



NAGARJUNA COLLEGE OF ENGINEERING & TECHNOLOGY
(An Autonomous College under VTU)
Mudugurki, Venkatagiri Kote post, Devanahalli, Bengaluru – 562164
DEPARTMENT OF MBA
PROJECT TITLES - Batch 2021-23

SI No	Name of the student	USN	Title of the study	Internal Guide (Faculty)
1	Abhishek J	INC21BA001	A study on material management at adtiya auto products and engineering pvt ltd , Doddabalapur	Suresh Naidu
2	Adarsha k	INC21BA002	A study on cash management at archiply deco limited chinthamani	Akshatha.S
3	ADARSHA K C	INC21BA003	A study on effectiveness of training and development at Texport Industries Pvt Ltd, Unit -06	Dr. Lokesh G R
4	AKSHATHA B	INC21BA004	A study on quality management with reference to Lumax auto technologies limited	Prof. Jyothi Maskeri
5	Anitha S	INC21BA005	A study on the role of rewards and incentives in motivating and improving the performance of employees at Karnataka soaps and detergent limited	Chinmaya Prakash
6	Anusha R	INC21BA006	Identifying factors of perceived job satisfaction among class A employees at Winaya enterprises	Chinmaya Prakash
7	Anusha S N	INC21BA007	A study on employee job satisfaction at primary healthcare centre, Jagamakotte, Chikkabalapura District	Lokesh GR
8	ARPITHA K M	INC21BA008	A study on well being and safety protocols at Group Pharmaceuticals Limited, Mallur	Dr. Chakrapani Gopal
9	Aruna kumari s	INC21BA009	A study n performance appraisal at Teleperformance global private Bangalore	Poornima U K
10	ARUNA V	INC21BA010	A study on flexible working conditions towards job satisfaction at Himatsingka Seide Limited	Prof. Chinmaya Prakash
11	Ashwini K S	INC21BA011	A Study on Non performing assets at Kolar & Chikballapur DCC Bank Ltd., Kolar	Rajeshwari GV
12	Ashwini V	INC21BA012	A comparative study on the performance of canara Robeco mutual funds with other selected mutual funds	Rajeshwari GV
13	B TEJESH	INC21BA013	A study on role of advertising media on cosumer buying behaviour	Prof. Poornima U K
14	Bharathi T D	INC21BA014	A study on Inventory Management at Shell Apparels Pvt Ltd	Akshatha.S
15	Bhavana.M	INC21BA015	A study on employee retention strategies at ITC	Jyothi Maskeri
16	BrundaTM	INC21BA016	A study on custoemr satisfaction at Archidply Décor, Chinthamani	Akshatha.S
17	C N RASHI	INC21BA017	A study on Training and Development at Shilpa Medicare company	Prof. Akshatha S
18	CHAITANYA.S	INC21BA018	A study on asset liability management in Kolar Taluk Primary cooperative agriculture and rural development bangalore	Dr. Suresh Naidu
19	Chaithra R	INC21BA019	A study on recruitment and selection practices and processes followed at rail wheel factory	Poornima U K
20	Chaitra MN	INC21BA020	A comparative analysis of Pcard Bank and DCC bank	Geethanjali G
21	Chandana D	Inc21ba021	A study on recruitment and selection process in Mansys Infotech Private Limited	Ashok Mammen V
22	Chandana D L	INC21BA022	A study on Channel of distribution and its problem with special reference to ACC cement	Sriram Srinivasan
23	Chandana k	Inc21ba023	Production management	Poornima U K
24	Chethana R	INC21BA024	A Study on use of technology to improve HR process at its outcome	Geethanjali G

25	CHETHANKUMAR S	INC21BA025	A study on inventory Management at Silver spark apparel Ltd	Ashok Mammen V
26	CHIRAG B M	Inc21ba026	A Study on Impact of Visual Merchandising on Consumer Behaviour	Sriram Srinivasan
27	Danush P	INC21BA027	A STUDY ON PRODUCT LAUNCH OF SHELL APPARELS IN B2C MARKET	Sriram Srinivasan
28	Geethapriya B	INC21BA028	A Study on effects of employee absenteeism and possible solutions at Silverspark apparel Limited	Chinmaya Prakash
29	Harshitha.N	Inc21ba029	A Study on capital structure and capital expenditures of Suprajit automotive Pvt Ltd, Doddaballapur	Suresh Naidu
30	Hemanth Kumar.R	Inc21ba030	A Study on impact of advertising and consumer buying habits nat duroflex private limited	Jyothi Maskeri
31	Hemanthraj B	INC21BA031	A study on Cost Management at Dynarx Technologies India Limited	Suresh Naidu
32	JYOTHI T N	INC21BA032	A study on Talent Acquisition in Recruitment at Everblue Apparel Limited, Doddaballapur	Dr. Lokesh G R
33	K Janhavi	INC21BA033	A Study on Customer Satisfaction at Wills Lifestyle	Jyothi Maskeri
34	Kadire Pathanna Gari Lakshminarayana	INC21BA034	A study on comparative analysis of Berger paints limited and Asian paints at Berger Paints India Limited	Rajeshwari GV
35	KALPANA B S	INC21BA035	A study on Impact of Digital Marketing at Atman Technologies, Bengaluru	Prof. Jyothi Maskeri
36	Kavan K R	INC21BA036	A study on logistics management at linfox supply chain pvt ltd	Dr. Chakrapani Gopal
37	KIRAN G M	INC21BA037	A study on the financial performance of Bombay Rayon Fashion Limited	Dr. Suresh Naidu
38	KURUBA SRICHARAN	INC21BA038	A study on Importance of Recruitment and Selection at Wipro Industrial Infrastructures	Dr. Lokesh G R
39	LALITHA K V	INC21BA039	A study of effectiveness of marketing strategies to improve Brand - equity - Prince system Pvt. Ltd	Prof. Sriram Srinivasan
40	Madhu D R	INC21BA041	A study on customer satisfaction and their buying behaviour towards KSIC products	Lokesh GR
41	MAMATHA SHREE V	INC21BA042	To study on performance appraisal method at APR Electronic Pvt Ltd, Bangalore	Prof. Rajeshwari G V
42	Manoj Kumar S	INC21BA044	A study on Customer's Brand Loyalty towards ITC products Bengaluru	Lokesh GR
43	Maruthi reddy H S	INC21BA045	A Comparative Analysis of Cash Flow Statement for the years 2020-21 to 2022-23 at Ever Blue Apparel Ltd, Doddaballapur	Dr. Geethanjali G
44	Monika V	INC21BA046	A study on Capital budgeting in Mayura Industry, Chintamani.	Chakrapani Gopal
45	Mubarak	INC21BA047	A Study on Cost Control and Cost Reduction in Khadi Gramodyoga Sangha, Sidlaghatta.	Chakrapani Gopal
46	Nanda DM	Inc21ba048	A study Customer awareness and satisfaction towards Asian paints	Lokesh GR
47	NANDINI S	INC21BA049	A study on cost management at Rittal India Private Limited, Doddaballapur	Dr. Suresh Naidu
48	Navyaahree B	INC21BA050	A Study on payroll management and employee satisfaction towards pay structure at KOMUL.	Akshatha.S
49	Nayana N M	INC21BA051	A study on impact of NPAs on profitability of co-operative Bank with respect to BDCC bank	Jyothi Maskeri
50	Nayana R	INC21BA052	A study on employee retention at shell apparels private limited	Chakrapani Gopal
51	Neha Kousar	INC21BA053	A study on customer relationship management at Muthoot Finance Limited, Chintamani	Prof. Ashok Mammen V
52	Nethravathi.k	INC21BA054	Study on stress management of employees at Infox Logistics Pvt Ltd	Rajeshwari GV

53	Niroopa A	INC21BA055	A study on Employee satisfaction towards KSRTC division office, Chikkaballapur	Dr. Geethanjali G
54	Nithin C R	INC21BA056	A study on Advertisement strategies on build brand awareness with reference to Big Basket Doddaballapur	Sriram Srinivasan
55	Prabhavathi K	INC21BA057	A Study on Job Satisfaction at IFB	Jyothi Maskeri
56	PRATHAP C S	INC21BA058	A study on Emotional Intelligence & Quality of work life among Employees HCL, Bengaluru	Chinnmaya Prakash
57	PUNITH KUMAR B K	INC21BA060	A study on Consumer satisfaction towards Nandini Milk Products at KOMUL	Dr. Geethanjali G
58	Rajesh HL	INC21BA061	A study in consumer preference for housing facilities in bangalore	Ashok Mammen V
59	Ranjith R	INC21BA062	A Study on customer satisfaction towards of VRL Logistics	Akshatha.S
60	Rashmi HD	INC21BA064	Employee benefits and its impact on employee productivity	Chinnmaya Prakash
61	RASHMI U	INC21BA065	A study on project differentiation strategies of Dominos pizza in India with reference to Devanahalli outlet	Dr. Geethanjali G
62	Salma kousar	INC21BA066	A Study on Financial Performance and Analysis at ITC Ltd, Bengaluru	Lokesh GR
63	Sandeep K R	INC21BA067	A Study on the Performance of Kotak Mahindra Bank Ltd...	Suresh Naidu
64	Sandeep N	INC21BA068	A study of customer satisfaction & brand promotion at Orient Bell Ceramics	Sriram Srinivasan
65	SHASHANK K R	INC21BA069	A study on supply chain management at Ductrove Innovations Pvt Ltd	Ashok Mammen V
66	Shashi Kumar GR	INC21BA070	A study on L & T stock performance at L and T Limited, Bangalore	Suresh Naidu
67	Shiva Kumar t s	INC21BA071	A Study on Brand Loyalty at Ultratech Cement Limited, Doddaballapur	Chakrapani Gopal
68	Shylaja M N	INC21BA072	Study on Employee welfare measures at Sree Sai mitra drip industries Pvt Ltd	Dr. Geethanjali G
69	Sowbhagya.S	INC21BA073	A Study on sales promotional strategy in Havells Indian ltd	Jyothi Maskeri
70	Sumalatha N	INC21BA074	A Study on Brand Awareness at Sree Sai Mitra Drip Industries Pvt Ltd	Jyothi Maskeri
71	Sunitha K N	Inc21ba075	A study on Worklife balance at Archidply Décor Ltd, Chintamani	Poornima U K
72	Tejashwini H	INC21BA076	A study on cost structure analysis maximise profit at Aditya auto products & Engineering Pvt Ltd at Doddaballapur	Akshatha.S
73	Tejashwini TN	INC21BA077	A study on impact of employee engagement with reference to productive work environment at ACC Limited	Chinnmaya Prakash
74	Thrilok Sundar Reddy S N	INC21BA078	A study on customer loyalty and satisfaction Big Bazar, Byatarayanapura, bangalore	Poornima U K
75	UDAY KUMAR K S	Inc21ba079	A study on working capital management and profitability at KOMUL	Akshatha.S
76	Umme kulsum	INC21BA080	A study on marketing strategies used by Unilet to differentiate their product line from competitors	Ashok Mammen V
77	Usha v	INC21BA081	A study on Effective compensation system for employees benefits and productivity at safeseal Apparel Pvt LLP	Chinnmaya Prakash
78	Vidyashree M	INC21BA082	A Comparative analysis of muthoot finance Ltd and manappuram finance Ltd., Devanahalli	Rajeshwari GV

79	Vinay kumar p n	INC21BA083	A STUDY ON CONSUMER PERCEPTION AND MEASURES TO INCREASE CUSTOMER SATISFACTION at Reliance Fresh Ltd, Bengaluru	Chakrapani Gopal
80	Vinod A	INC21BA084	Consumer satisfaction towards IFB products	Ashok Mammen V
81	Vishnu	INC21BA085	A study on Consumer satisfaction towards sales and service qualityat Bimal Auto	Poornima U K
82	YAMINI CH	INC21BA086	A study on optimal portfolio construction using stocks of Sensex - A Sharpe single Index Model Approach.	Prof. Rajeshwari G V
83	Yashaswini N	INC21BA087	A study on influence of operating cost with reference to ksrte in kolar division	Sriram Srinivasan
84	YERRAGOLLA MALLI KARJUNA	Inc21ba088	A STUDY ON BRAND LOYALTY TOWARDS BISLERI PACKAGED DRINKING WATER	Ashok Mammen V
85	Yuvraj	INC21BA089	A study on Performance Appraisal at IntrainzVInnovation Pvt. Ltd	Sriram Srinivasan

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