



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

NOTICE

Date 13th, March, 2019

M.COM PART II (SEMESTER 4)

FOLLOWING IS THE LIST OF TOPIC ALLOTTED TO THE M.COM PART II (SEMESTER 4) STUDENTS FOR ACADEMIC YEAR 2018-19

M.com (Management)

Roll No.	Name of student	Topic	Name of Guide
2122	DESAI HEENAL	The 'Incredible India' Campaign - Marketing India to the World	PROF.AARTI SINGH
2123	GUDIGAR YASH	Sales Promotion Towards Online Marketing	PROF. SUBHASHINI NAIKAR
2124	GUPTA NEHA	Natural Ice Creams- Popularity without promotion	PROF. SUBHASHINI NAIKAR
2125	HAIDER HUDA	Innovative techniques for effective and eco friendly supply chain logistics	PROF. SUBHASHINI NAIKAR
2126	HATLE JEETESH	Instagram : Creating a new way to promote.	PROF. NIRAV TAWADIA
2127	HINGOO AAKASH	Consumer buying behaviour towards Amul Ice Cream	PROF.AARTI SINGH
2128	JAJOT KHUSHBU	Sales Promotion Towards Social Media Marketing	PROF. NIRAV TAWADIA
2129	JOSHI VAISHALI	The Impact of Electronic Commerce and Internet-based Technology on Retail Supply Chains	PROF. SARASWATHY KUMAR
2130	JUGAT MEGHA	Ghadi- From No One to No.1	PROF.AARTI SINGH
2131	KHAN FARAZ	Prospects Problems of E-Marketing in Tourism Industries	PROF. NIRAV TAWADIA
2132	MAHAJAN SUKESH	Study of Supply Chain Management of Amazon	PROF. HARSHAL ADANI
2133	MEDAR ADITYA	Bisleri- High On Water	PROF.AARTI SINGH
2134	REVANKAR AKSHAY	The Impact of Transportation in Tourism Industry	PROF. SARASWATHY KUMAR
2135	RODRIGUES LIN	Study of Supply Chain Management of Jabong	PROF. HARSHAL ADANI
2136	SAWANT KRUTIKA	Zee Telefilms' Competitive Strategies	PROF. NIRAV TAWADIA
2137	SHAIKH ARSHIYA	Study of Supply Chain Management of Snapdeal	PROF. HARSHAL ADANI

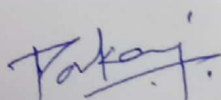
Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai - 400 064.

Tel. : +91 22 28725792 • Telefax : 28732270 • E-mail : dalmialionscollege@gmail.com

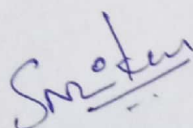
2138	SHAIKH MEHVISH	Supply Chain Management of Myntra	PROF. HARSHAL ADANI
2139	SHAIKH SUMAIYA	Chic Shampoo - Rural Marketing	PROF.AARTI SINGH
2140	SINGH SANDIPKUMAR	Tourism as a Development Strategy in Micro Region of India	PROF. NIRAV TAWADIA
2141	SINGH SHUBHANSHU	FabIndia- Weaving Bharat into India	PROF. SUBHASHINI NAIKAR
2142	TIWARI BANDANA	Dmart vs BigBazaar	PROF. SUBHASHINI NAIKAR
2143	VISHWAKARMA PRIYA	Croma says 'brighter tomorrow begins today!' A New Competitive in retail market	PROF. SUBHASHINI NAIKAR
2144	YADAV MANGESH	A study on consumer buying behaviour towards Vijay Sales	PROF. SARASWATHY KUMAR
2145	YADAV PRAMESH	Audi's Marketing Strategies in India	PROF. SUBHASHINI NAIKAR
2146	SHIRSAT SACHIN	Social Marketing: Times of India's 'Teach India' Campaign	PROF.AARTI SINGH
2147	SAYED MOHEEB H	Sales Promotion Towards Digital Marketing	PROF. SUBHASHINI NAIKAR
2148	RATHOD PRIYANKA	Amazon vs. Wal-Mart: The Retail Price Wars	PROF. SUBHASHINI NAIKAR
2150	YADAV UMESH KUMAR	Coca-Cola's 'Open Happiness' Campaign: A Model for Global Marketing	PROF. SUBHASHINI NAIKAR
2151	GUPTA HARDIK	Role of Travel Agency in Tourism Industry	PROF. NIRAV TAWADIA
2152	DENIS ANISHA	Use of IT in Supply Chain Management	PROF. HARSHAL ADANI

Note:

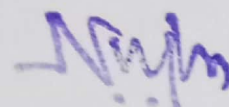
- 1) Do not change the guide and topic allotted without the permission of Vice Principal /Co-ordinator
- 2) Meet your guide twice in a week and take signature of the guide.
- 3) Draft copy to be submitted by 10th April, 2019
- 4) Final copy to be submitted by 15th April, 2019
- 5) If any queries contact Prof. Pankaj Jain.



Prof. Pankaj Jain
Co-ordinator



Prof. Subhashini Naikar
Vice-Principal (SFC)



Dr. N. N. Pandey
Principal

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