

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

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

41	20CQCMD041	DARSHAN KULKARNI	MKT	A STUDY TO ASSESS CUSTOMER SATISFACTION LEVELS WITH POST-SALE AND SERVICES OFFERED BY JOHN DEERE IN DHARAWAD REGION IN LAST THREE YEARS	Prof. Col. Prasanna Kumar	
42	20CQCMD057	KESHAV KARWA	MKT	A STUDY ON THE EFFECTIVENESS OF NESTLE'S MARKETING CAMPAIGN IN REVIVING MAGGIE'S REPUTATION AND MARKET SHARE IN THE INDUSTRY AFTER THE BAN IN INDIA	Prof. Col. Prasanna Kumar	
43	20CQCMD062	EKTA GUPTA	MKT	A STUDY ON THE SUCCESS OF LICIIOUS E-COMMERCE STRATEGY IN BANGALORE MARKET AND IT'S INFLUENCE ON D2C BUSINESS IN THE RETAIL INDUSTRY	Prof. Col. Prasanna Kumar	
44	20CQCMD072	MITHILESH CD	MKT	A STUDY ON THE INFLUENCE OF CHAT BOTS IN ACHIEVING BETTER CUSTOMER SERVICE AND ENGAGEMENT IN FOOD DELIVERY APP ZOMATO IN BANGALORE MARKET	Prof. Col. Prasanna Kumar	
45	20CQCMD085	NIKETHANA R BHATTA	MKT	A STUDY ON THE IMPACT OF DIGITAL MARKETING ON THE REVENUE GROWTH OF DUNZO APP IN LAST TWO YEARS	Prof. Col. Prasanna Kumar	
46	20CQCMD093	PONUGANTI SAI ESWAR	MKT	A STUDY OF CONSUMERS PERCEPTION AND THEIR SATISFACTION LEVELS WITH SERVICES OF BIG BASKET WITH SPECIAL EMPHASIS ON ITS COMPARISON TO BLINKIT'S SERVICES.	Prof. Col. Prasanna Kumar	
47	20CQCMD098	PRAVEEN KUMAR V	MKT	A STUDY ON SOCIAL MEDIA AS A PROMOTIONAL TOOL FOR FOOD AGGREGATING COMPANIES AND ITS IMPACT ON CUSTOMERS, WITH SPECIAL REFERENCE TO ZOMATO	Prof. Col. Prasanna Kumar	
48	20CQCMD104	RAHUL M	MKT	A STUDY TO ANALYSE CUSTOMERS SATISFACTION LEVELS TOWARDS THE SERVICES PROVIDED BY RELIANCE JIO INFOCOMM LIMITED IN UTTAR KANNADA, WITH SPECIAL FOCUS ON IT'S BUSINESS GROWTH	Prof. Col. Prasanna Kumar	
49	20CQCMD009	AKSHATA V PASTE	Finance	"A STUDY ON DEBTORS MANAGEMENT IN KARNATAKA MILK FEDERATION".	Prof. Nayana T.	
50	20CQCMD032	CHANDAN K C	Finance	"A COMPARATIVE STUDY AT BAILLEY (PARLE AGRO) SAI SANKALP BEVERAGE PRIVATE LTD, MYSORE".	Prof. Nayana T.	
51	20CQCMD042	DEEKSHA M	Finance	"A STUDY ON RISK ON RETURN ANALYSIS OF BANKING STOCKS LISTED IN S&P, CNX NIFTY".	Prof. Nayana T.	
52	20CQCMD054	KAVANA SHREE R	Finance	"A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD LOAN TO MUTHOOT FINANCE LTD, BANASHANKARI".	Prof. Nayana T.	
53	20CQCMD069	MANU H	Marketing	"A STUDY ON JOB SATISFACTION LEVEL OF EMPLOYEES WORKING IN KARNATAKA SOAPS AND DETERGENTS LTD."	Prof. Nayana T.	
54	20CQCMD073	MOHAMMED ALI L B	Finance	"A STUDY ON FINANCIAL PLANNING FOR SALARIED EMPLOYEE AND FOR TAX SAVING AT INTERGRA MICRO SOFTWARE SERVICES (P) LTD, BENGALURU CITY".	Prof. Nayana T.	
55	20CQCMD077	MUNIRAJU K	Marketing	"A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR OF CUSTOMER WITH REFERENCE TO VOLTAS PRIVATE LIMITED".	Prof. Nayana T.	
56	20CQCMD081	NAVEEN CHOUDARY	Finance	"A STUDY OF IMPACT OF STOCK SPLIT ANNOUNCEMENT EFFECT ON STOCK PRICES OF SELECTED INDIAN COMPANIES".	Prof. Nayana T.	
57	20CQCMD089	NITHIN NARESH R. K	HR	"A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM (HRIS) PRODUCTIVITY OF EAGLE WEAR".	Prof. Nayana T.	
58	20CQCMD096	PRANJAL SAIKIA	Finance	"A STUDY ON WORKING CAPITAL MANAGEMENT OF PROFICIO BUSINESS SOLUTION PRIVATE LIMITED".	Prof. Nayana T.	
59	20CQCMD107	RAKSHITH H ROOGI	Marketing	"A PROJECT REPORT ON MARKETING RESEARCH AS A TOOL FOR PROFITABILITY IN SHRI SHIVAYOGI SIDDARAMESHWARA FLOUR MILL (SSSFM)".	Prof. Nayana T.	
60	20CQCMD120	SHAIK JAKIR SHARIEF	Finance	" MUTUAL FUNDS AND PORTFOLIO MANAGEMENT OF HDFC ASSET MANAGEMENT COMPANY".	Prof. Nayana T.	
61	20CQCMD019	ARUNA MARY	HR	IMPACT OF WORK LIFE BALANCE ON STRESS MANAGEMENT OF EMPLOYEES AT MILES EDUCATION	AMEER ASRA AHMED	
62	20CQCMD030	BHAWYA CG	HR	EFFECT OF ORGANIZATIONAL CULTURE ON EMPLOYEE WELLBEING AT KS&DL	AMEER ASRA AHMED	
63	20CQCMD048	GAURAV R LOKHARE	HR	IMPACT OF EMOTIONAL INTELLIGENCE ON STRESS MANAGEMENT OF EMPLOYEES: A STUDY WITH REFERENCE TO GAURAV COLLECTIONS	AMEER ASRA AHMED	
64	20CQCMD064	KRUTHIKA M	HR	SAFE WORKPLACE AND HEALTHY ENVIRONMENT PRACTICES WITH VARIOUS EMPLOYEE WELFARE SCHEME AT SHRI SHIVAYOGI SIDDARAMESHWARA FLOUR MILL	AMEER ASRA AHMED	
65	20CQCMD105	RAJESH B.R	HR	WORK LIFE BALANCE OF EMPLOYEES: A DEMOGRAPHIC PERSPECTIVE WITH REFERENCE TO PARESH SHAH & CO.	AMEER ASRA AHMED	
66	20CQCMD122	SHARAN IK	HR	IMPACT OF ORGANIZATIONAL SUPPORT ON EMPLOYEE WELL-BEING: A STUDY WITH REFERENCE TO BHARAT SILKS	AMEER ASRA AHMED	
67	20CQCMD132	SHREYAS B G	MARKETING	IMPACT OF BRAND AWARENESS AND BRAND TRUST TOWARDS BRAND LOYALTY IN E-COMMERCE WITH REFERENCE TO FMCG PRODUCTS AT COJECTIVE COMPANY	AMEER ASRA AHMED	
68	20CQCMD140	SUHAS N RAJU	MARKETING	EFFECT OF BRAND AWARENESS AND DIGITAL MARKETING ON ORGANIZATIONAL PERFORMANCE: A STUDY WITH REFERENCE TO COJECTIVE COMPANY	AMEER ASRA AHMED	
69	20CQCMD145	SUNIL KUMAR S.	HR	EMPLOYEE COMMITMENT AND ITS IMPACT ON JOB PERFORMANCE: A STUDY WITH SPECIAL REFERENCE TO WHIZZY LOGISTICS PVT. LTD	AMEER ASRA AHMED	
70	20CQCMD155	THIPPESWAMY.V	MARKETING	A STUDY ON BRAND AWARENESS AND BRAND PREFERENCE OF RURAL CONSUMERS TOWARDS TVS MOTORS	AMEER ASRA AHMED	
71	20CQCMD160	VARUN V	HR	A STUDY OF ORGANIZATIONAL CULTURE AND ITS IMPACT ON AFFECTIVE COMMITMENT AT SRI BHAGYALAKSHMI COMMERCIAL CORPORATION	AMEER ASRA AHMED	
72	20CQCMD163	VIBHA SHETTI	MARKETING	ROLE OF SOCIAL MEDIA ON PARENTS ONLINE CONTEST BUYING DECISION: A SPECIAL REFERENCE TO WIZKIDS CARNIVAL	AMEER ASRA AHMED	
73	20CQCMD007	AISHWARYA Y M	FINANCE	A STUDY ON INVENTORY MANAGEMENT AND MATERIAL CONTROL TECHNIQUES AT SAI DESIGNERS	Prof. SHASHIKUMAR C R	
74	20CQCMD022	B L SHARATH	FINANCE	A STUDY ON WORKING CAPITAL MANAGEMENT ON SURYA COLORS PRODUCT PRIVATE LIMITED	Prof. SHASHIKUMAR C R	
75	20CQCMD037	CHIRANTH S	FINANCE	A STUDY ON EFFECTIVENESS OF E-BANKING SERVICES ON CUSTOMER SATISFACTION WITH SEPECIAL REFERENCE TO ICICI BANK	Prof. SHASHIKUMAR C R	
76	20CQCMD050	HARI PRASAD R	FINANCE	A STUDY ON OPTIONS TRADING AND STRATEGIES ON NIFTY 50 STOCKS	Prof. SHASHIKUMAR C R	
77	20CQCMD066	MAITRI GURUPADA HEGDE	FINANCE	A STUDY ON COMPARATIVE ANALYSIS OF SELECTED MUTUAL FUNDS AT SHALMALA SECURITIES	Prof. SHASHIKUMAR C R	
78	20CQCMD078	NAGELLA SABAREESH	FINANCE	A STUDY ON PERFORMANCE OF SELECTED EQUITY MUTUAL FUNDS IN INDIA AT SHAREKHANS LTD	Prof. SHASHIKUMAR C R	
79	20CQCMD091	PAVITHRA N	FINANCE	A STUDY ON RISK AND RETURN OF SELECTED BLUE CHIPS COMPANY STOCKS AT SHAREKHANS LTD	Prof. SHASHIKUMAR C R	
80	20CQCMD111	RAVIKIRAN MANJUNATH BHAT	FINANCE	A STUDY ON RISK MANAGEMENT IN BAKING SECTOR WITH REFERENCE TO HDFC BANK	Prof. SHASHIKUMAR C R	

81	20CQCMD126	SHASHIDHAR B HIREMATH	FINANCE	ASTUDY ON FINANCIAL PERFORMANCE OF MUTHOOT FINANCE IN BANGALORE	Prof. SHASHIKUMAR C R	
82	20CQCMD151	TANZEEL HAYATH	FINANCE	A STUDY ON FINANCIAL ANALYSIS THROUGH FUND FLOW STATEMENT AT CHARZERA TECH PRIVATE LIMITED	Prof. SHASHIKUMAR C R	
83	20CQCMD179	SHUBHAM MALIPATIL	MARKETING	A STUDY ON CUSTOMER PREFERENCES OF TWO-WHEELER BUYERS WITH SPECIAL REFERENCE TO MARKETING STRATEGIES OF ROYAL ENIFIELD BIKES	Prof. SHASHIKUMAR C R	
84	20CQCMD008	AKASH R TONPE	FINANCE	CRITICAL FUNDAMENTAL ANALYSIS OF YOU V RESEARCH PRIVATE LIMITED	Dr. Sumera Aluru	
85	20CQCMD026	BATTAREDDY PRANEETH REDDY	FINANCE	A STUDY ON TECHNICAL ANALYSIS OF FMCG MARKET AT STOCK TACKLER PVT LTD, GURUGRAM.	Dr. Sumera Aluru	
86	20CQCMD039	DARSHAN B.R	FINANCE	A STUDY ON LIQUIDITY MANAGEMENT IN PRIME DEVELOPMENTS	Dr. Sumera Aluru	
87	20CQCMD049	GOWRAV M U	MKT	A STUDY ON IMPACT OF 3D VIRTUAL TOURS AS MARKETTING STRATEGY AT BANGALORE REAL ESTATE COMPANY (BRC)	Dr. Sumera Aluru	
88	20CQCMD052	HARSHITH S	FINANCE	A STUDY ON FINANCIAL PLANNING AND FORECASTING ON HDFC LIFE	Dr. Sumera Aluru	
89	20CQCMD067	MALAVIKA KUMAR KD	FINANCE	A STUDY ON EFFECTIVE LIQUIDITY & PROFITABILITY MANAGEMENT AT SIRI TECHNO FABRS	Dr. Sumera Aluru	
90	20CQCMD080	NAVEEN C BRAHMASHETTAR	FINANCE	"A STUDY ON ADVANCED FUNDAMENTAL ANALYSIS TOOLSUSED BY TYCHO INVESTING ON PHARMACEUTICAL COMPANIES"	Dr. Sumera Aluru	
91	20CQCMD092	PETNIKOTI NARENDRA	FINANCE	A STUDY ON INVENTORY VALUATION AND MANAGEMENT AT HASMAG EQUIPMENTS PVT LTD	Dr. Sumera Aluru	
92	20CQCMD113	RISHI V	FINANCE	AN EMPIRICAL ANALYSIS OF YES BANK PERFORMANCE & CREDIT RATINGS IMPACT ON STOCK PRICE	Dr. Sumera Aluru	
93	20CQCMD136	SOJJANYA.O	FINANCE	A STUDY ON CASH FLOW STATEMENT ANALYSIS OF HDFC BANK	Dr. Sumera Aluru	
94	20CQCMD154	THILAK K	FINANCE	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS AT KARNATAKA SOAPS & DETERGENTS LTD	Dr. Sumera Aluru	
95	20CQCMD178	ROHITH G	MKT	A STUDY ON BRAND EQUITY OF BHARAT BENZ (TRIDENT AUTO PVT LTD)	Dr. Sumera Aluru	
96	20CQCMD006	AISHWARYA V	Marketing	A STUDY ON BRAND PREFERENCE AND BRAND AWARENESS OF ARSIKERE RURAL CONSUMERS TOWARDS TVS MOTORS	Dr. Vinish P	
97	20CQCMD015	ANUSHA C	Marketing	ANALYSIS OF CONTENT MANAGEMENT IN SOCIAL MEDIA NETWORKS FOR DIGITAL CUSTOMER ENGAGEMENT AND BUYING DECISIONS: A STUDY WITH REFERENCE TO MARUTI SUZUKI	Dr. Vinish P	
98	20CQCMD021	B BINDU	Marketing	CAMPAIGN EFFECTIVENESS OF WILDCRAFT SUPERMARKETS IN CONNECTING POTENTIAL CONSUMERS AND DRIVING STORE SALES	Dr. Vinish P	
99	20CQCMD031	CHAITRA K P	Marketing	PROMOTIONAL PACKING FOR FMCG PRODUCTS: A STUDY WITH REFERENCE TO MANJUSHREE TECHNOPACK LIMITED, BENGALURU	Dr. Vinish P	
100	20CQCMD045	FATHAH KHALEEL	Marketing	DIGITAL LEARNING PLATFORM AND CAREER ADVANCEMENT: A STUDY PERTAINING TO UPGRAD	Dr. Vinish P	
101	20CQCMD058	KESHAVA PRABHU G R	Marketing	ROLE OF DIGITAL MARKETING ACTIVITIES IN INFLUENCING CUSTOMER PURCHASE INTENTIONS: PERSPECTIVE OF PAVITRA SPRINGS, BENGALURU	Dr. Vinish P	
102	20CQCMD063	KRIPA NIDHI	Marketing	EXPLORING THE PERCEPTION AND EFFECTIVENESS OF DIGITAL MARKETING AMONGST CLIENTS OF JIVA AUTOMATION	Dr. Vinish P	
103	20CQCMD076	MUKUL P N	Marketing	A REVIEW OF FACTORS INFLUENCING E-LEARNING ,LEARNER SATISFACTION AND ENGAGEMENT AT TEACHNOOK COMPANY	Dr. Vinish P	
104	20CQCMD087	NISHITH S H	Marketing	AN APPRISAL OF CUSTOMER ACQUISITION STRATEGIES AT IDM INSTRUMENTS PRIVATE LIMITED	Dr. Vinish P	
105	20CQCMD094	PRADEEP KUMAR N	Marketing	IMPACT OF AFTER SALES SERVICES ON CUSTOMER REVISIT INTENTION AT KIA MOTORS	Dr. Vinish P	
106	20CQCMD099	PREETHI N	Marketing	THE PROJECT ON STUDY OF BRAND LOYALTY OF THE COCA-COLA COMPANIES	Dr. Vinish P	
107	20CQCMD106	RAKESH B R	Marketing	A STUDY ON IMPACT OF CUSTOMER RELATIONSHIP ON BRAND LOYALTY OF CUSTOMERS TOWARDS PRODUCTS/SERVICES OF CLEAR TAX COMPANY	Dr. Vinish P	
108	20CQCMD003	ABHISHEK ROOGI	MKT	A STUDY ON CUSTOMER PREFERRED PAYMENT MODE TOWARDS PURCHASING GROCERIES AT RAVI'S GREENFIELD, HUBBALLI	Dr. C B Venkata Krishna Prasad	
109	20CQCMD013	ANKITH K R	MKT	A STUDY REGARDING INFLUENCE OF BRAND IMAGE ON CONSUMER BEHAVIOUR, WITH SPECIAL REFERENCE TO APPLE PRIVATE LIMITED INDIA	Dr. C B Venkata Krishna Prasad	
110	20CQCMD018	ARAVIND V	MKT	"A PROJECT REPORT ON MARKETING STRATEGIES ADOPTED DURING COVID-19 FOR SALES IMPROVEMENT WITH REFERENCE TO HYUNDAI COMPANY	Dr. C B Venkata Krishna Prasad	
111	20CQCMD025	BASAPPA VIJAYASEKHAR UMASREE	MKT	"IMPACT OF CUSTOMER EXPECTATIONS AND PERCEPTION OF FASTFOOD OUTLETS IN BANGALORE AT JOULES TO WATTS BUSINESS SOLUTIONS	Dr. C B Venkata Krishna Prasad	
112	20CQCMD040	DARSHAN CN	MKT	A STUDY ON THE CUSTOMER RETENTION STRATEGIES WITH REFERENCE TO EUREKA FORBES WATER PURIFIER	Dr. C B Venkata Krishna Prasad	
113	20CQCMD053	JYOTHI	MKT	A STUDY ON INSURANCE AS A TOOL OF FINANCIAL PLANNING AT HDFC STANDARD LIFE INSURANCE	Dr. C B Venkata Krishna Prasad	
114	20CQCMD061	KIRAN S	MKT	A STUDY ON INDIAN TAX REGIME AND RETURN FILING	Dr. C B Venkata Krishna Prasad	
115	20CQCMD071	MEGHA CHAUDHARY	MKT	A STUDY ON ETHICAL ISSUES IN E- COMMERCE (FLIPKART & AMAZON)	Dr. C B Venkata Krishna Prasad	
116	20CQCMD084	NEHA PATIL	MKT	A STUDY ON IMPACT OF MARKETING STRATEGIES ADOPTED BY BYJU'S THROUGH DSSL CAMPAIGN.	Dr. C B Venkata Krishna Prasad	
117	20CQCMD090	PAVAN RAO SHELKE M.B	MKT	A STUDY ON CASH MANAGEMENT AT SBI BENGALURU	Dr. C B Venkata Krishna Prasad	
118	20CQCMD097	PRASHANTH RAO SHELKE M	MKT	A STUDY ON "CREDIT SYSTEM AND EFFECTIVE MANAGEMENT OF NON-PRODUCTIVE ASSETS AT PRAGATHI KRISHNA GRAMIN BANK, GAURIBIDANUR BRANCH, CHIKKABALLAPURA DISTRICT"	Dr. C B Venkata Krishna Prasad	
119	20CQCMD103	RAGHAV C PACHAPUR	MKT	A STUDY OF VARIOUS MARKETING STRATEGIES FOR A NEW-TO-THE-AREA ORTHOPEDIC PRACTICE AT HOSPIRA CARE PVT. LTD	Dr. C B Venkata Krishna Prasad	
120	20CQCMD152	TEJASHWINI M S	Marketing	INFLUENCE OF POST SALES SUPPORT AND CUSTOMER FEEDBACK MANAGEMENT ON CLIENT LOYALTY -PERCEPTION OF LEADING PHARMACEUTICAL CLIENTS WITH REFERENCE TO SHAMBHAVI GROUP	Dr. B.R Venkatesh	
121	20CQCMD157	V YASH KISHORE	Marketing	BRAND PREFERENCE OF PROSPECTIVE CUSTOMERS TOWARDS HERO MOTO CORP IN HYDERABAD	Dr. B.R Venkatesh	
122	20CQCMD158	VAISHNAVI J K	Marketing	ROLE OF SEO IN ONLINE ADVERTISING: A CASE STUDY OF DIGITAL MARKETING WITH INDIAN CUSTOMERS	Dr. B.R Venkatesh	
123	20CQCMD161	venu SANKAR BANDLA	Marketing	A STUDY ON NATURAW FOODS AND BEVERAGES -CONSUMPTION OF READY TO COOK FOOD PRODUCTS AMONG HEALTH-CONSCIOUS WORKING COUPLES IN BANGALORE	Dr. B.R Venkatesh	

124	20CQCMD118	SANDESH DABGAR	MKT	"A PROJECT REPORT ON DEVELOPMENT OF RURAL DISTRIBUTION CHANNEL FOR TATA CONSUMER PRODUCT LIMITED	Dr. B.R Venkatesh	
125	20CQCMD125	SHASHANK S	MKT	A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT RELIANCE SMART	Dr. B.R Venkatesh	
126	20CQCMD149	SYED ARBAZ ANJUM	MKT	A STUDY ON CLIENT SATISFACTION AND BUYING BEHAVIOUR WITH REFERENCE TO SECPOD PVT LTD	Dr. B.R Venkatesh	
127	20CQCMD150	MAHALAKSHMI	MKT	AN ORGANISATION STUDY ON MARKETING STRATEGIES IN TOYOTA KIRLOSKAR"	Dr. B.R Venkatesh	
128	20CQCMD166	VINAY KM	MKT	A STUDY ON ADVERTISEMENT AND ITS IMPACT ON SALES AT BAJAJ ALLIANZE LIFE INSURANCE COMPANY LTD, HASSAN.	Dr. B.R Venkatesh	
129	20CQCMD170	YESHMA MS	MKT	A STUDY ON IMPACT OF PROMOTIONAL ACTIVITIES THROUGH DISCOVERY SCHOOL SUPER LEAGUE (DSSL) WITH SPECIAL REFERENCE TO BYJU'S, BANGALORE.	Dr. B.R Venkatesh	
130	20CQCMD083	NEHA DODDAMANI	MKT	STUDY ON IMPACT OF PSYCHOLOGICAL FACTORS ON CONSUMER BEHAVIOUR DURING ONLINE SHOPPING.	Dr. B.R Venkatesh	
131	20CQCMD027	BHANUSHREE I	HRM	A BRIEF STUDY ON METACOGNITIVE SKILLS METHODS TO DEVELOP AMONG MANAGERIAL STUDENTS	Dr. Srikanta Murthy	
132	20CQCMD034	CHANDRASHEKAR T M	HRM	A BRIEF STUDY ON STRATEGY DEVELOP HIGHER ORDER THINKING SKILLS (HOTS) IN MANAGEMENT STUDENTS	Dr. Srikanta Murthy	
133	20CQCMD051	HARI KRISHNAN M	HRM	A STUDY OF INNOVATIVE AND STRATEGIC PRACTICES IN CREATING POSITIVE WORKPLACE CULTURE AND ITS IMPACT ON PRODUCTIVITY	Dr. Srikanta Murthy	
134	20CQCMD112	RENUKA A	HRM	A STUDY ON EMOTIONAL INTELLIGENCE AND QUALITY OF WORK LIFE BALANCE AMONG THE EMPLOYEES IN MIVEN MAYFRAN CONVEYORS PVT LTD.	Dr. Srikanta Murthy	
135	20CQCMD119	SANKET BRIJMOHAN MALANI	MKT	A STUDY IN EFFECTIVE MARKETING COMMUNICATIONS STRATEGIES OF K12 TECHNOLOGIES	Dr. Srikanta Murthy	
136	20CQCMD127	SHIVAPRASAD R GANIGER	MKT	A STUDY ON ADAPTABILITY QUOTIENT OF EMPLOYEES WITH REFERENCE TO WORL FROM HOME.	Dr. Srikanta Murthy	
137	20CQCMD130	SHREEPAD BHAT BALEHITTALU	HRM	A STUDY ON EMPLOYEE RETENTION AND ITS DISCOVERING FACTORS IN STARTUP COMPANIES.	Dr. Srikanta Murthy	
138	20CQCMD134	SONA S KARKI	MKT	A STUDY ON MANAGING ORGANISATIONAL CHANGE WITH SPECIAL REFERENCE TO INFORMATION TECHNOLOGY INDUSTRY	Dr. Srikanta Murthy	
139	20CQCMD141	SUJANA	MKT	A STUDY ON CUSTOMER LOYALTY IN NETWORK INDUSTRY (MODICARE)	Dr. Srikanta Murthy	
140	20CQCMD147	SUSHMITHA M	HRM	A STUDY ON EMPLOYEE ATTITUDE TOWARDS MONETARY AND NON MONETARY INCENTIVES.	Dr. Srikanta Murthy	
141	20CQCMD164	VIDYA SAGAR T	HRM	RESEARCH ON HOW ORGANIZATIONAL CULTURE INFLUENCES EMPLOYEE PERFORMANCE IN FOOD INDUSTRY.	Dr. Srikanta Murthy	
142	20CQCMD165	VINAY DG	MKT	EFFECT OF SOCIAL MEDIA AND BRAND EQUITY ON ONLINE PURCHASE WITH REFERENCE TO BANGALORE	Dr. Srikanta Murthy	
143	20CQCMD171	YUGANDHAR M	Finance	A STUDY ON ADMINISTRATION OF FUNDS IN KOTAK MAHENDRA BANK	Prof. K S Gopal	
144	20CQCMD172	YUKTHI HU	Finance	A STUDY ON COMPARATIVE ANALYSIS OF MUTUAL FUNDS - PRIVATE SECTOR VS PUBLIC SECTOR	Prof. K S Gopal	
145	20CQCMD169	YASHASHWINI C	Finance	A STUDY ON COST AND REVENUE ANALYSIS WITH REFERENCE TO BANGALORE METROPOLITAN TRASPOT CORPORATION	Prof. K S Gopal	
146	20CQCMD162	VENUGOPAL V	Finance	A STUDY ON FUND MANAGEMENT OF HDFC BANK	Prof. K S Gopal	
147	20CQCMD156	U VARUN	Finance	AN ANALYSIS OF FINANCIAL STATEMENTS OF SPIKE AREOTECH LIMITED	Prof. K S Gopal	
148	20CQCMD109	RANJITHA SN	MKT	A PROJECT REPORT ON IMPACT OF PACKAGING ON GENERATION Y'S CONSUMER BEHAVIOR	Prof. K S Gopal	
149	20CQCMD137	SOURAB V HEBBAR	Finance	A STUDY ON CREIT EVALUATION OF LOANS AND ADVANCES OF APOORVA SOUHARDA CO-OPERAATIVE LIMITED	Prof. K S Gopal	
150	20CQCMD115	SABIL AHAMAD S MUJAWAR	MKT	IMPACT OF RESEARCH REPORT ON IMPACT ON DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOR WRF TO FMCG PRODUCTS	Prof. K S Gopal	
151	20CQCMD173	ABHIJNA NAIK M V	MKT	A STUDY ON CONSUMER PERCEPTION TOWARDS BUYING LEXURY APARTMENTS IN BANGALOR	Prof. K S Gopal	
152	20CQCMD159	VARSHITHA R	Finance	A STUDY ON LOAN ASSESSMENT CRITERIA FOR MSME FINANCING	Prof. K S Gopal	
153	20CQCMD108	RAMYA SHANKAR	mkt	A STUDY ON USER BEHVIOR IN RELATION TO WEBSITE CONVERSION	Prof. K S Gopal	
154	20CQCMD024	BARSHA SARKAR	HR	A STUDY ON EFFECTIVENESS OF ONLINE TRAINING AND WORKING WITH VIRTUAL TEAMS AT GVR, BANGALORE	Prof. Vaibhav Patil	
155	20CQCMD038	DAN UBOLD	HR	A STUDY ON EFFECTIVE EMPLOYEE ENGAGEMENT PROGRAMME AT TEACHNOOK	Prof. Vaibhav Patil	
156	20CQCMD055	KAVERI	HR	A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA RECRUITMENT IN IT COMPANIES"	Prof. Vaibhav Patil	
157	20CQCMD121	SHAMBHULINAPPA SHASHANK	Marketing	A STUDY ON CUSTOMER PERCEPTION WITH REFERENCE TO UDAYARAVI ENTERPRISES	Prof. Vaibhav Patil	
158	20CQCMD128	SHREE LEKHA YN	Marketing	A STUDY ON IMPACT OF PRODUCT PACKAGING ON CUSTOMER PERCEPTION AND PURCHASE DECISION WITH REFERENCE TO GOGLIO FLEX PACK SYSTEM INDIA PRIVATE LIMITED	Prof. Vaibhav Patil	
159	20CQCMD133	SOMITHA V	HR	A STUDY ON THE ROLE OF EMPLOYER BRANDING IN RECRUITMENT & RETAINING THE TALENTED HUMAN CAPITAL IN IT INDUSTRY	Prof. Vaibhav Patil	
160	20CQCMD135	SOUJANYA BABU HUDALIMATH	Marketing	A STUDY ON DEVELOPMENTAL STRATEGY ON BRAND AWARENESS WITH SPECIAL REFERENCE TO DECATHLON, BANGALORE.	Prof. Vaibhav Patil	
161	20CQCMD142	SUMANTH G	Marketing	"A PRICE COMPETATIVE ANALYSIS OF KMF VS OTHER BRANDS WITH SPECIAL REFERENCE TO KMF, DHARWAD"	Prof. Vaibhav Patil	
162	20CQCMD148	SHWETHA R	Marketing	A STUDY ON EMPLOYEE SATISFACTION WITH REFERENCE TO BOSCH BANGALORE	Prof. Vaibhav Patil	
163	20CQCMD168	VINAYAK B HEGDE	HR	A STUDY ON PERFORMANCE APPRAISAL AND EVALUATION OF THE EMPLOYEES IN BLUE HYUNDAI.	Prof. Vaibhav Patil	
164	20CQCMD175	BINDU	HR	A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON MOTIVATION LEVEL OF EMPLOYEES WITH REFERENCE TO HOMELANE	Prof. Vaibhav Patil	
165	20CQCMD011	AKSHATHA S	HRM	A STUDY ON THE EFFECTIVENESS OF PERFORMANCE APPRAISAL AT OPTYM INDIA PVT LTD.,	Dr. Vijaya Kumar J	
166	20CQCMD028	BHAVANA R	HRM	THE IMPORTANCE OF DIVERSITY, EQUITY, INCLUSION AND BELONGING IN THE WORKPLACE (A STUDY ON BEML)	Dr. Vijaya Kumar J	
167	20CQCMD046	GANESH R	HRM	A STUDY IN EMPLOYEE MOTIVATION AT VARAHE ANALYTICS PRIVATE LTD.	Dr. Vijaya Kumar J	
168	20CQCMD065	LIKHITHA N	HRM	A STUDY ON EMPLOYER-EMPLOYEE RELATIONSHIP ON JOB SATISFACTION WITH REFERENCE TO NANDA FEEDS PRIVATE LTD. BANGALORE	Dr. Vijaya Kumar J	
169	20CQCMD102	RACHANA S DYAVPPANAVAR	HRM	A PROJECT REPORT ON EMPLOYEE WELFARE SCHEMES AT MACZIN TOOLS	Dr. Vijaya Kumar J	

170	20CQCMD116	SACHIN.A.S	HRM	A STUDY ON PERFORMANCE APPRAISAL SYSTEM AT KATSON POLYMER.	Dr. Vijaya Kumar J	
171	20CQCMD117	SAIEL KISHOR PAWAR	MKT	A STUDY OF AGILE IN PROJECT MANAGEMENT WITH REFERANCE TO SONATA SOFTWARE LTD	Dr. Vijaya Kumar J	
172	20CQCMD123	SHARATH P	MKT	A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING WITH SPECIAL REFERENCE TO DIGITAL JANSAVA	Dr. Vijaya Kumar J	
173	20CQCMD129	SHREELAKSHMI DIVASPATI BHAT	MKT	A STUDY ON ADVERTISEMENT IMPACT ON CUSTOMER PERCEPTION AND THEIR BUYING BEHAVIOUR- A SPECIAL REFERENCE TO SMARTPHONES IN BANGALORE	Dr. Vijaya Kumar J	
174	20CQCMD138	SPURTHI DODAMANI	FINANCE	STUDY OF COMPARATIVE RATIO ANALYSIS OF HINDUSTAN UNILIVER LTD	Dr. Vijaya Kumar J	
175	20CQCMD139	P. SRIRAM KASHYAP	MKT	A STUDY ON GOOGLE SEMVS PAID SOCIAL MEDIA IN B2B SECTOR	Dr. Vijaya Kumar J	
176	20CQCMD153	THANMAYE CG	HRM	A STUDY ON EMOTIONAL INTELLIGENCE AND QUALITY OF WORK LIFE AMONG THE EMPLOYEES OF VENTURE INDUSTRIES BANGALORE.	Dr. Vijaya Kumar J	

Dayananda Sagar College of Arts, Science & Commerce					
Consolidated List of Project of 3rd Semester MBA 2023 (2021-2023 Batch)					
Sl. No.	Reg. No.	Name	Type of Research	Topic/Title	Guide Name
1	P03CJ21M0001	Pavan H	Finance	A REPORT ON DIGITAL PAYMENTS IN INDIA	Dr.Chetan Shetty
2	P03CJ21M0002	Tanmay C Sapra	Finance	A STUDY ON TECHNICAL ANALYSIS OF SELECTED INDIAN COMPANY STOCKS	Prof. Shashikumar C R
3	P03CJ21M0003	Akbari Sarang	Finance	"COMPARATIVE ANALYTICAL STUDY OF AMARA RAJA BATTERIES LTD AND EXIDE INDUSTRIES LTD".	Prof.Nayana T
4	P03CJ21M0004	Rakshitha S	Finance	A STUDY ON ROLE OF MICROFINANCE IN DEVELOPING SELF HELP GROUPS WITH SPECIAL REFERENCE TO ARSIKERE REGION"	Prof. K S Gopal
5	P03CJ21M0005	Vinay N Korabu	Finance	A STUDY ON IMPACT OF OIL PRICE ON EXCHANGE RATE WITH SPECIAL REFERENCE TO INDIA	Prof. Shashikumar C R
6	P03CJ21M0006	Prajwal	Finance	"A STUDY ON CONSTRUCTION OF OPTIMAL PORTFOLIO OF SELECTED STOCKS LISTED IN BSE INDIA LIMITED".	Prof.Nayana T
7	P03CJ21M0007	Shamrao	Marketing	SCOPE OF BLOCK CHAIN FOR REVERSE LOGISTICS IN FLIPKART	Dr. C B Venkata Krishna Prasad
8	P03CJ21M0008	Shreeram B S	Finance	"A STUDY ON ANALYSIS OF LIQUIDITY POSITION AT BANGALORE CITY COOPERATIVE BANK "	Prof. K S Gopal
9	P03CJ21M0009	Srenika Sunil Mhalsekar	Finance	"FINANCIAL ANALYSIS OF ITC COMPANY BALANCE SHEET ,PROFIT AND LOSS ACCOUNT USING TREND ANALYSIS , COMPARATIVE ANALYSIS , RATIO ANALYSIS AND COMMON	Dr. Vijaya kumar J
10	P03CJ21M0010	Manjusha P	Finance	IMPACT OF NEW AGE STOCK BROKERS ON INVESTMENT IN INDIAN STOCK MARKET	Prof. Shashikumar C R
11	P03CJ21M0011	Diganth Indresh	Finance	"STUDY ON DECENTRALIZED FINANCE ,ITS TRENDS AND APPLICATIONS "	Prof. K S Gopal
12	P03CJ21M0012	Vinay K A	Finance	A STUDY ON BLOCKCHAIN TECHNOLOGY AND CENTRALIZED FINANCE	Prof. B R Narasimha Murthy
13	P03CJ21M0013	Yogini K Bhandarkar	Finance	"A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO GOOGLE PAY".	Prof.Nayana T
14	P03CJ21M0014	Aishwarya P Kovallimath	Finance	"A STUDY ON PERCEPTION OF TAX PAYERS TOWARDS THE E-FILING OF INCOME TAX RETURNS"	Dr. Vijaya kumar J
15	P03CJ21M0015	Arun M	Finance	A STUDY ON SIGNIFICANCE ROLE IN DIGITALIZATION OF TRANSACTIONS OF INDIAN CURRENCY THROUGH SELECTED THIRD PARTY APPLICATION PROVIDERS (TPAP) BY UNIFIED	Prof. Shashikumar C R
16	P03CJ21M0016	Prema J M	Finance	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF AGRICULTURAL CO-OPERATIVE SOCIETY	Dr.Sumera Aluru
17	P03CJ21M0017	Guruprasad J R	Finance	A STUDY ON ROLE OF LEVERAGES AND ITS RATIOS IN EVALUATING COMPANY FINANCIAL PERFORMANCE AND PLANNING	Dr. Kadambini Katke
18	P03CJ21M0018	Divya D.Singi	Marketing	A STUDY ON EFFECT OF CADBURY'S ADVERTISING STRATEGY ON CUSTOMER PERCEPTION WITH REFERENCE TO INDIAN MARKET	Prof. Tejaswini L K
19	P03CJ21M0019	Revathi M	Finance	A STUDY ON FUNDAMENTAL ANALYSIS OF SELECTED IT SECTORS STOCKS	Prof. Shashikumar C R
20	P03CJ21M0020	Pradeep.A	Finance	A STUDY ON COMPARATIVE PERFORMANCE OF RETAIL LOAN PORTFOLIO OF HDFC BANK AND BANK OF BARODA	Dr.Ameer Asra Ahmed
21	P03CJ21M0021	Shreyas Shirahatti	Finance	"UNDERSTANDING RISK MANAGEMENT THAT PEOPLE FOLLOW WHILE INVESTING IN THE INDIAN STOCK MARKETS".	Prof.Nayana T
22	P03CJ21M0022	Sheetal C	Human Resources	A STUDY OF THE EFFECTIVENESS OF RECRUITMENT & SELECTION PRACTICES AT DEVTOWN PRIVATE LTD"	Prof. Vaibhav Patil
23	P03CJ21M0023	Tejaswini S G	Finance	A STUDY ON BLOCKCHAIN TECHNOLOGY: APPLICATIONS IN FINANCIAL SECTOR	Dr. Kadambini Katke
24	P03CJ21M0024	Mahathi Arkanath	Finance	A STUDY ON MARKET MOMENTUM AND BUBBLES WITH RESPECT TO BSE SENSEX.	Prof. Tejaswini L K

25	P03CJ21M0025	Sharath Kumar	Mkt	A STUDY OF THE EFFECTIVENESS OF ZERODHA'S UNIQUE BUSINESS STRATEGY TO BEAT UP STOXX AND BECOME A UNICORN STARTUP	Prof. Col Prasanna Kumar
26	P03CJ21M0026	Yash L Jain	Finance	A STUDY OF CAPITAL BUDGETING WITH RESPECT TO GOUTHAMI ENTERPRISES	Dr.Chetan Shetty
27	P03CJ21M0027	Vandana C L	Hr	TALENT ACQUISITION AND EMPLOYEE RETENTION IN IT SECTOR DURING PRE-COVID AND POST-COVID SCENARIOS	Dr.Ameer Asra Ahmed
28	P03CJ21M0028	Sanjana S	Hr	THE EFFECTIVENESS OF REWARD SYSTEM ON THE MOTIVATION LEVEL OF EMPLOYEES	Dr. Srikantamurthy M.R.
29	P03CJ21M0029	Pawar Harshvardhan	Mkt	A STUDY ON THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES FOLLOWED BY ZOMATO IN INDIAN MARKET AS COMPARED TO OTHER MARKETING CAMPAIGNS IN PAST 5	Prof. Col Prasanna Kumar
30	P03CJ21M0031	Anjali Kumari	Finance	"A STUDY ON EMPLOYEE STOCK OPTION SCHEMES AND THEIR STRUCTURING ON SELECTED INDIAN COMPANIES"	Prof. K S Gopal
31	P03CJ21M0032	Vaishnavi Chennalli P	Finance	A PROJECT ON IMPACT OF RUSSIA-UKRAINE WAR ON INDIAN ECONOMY	Dr. Srikantamurthy M.R.
32	P03CJ21M0033	Ganesh M H	Marketing	A STUDY ON CUSTOMER SATISFACTION ON ONLINE SHOPPING	Prof. Tejaswini L K
33	P03CJ21M0034	Nikhil Sudhakar Naik	Finance	"A STUDY ON FOREIGN CURRENCY TRANSACTIONS IMPLICATION AND PERFORMANCE OF SAXO COMPANY"	Dr. Vijaya kumar J
34	P03CJ21M0035	Gaurav L	Finance	"A STUDY ON ROLE OF INSURANCE IN MINIMIZING BUSINESS RISK".	Prof.Nayana T
35	P03CJ21M0036	Vidya Shree R	Finance	A STUDY OF GST AND ITS IMPACT ON FMCG SECTOR IN INDIA	Dr.Ameer Asra Ahmed
36	P03CJ21M0037	Sanju Simran	Finance	A STUDY ON CAPITAL ASSET PRICING MODEL OF SELECTED I.T COMPANIES	Dr.Chetan Shetty
37	P03CJ21M0038	Nitin A	Finance	A ATUDY ON INDIAN INVESTORS 'PREFERENCE FOR INVESTMENT OPPORTUNITIES	Dr. B R Venkatesh
38	P03CJ21M0039	Bhavana D	Finance	A STUDY ON ANALYSIS OF PRICING AND PERFORMANCE OF IPO'S LISTED IN INDIAN STOCK MARKET	Prof. Shashikumar C R
39	P03CJ21M0040	Kavya Gudigar	Finance	A STUDY ON MUTUAL FUND AND PERFRPMANCE EVALUATION OF ASSETS MANAGEMENT COMPANIES	Prof. K S Gopal
40	P03CJ21M0041	Nancy Eunice C	Finance	A STUDY ON SCOPE AND CHALLENGES OF EMBEDDED PAYMENTS IN E-COMMERCE INDUSTRY	Dr. Kadambini Katke
41	P03CJ21M0042	Thaikadan Sooraj Sukumaran	Marketing	EFFECT OF YOUTUBE INFLUENCER MARKETING ON BUYING PASSENGER CARS	Dr.Vinish P
42	P03CJ21M0043	Anil N	Finance	A STUDY ON BLOCKCHAIN TECHNOLOGY IN FINANCIAL SERVICES INDUSTRY AT JP MORGAN CHASE AND CO	Prof. Shashikumar C R
43	P03CJ21M0044	Prakash G	Finance	A STUDY ON FINANCIAL LITERACY AND FINANCIAL PRODUCTS IN HIGHER EDUCATION INSTITUTION STAFF	Dr.Sumera Aluru
44	P03CJ21M0045	Sumukha D K	Finance	A STUDY ON VALUE INVESTMENT IN RELATION TO INDIAN STOCKMARKET	Prof. B R Narasimha Murthy
45	P03CJ21M0046	Sanket Aitwade	Marketing	AN ANALYSIS OF ONLINE FOOD ORDERING APPLICATIONS IN INDIA: ZOMATO AND SWIGGY	Dr.Ameer Asra Ahmed
46	P03CJ21M0047	Syeda Muskaan	Marketing	A STUDY ON THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES FOLLOWED BY SWIGGY ON CONSUMERS.	Prof. Tejaswini L K
47	P03CJ21M0048	Swathi N S	Finance	MARKET POTENTIAL OF OPENING OF TRADING ACCOUNT AND DEMAT ACCOUNT	Dr. Srikantamurthy M.R.
48	P03CJ21M0049	Pragnya.K	Finance	A STUDY ON EARLY SIGNALS OF FRAUD IN BANKING SECTOR	Prof. B R Narasimha Murthy
49	P03CJ21M0050	Lavanya K G	Marketing	A STUDY ON PRECISION AGRICULTURE	Dr. Kadambini Katke
50	P03CJ 21M0053	Venkat Rohit.G	Marketing	"A STUDY ON IMPACT OF ONLINE RETAILING ON THE E-COMMERCE SECTOR, A CASE ON MYNTRA	Dr. C B Venkata Krishna Prasad

51	P03CJ21M0054	Mohammed Areeb.	Marketing	A STUDY ON IMPACT OF E-COMMERCE ON RETAIL INDUSTRY	Dr. C B Venkata Krishna Prasad
52	P03CJ21M0055	Anagha N	Finance	A STUDY ON RISK AND RETURN ANALYSIS OF SELECTED IT COMPANIES STOCKS	Prof. Shashikumar C R
53	P03CJ21M0056	Uma A S	Finance	A STUDY ON PREFERENCE OF HIGHER EDUCATION STUDENTS TOWARDS ONLINE PAYMENT METHODS	Dr.Ameer Asra Ahmed
54	P03CJ21M0057	Kavya R	Finance	GOLD DEPOSIT SCHEME: AN AWARENESS STUDY WITH REFERENCE TO WORKING WOMEN IN BANGALORE	Dr.Ameer Asra Ahmed
55	P03CJ21M0058	Abhishek.G. Gowda	Finance	COMPARATIVE STUDY OF BAJAJ MUTUAL FUND SCHEMES AND OTHER MUTUAL FUND SCHEMES IN INDIA	Dr.Ameer Asra Ahmed
56	P03CJ21M0059	Ram Rathish D	Mkt	A COMPARATIVE STUDY OF PROFITABILITY OF THREE LEADING EDTECH COMPANIES IN LAST THREE YEARS WITH SPECIAL FOCUS ON BYJU'S	Prof. Col Prasanna Kumar
57	P03CJ21M0060	Athimka H S	Finance	ANALYSIS OF INVESTORS PERCEPTION APPREHENSION AND DECISION MAKING IN INDIAN STOCK MARKETS	Dr. Srikantamurthy M.R.
58	P03CJ21M0061	Subhash G S	Finance	A STUDY ON FINANCIAL PLANNING OF SALARIED EMPLOYEES AND STRATEGIES FOR TAX SAVING	Dr.Ameer Asra Ahmed
59	P03CJ21M0062	Yelugoti Ganga Naga Vishnu	Finance	A STUDY ON PORTFOLIO ANALYSIS AND INVESTMENT DECISIONS	Dr.Chetan Shetty
60	P03CJ21M0063	Naveen Hegde	Finance	A STUDY ON CREDIT FACILITY AND OTHER FINANCIAL SUPPORT TO FARMERS AT TMS LTD SIRSI	Prof. Shashikumar C R
61	P03CJ21M0064	Rahul.D	Marketing	A STUDY ON CUSTOMER REVIEW ON RESTAURANT SERVICES: INSIGHT FROM ZOMATO	Dr. C B Venkata Krishna Prasad
62	P03CJ21M0065	Sagar Dayanand Taral	Marketing	CUSTOMER APPREHENSIONS OF BUYING ELECTRIC CAR IN INDIA- ANALYSIS OF AUDIENCE COMMENTS ON YOUTUBE AUTOBLOGS.	Dr.Vinish P
63	P03CJ21M0066	Bhagyashree G Sarode	Finance	A STUDY ON RELEVANCE OF EXCHANGE TRADED FUNDS"	Prof. K S Gopal
64	P03CJ21M0067	Shivani D	Finance	A STUDY ON AWARENESS OF HEALTHCARE INSURANCE PLANS AMONG GENERAL PUBLIC IN BANGALORE	Dr.Vinish P
65	P03CJ21M0068	Harshitha Doddabele	Marketing	"A STUDY ON CUSTOMER BUYING BEHAVIOUR REGARDING AIRTEL PRODUCTS: A SPECIAL REFERENCE TO POST JIO LAUNCH	Dr. C B Venkata Krishna Prasad
66	P03CJ21M0069	Dhanush M	Finance	"THE STUDY OF INVENTORY MANAGEMENT OF PRECOT MERIDIAN LTD, HINDUPUR".	Prof.Nayana T
67	P03CJ21M0070	Manoj Kumar G V	Finance	"A STUDY ON FINANCIAL PERFORMACE ANALYSIS WITH REFERENCE TO HINDUSTAN UNILEVER LIMITED".	Prof.Nayana T
68	P03CJ21M0071	Aishwarya V	Mkt	STUDY ON IMPORTANCE AND IMPACT OF SOCIAL NETWORKING ON THE BRAND BUILDING AND DEVELOPMENT OF NYKA	Prof. Col Prasanna Kumar
69	P03CJ21M0072	Pavan S Karasthalmath	Marketing	A STUDY ON CONSUMER ATTITUDE AND BEHAVIOUR TOWARDS ORGANIC FOOD IN BANGALORE CITY	Prof. Vaibhav Patil
70	P03CJ21M0073	Yashwanth Bu	Finance	A STUDY ON ELECTRONIC PAYMENT IN CURRENT SCENARIO AND SCOPE FOR IMPROVEMENT	Prof. B R Narasimha Murthy
71	P03CJ21M0074	Vinayakumar Donta	Mkt	A STUDY ON IMPACT OF AMAZON'S E-COMMERCE BUSINESS ON THE RETAIL INDUSTRY AND BRICK-AND- MORTAR STORES IN THE LAST 5 YEARS WITH SPECIAL FOCUS ON THEIR SALES	Prof. Col Prasanna Kumar
72	P03CJ21M0075	Suswata Ghosh Dastidar	Hr	IMPACT OF WORKFORCE DIVERSITY AND INCLUSION ON TEAM PERFORMANCE - A STUDY WITH REFERENCE TO INDIAN RAILWAYS	Dr.Ameer Asra Ahmed
73	P03CJ21M0076	Sanjay K	Finance	COMBATING E FRAUDS IN E PAYMENT SYSTEM -A WAYS AND MEANS STUDY IN INDIA	Dr.Chetan Shetty
74	P03CJ21M0077	Sanjay Datha H D	Marketing	TO STUDY THE MARKETING TACTICS USED BY AMUL & THE PANDAMIC ADVANTAGE	Prof. Tejaswini L K
75	P03CJ21M0078	Sanjay S	Marketing	A COMPREHENSIVE STUDY OF ADVERTISING AND MARKETING STRATEGIES ADOPTED BY KIA MOTORS, BENGALURU	Prof. Vaibhav Patil
76	P03CJ21M0079	Likhith Y K	Marketing	A STUDY ON IMPACT OF DIGITAL MARKETING ONLINE BUYING BEHAVIOR OF MILLENNIALS WITH REFERENCE TO MANSHA VACUUM TECHNOLOGIES	Dr. C B Venkata Krishna Prasad

77	P03CJ21M0080	Omer N Farook	Marketing	A STUDY ON THE IMPACT OF INSTAGRAM ON THE CONSUMER BUYING BEHAVIOUR	Prof. Tejaswini L K
78	P03CJ21M0081	Nanjundesh V Jalihal	Finance	"EBIX CASH AS THE AIRPORT OF FINANCIAL TRANSACTIONS IN INDIA"	Dr. B R Venkatesh
79	P03CJ21M0082	Keerthana Suresh	Finance	"A STUDY ON GOLD IMPACT ON INDIAN STOCK MARKET "	Dr. Vijaya kumar J
80	P03CJ21M0083	Achyuth Alalageri	Marketing	A STUDY ON STORE AMBIENCE AND ITS IMPACT ON THE BUYING BEHAVIOUR OF CUSTOMERS IN PETER ENGLAND	Prof. Tejaswini L K
81	P03CJ21M0084	Amruth R	Finance	"THE STUDY ON COMPARATIVE ANALYSIS OF MUTUAL FUNDS-PRIVATE SECTOR V/S PUBLIC SECTOR".	Prof.Nayana T
82	P03CJ21M0085	Sumanth S	Finance	A STUDY ON AUTOMATION IN BANKING AND FINANCIAL SECTOR	Dr. Kadambini Katke
83	P03CJ21M0086	Sandesh Gowda M S	Finance	A STUDY ON ARTIFICIAL INTELLIGENCE ON FINANCIAL SERVICE	Dr. Kadambini Katke
84	P03CJ21M0087	K Rakshith	Finance	"A STUDY ON THE PERFORMANCE EVALUATION OF PREFERED MUTUAL FUND AT N,J INDIA INVEST(PVT) LTD, BANGALORE	Prof. K S Gopal
85	P03CJ21M0088	Lokeshwaran N	Fin	A COMPARATIVE STUDY OF THE GROWTH IN PAST 3 YEARS OF PUBLIC SECTOR BANKS AND PRIVATE SECTOR BANKS WITH SPECIAL FOCUS ON SBI AND HDFC BANK	Prof. Col Prasanna Kumar
86	P03CJ21M0089	Naveen Kumar S	Finance	A STUDY ON VENTURE CAPITAL IN INDIA	Dr.Chetan Shetty
87	P03CJ21M0090	Uzma Afzal Khan	Finance	A STUDY ON POST COVID-19 INVESTORS BEHAVIOUR WITH RESPECT TO STOCK	Dr.Ameer Asra Ahmed
88	P03CJ21M0091	Adarsh K N	Finance	A STUDY ON THE ROLE OF INFORMATION TECHNOLOGY IN THE BANKING SECTOR	Prof. B R Narasimha Murthy
89	P03CJ21M0092	Sahana.S	Finance	CRITICAL COMPARATIVE EVALUATION OF SELECT CRYPTO EXCHANGES- A STUDY	Dr.Sumera Aluru
90	P03CJ21M0093	Tejaswini.R	Finance	COMPARATIVE STUDY OF SBI MUTUAL FUND AND ICICI PRUDENTIAL MUTUAL FUND	Dr. Srikantamurthy M.R.
91	P03CJ21M0094	Manoj P	Finance	"A STUDY ON INVESTMENT ANALYSIS WITH REFERENCE TO EQUITY MARKET AT BANGALORE CITY".	Dr. B R Venkatesh
92	P03CJ21M0095	Dhanush Y V	Finance	"STUDY ON ARTIFICIAL INTELLIGENCE IN BANKING AND FINANCIAL SERVICES AND ITS EMERGING TRENDS "	Prof. K S Gopal
93	P03CJ21M0096	Nidhi Shree M	Human Resources	A STUDY ON EMPLOYEES MOTIVATION AMONG IT EMPLOYEES IN BANGALORE	Prof. Vaibhav Patil
94	P03CJ21M0097	Param Poonacha P	Marketing	A COMPARATIVE STUDY ON THE IMPACT OF JSW MARKETING STRATERGY ON THE MARKET GROWTH OF THEIR COLOR COATED STEEL AND TMT BARS IN THE YEAR2021-22 IN	Dr. Kadambini Katke
95	P03CJ21M0098	Swati Hiremath	Finance	"A COMPARATIVE STUDY ON OPERATIOANL AND FINANCIAL PERFORMANCE OF DIFFERENT INTERNATIONAL AIRLINES."	Prof. K S Gopal
96	P03CJ21M0099	Harish Kumar J	Finance	A STUDY ON IMPACT OF BLOCK CHAIN BASED TECHNOLOGY ON TRANSACTION SETTLEMENT SYSTEM: A SPECIAL REFERENCE TO BANKING SECTOR	Dr. Kadambini Katke
97	P03CJ21M0100	Neetu Aanjana M	Finance	A COMPARATIVE STUDY ON SELECTED PERSONAL LOAN APPS – MONEY VIEW, KREDITBEE, NAVI LOANS, AND KISSHT	Dr.Sumera Aluru
98	P03CJ21M0101	Bhavana V G	Finance	A STUDY ON SELF HELP GROUPS AND MICROINSURANCE, SPECIAL REFERENCE TO CHICKMAGALUR"	Dr.Sumera Aluru
99	P03CJ21M0102	Prajol Chikkur	Finance	A STUDY ON ROLE OF BIG DATA IN BUSINESS EVALUATION AND FORWARD PLANNING	Dr. Kadambini Katke
100	P03CJ21M0103	Vignesh Kumar A	Hr	CAREER PROGRESSION AND PLANNING AND THE IMPACT ON EMPLOYEES IN QUICK FOOD CHAINS	Dr. Srikantamurthy M.R.
101	P03CJ21M0104	Anusha S	Finance	A STUDY ON DIGITALISATION OF CUSTOMER EXPERIENCE IN BANKING SECTOR	Dr. Kadambini Katke
102	P03CJ21M0105	Nikhil D Budihalmath	Marketing	A STUDY ON “CUSTOMER SATISFACTION TOWARDS NABAJI BRAND AT DECATHLON, BANNERGHATTA, BANGALORE”	Prof. Tejaswini L K

103	P03CJ21M0106	Vinaykumar Bhat	Finance	"STUDY ON INSURANCE AS A TOOL OF FINANCIAL PLANNING"	Prof. K S Gopal
104	P03CJ21M0107	Pavan Kalyan Reddy G V	Mkt	A STUDY OF THE EFFECTIVENESS OF DECATHLON'S CUSTOMER RETENTION STRATEGIES AT THEIR BANNERGHATTA STORE IN THE LAST THREE YEARS	Prof. Col Prasanna Kumar
105	P03CJ21M0108	Nayana Ms	Finance	A STUDY ON GREAT RISE AND FALL OF DECENTRALIZED SELECTED CRYPTO-CURRENCIES WITH AN EFFECT OF EXTERNAL FACTORS	Dr.Chetan Shetty
106	P03CJ21M0109	Karunya Ram M	Marketing	A COMPARISON STUDY ON MARKETING STRATEGIES BETWEEN SWIGGY AND ZOMATO	Prof. Vaibhav Patil
107	P03CJ21M0110	Kaveri P	Finance	A STUDY ON THE ROLE OF INVESTMENT BEHAVIOUR	Prof. Shashikumar C R
108	P03CJ21M0111	Sanjana Bv	Finance	A STUDY ON AWARENESS, PERCEPTION AND ACCEPTANCE OF DIGITAL RUPEE	Dr.Sumera Aluru
109	P03CJ21M0112	M Sindhu	Finance	"A STUDY ON CRYPTO CURRENCY , BITCOIN AND THEIR FURURE PROSPECTS."	Prof. K S Gopal
110	P03CJ21M0113	Chirag K R	Marketing	A STUDY ON CONSUMER PREFERENCE WITH RESPECT TO OTT VIDEO STREAMING PLATFORMS	Prof. Vaibhav Patil
111	P03CJ21M0114	Aparajita	Hr	SELF -EFFICACY, SATISFACTION AND PROFESSIONAL ACHIEVEMENT: A RELATIONAL STUDY AMONG IT PROFESSIONAL	Dr.Ameer Asra Ahmed
112	P03CJ21M0115	Tarun Sai M	Human Resources	"A STUDY ON STRESS LEVEL OF THE EMPLOYEES AND ITS IMPACT ON THEIR PRODUCTIVITY IN DESERT STROM TECHNOLOGY PVT LTD."	Dr. Vijaya kumar J
113	P03CJ21M0116	Sneha A B	Finance	A STUDY ON THE FLOW OF FOREIGN INSTITUTIONAL INVESTMENT IN INDIA	Dr.Sumera Aluru
114	P03CJ21M0117	Sumukha S	Human Resources	"IMPACT OF EMPLOYEE ENGAGEMENT TOWARDS ORGANISATIONAL COMMITMENT IN IT SECTOR"	Dr. Vijaya kumar J
115	P03CJ21M0118	Spoorthy T	Marketing	A STUDY ON DIGITAL MARKETING STRATEGIES ADAPTED BY E-COMMERCE COMPANY	Prof. Vaibhav Patil
116	P03CJ21M0120	Jayasimha N.P	Finance	INVESTORS PERCEPTION AND DECISION MAKING IN OTHER STOCK MARKETS	Dr. Srikantamurthy M.R.
117	P03CJ21M0121	Harshitha B	Human Resources	A STUDY ON THE EFFECTIVNESS OF TRAINING AND DEVELOPMENT WITH REFRENCE TO KRISAM AUTOMATION PVT LTD	Prof. Vaibhav Patil
118	P03CJ21M0122	Vijaya Lakshmi P	Finance	A STUDY ON GROWTH OF MUTUAL FUNDS IN INDIA	Dr.Chetan Shetty
119	P03CJ21M0123	S Jagath Ujwal Reddy	Mkt	A COMPARATIVE STUDY OF PROMOTIONAL STRATEGIES OF THREE MAJOR FMCG BRANDS IN INDIA AND ITS IMPACT ON THEIR SALES IN LAST 5 YEARS	Prof. Col Prasanna Kumar
120	P03CJ21M0124	Vishal M	Finance	"A STUDY ON CREDIT APPRAISAL WITH REFERENCE TO THE KARNATAKA STATE CO-OPERATIVE APEX BANK LIMITED".	Dr. B R Venkatesh
121	P03CJ21M0125	Rishal V	Finance	"A STUDY ON INVESTMENT PATTERNS AMONG SALARIED EMPLOYESS "	Dr. Vijaya kumar J
122	P03CJ21M0126	Rohan M	Marketing	A STUDY ON CUSTOMER SATISFACTION OF BYJU'S SERVICE	Dr.Vinish P
123	P03CJ21M0127	Kosinepalli Aravind	Finance	A STUDY ON COMPARATIVE ANALYSIS OF LOAN AMORTIZATION AT ICICI BANK AND MUTHOOT FINANCE	Dr. B R Venkatesh
124	P03CJ21M0128	Chethan J	Marketing	A STUDY ON CONSUMER PERCEPTION AND PRE-PURCHASE BEHAVIOUR OF RESIDENTIAL APARTMENTS IN BANGALORE	Dr. C B Venkata Krishna Prasad
125	P03CJ21M0129	Teertha Kumar K N	Finance	A STUDY ON RISK MANAGEMENT IN BANKING SECTOR WITH REFERENCE TO KOTAK MAHINDRA BANK	Dr. B R Venkatesh
126	P03CJ21M0130	Suhas Ns	Marketing	A STUDY ON THE MARKETING STRATEGY OF ONE PLUS AND ITS EFFECTS ON CONSUMERS OF BANGALORE.	Dr. Kadambini Katke
127	P03CJ21M0131	Saud Khan	Finance	A STUDY ON ELECTORAL BONDS AND INVESTOR PERCEPTION	Dr.Sumera Aluru
128	P03CJ21M0133	Gayak Gowda D N	Finance	" FINANCIAL INCLUSION THROUGH PERCEPTION OF PEOPLE ON PRADHAN MANTRI JAN DHAN YOJANA".	Prof.Nayana T

129	P03CJ21M0134	Moinuddin Fahad	Finance	A COMPARATIVE ANALYSIS OF SELECT PRIVATE EQUITY FUNDS AND HEDGE FUNDS	Dr.Sumera Aluru
130	P03CJ21M0135	Harshith Kumar M	Finance	"CBDC: A NEW WORLD ORDER- GLOBAL AND INDIAN PERSPECTIVES, MINIMIZING THE DOLLAR'S SUPREMACY".	Prof.Nayana T
131	P03CJ21M0136	Shivani S R	Marketing	A STUDY ON CONSUMER-PERCEPTION-TOWARDS ADVAITH HYUNDAI MOTORS IN INDIA	Prof. Vaibhav Patil
132	P03CJ21M0137	Murali P	Finance	"A STUDY ON IMPACT OF GEOPOLITICAL ON WORLD ECONOMY".	Dr. B R Venkatesh
133	P03CJ21M0138	Likitha N S	Mkt	A STUDY ON FIVE YEARS DEVELOPMENT ACTION PLAN ON SALES OF MILK AT KMF BENGALURU CITY	Prof. Col Prasanna Kumar
134	P03CJ21M0139	Siddharth M Kadam	Finance	EMPIRICAL STUDY ON INVESTOR PREFERENCES AWARENESS TOWARDS BULLION INVESTMENT DIGITAL ALTERNATIVES WITH SPECIAL REFERENCE TO GROWW AND PHONE-PE	Dr.Sumera Aluru
135	P03CJ21M0140	Spoorthi S	Marketing	IMPACT OF PRODUCT PACKAGING ON CUSTOMER PERCEPTION AND PURCHASE DECISION WITH REFERENCE TO GOGGIO PACKAGING SYSTEM	Dr.Vinish P
136	P03CJ21M0141	Shivakumar Gr	Finance	A STUDY ON FACTORS INFLUENCING INVESTORS DECISION TOWARDS EQUITY INVESTMENT AND ONLINE TRADING	Prof. B R Narasimha Murthy
137	P03CJ21M0142	Sukruth B S	Finance	A STUDY ON TECHNICAL ANALYSIS OF SELECTED STOCKS IN INDIAN STOCK MARKET	Dr. Kadambini Katke
138	P03CJ21M0143	Santosh P Noolvi	Finance	A STUDY ON IMPACT OF NPA OF COMMERCIAL BANKS	Prof. B R Narasimha Murthy
139	P03CJ21M0144	Darahan Raj R	Marketing	THE IMPACT OF INFLUENCER MARKETING ON HYUNDAI VEHICLES.	Prof. Tejaswini L K
140	P03CJ21M0145	Rajeshwari Y	Finance	A STUDY ON THE ROLE OF ARTIFICIAL INTELLIGENCE IN BANKING SECTOR	Prof. Shashikumar C R
141	P03CJ21M0146	Divya D Anand	Finance	A STUDY ON POST COVID GROWTH OF PHARMACEUTICAL INDUSTRY IN INDIA AND ITS INVESTMENT OPPORTUNITIES	Dr.Chetan Shetty
142	P03CJ21M0147	Akash	Marketing	COMPARATIVE STUDY ON ON-PAGE SEO OFF-PAGE SEO STRATEGIES	Dr. Kadambini Katke
143	P03CJ21M0148	Dhanvi D C	Finance	A STUDY ON EFFECTIVENESS OF E- BANKING SERVICES ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO ICICI BANK BANGLORE	Dr. C B Venkata Krishna Prasad
144	P03CJ21M0149	Vennila S	Finance	A STUDY N COST ANALYSIS OF NATURAL STORE PROCESSING UNIT AT TAB SURFACE NATURAL STORE AND QUARTZ	Dr. B R Venkatesh
145	P03CJ21M0150	Abhishek G	Finance	AN EMPIRICAL ANALYSIS AND COMPARATIVE STUDY OF EQUITY RISK AND RETURN OF BHARAT DYNAMICS LTD. AND BEML LTD.	Dr.Chetan Shetty
146	P03CJ21M0151	Priyal	Finance	A STUDY ON FUNDAMENTALS OF CRYPTO CURRENCY	Dr. B R Venkatesh
147	P03CJ21M0152	Shwetha C K	Finance	CRITICAL ANALYSIS OF BIG DATA IN INVESTING	Dr. B R Venkatesh
148	P03CJ21M0153	Ashok Koppad	Finance	A COMPARATIVE STUDY ON THE FINANCIAL PERFORMANCE OF SELECTED PUBLIC SECTOR AND PRIVATE SECTOR BANKS	Prof. Tejaswini L K
149	P03CJ21M0154	Shashank K S	Finance	"A STUDY ON IMPACT OF GST ON HOTEL, TRAVEL AND TOURISM INDUSTRY".	Prof.Nayana T
150	P03CJ21M0155	Sayed Suhaib Ahmed	Marketing	A STUDY ON HOW DIGITAL MARKETING INFLUENCES IN SALES PROMOTIONAL STRATEGIES AND CUSTOMER PERCEPTION OF HYUNDAI MOTORS	Dr. C B Venkata Krishna Prasad
151	P03CJ21M0156	Sharanya M	Finance	A STUDY ON REVERSE MORTGAGE SCHEME AT AXIS BANK	Prof. B R Narasimha Murthy
152	P03CJ21M0157	Sharat Ganesh Shetty	Hr	IMPACT OF MENTORING ON THE PERFORMANCE AND WELL-BEING OF STUDENTS IN HIGHER EDUCATION INSTITUTIONS	Dr.Ameer Asra Ahmed
153	P03CJ21M0158	Ganesh Hegde	Finance	A STUDY ON FINANCIAL PERFORMANCE WITH SPECIFIC FOCUS ON CAPITAL STRUCTURE AT TSS LIMITED	Prof. B R Narasimha Murthy
154	P03CJ21M0159	Shreyas Bhat	Finance	"A STUDY ON ENERGY TRADING IN COMMODITY AND SPECIALIZED POWER AND GAS EXCHANGES "	Prof. K S Gopal

155	P03CJ21M0160	Aditya S Maheshwari	Fin	A STUDY ON TECHNICAL ANALYSIS OF SELECT STOCKS WITH SPECIAL FOCUS ON BANKING AND IT STOCKS	Prof. Col Prasanna Kumar
156	P03CJ21M0161	Manav Sakaria	Finance	A STUDY OF COMPARATIVE ANALYSIS OF DIFFERENT MUTUAL FUNDS AND INVESTOR PERCEPTION	Dr. B R Venkatesh
157	P03CJ21M0162	Sabyasai Panigrahi	Marketing	SALES PROMOTIONAL ACTIVITIES OF HERO MOTO CORP IN BANGALORE	Dr.Vinish P
158	P03CJ21M0164	Pradnya Uday Shenvi	Human Resources	"A STUDY ON IMPACT OF LAISSEZ FAIRE LEADERSHIP ON EMPLOYEE PERFORMANCE"	Dr. Vijaya kumar J
159	P03CJ21M0165	Yashashree Shetty	Human Resources	A STUDY ON EMPLOYEE SATISFACTION WITH SPECIAL REFERENCE TO UB SHETTY ENGLISH MEDIUM SCHOOL, UDUPI DISTRICT	Prof. Vaibhav Patil
160	P03CJ21M0166	Anagha N Inamdar	Finance	"A STUDY ON OPEN BANKING AND ITS IMPACT ON FINANCIAL INCLUSION "	Dr. Vijaya kumar J
161	P03CJ21M0167	D U Rohith Sai	Marketing	A STUDY ON SUPPLY CHAIN MANAGEMENT PRACTICES IN E-COMMERCE WITH SPECIAL REFERENCE TO FLIPKART	Dr. C B Venkata Krishna Prasad
162	P03CJ21M0169	Ganesh Kp	Marketing	A STUDY ON CUSTOMERS PREFERENCE TOWARDS ONLINE SHOPPING WITH REFERENCE TO MEESHO	Dr.Vinish P
163	P03CJ21M0170	Manoj Kumar K	Finance	A STUDY ON RELATIONSHIP BETWEEN STOCK MARKET AND FOREIGN EXCHANGE	Prof. B R Narasimha Murthy
164	P03CJ21M0171	Sibhashit	Human Resuorce	ANALYSIS ON HOW EXECUTIVE SEARCH FIRMS FIND THE RIGHT CANDIDATE FOR LEADERSHIP ROLES	Dr. Srikantamurthy M.R.
165	P03CJ21M0173	Maheshwari	Finance	A STUDY ON FINANCIAL STATEMENT ANALYSIS WITH SPECIAL REFERENCE TO CHAMUNDESHWARI SUGAR LTD MANDYA	Dr. Srikantamurthy M.R.
166	P03CJ21M0175	Shree Sai Vaibhav R	Marketing	A STUDY ON EFFECTIVENESS OF GROWTH HACKING AND DIGITAL ADVERTISING OF D2C BRAND IN INDIA	Dr.Vinish P
167	P03CJ21M0176	Rahul Kulkarni	Marketing	A STUDY IN EARLY EVIDENCE OF THE USER EXPERIENCE OF THE 5G MOBILE NETWORK SERVICE PROVIDED BY LEADING TELECOM COMPANIES IN INDIA.	Dr.Vinish P
168	P03CJ21M0177	Pradyot K.G	Finance	STUDY ON POST LISTING IPO'S RETURNS AND PERFORMANCE IN INDIA WITH RESPECT TO NATIONAL STOCK EXCHANGE	Dr. Srikantamurthy M.R.
169	P03CJ21M0178	Swathi G C	Marketing	A STUDY ON SUPPLY CHAIN MANAGEMENT OF AMAZON.COM, INC	Dr. C B Venkata Krishna Prasad
170	P03CJ21M0179	Guruprasad K A	Finance	A STUDY ON IMPACT OF CRUDE OIL PRICE ON COMMODITY PRICES LEADING TO SUPPLY AND GROWTH OF ECONOMY	Dr.Sumera Aluru
171	P03CJ21M0180	Sushma P	Finance	PERFORMANCE ANALYSIS OF PRIVATE SECTOR BANK IN INDIA USING CAMEL MODEL APPROACH	Dr.Chetan Shetty
172	P03CJ21M0181	Manoj K L	Finance	A STUDY ON PERFORMANCE EVALUATION OF IPO IN INDIAN STOCK MARKET WITH RESPECT TO NSE	Dr.Chetan Shetty
173	P03CJ21M0182	R Indushekar	Finance	A COMPARATIVE STUDY OF NSE AND BSE WITH SPECIAL REFERENCE TO RISK AND RETURN	Dr. Srikantamurthy M.R.
174	P03CJ21M0183	Karthik Lm	Finance	"A STUDY OF FINANCIAL PERFORMANCE ANALYSIS OF PRIVATE BANKS OF INDIA "	Dr. Vijaya kumar J
175	P03CJ21M0184	V S Abishek	Marketing	A STUDY ON COMPARISON BETWEEN DIGITAL MARKETING AND TRADITIONAL MARKETING WITH REFERENCE TO BAJAJ AUTO "	Prof. Tejaswini L K

REF:MBA:BU:2020-21:202

Date: 18-10-2022

The Director/Dean/Chair Person,
Canara Bank School of Management Studies,
Jnana Bharathi Campus,
Bangalore University,
Bangalore.

Dear Sir,

Sub: Submission of Project Reports of 4th Semester MBA students of our College

We are herewith submitting the Project Reports of 176 Nos. of 4th Semester MBA students along with consolidated statement of soft & hard copies of our college.

We request you to kindly acknowledge the above.

Thanking you,

With regards,
for **Dayananda Sagar College of Arts, Science & Commerce,**

Dr. B R Venkatesh
Director:MBA-BU

Date: 20.07.2022

To

Dear Sir/ Madam,

Sub: Request for permission to carry out Internship by MBA Students of DSI, Bangalore.

Dayananda Sagar Institutions founded in the 60s is committed to take knowledge to the people, transforms today's students into responsible citizens and professional leaders of tomorrow.

The students of IV semester MBA (Bangalore University) are required to conduct an organization study of 6 weeks in a reputed organization. The idea behind this study is to get basic corporate exposure to understand the corporate world and apply conceptual knowledge to practical situations. In this regard, we would be grateful if you could help us in providing an opportunity to our student in your organization.

We request you to kindly accommodate **Mr. Rajesh BR** of **IV Semester MBA** to undertake a study in your esteemed organization.

The **Project** would be for a period of **6 weeks**. We look forward to a positive response from your organization.

Thanking you and look forward for a long term and fruitful association with your organization.

With warm regards

Dr. B. R. Venkatesh
Director: MBA - BU

Ref:DIR:MBA:PROJ:2019-20:100

Date: 16-7-2022

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Dear Sir/Madam,

Sub: Request for providing a Project / Internship Slot in your esteemed organization for our MBA student

We are pleased to introduce Mr./Ms. _____ a Senior Student of our institution pursuing his/her III Semester MBA Programme of Bangalore University.

Our budding students have been trained in soft skills, group tasks & leadership skills. They have been regularly & rigorously exposed to industry practices through regular interface & workshops. Our students may execute project work in their III Semester by identifying the problems / opportunities for improvement, offer solutions / suggestions for improvement.

We would be delighted to if you could kindly accommodate Mr./Ms. _____ at an early date. The student will diligently adhere to the code of conduct stipulated by your organization. We assure that the information provided by your organization will be kept confidential and used for academic purpose only.

Looking forward to receive your early favorable reply.

Thanking you,

Yours truly,
for **Dayananda Sagar College of Arts, Science & Commerce,**

Dr. B.R Venkatesh
Director:MBA-BU

Ref:DIR:MBA:PROJ:2019-20:698

Date: 16-7-2022

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Dear Sir/Madam,

Sub: Request for providing a Project / Internship Slot in your esteemed organization for our MBA student Ms. Malavika R

We are pleased to introduce **Ms. Malavika R** a Senior Student of our institution pursuing her III Semester MBA Programme of Bangalore University.

Our budding students have been trained in soft skills, group tasks & leadership skills. They have been regularly & rigorously exposed to industry practices through regular interface & workshops. Our students may execute project work in their III Semester by identifying the problems / opportunities for improvement, offer solutions / suggestions for improvement.

We would be delighted to if you could kindly accommodate Ms. Malavika R at an early date. The student will diligently adhere to the code of conduct stipulated by your organization. We assure that the information provided by your organization will be kept confidential and used for academic purpose only.

Looking forward to receive your early favorable reply.

Thanking you,

Yours truly,
for **Dayananda Sagar College of Arts, Science & Commerce,**

Dr. B.R Venkatesh
Director:MBA-BU