIEW	Kadambini Katke
159	19COCMD141	UDAY NAGA SRILAM	Marketing	A STUDY ON COMPARATIVE ANALYSIS OF RISK AND RETURN WITH REFERENCE TO SELECTED STOCKS OF BSE SENSEX.	Kadambini Katke
160	19COCMD144	VAIRHAV ASHOK WANTAMUTTE	Marketing	APPLICATION OF ALTMAN'S Z SCORE MODEL TO ASSESS THE FINANCIAL STABILITY OF HOTEL RESTORENT AND RESORT INDUSTRY	Dr.Chandrashekar Rao
161	19COCMD025	ADARSH R		A STUDY ON PORTFOLIO EVALUATION AND INVESTMENT DECISION.	Dr.Chandrashekar Rao
162	19COCMD028	CHAITRA S SHANUBOG		A STUDY ON FINANCIAL ASPECTS OF SELECTED INDIAN PHARMACEUTICAL COMPANIES.	Dr.Chandrashekar Rao
163	19COCMD029	CHANDANA R H		A STUDY ON DERIVATIVES MARKETS IN INDIA.	Dr.Chandrashekar Rao
164	19COCMD046	H M PREETHAM		IMPACT OF GST ON FMCG SECTOR WITH REFERENCE TO INDIAN COMPANIES	Dr.Chandrashekar Rao
165	19COCMD047	HARISH L		A STUDY ON IMPACT OF INTEREST AND INFLATION ON SELECTED STOCK MARKETS INDICES CHOICE EQUITY BROKING PVT LTD.	Dr.Chandrashekar Rao
166	19COCMD072	MAHANTESH HUGAR		A COMPARTIVE STUDY OF FINANCIAL PERFORMANCE OF SELECTED PRIVATE AND PUBLIC BANKS IN INDIA	Dr.Chandrashekar Rao
167	19COCMD075	MANASA DRAITH M		A STUDY ON CREDIT RISK MANAGEMENT AT KARNATAKA STATE CO-OPERATIVE APX BANK LTD, BANGALORE.	Dr.Chandrashekar Rao
168	19COCMD095	PALLAVI DAS		A STUDY ON PERFORMANCE APPRAISAL AND RATING OF PUBLIC SECTOR BANK USING CAMELS MODEL.	Dr.Chandrashekar Rao
169	19COCMD097	PRAFUL S			Dr.Chandrashekar Rao
170	19COCMD120	RUTHVIKA RAJ			Dr.Chandrashekar Rao
171	19COCMD160	THEJAS B N			Dr.Chandrashekar Rao

*Ushakathi*  
 DIRECTOR  
 Udayananda Nagar College  
 of Arts, Science & Commerce  
 Shivajinagar, Mysore  
 Karnataka  
 570001