



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

06/03/2020

NOTICE

TOPICS FOR PROJECT WORK (100 MARKS)

M.COM PART II (SEMESTER IV)

M.com (Management)


Academic Year 2019-2020

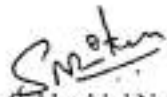
Roll No.	Name of the Student	TOPICS	Project Guide
2141	Acharya Ujwal U	A Study On Innovative Techniques For Effective And Eco Friendly Supply Chain Logistics	Prof.Nirav Tawadia
2142	Chaubey Amit Durgaprasad Kiran	A Study On Impact Of Information Technology In Supply Chain Management	Prof. Subhashini Naikar
2143	Dave Vishakha Ratun Shilpa	A Comparative Study On Rail Transportation Vs. Road Transportation - A Comparison On Feasibility	Prof.Nirav Tawadia
2144	Dhariwal Devdarshan Dinesh Moki	A Study On Material Handling - Storage And Packaging - Challenges	Prof. Subhashini Naikar
2145	Gandhi Juhi Ramesh Mala	A Critical Analysis Of Personal Selling Practice And Enhancing Sales.	Prof.Nirav Tawadia
2146	Ghatkar Ankita Dinesh Sneha	An Impact Of Celebrity Endorsement On Consumer Behaviour And Sales Volume Of An Organization-LUX	Prof. Aarti Singh
2147	Goswami Naina M	Digital Marketing As Key Driver For Sales Improvement	Prof. Aarti Singh
2148	Gupta Gopal R	The Influence Of TV On The Sales Of Fast Moving Consumer Goods	Prof. Subhashini Naikar
2149	Gupta Kanchan Y	Sales Promotion Strategies And Performance Of Telecommunication Sector-Colors TV	Prof. Subhashini Naikar
2150	Gupta Ruchita N	The Effect Of Online Advertising On Consumer Buying Behaviour	Prof. Subhashini Naikar
2151	Haldipur Nikhil Uday Vandana	Advertising And Marketing Strategies Of -Surf Excel	Prof. Aarti Singh

2152	Iyer Sajitha Girish Sumathy	An Effect Of Mobile Marketing On Youngsters	Prof. Aarti Singh
2153	Kadwaniya Deepak Nemichand	A Study On Test Marketing And Customer Interaction	Prof. Nirav Tawadia
2154	Kamble Pooja M	Impact Of Social Media On Consumer Behavior	Prof. Aarti Singh
2155	Kukreja Monish Rajesh Sheetal	The Effects Of Unethical Practices In Advertising	Prof. Nirav Tawadia
2156	Mane Ankita Abhimanyu Anjali	Impact Of Rail Transport Development On Tourism Performance In India	Prof. Aarti Singh
2157	Maurya Vikas Kumar R	Creative Tourism A Way For Economic Sustainability In Indian State	Prof. Namrata Murugesan
2158	Mayekar Mrunal B	Role Of Religion On Tourism Industry	Prof. Subhashini Naikar
2159	Mishal Siddhesh Prakash Jyoti	Role Of Online Travel Company In Promotion Of Tourism- Make My Trip	Prof. Subhashini Naikar
2160	Parate Arati Bhagwan Varsha	The Effect Of Government Policies On The Development Of Tourism In India	Prof. Subhashini Naikar
2161	Rajpurohit Akshay Madan Jashoda	The study of Significance Of Transportation System In Tourism And Hospitality Industry	Prof. Saraswathy Kumar
2162	Shaikh Amirali M	Impact Of Retail Store Design And Layout On Customer Mind.	Prof. Saraswathy Kumar
2163	Shaikh Azimuddin Abdul Aayesha	A Study On Strategies For Promoting Retailers Brand	Prof. Subhashini Naikar
2164	Shaikh Firdous Shaukat Qamrunnisa	Online Retailing - Challenges And Opportunities.	Prof. Aarti Singh
2165	Sharma Divya Laxmikant	Various Factors That Affect The Consumer Purchase Decision In Retail Product	Prof. Saraswathy Kumar
2166	Sharma Haripriya Mahesh Seema	Analysis Of Marketing Spend Of Restaurants For Zomato	Prof. Namrata Murugesan
2167	Tiwari Rohit Rajesh Sunita	Various Factors That Affect The Consumer Purchase Decision In Retail Product	Prof. Nirav Tawadia
2168	Upadhyay ratiksha Manglaprasad Jaya	Brand Engagement – Build Online Identity Via Blogging	Prof. Aarti Singh
2169	Warang Kaustubh R	Brand Switching Behaviour Of Customers In Hair Care Service	Prof. Subhashini Naikar
2170	Saiyed Khushbu Mehboob	The Impact Of IT In Marketing Of Banking Services	Prof. Aarti Singh
2171	Yadav Khushbu Rajendraprasad	Effect Of Sales Promotion On Brand Loyalty Of Coco-Cola	Prof. Aarti Singh

2172	Shaikh Khushbu Fazal	Advertising And Marketing Strategies Of -Nyakaa Beauty	Prof. Subhashini Naikar
2173	Ahmed Sunny Carlton Robina	Advertising And Marketing Strategies Of -Macdonald	Prof. Subhashini Naikar
2174		Advertising And Marketing Strategies Of -Lakme	Prof. Subhashini Naikar

- 1) Topic should be selected after discussing and with prior approval of respective project guide
- 2) Meet your guide twice in a week and take signature of the guide.
- 3) Draft copy to be submitted by 4th April, 2020
- 4) Final copy to be submitted by 11th April, 2020
- 5) If you have any queries contact Prof. Pankaj Jain.


Prof. Pankaj Jain
M.com Co-ordinator


Prof. Subhashini Naikar
Vice-Principal (SFC)


Dr. N.N. Pandey
Principal

DI/N-STD/GEN/00

