J.D. BIRLA INSTITUTE

Department of Management

APPROVED TITLE/TOPIC FOR PROJECT

3rd 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 twoards 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

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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 Chhajer	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

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41	68	Bhawna Pagaria	A study on the factors affecting consumer decision making while selecting a hospital in Kolkata	Mr. Anupam Purkait
42	70	Hamza Ahmed Khan	A study on the promotional strategies adopted by sports retail brands	Dr. Manjishtha Sur Roy Chowdhury
43	71	Harsha Agarwal	Consumer buying behaviour towards vests	Dr. Oindrila Chakraborty
44	72	Hitika Kedia	A comparative study of buying behaviour towards Allen Solly & Arrow	Ms. Paramita Sarkar
45	74	Keshav Agarwal	The impact of customer loyalty programs on customer retention	Dr. Ranjan Bhardwaj
46	76	Mahek Bajaj	Factors influencing consumer buying behaviour of Luxury Accessory Items	Ms. Seema Lall
47	78	Mohammed Aquib	An analysis of consumer purchase behaviour in the Biscuit Market - A study in southern India	Dr. Soma S. Roy
48	79	Mehek Kaur Sethi	A comparative study between Netflix and Amazon Prime	Mr. Tapobrata Ray
49	80	Mohika Agarwal	Effects of occupational status on women buying behaviour.	Mr. Anupam Purkait
50	81	Muskan Agarwal	Impact of word of mouth in restaurant industry	Dr. Manjishtha Sur Roy Chowdhury
51	86	Radhika Agarwal	The use of pink friday sales and its impact on consumers	Dr. Oindrila Chakraborty
52	87	Raghavi Bohra	Effect of retail stores layout on consumer buying heaviour	Ms. Paramita Sarkar
53	89	Rishika Sablok	A comparative study on the recruitment strategies in clothing outlets in retail and nonretail stores in Kolkata	Dr. Ranjan Bhardwaj
54	90	Harsh Agarwal	Impact of OTT (Over-the-top) services on traditional TV and D2H services	Ms. Seema Lall
55	91	Ruchika Heda	A study on factors influencing consumer behaviour towards buying baby care products	Dr. Soma S. Roy
56	93	Sakshi Kejriwal	A study on the factors impacting the growth of co-working space	Mr. Tapobrata Ray
57	94	Saman Nawaz	A study on the marketing strategy of learning apps	Mr. Anupam Purkait
58	95	Satavisha Chakraborty	Attitudes of fashion consumers towards sustainable fashion products	Dr. Manjishtha Sur Roy Chowdhury
59	96	Simran Golchha	Role of advertisements on influencing preferences towards	Dr. Oindrila Chakraborty
60	98	Shubham Agarwal	A comparison of consumer buying behaviour between organic and non-orgranic product	Ms. Paramita Sarkar

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61	99	Siddharth Ladia	A study on consumer behaviour towards purchase of Honda & Toyota cars	Dr. Ranjan Bhardwaj
62	100	Sriyansi Mittal	Impact of advertising on buying decisions of consumer with respect to Indian ethnic wear	Ms. Seema Lall
63	102	Tanvi Modi	Factors affecting the demand of organic Food	Dr. Soma S. Roy
64	104	Unnati Subnani	Impact of social media marketing on the consumer buying behaviour of apparels - Kolkata	Mr. Tapobrata Ray
65	108	Yash Dujari	Impact of online visual merchandising of women fashion on generation Z customers	Mr. Anupam Purkait
66	115	Brijesh Mundhra	A comparative study of the recruitment policies of Hindu and Times of India	Dr. Manjishtha Sur Roy Chowdhury
67	117	Tanvi Jain	Impact of advertising on purchase decision for body fragrances in Kolkata	Dr. Oindrila Chakraborty
68	119	Khusshi Soni	A comparative study on promotional strategies of Jio and Vodafone	Ms. Paramita Sarkar
69	120	Muskan Jain	Benefits of Black Friday Sale and its impact on consumer and sales	Dr. Ranjan Bhardwaj
70	122	Apoorv Gupta	A study on the impact of online food or ordering applications on the restaurant industry	Ms. Seema Lall
71	124	Bhawna Agarwal	Consumer behavior and cultural effects on taboo products	Dr. Soma S. Roy
72	127	Harsh Agarwal	A study of promotional strategies of monsoon gear	Mr. Tapobrata Ray
73	128	Harshit Sett	Comparative study on marketing strategies of Tata Tea and Goodricke	Mr. Anupam Purkait
74	130	Kartik Mudgal	A comparative study based on preferences and demographics between Coke & Pepsi	Dr. Manjishtha Sur Roy Chowdhury
75	131	Keshav Keshan	To study the customer satisfaction on online purchasing of medicines	Dr. Oindrila Chakraborty
76	99	Siddharth Ladia	A study on consumer behaviour towards purchase of Honda & Toyota cars	Dr. Ranjan Bhardwaj
77	100	Sriyansi Mittal	Impact of advertising on buying decisions of consumer with respect to Indian ethnic wear	Ms. Seema Lall
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81	132	Lokesh Garodia	Brand positioning of automobile lubricant in Indian market	Ms. Paramita Sarkar
82	133	Mansi Periwal	The role of social learning in influencing the consumer buying decisions with special reference to smart phones	Dr. Ranjan Bhardwaj
83	135	Megha Mundhra	Consumer perception of luxury cars in Kolkata	Ms. Seema Lall
84	136	Manisha Bachhawat	Impact of product extension on brand loyalty of toiletries	Dr. Soma S. Roy
85	138	Muskan Jaiswal	Consumer perception about online payment options	Mr. Tapobrata Ray
86	139	Namera Khan	Impact of humorous advertisements on consumer behaviour	Dr. Oindrila Chakraborty
87	144	Rahul Daga	A study on the student's perspective on the online learning applications	Dr. Manjishtha Sur Roy Chowdhury
88	145	Rishabh Sharda	Use of data analytics and AI in the manufacturing sector	Mr. Anupam Purkait
89	146	Riya Sugla	Women's perception towards detergent brands	Ms. Paramita Sarkar
90	147	Rohit Tiwary	A study of the factors influencing impulse buying of cash wrap products	Dr. Ranjan Bhardwaj
91	160	Tulika Agarwalla	GAP analysis of services offered by restaurant industry	Dr. Oindrila Chakraborty
92	161	Urvashi Dugar	Study on the impact of misleading advertisements on the consumer's intention to buy fairness creams	Ms. Paramita Sarkar
93	162	Vansh Chatrath	A study on competition analysis and marketing plan of trailer business in eastern India	Dr. Ranjan Bhardwaj
94	163	Varun Khaitan	Consumer behaviour towards online and offline shopping of groceries	Ms. Seema Lall
95	165	Subham Sarawgi	Impact of product review available online on perception in hospitality industry	Dr. Soma S. Roy
96	166	Yashita Kedia	Marketing communication in plywood industry	Mr. Tapobrata Ray
97	168	Shweta Jhawar	Use of artificial intelligence in digital marketing that will revolutionize business in today's world	Mr. Anupam Purkait
98	169	Akriti Jain	Impact of fear appeal in advertisements on insurance related products	Dr. Manjishtha Sur Roy Chowdhury
99	170	Aakanksha Mohata	Consumer behaviour in Fast Fashion	Dr. Oindrila Chakraborty
100	172	Vrinda Daga	A study on the impact of sensory branding on consumer's buying behaviour towards soft drink	Ms. Paramita Sarkar

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101	173	Divya Rateria	Impact of celebrity endorsement on consumer buying behaviour towards toiletries	Dr. Ranjan Bhardwaj
102	175	Md. Musa Thander	Use of promotional tools in retail market of the textile industry in India	Ms. Seema Lall
103	177	Kishan Saraf	Impact of POP on consumer buying behaviour in retail outlets of FMCG Products	Dr. Soma S. Roy
104	179	Richa Sinha	Study of workplace diversity, causes, implications in the Indian Context - w.r.t mjunction	Mr. Tapobrata Ray
105	180	Pragati Agarwal	Effect of visual merchandising on consumer behaviour during festivals in apparel retail stores	Mr. Anupam Purkait
106	181	Rohan Mantri	A Study of the buying behaviour of women towards online fashion brands	Dr. Manjishtha Sur Roy Chowdhury
107	183	Trisha Gupta	The advent of femvertising - A critical view of the new advertising concept	Dr. Oindrila Chakraborty
108	184	Samridhi Agarwal	A comparative study of the factors affecting consumer's preference for domestic fitness equipments & gymnasium	Ms. Paramita Sarkar
109	185	Srabani Dey	Impact of product quality on consumer brand loyalty in ITC & Unilever	Dr. Ranjan Bhardwaj
110	186	Muskan Karnani	A comparative study of promotional strategies of Asian Paints & Nerolac	Ms. Seema Lall
111	187	Ankan Roy	A comparative study of loan products - A study based in Kolkata	Dr. Soma S. Roy
112	188	Simran Goyal	Analysis on marketing and promotional strategies of ayurvedic brands in FMCG	Mr. Tapobrata Ray
113	189	Pragati Maheswari	Study on the effect of social media marketing on the women's cosmetics	Mr. Anupam Purkait
114	190	Raghavendra Kanodia	Brand switching behaviour of consumers in FMCG Market	Dr. Manjishtha Sur Roy Chowdhury
115	191	Pragati Gupta	A study on the impact of celebrity brand endorsement on buying behaviour of customer of soft drink brands	Dr. Oindrila Chakraborty
116	192	Sparsh Sangai	Effect of economic slowdown on promotional activities of automobile industry	Ms. Paramita Sarkar
117	194	Muskan Nayyar	Influence of social media marketing on buying behaviour in tourism and hospitality industry	Dr. Ranjan Bhardwaj

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