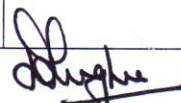


**J.D. BIRLA INSTITUTE**  
 Department of Management  
**APPROVED TITLE/TOPIC FOR PROJECT**  
 3<sup>rd</sup> year (Sem-VI) BBA, **Marketing Specialization**  
 Session 2019-2020

Sl. No.	CLASS ROLL NO.	STUDENT'S NAME	PROJECT TITLE/TOPIC	MENTOR
1	3	Abdul Rahim Aziz	an in-depth study of millennial as a consumer group for the fashion industry	Mr. Anupam Purkait
2	4	Aditi Agarwal	Study of the effectiveness of integrated marketing communication on online buying behaviour	Dr. Manjishtha Sur Roy Chowdhury
3	5	Anmol Sethia	Impact of social media marketing and its outreach in rural India (population)	Dr. Oindrila Chakraborty
4	6	Apurv Daga	Innovation and competition in the smartphone industry: Is there a dominant design	Ms. Paramita Sarkar
5	7	Ayush Agarwalla	A study on challenges faced by the freight forwarders in India	Dr. Ranjan Bhardwaj
6	9	Devang Rupani	A study on the effect of Government policies on rupees valuation	Ms. Seema Lall
7	10	Gunjan Agarwal	A comparative study on the promotional strategies influencing customer behaviour towards BigBazar and Reliance	Dr. Soma S. Roy
8	11	Harsh Jindal	The impact of guerrilla marketing on consumer's purchase behaviour towards Coke and Pepsi	Mr. Tapobrata Ray
9	12	Hemant Khemka	Brand Switching behaviour of consumer in haircare product brands	Mr. Anupam Purkait
10	13	Ishwarsifat Singh	Consumer behaviour towards purchase of sport equipment and apparels	Dr. Manjishtha Sur Roy Chowdhury
11	14	Kavya Kapoor	A study on Customer Satisfaction towards susage of data services - A study based in Kolkata	Dr. Oindrila Chakraborty
12	15	Komal Chindalia	Comparative study of consumer behaviour towards Sephora and Nykaa products	Ms. Paramita Sarkar
13	18	Megha Agarwal	The study of the reasons for warehouse retailers to shift to omni channel retailing	Dr. Ranjan Bhardwaj
14	19	Megha Poddar	A study on the home services provided by the optical brands based in Kolkata	Ms. Seema Lall
15	20	Md Motibul Haque	The effect of advertisement on consumer brand preference in electronic goods	Dr. Soma S. Roy
16	27	Radhika Lohia	A comparative study of the marketing strategies in Maruti and Tata Motors	Mr. Tapobrata Ray
17	28	Rashi Bansal	Effectiveness of marketing strategies of telecom sector on the consumers in Patna	Mr. Anupam Purkait
18	29	Rishi Kedia	Buying behaviour of consumer in retail industry	Dr. Manjishtha Sur Roy Chowdhury
19	31	Aman Kejriwal	Consumer behaviour towards "ready to move-in-housing units" with reference to Kolkata	Dr. Oindrila Chakraborty
20	32	Saima Ahmed	Comparison between buying behaviour of Hitachi and Godrej home appliances in India	Ms. Paramita Sarkar

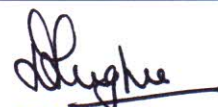


**PRINCIPAL**

**J. D. BIRLA INSTITUTE**  
 11, Lower Rawdon Street  
 Kolkata - 700 020

**J.D. BIRLA INSTITUTE**  
 Department of Management  
**APPROVED TITLE/TOPIC FOR PROJECT**  
 3<sup>rd</sup> year (Sem-VI) BBA, **Marketing Specialization**  
 Session 2019-2020

Sl. No.	CLASS ROLL NO.	STUDENT'S NAME	PROJECT TITLE/TOPIC	MENTOR
21	36	Sejal Mittal	Strategic business management of non-banking financial companies as compared to banks in India	Dr. Ranjan Bhardwaj
22	37	Shreya Agarwal	A study of consumer buying behaviour towards premium fashion brands	Ms. Seema Lall
23	38	Shubham Agarwal	Importance of maintaining service quality towards consumer behaviour of app cabs	Dr. Soma S. Roy
24	41	Sutikshna Tiwari	Comparative study between Classmate and Doms	Mr. Tapobrata Ray
25	43	Tarun Sonthalia	Strategic impact of mergers & acquisitions on a firm	Mr. Anupam Purkait
26	44	Twinkle Daga	A comparative study of McDonald's and Burger King - A study based in Kolkata	Dr. Manjishtha Sur Roy Chowdhury
27	46	Vanshika Marwah	A study on unconventional brand activation as a promotional tool	Dr. Oindrila Chakraborty
28	48	Vriti Khanna	A comparative study of consumer preference towards supermarkets and provisional stores in Kolkata	Ms. Paramita Sarkar
29	51	Divya Kanoria	A study of consumer preference in cab services in the advent of App based cab services - A study based in Kolkata	Dr. Ranjan Bhardwaj
30	52	Muskan Sureka	Impact of multisensory marketing on consumer behaviour in restaurants	Ms. Seema Lall
31	53	Shubhankar Agarwal	Consumer buying behaviour and satisfaction level for motorcycle	Dr. Soma S. Roy
32	54	Novya Singh	Artificial intelligence and its impact on financial markets	Mr. Anupam Purkait
33	55	Muskan Jhanwar	Consumer Behaviour towards energy drinks - A study based in Kolkata	Mr. Tapobrata Ray
34	56	Ritu Chhajjer	Impact of neuromarketing & its usage in the FMCG sector	Dr. Manjishtha Sur Roy Chowdhury
35	57	Richa Gupta	A comparative analysis on the effectiveness of branding on Raymond and Reid & Taylor apparels	Dr. Oindrila Chakraborty
36	60	Mahamaya Sinha	Comparative study of consumer behaviour on Colgate and Pepsodent	Ms. Paramita Sarkar
37	62	Anushree Poddar	Recruitment strategies for caregivers in public and private hospitals	Dr. Ranjan Bhardwaj
38	64	Aditya Consul	Consumer preference towards online shopping of health products	Ms. Seema Lall
39	65	Anshika Sonthalia	Factors affecting buying behaviour of Residential property	Dr. Soma S. Roy
40	66	Araham Bhura	Comparison between Trivago and Goibibo - A study based in Kolkata	Mr. Tapobrata Ray



**PRINCIPAL**  
**J. D. BIRLA INSTITUTE**  
 11, Lower Rawdon Street  
 Kolkata - 700 020

