

J.D. Birla Institute
Department of Management

TERM PAPER TOPICS & MENTORS FOR 3RD YEAR 5TH SEMESTER (Batch 2018 – 2021)

Sl. No	Name Of The Student	Section	Roll No	Final Topic	Mentor
1	Aadil Aftab	A	1	A comparative study of Consumer Behavior towards branded packaged drinking water.	Anupam Purkait
2	Aditya Gupta	A	2	Impact of macroeconomic factors in Indian stock markets - an analysis.	Sumanta Bhattacharya
3	Aditya Tewary	A	3	Study of performance of tax saving Mutual Funds Schemes in India.	Dr. Arindam Banerjee
4	Akash Almal	A	4	Study of ARTIFICIAL INTELLIGENCE in the Insurance sector in India.	Anupam Purkait
5	Anant Sharma	A	5	Study of the impact of Foreign Direct investments in Indian economy (with special reference to 1997 – 2007)	Paramita Sarkar
6	Anshika Agarwal	A	6	Analysis of factors affecting consumer purchase decision in smart phone industry	Dr. Arindam Banerjee
7	Anurag Kumar Prasad	A	7	Study of financial performance of AXIS BANK using ratio analysis	Bhargav Majumdar
8	Archit Gupta	A	8	An application of various Growth Strategies on Business Enterprises in India -- a case study on Berger Paints.	Bhargav Majumdar
9	Aritra Basu	A	9	Analysis of the quick service restaurant industry in India.	Dr. Madan Mohan Dutta
10	Arpita Saha	A	10	The impact of mechanization in Indian agriculture.	Sumanta Bhattacharya
11	Atul Thard	A	11	The study of growth of Medical Tourism in India.	Dr. Manjishtha Sur Roy Chowdhury
12	Ayush Jain	A	12	Indian health insurance sector : An analysing consumer research	Dr. Madan Mohan Dutta
13	Brandon Chowdhury	A	13	A study on Financial Leverage and Profitability of Manufacturing firms in India	Dr. Arindam Banerjee

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14	Deepro Chakrabarty	A	15	Study of the Marketing Strategies of Fitness Centers in Kolkata.	Dr. Oindrila Chakraborty
15	Diksha Somani	A	16	A study on the influence of advertisement on Consumer Buying Behaviour in the education sector in India.	Paramita Sarkar
16	Fatima Rahman	A	17	Study of successful Indian women entrepreneurs in the last decade with the help of four case studies.	Dr. Ranjan Bhardwaj
17	Ghazali Khussro Alameer	A	18	Evolution and Advancement of Online Banking Sector -- an analysis.	Bhargav Majumdar
18	Hardik Gupta	A	19	Study of the changing technology in the food packaging sector in India.	Seema lall
19	Harshit Kandoi	A	20	Study of the impact of Covid / pandemic on the FMCG sector in India.	Dr. Soma Sinha Roy
20	Himanshu Shaw	A	21	The growth of the Indian automobile industry: Analysis of the roles of government policy and other enabling factors.	Paramita Sarkar
21	Ishaan Chetani	A	22	Analysis of success and failure of startups with the help of three Indian case studies.	Sumanta Bhattacharya
22	Jagriti Bhutoria	A	23	Behavioral Finance versus Traditional Finance: Differences and Similarities.	Dr. Madan Mohan Dutta
23	Karan Chowdhary	A	24	Future of organic farming and its viability comparing to normal farming with pesticides - an analysis.	Tapobrata Ray
24	Ankur Choudhary	A	25	Study of growth and prospects of micro-insurance in India.	Dr. Arindam Banerjee
25	Namrata Srivastava	A	26	A comparative study of Spencer Online and a physical store.	Anupam Purkait

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26	Kriti Sadh	A	27	Study of performance of Indian economy over the current pandemic situation.	Paramita Sarkar
27	Mahek Baid	A	28	How does advertising impact consumer behaviour? A study with reference to the Indian Consumer Durable sector.	Dr. Arindam Banerjee
28	Mansi Sarda	A	30	A study on factors affecting buying behaviour of consumers for eco friendly products.	Bhargav Majumdar
29	Mayank Malhotra	A	31	A study on Consumer Attitude & Brand Preference on Health Drinks products in India.	Dr. Madan Mohan Dutta
30	Mohit Shaw	A	32	An analysis of risk and return in mutual funds in relation to two specific sectors in mutual funds.	Bhargav Majumdar
31	Muskan Goenka	A	33	Frauds in banks- PNB case study	Dr. Madan Mohan Dutta
32	Naman Kedia	A	34	A comparative study on Netflix and Amazon prime- The new platform of entertainment	Dr. Manjishtha Sur Roy Chowdhury
33	Nandini Daga	A	35	Women empowerment through micro financing - an analysis.	Dr. Arindam Banerjee
34	Nidhi Goel	A	36	Change in content of advertisement in the women personal sanitization - a study.	Dr. Oindrila Chakraborty
35	Nikita Jain	A	37	Study on harnessing emotional intelligence in marketing	Paramita Sarkar
36	Pakhi Agrawal	A	39	Barriers of launching new products - a study.	Dr. Ranjan Bhardwaj
37	Payal Singh	A	40	Effects of fun at workplace and employee morale and productivity and job satisfaction	Seema Lall
38	Prarit Bhoopal	A	41	A study of the effects of the growth of E-commerce on traditional business.	Bhargav Majumdar

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39	Priyadarshini Khemka	B	42	Study of consumers' preference towards online purchase of apparels in Kolkata	Dr. Soma Sinha Roy
40	Rashi Banka	A	43	A Study on Impact of Online shopping special reference to Nykaa	Sumanta Bhattacharya
41	Rishabh Surana	A	44	A Comparative Analysis on the Financial Ratios of FMCG Companies (Hindustan Unilever Ltd. and ITC).	Dr. Madan Mohan Dutta
42	Riya Shaw	A	45	Application of Porter's Competitive Strategies on ITC products.	Tapobrata Ray
43	Rupal Krishna	A	46	Study of problems & prospects of ancilliary units in automobile sector.	Sumanta Bhattacharya
44	Sakshi Agrawal	A	47	Impact of Implementation of RFID based warehouse system for grocery retail industry of Nepal	Anupam Purkait
45	Saloni Agarwal	A	48	A study of Loyalty Programs in the Indian hospitality industry.	Bhargav Majumdar
46	Saptarshi Bhattacharya	A	49	A study on importance of Sensory Marketing in the automobile sector in India.	Dr. Manjishtha Sur Roy Chowdhury
47	Shiksha Maheshwari	A	50	Export competitiveness of Indian tea industry - an analysis.	Sumanta Bhattacharya
48	Shreya Chand	A	51	Role of Instagram influencers in consumer preference - a study.	Dr. Oindrila Chakraborty
49	Shrishti Narnolia	A	52	A study on how e-pharmacies are disrupting the offline market.	Paramita Sarkar
50	Shubham Kheria	A	53	The study of consumer perception towards ayurvedic health products.	Dr. Ranjan Bhardwaj

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Sl. No	Name Of The Student	Section	Roll No	Final Topic	Mentor
51	Simran Gupta	A	54	A comparative study of financial performance HDFC Bank & Central Bank of India.	Dr. Arindam Banerjee
52	Khusboo Sethi	A	55	A study of the prospects and challenges in mobile banking in India.	Bhargav Majumdar
53	Srija Parasrampur	A	56	Social media and its impact on interpersonal communication	Seema Lall
54	Swaraj Goyal	A	57	Using digital channels and solutions to support mom and pop stores.	Anupam Purkait
55	Saloni Heliwal	A	58	Study of buyers' perception towards the use of plastic money for purchases.	Dr. Soma Sinha Roy
56	Tejas Gupta	A	59	Electronic Banking: The Effect of e-Banking on Consumer Satisfaction.	Sumanta Bhattacharya
57	Universe Kejriwal	A	60	Dabba Trading	Tapobrata Ray
58	Sumit Pandey	A	61	Factors behind brand switching in the telecom industry in India	Bhargav Majumdar
59	Vanshika Khanna	A	62	The Effect on the Telecom Industry and Consumers after the Introduction of Reliance Jio	Dr. Manjishtha Sur Roy Chowdhury
60	Shreyansh Chandak	A	63	A study of preference for hot beverages in India - tea or coffee.	Dr. Oindrila Chakraborty
61	Yash Rathi	A	64	Rise of Digital Marketing and Influencers	Paramita Sarkar
62	Aastha Vyas	B	65	Work from home vs work from office- A perspective amidst covid-19	Anupam Purkait
63	Aditya Kothari	B	66	A study of Opportunities and Challenges of Jute Industry in India	Dr. Ranjan Bhardwaj
64	Adrija Dutta	B	67	A study of customer satisfaction towards online shopping of Electronic Products	Seema Lall

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65	Akash Bose	B	68	Factors affecting buying behaviour of Residential property	Dr. Soma Sinha Roy
66	Aayush Kumar Agarwal	B	69	Analysis of India's dependency on coal for power generation	Sumanta Bhattacharya
67	Anshuman Dixit	B	70	Merger of SBI : A Case Study	Dr. Madan Mohan Dutta
68	Anushka Dutta	B	71	Flipkart-Walmart deal and its impact on online retailing in India	Tapobrata Ray
69	Arham Ali Ahmed	B	72	A comparative study based on consumers' attitude towards iphone and oneplus in Kolkata	Dr. Manjishtha Sur Roy Chowdhury
70	Arjun Bubna	B	73	Marketing Strategy of ITC Ltd. - A Case Study	Dr. Oindrila Chakraborty
71	Avanti Agarwal	B	75	A study on consumers' behaviour towards various telecommunication networks in kolkata with special reference to Airtel, Vodafone and Jio	Paramita Sarkar
72	Baibhav Kumar Bhalotia	B	76	An analysis of the purchasing behavior of consumer towards smart televisions in Kolkata	Dr. Ranjan Bhardwaj
73	Kaushik Jhunjunwala	B	77	NPA in Indian Banking Sector: Public Vs. Private	Dr. Arindam Banerjee
74	Debojyoti Kundu	B	78	Analysis of performance of Mutual funds in India	Bhargav Majumdar
75	Dhriti Dalmia	B	79	A study on the performance of Micro finance Institutions of India.	Dr. Madan Mohan Dutta
76	Disha Choudhary	B	80	Growth and Performance of Money Market in India	Paramita Sarkar
77	Gandharvi Khatua	B	81	Financial Statement Analysis (FSA) to determine share valuation	Dr. Arindam Banerjee

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78	Gourav Bengani	B	82	Comparative study between Mutual funds and Hedge funds	Bhargav Majumdar
79	Harsh B. Dadlani	B	83	A study of Consumer Buying Behavior towards men's grooming products.	Seema Lall
80	Harshita Singhal	B	84	Growth and Challenges in the Real Estate Sector in India	Dr. Soma Sinha Roy
81	Intajur Rahaman	B	85	The impact of COVID-19 on media and entertainment companies and services.	Sumanta Bhattacharya
82	Ishan Agrawal	B	86	E-Business Modelling: A Case Study with IKEA	Tapobrata Ray
83	Kanika Dhanuka	B	87	A study on development of green marketing and consumer attitude towards it.	Dr. Manjishtha Sur Roy Chowdhury
84	Karishma Jain	B	88	What manipulation techniques do brands use to get more customers?	Dr. Oindrila Chakraborty
85	Keshav Gattani	B	89	The growth of digital payment in India post demonetisation.	Anupam Purkait
86	Kritika Das	B	91	Impact of Packaging of cosmetics on consumers' preferences	Paramita Sarkar
87	Maithily Paul	B	92	A study on Marketing Strategy of TATA Tea with respect to growth and competition	Dr. Ranjan Bhardwaj
88	Manisha Chandak	B	93	Fintech emergence and its repercussions in the banking sector.	Dr. Madan Mohan Dutta
89	Meher Malhotra	B	95	Cafe Coffee Day and Barista - A comparative study on marketing strategies	Seema Lall

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90	Muskan Agarwal	B	96	Comparative study of consumers' buying behaviour toward Dairy product brands in Kolkata and Guwahati	Dr. Soma Sinha Roy
91	Muskan Madhogaria	B	97	Economic benefits availed from Corporate Social Responsibility : A Case Study on Tata Industries.	Sumanta Bhattacharya
92	Naman Khandelwal	B	98	Study of growth of Transport sector in India	Tapobrata Ray
93	Nandini Dalmia	B	99	The customer preference of Chocolate Brands in India	Dr. Manjishtha Sur Roy Chowdhury
94	Nikunj Mundhara	B	101	Dairy Industry: Consumer Behavior and Comparative Analysis of AMUL products	Dr. Oindrila Chakraborty
95	Nischal Balasaria	B	102	Study of Geriatric care services in India	Paramita Sarkar
96	Palak Gupta	B	103	Analysis of Risk and Return in Indian stock market	Dr. Arindam Banerjee
97	Pratik Agarwal	B	105	The study on the Indian paint industry- A case study on Dulux	Dr. Ranjan Bhardwaj
98	Raunak Agarwal	B	107	A comparative analysis of strategies and business models of Puma & Reebok	Seema Lall
99	Rohan Agarwal	B	109	Impact of Foreign Direct Investments in Indian economy (with special reference to 2008 – 2018)	Sumanta Bhattacharya
100	Rupsa Das	B	110	An investigation on how social media influences purchasing behaviour in fashion industry. A detail study on how the consumers get influenced to buy a particular product through different posts on different social media platforms.	Anupam Purkait
101	Sakshi Jalan	B	111	Study on consumers perception about OnePlus in Kolkata.	Dr. Soma Sinha Roy

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102	Salvi Rustagi	B	112	The impact of COVID-19 on the pharmaceutical Industry in India	Sumanta Bhattacharya
103	Saurav Agarwal	B	113	Impact of surrogate advertising on brand image and consumer buying decisions in kolkata with special reference to alcoholic beverages	Tapobrata Ray
104	Shivam Jhunjunwala	B	114	Effect of merger of IDFC Bank and Capital First- A Case Study	Bhargav Majumdar
105	Shreya Jhunjunwala	B	115	Impact of the recent pandemic on the agricultural sector of Indian economy.	Paramita Sarkar
106	Shristi Bansal	B	116	Application of Machine Learning - advances in transforming the finance technology	Anupam Purkait
107	Shyla Agarwal	B	117	Digitalisation of Indian Banking sector - A Case Study	Dr. Madan Mohan Dutta
108	Simran Jajoo	B	118	Comparison between beauty products companies (Patanjali and Dubur)	Dr. Manjishtha Sur Roy Chowdhury
109	Sounak Pan	B	119	Analysis of Financial Performance of State Bank of India and ICICI Bank	Dr. Arindam Banerjee
110	Srishti Choraria	B	120	Sustainability of Business Models in Fashion Industry	Dr. Oindrila Chakraborty
111	Swastik Satpathy	B	121	An Analysis of the Indian Event Management Sector - Prospect & Challenges	Paramita Sarkar
112	Tanvi Agrawal	B	122	Study on Consumers' Attitude toward Mobile Banking	Bhargav Majumdar
113	Tisha Agarwal	B	123	Challenges faced by the Indian newsprint industry	Dr. Ranjan Bhardwaj
114	Vaini Bakshi	B	124	A study on Impact of GST on the Indian Economy	Sumanta Bhattacharya

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115	Vanshika Bamalwa	B	125	Determining The Perception Of The Consumers Towards The Brand Personality Of Red Bull: A Study In India.	Seema Lall
116	Vedika Agrawal	B	126	Comparison of Consumers' Attitude towards Shopping from Retail Chains and Kirana Stores	Dr. Soma Sinha Roy
117	Vrijesh Agarwal	B	127	Study of Consumers' perception towards transactions through Payment Gateways	Anupam Purkait
118	Yashvardhan Saraf	B	128	Fintech in India - Opportunity & Challenges	Dr. Madan Mohan Dutta
119	Abhishek Maheswari	C	129	A study of the performance of automobile industry in India through Ratio Analysis	Dr. Arindam Banerjee
120	Aditya Rajuka	C	130	A comparative study of the sector wise movement of stock market indexes over the pandemic period in India.	Dr. Madan Mohan Dutta
121	Afzal Ashfaque	C	131	An investigation to identify the reason for success / failure of start - ups in India in the pre Covid-19 era.	Tapobrata Ray
122	Khushi Baheti	C	132	Analysis of how will be the global market be affected by the downfall of China's small and big industries	Dr. Manjishtha Sur Roy Chowdhury
123	Ankit Bhawsinka	C	133	Comparative analysis of Working Capital Ratios for 2 infrastructure companies (L&T and Tata Infrastructure)	Dr. Arindam Banerjee
124	Anupriya Sureka	C	134	Study of the impact of celebrity endorsement on consumer behavior	Dr. Oindrila Chakraborty
125	Anvita Newar	C	135	Study of Customer Relationship Management (CRM) for multi brand retail.	Dr. Ranjan Bhardwaj
126	Arihant Gupta	C	136	Comparison of marketing strategies of two 2-wheeler brands -- Hero & Bajaj.	Seema Lall

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127	Arpit Baid	C	137	Use of derivatives and hedging in International Finance.	Bhargav Majumdar
128	Ashi Kaur	C	138	Study of the effect of interest rate and inflation on growth in the Indian context.	Paramita Sarkar
129	Avantika Agarwal	C	139	Study of Financial Leverage and Profitability in Real Estate	Dr. Madan Mohan Dutta
130	Bashar Rafi	C	140	Analysis of Marketing Strategies of Luxury Fashion Brands	Dr. Soma Sinha Roy
131	Farhaan Ahmed	C	141	Comparative study of performance in the Footwear Industry with special reference to Bata & SreeLeathers.	Tapobrata Ray
132	Deep Jhunjhunwala	C	142	A comparative study of the financial performance of Pharmaceutical companies after the lock down for the quarter ended June 2020 as compared to the same quarter in 2019. A case study on Sun Pharmaceutical Industries Ltd.	Dr. Arindam Banerjee
133	Dhwani Chirimar	C	143	Why India should invest more in Africa - an analysis.	Sumanta Bhattacharya
134	Dristi Bajoria	C	144	Attitude of consumers towards different advertising techniques- A study based on FMCG sector	Dr. Manjishtha Sur Roy Chowdhury
135	Govind Raj Mall	C	146	Effect of government policies on the valuation of rupee - an analysis.	Paramita Sarkar
136	Harshvardhan Mundhra	C	147	A study on the impact of food delivery apps on restaurant business, special reference to Zomato and Swiggy	Dr. Oindrila Chakraborty

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137	Hasim Reyaz	C	148	Marketing Strategy with reference to JIO - an analysis.	Dr. Ranjan Bhardwaj
138	Mayu Kochar	C	149	A study on Paint manufacturing industry in India	Seema Lall
139	Ishika Pansari	C	150	Analysis of Financial Ratios of Canara Bank vs. HDFC Bank.	Bhargav Majumdar
140	Kapish Kariwal	C	151	Transformation of education sector in recent times with special focus to covid-19 pandemic and new education policy -- a study.	Dr. Soma Sinha Roy
141	Kashish Saha	C	152	Analysis of e-commerce and its benefits to both buyers and sellers	Anupam Purkait
142	Khushboo Agarwal	C	153	A study of issues and challenges in Corporate Governance in Indian scenario.	Tapobrata Ray
143	Kirti Somani	C	154	Comparative study of Marketing Strategies of Big Basket & Jio Mart.	Dr. Manjishtha Sur Roy Chowdhury
144	Kritika Todi	C	155	Analysis of advertising strategies with special reference to Bewakoof.com	Dr. Oindrila Chakraborty
145	Manav Gourisaria	C	156	Zomato : A Case Study	Dr. Ranjan Bhardwaj
146	Mansi Agarwalla	C	157	The phenomenal success of Patanjali in FMCG sector -- an analysis.	Seema Lall
147	Mayank Choudhary	C	158	A study of Non-Performing Assets of Commercial Banks and it's recovery in India	Dr. Madan Mohan Dutta
148	Mehul Goel	C	159	The impact of Green Revolution on the agricultural productivity between 1964 and 1984.	Sumanta Bhattacharya
149	Muskan Bhandari	C	160	Comparative study of Marketing Strategies of Flipkart & Amazon.	Dr. Soma Sinha Roy

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150	Naman Gupta	C	161	Analysis of the Marketing Mixes of Green Products in India.	Tapobrata Ray
151	Navya Shaw	C	163	Study of advertising and sales promotion techniques used by retail businesses with special reference to Big Bazaar.	Dr. Manjishtha Sur Roy Chowdhury
152	Nikhil Burman	C	164	A study of problems faced by customers with rise of digitalization in banking sector.	Anupam Purkait
153	Nilaya Kataruka	C	165	Study of Guerilla Marketing Strategies with special reference to BMW and Jaguar.	Dr. Oindrila Chakraborty
154	Priti Singh	C	169	A study on Loyalty Programs of Indian Retailers.	Dr. Ranjan Bhardwaj
155	Rajvi Patel	C	170	Study on supply change management – a case study of Walmart.	Anupam Purkait
156	Rishabh Jain	C	171	Study of Attitude of Consumers towards Experiential Marketing.	Seema Lall
157	Ritika Gattani	C	172	Consumer preference and behaviour towards ready to eat food -- an analysis.	Dr. Soma Sinha Roy
158	Ronak Daga	C	173	Study of Consumer Buying Behaviour towards Organic Food products in India.	Tapobrata Ray
159	Sahil Kejriwal	C	174	Comparative analysis of Marketing Strategies of Maruti & Hyundai.	Dr. Manjishtha Sur Roy Chowdhury
160	Sakshi Tikmani	C	175	Marketing Mix application: a closer look at Nirma	Dr. Oindrila Chakraborty
161	Samprita Gupta	C	176	Analysis of Retail Marketing Strategies- Dmart, Vmart and Reliance retail	Dr. Ranjan Bhardwaj
162	Shahzar Ahmed	C	177	Comparative study of franchising and having one's own business in the F&B sector.	Seema Lall

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163	Shivani Gupta	C	178	Comparison of Marketing Mix for two toothpaste brands in India.	Dr. Soma Sinha Roy
164	Shreyansh Mohan Das	C	179	Critical analysis of cost structure in hospitality industry.	Dr. Arindam Banerjee
165	Shristi Tantia	C	180	Comparative study of Corporate Social Responsibility between private and public sector companies.	Bhargav Majumdar
166	Siddhartha Todi	C	181	Study of the change in approach of global investment bankers post subprime crisis.	Dr. Madan Mohan Dutta
167	Somya Poddar	C	182	Analysis of Indian Private Sector Banks using the CAMEL Approach	Dr. Arindam Banerjee
168	Sparsh Kothari	C	183	Study of Marketing Mix and Customer Relationship Management with special reference to AIRTEL.	Tapobrata Ray
169	Suyash Kajaria	C	184	Study of marketing strategies of luxury cars in India.	Dr. Manjishtha Sur Roy Chowdhury
170	Syeda Meraj E Zehra Begum	C	185	Effect of Covid-19 on Aviation Industry - an analysis.	Dr. Oindrila Chakraborty
171	Tanya Sondhi	C	186	Impact of Covid-19 on E-Commerce Industry -- a study from the marketing perspective.	Anupam Purkait
172	Ujjala Singh	C	187	A Study on the sales of nike and adidas sports shoes	Dr. Ranjan Bhardwaj
173	Vanshika Gupta	C	189	Comparative study of the Marketing Strategies of Domino's and Pizza Hut.	Seema Lall
174	Vedika Choudhary	C	190	Study of influence of social media marketing on consumer behaviour in the apparel industry in India.	Dr. Soma Sinha Roy
175	Wasim Ali Sardar	C	191	Analysis of the bicycle sector in India with special reference to Hero Cycles and Atlas.	Tapobrata Ray

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176	Yashvi Rupesh Doshi	C	192	Impact of Sensory Marketing on Consumers' Buying Behaviour -- an analysis.	Dr. Manjishtha Sur Roy Chowdhury
177	Dhairya Kothari	B	194	Analysis of the OTT(Over the top platforms) industry in India and its marketing strategies and revenue models with emphasis on the 2 major players(Netflix and PrimeVideo)	Dr. Oindrila Chakraborty
178	Vibhav Bhartia	B	195	Effect of COVID-19 on Indian travel & tourism	Dr. Ranjan Bhardwaj
179	Divyansh Poddar	C	196	Study of growth and problems of the Indian Jewellery industry.	Seema Lall
180	Rishav Gadia	C	197	The impact of advertisement on buying behavior of women in cosmetics -- a study.	Dr. Soma Sinha Roy
181	Adarsh Tayal	C	198	An insight into the marketing strategies of TUPPERWARE.	Tapobrata Ray
182	Abhishek Mittal	C	199R	How Byju's changed the face of digital education and ed-tech in India -- an analysis.	Anupam Purkait
183	Mayank Baid	C	200R	Impact of online food ordering applications on the restaurant industry.	Anupam Purkait