

J.D. BIRLA INSTITUTE
Department of Commerce

2nd November, 2020

NOTICE

This is to notify all concerned 2nd year (Sem-III) B.Com students that the following topics for **Term Paper and Seminar (COM 305)** have been approved and names of the mentors are mentioned below:

Section-A

Sl. No.	Roll No.	Students Name	Topic Name	Guide Name
1	.2/2	Priyanci Kabra	A study on the Consumer's Behaviour on Mutual Fund Investment.	Mrs. A.S. Manjulakshmi
2	.3/2	Ankita Singh	Social Media Marketing	Dr. Namrata Maheshwari
3	.4/2	Payal Surana	The Changing Face of Retail in India	Mrs. Pritha Sen
4	.5/2	Priyance Sarda	Insider Trading: An Overhauling Crime or Not	Mr. DebjyotiDey
5	.7/2	Ishika Bajaj	A Study on Food Startups in India	Mrs. A.S. Manjulakshmi
6	.8/2	Sneha Rajuka	Globalisation and its Impact on the World Economy	Mrs. BasudhaMukhopadhyay
7	.9/2	Vanshika Tantia	Research Perspectives and Challenges for Bitcoin and Crypto Currencies	Dr. Promita Mukherjee
8	.10/2	Anjali Sharma	Strategic Management: A Case Study of NESTLE	Ms. Sayoni Biswas
9	.11/2	Mudrika Bang	Growth and Future Prospects of OYO Rooms	Ms. Pratibha Sharma
10	.13/2	IkshitaDidwania	A study on Cab aggregation industry in India	Ms. SucharitaBasak
11	.16/2	AnkitaJha	Restructuring of Indian Telecom Sector through JIO and its impact	Ms. Pratibha Sharma
12	.17/2	Hrishita Jaiswal	Comparative analysis of Public sector VS. Private sector hospitals	Mrs. Pritha Sen
13	.18/2	Dishita Jain	A comparison between Mutual Funds and other Investment options	Mrs. Pritha Sen
14	.19/2	Lavisha Bansal	A Comparative study between Ola and Uber company	Ms. Sayoni Biswas
15	.20/2	Aditi Agarwala	A case study on Hospitality performance of OYO v/s AirBNB	Mrs. A.S. Manjulakshmi
16	.21/2	Isha Gupta	Nykaa and its success – A case study	Mrs. A.S. Manjulakshmi
17	.22/2	PriyaKhemka	Impact of Monetary incentives on Employee Performance	Ms. Riddhi Jain
18	.23/2	Anshika Jain	Corporate Social Responsibility: Case Study of Amul In India	Ms. SuchitraKumari
19	.24/2	Muskan Jain	Advertisement strategy of Tata Motors and Mahindra and Mahindra	Ms. SuchitraKumari
20	.25/2	Simran Verma	Role of AI in data management for start ups	Ms. Sayoni Biswas

21	.26/2	Tamanna Choraria	An overview of Health Insurance Sector of India	Mr. Debjyoti Dey
22	.27/2	Sharon Subba	Amazon Go's Just Walk Out Technology	Dr. Namrata Maheshwari
23	.28/2	Shail Tambakuwala	Study on the Marketing Strategies of Reliance Industries Ltd.	Mrs. SwapnapriyaSethy
24	.29/2	Kajal Agarwal	The Relevance of Sales Promotional Tools in an Organization	Mrs. Pritha Sen
25	.30/2	Muskan Kumari Bora	Impact of India-China Trade War on Indian Business	Mrs. BasudhaMukhopadhyay
26	.31/2	Ishika Musaddi	Analysis of Thomas Cook in India	Ms. Pratibha Sharma
27	32/2	Anamika Singh	Digital India - A Study on Growth and Prospect of Digital India Campaign	Mr. DebjyotiDey
28	33/2	Ritika Srivastava	CSR Policy and its Implications in India	Mrs. BasudhaMukhopadhyay
29	34/2	Pooja Agarwal	A Comparative Analysis between Green and Non- Green Automobiles	Ms. SucharitaBasak
30	35/2	Ashna R Khubani	The Transition from Movie Theatres to Laptop Screen	Mrs. Pritha Sen
31	36/2	Shreya Agarwal	Brief Analysis of Trillion Dollar oil Empire : Standard Oil	Mrs. BasudhaMukhopadhyay
32	37/2	Sakshi Atha	Marketing Strategies of ITC Company	Mrs. Pritha Sen
33	38/2	Namrata Jain	The Growth and Importance of Foreign Direct Investment In India	Mrs. SwapnapriyaSethy
34	39/2	Ishita Halder	Analysis of Role of Stock Market in Industrial Growth	Mrs. A.S. Manjulakshmi
35	40/2	Ishika Gupta	A Case study on Strategies adopted by State Bank of India and ICICI Bank	Mrs. A.S. Manjulakshmi
36	41/2	Lisha Bachhawat	A Comparative Study of Financial performance of Dell and HP	Mr. DebjyotiDey
37	42/2	Manisha Malani	Packaging and its Effects: A study on Preference of Consumers in Chocolate Industry	Ms. SuchitraKumari
38	43/2	MeghaSurana	Comparison of Marketing Strategies of Vodafone India, Bharti Airtel and Reliance Jio	Ms. Pratibha Sharma
39	44/2	ShrutiSakunia	Impact of Covid-19 on Indian Pharmaceutical Industry	Dr. Promita Mukherjee
40	46/2	Muskaan Gupta	Smart Cities In India-The Opportunities And Challenges	Ms. Sayoni Biswas
41	47/2	Shreya Sonthalia	Study on the Principles and Moralities of Basic Accounting	Mr. DebjyotiDey
42	48/2	Anushka Mukherjee	Impact of GST on Indian Economy	Mrs. Swapnapriya Sethy
43	49/2	EktaJaiswal	Overview of Customer Relationship Management as a Marketing Strategy	Ms. SucharitaBasak
44	50/2	Khushi Jain	Transition from Traditional Market to Online Market	Ms. SuchitraKumari
45	51/2	Anjali Shaw	Customer's Satisfaction towards Myntra.com	Mrs. Pritha Sen
46	52/2	Anushka Gupta	A Study on the Impact of COVID-19 on the Indian Aviation Sector	Mr. DebjyotiDey
47	53/2	Divya Modi	Analyzing the Impact of Branding on Customer Loyalty	Mrs. Pritha Sen
48	54/2	Dimple Daga	Sports Marketing : A study from IPL(Indian Premier League)	Ms. SuchitraKumari

			Perspective	
49	55/2	TanishkaMajumdar	The Turnaround of the D2C company – Mama Earth	Ms. Pratibha Sharma
50	57/2	ShaheenaPerween	Global Strategies of KFC	Ms. SuchitraKumari
51	58/2	RishikaSonhalia	A study on Marketing Strategies of Mc Donald's	Ms. Sayoni Biswas
52	59/2	KhushiSaraogi	Digital Influx in the World of Marketing	Ms. SucharitaBasak

Section-B

1	61/2	Mukti Bohra	Comparative Study of Islamic Banking vis à vis Traditional Banking	Mrs. SwapnapriyaSethy
2	62/2	HarshitaBarjatya	Portfolio Management-"Overview, Risk And Return	Mrs. A.S. Manjulakshmi
3	63/2	Ankita Ghosh Biswas	Impact of Social Media Marketing on Consumer Buying Behavior	Ms. Pratibha Sharma
4	64/2	Anjali Daruka	Advertising: from Evolution to Revolution	Dr. Promita Mukherjee
5	65/2	Trisha Khaitan	Impact of Social Media in Customer's Brand Loyalty	Ms. SucharitaBasak
6	68/2	Radhika Premesh Shaw	Feminism in the Business World	Mrs. SwapnapriyaSethy
7	71/2	Radhika Bawri	BYJU'S : Ed Tech Startup Rise	Ms. Pratibha Sharma
8	73/2	Neha Choraria	An Overview of Automobile Sector in the Past Decade	Ms. SuchitraKumari
9	74/2	Khushi Kumari Pransukhka	An Analysis of Overall Performance of Indian Terrain Ltd	Mrs. A.S. Manjulakshmi
10	75/2	Kirti Soni	Marketing Strategies of Amul India	Mrs. Pritha Sen
11	77/2	Pooja Dalal	An Overview of Guerrilla Marketing	Dr. Promita Mukherjee
12	78/2	Anushka Bera	Role of Ad- Appeals in Advertisements	Dr. Namrata Maheshwari
13	79/2	Divya Pugalia	Impact on Indian Stock Market during the Covid Era	Mrs. SwapnapriyaSethy
14	80/2	Vidhi Agarwal	An overview of Network Marketing	Ms. Promita Mukherjee
15	81/2	Samiksha Jalan	Marketing Policy of Patanjali	Ms. Pratibha Sharma
16	82/2	Nikita Choraria Jain	A case study of OYO rooms in India	Dr. Promita Mukherjee
17	83/2	Kanak Bahety	Microsoft Team Vs Zoom	Ms. SuchitraKumari
18	84/2	MuskanJaiswal	Fake Brand in Rural Marketing	Dr. Namrata Maheshwari
19	85/2	Shreya Bhalotia	Digital India : An overview	Ms. Pratibha Sharma
20	86/2	Neha Khowala	A study on the Growth of Mama Earth	Ms. SucharitaBasak
21	87/2	Shagun Varma	Impact of Influencer Marketing in different Business Sectors	Dr. Namrata Maheshwari
22	88/2	Deesha Maity	Content Marketing and Search Engine Optimization	Dr. Promita Mukherjee
23	90/2	Sheetal Sharma	SBI vs HDFC Bank	Ms. Pooja Sinha Roy
24	91/2	Nandini Sharma	Digital Marketing Strategy of HUL	Mrs. BasudhaMukhopadhyay
25	92/2	Urvashi Bothra	Registration and Commercial Transaction under GST	Ms. Pratibha Sharma
26	93/2	Insha Zahid	Marketing Strategies of Taj Bengal	Ms. Riddhi Jain
27	94/2	Shikha Gupta	Reebok vs Adidas	Ms. Pratibha Sharma
28	95/2	Rishika Agarwal	Social Media & its Role in Marketing	Mrs. SwapnapriyaSethy

29	96/2	Mushkan Deora	Success Stories of Young Entrepreneurs of India	Mrs. A.S. Manjulakshmi
30	97/2	PriyaKumari	Advertising as a Tool for Business Growth	Ms. Riddhi Jain
31	98/2	Tamanjeet Kaur	A Case Study of Air Asia	Ms. SuchitraKumari
32	99/2	Muskaan Sanganeria	Indian Derivatives Market- Evolution and Development	Mr. DebjyotiDey
33	100/2	Ravmeet Kaur	Impact of Brand Marketing on Customers Loyalty	Ms. Riddhi Jain
34	101/2	Tanushree Mundhra	Growth of MG Hector(an Automobile Company)	Ms. Riddhi Jain
35	102/2	Payal Jaiswal	Comparative Analysis between Airbus & Boeing	Ms. Riddhi Jain
36	103/2	OishiPanja	A Success Story of Reliance Industries Limited	Mrs. A.S. Manjulakshmi
37	104/2	Shristy Agarwalla	Impact of FDI on Indian Economy	Mrs. BasudhaMukhopadhyay
38	105/2	Diksha Chowdhary	A study on FMCG Industry and its Changing Roles	Ms. SucharitaBasak
39	106/2	Lovely Goyal	A Case Study of Armani	Ms. SuchitraKumari
40	107/2	Megha Sethia	Cafe Coffee Day Vs Starbucks	Ms. SuchitraKumari
41	108/2	Nikeeta Gupta	Brand Extension and Growth of ITC	Ms. SuchitraKumari
42	109/2	VanshuGoyal	Marketing Strategies of US Polo	Ms. Pooja Sinha Roy
43	110/2	Khushi Agarwal	Success Story of MBA Chaiwala	Ms. SucharitaBasak
44	111/2	Himangi Gupta	Reliance: How did it grow during the Pandemic	Mr. DebjyotiDey
45	112/2	Khushi Agarwal	Marketing mix of Aditya Birla Group	Ms. SuchitraKumari
46	113/2	Easha Agarwal	Club Factory v/s Bewakoof.com	Ms. Pooja Sinha Roy
47	114/2	KritikaBengani	Consumer Perception towards Luxury Brands	Mr. DebjyotiDey
48	115/2	Prakriti Jindal	GST: An improvement over the Taxation System in India	Ms. SuchitraKumari
49	116/2	Debangshi Paul	Marketing Strategy of Nykaa	Ms. SucharitaBasak
50	117/2	Muskaan Mittal	A Study on Marketing Strategies of Nike	Mr. DebjyotiDey
51	118/2	Rishika Agrawal	Mc Donald's vs. Burger King	Ms. Pooja Sinha Roy
52	119/2	Aditi Ambasta	A Study on the Investment Plans of Individuals	Mr. DebjyotiDey
53	120/2	Prerna Mahendra	Green Marketing Practices in Hospitality Sector- A Case Study of ITC Hotels	Dr. Namrata Maheshwari

Section-C

1	121/2	GitikaAgarwalla	Iphone vs Android - " A Smartphone Battle"	Mrs. A.S. Manjulakshmi
2	122/2	Shruti Agarwal	Study on Recent Scams in Banking Sector of India	Mrs. A.S. Manjulakshmi
3	123/2	Madeyah Mukhtar	Walmart: A Global Brick	Ms. Pratibha Sharma
4	124/2	Radhika Agarwal	The Social Dilemma: How the Money Making Scheme of Social Media is affecting the Mental Health of People	Ms. Suchitra Kumari
5	127/2	Paribhasha Gupta	Social Media Marketing: The Game Changer	Mr. DebjyotiDey
6	128/2	Shweta Khandelwal	Influencer Marketing-A Marketing Tool in the Age of Social Media	Mrs. SwapnapriyaSethy
7	130/2	Priyanka Bajoria	Tata Motors vs. Hero Motors Corp	Ms. Pooja Sinha Roy
8	131/2	Shriya Jain	A Comparative Study of the Marketing Strategies and Financial Performance of Two FMCG giants HUL and ITC	Mr. DebjyotiDey

9	132/2	VanditaGoyal	Critical Analysis of Indian Insurance Industry	Ms. Pratibha Sharma
10	134/2	Gazal Agarwal	Options- The best way to use Volatility	Mrs. A.S. Manjulakshmi
11	135/2	Akansha Kaur	Impact of Covid 19 on the Indian Entertainment Industry	Ms. Sayoni Biswas
12	136/2	Ankita Jha	A study of Imports of Electrical Equipment in India	Ms. SucharitaBasak
13	137/2	Varsha Kothari	Analysis on the Impact of Goods and Service Tax (GST) on Textile Industry	Ms. Riddhi Jain
14	139/2	Megha Agarwal	CSR activities of Tata Group	Ms. Sayoni Biswas
15	140/2	Shruti Vasa	An overview of Portfolio Management in India	Mrs. SwapnapriyaSethy
16	141/2	Sanjana Jaiswal	Overview of E-Commerce Operators in the Transport Sector	Ms. SucharitaBasak
17	143/2	Neha Shaw	The Act of Stripping Currency	Ms. SucharitaBasak
18	144/2	Ashveer Kaur Gill	Comparative Strategy on Production and Marketing of Pantaloons and Max	Mrs. BasudhaMukhopadhyay
19	145/2	Syedda Rayeesa Arifeen	A Study of the Mining Giant; Glencore and a Probe into its past 5 years	Mrs. A.S. Manjulakshmi
20	146/2	Priti Shyamsukha	Case Study on Tesla Motors	Ms. SuchitraKumari
21	147/2	Swati Kumari	Ease of Doing Business in India	Dr. Promita Mukherjee
22	148/2	SimranDua	E-Commerce Business Model vs Brick and Mortar Stores	Ms. Sayoni Biswas
23	149/2	Ritu Mal	Impact of Social Media on Marketing Strategy for Online Business	Ms. Sayoni Biswas
24	150/2	Sumedha Saha	Celebrity Endorsement	Dr. Promita Mukherjee
25	151/2	Sweekrity Chhetri	Cybercrime and it's Management	Ms. SucharitaBasak
26	152/2	Ankita Dhanuka	A Study on Acquisitions of IDBI by LIC	Mr. DebjyotiDey
27	154/2	Priyanshi Kumari	A Study of Self-Drive Car Rental Market in India	Mrs. SwapnapriyaSethy
28	155/2	Bhawna Baid	Comparative study on Mast & Harbour and U.S. Polo	Ms. Sayoni Biswas
29	156/2	SakshiGoel	Coffee Shop Industry-A Strategic Analysis	Dr. Promita Mukherjee
30	157/2	Lubhanshi Jhunjhunwala	Network Marketing: A study on BNI platform	Mrs. A.S. Manjulakshmi
31	158/2	Nandini Jaiswal	A Comparative Study on the Marketing Strategies of Coca Cola and Pepsico and their Growth	Mrs. BasudhaMukhopadhyay
32	159/2	Kriti Bajoria	A Comparative Analysis of Two News Channels in India	Ms. Sayoni Biswas
33	160/2	Pooja Saraogi	An Overview of Influencer Marketing	Ms. Pratibha Sharma
34	161/2	Ria Saraf	Merger of Flipkart and WalMart	Ms. SucharitaBasak
35	162/2	Sneha Poddar	Case Study on MANGO(Fashion Brand)	Dr. Promita Mukherjee
36	163/2	Sanjana Kaushik	The Impact of Microfinance on the growth of MSMEs	Mr. DebjyotiDey
37	164/2	Vishakha Kedia	Advertisement and its Impact on Consumer Behaviour	Mrs. BasudhaMukhopadhyay
38	165/2	Resham Mundhra	Critical Analysis of the Aviation Industry in India	Ms. Pratibha Sharma
39	166/2	Garima Agarwala	A Study on Comparison between iPhone and Samsung from Consumer Perspective	Mr. DebjyotiDey
40	167/2	Shruti Kyal	Marketing Strategies of Patanjali Ayurveda	Mrs. SwapnapriyaSethy
41	168/2	Pooja Jangir	Branding and Marketing Strategy of Samsung	Dr. Promita Mukherjee
42	169/2	Sushmita Kshatri	Business Growth through Social Media	Mrs. BasudhaMukhopadhyay
43	171/2	Aanchal Sugandh	The power of Compounding and Early Investing	Mr. DebjyotiDey
44	172/2	Muskan Khaitan	Public Sector vs. Private Banking in India	Ms. SucharitaBasak

45	173/2	Guritika Saini	Analysis of Two Major Online Earning Platforms: Multilevel Marketing and Affiliate Marketing	Dr. Namrata Maheshwari
46	174/2	Sneha Baid	Emergence of Small Businesses in Food Industry	Dr. Promita Mukherjee
47	175/2	Afreen Khurshid	How ethical mistakes can lead to Business Bankruptcy	Mrs. BasudhaMukhopadhyay
48	176/2	Yukta Sethi Jain	Analysis on Recruitment and Selection Process of MNCs in India	Ms. Sayoni Biswas
49	177/2	Aritri Saha	A Comparative Study of Public and Private Hospitals in India	Ms. Sayoni Biswas
50	178/2	Rajlachmi Jaiswal	Role of Microfinance in Women's Empowerment	Ms. Pratibha Sharma
51	179/2	Nandani Agarwal	Study on Revival Strategies Adopted by selected Bankrupt Companies	Mrs. SwapnapriyaSethy
52	180/2	Varsha Murarka	Digital Marketing Vs Traditional Marketing	Dr. Promita Mukherjee

Section-D

1	181/2	Anisha Malawat	Marketing Strategies of HUL: A study from different Market's Perspective	Dr. Namrata Maheshwari
2	182/2	Archita Joshi	Impact of Covid on MSME	Dr. Promita Mukherjee
3	183/2	Anisha Deosaria	Leading the Change- Larsen & Tubro	Mrs. A.S. Manjulakshmi
4	184/2	Rajul Surana	Patanjali - The future of FMCG Sector	Dr. Namrata Maheshwari
5	185/2	Niyati Jain	Mutual Fund: Is it Safe or Risky	Mrs. SwapnapriyaSethy
6	186/2	Tanisha Agarwal	Study of Insurance Business in India	Ms. Sayoni Biswas
7	188/2	Dania Tayyeb	A Case Study of H&M	Ms. Pratibha Sharma
8	189/2	Shruti Didwania	A Case Study on JIO Digital Revolution in India	Ms. SuchitraKumari
9	190/2	Ishita Ghosh	A Study on IPO Ratings and Valuation	Ms. Pratibha Sharma
10	191/2	Janvi Jain	An Overview of Proximity Marketing	Dr. Namrata Maheshwari
11	192/2	Diksha Khandelwal	An Overview of Surrogate Marketing	Ms. Pratibha Sharma
12	193/2	Ritika Agarwal	Covid 19 and its Impact on Indian Economy	Mrs. BasudhaMukhopadhyay
13	194/2	Vartika Baradia	An Analysis of the Impacts of GST in India	Ms. Pratibha Sharma
14	195/2	Sakshi Agarwal	E-commerce: A Tool for Branding Strategy	Ms. Promita Mukherjee
15	197/2	Isha Gupta	Strategic Management of WALMART	Ms. Pooja Sinha Roy
16	198/2	Esha Chhabra	How the Ban of PUBG has Affected the Gaming Sector	Ms. SuchitraKumari
17	199/2	Vanshika Kejriwal	Risk Management in Forex	Ms. Pratibha Sharma
18	200/2	Shruti Bhatia	A study on the Crisis of Yes Bank	Mrs. SwapnapriyaSethy
19	201/2	Simran Sadhwani	Aatma Nirbhar Bharat Abhiyan- A step towards Self-Dependent India	Ms. Sayoni Biswas
20	202/2	Aanchal Nathany	A study of Ambush Marketing	Dr. Namrata Maheshwari
21	203/2	Gautami Kar	A case Study of AirBnB	Mrs. A.S. Manjulakshmi
22	204/2	Ishika Agarwal	Consumer's Differential Preference For Home Décor in India	Ms. SuchitraKumari
23	205/2	Lipika Bansal	ITC's FMCG sector and its Marketing Strategies.	Ms. Riddhi Jain
24	206/2	Raksha Agarwal	Collapse of Tourism Industry due to Coronavirus Pandemic	Dr. Promita Mukherjee
25	207/2	Ishika Burman	Why 9/20 start-ups in India fail to succeed	Ms. Riddhi Jain

26	208/2	Divya Kejriwal	A Case Study of IKEA	Ms. Pooja Sinha Roy
27	209/2	Chetna Agarwal	Mutual Funds is the Better Investment Plan	Mrs. A.S. Manjulakshmi
28	210/2	Ayushi Havelia	Coca Cola Brand Consistency	Dr. Promita Mukherjee
29	212/2	Manya Daga	Role of Digital Marketing and its Various Aspects in Business Growth	Dr. Namrata Maheshwari
30	213/2	Amisha Shukla	Insider Trading Case Study of Larsen & Toubro and DLF	Mrs. SwapnapriyaSethy
31	214/2	Simran Pugalia	An overview of Self-Driving Vehicles in Worldwide Scenario	Ms. Pooja Sinha Roy
32	215/2	Vanshika Poddar	An Overview of Wednesday Bazaar promotional Strategy of Future Group	Dr. Namrata Maheshwari
33	216/2	Aditi Sharma	Challenges and Opportunities of Cashless & Cash Economy in India	Mrs. BasudhaMukhopadhyay
34	217/2	Sonam Singh Wadan	The Rise of Apple Company in Worldwide Market	Ms. Sayoni Biswas
35	218/2	Khushi Joshi	Study of Trend and Impact of Indian Microfinance Industry on GDP Growth Rate of India	Mrs. BasudhaMukhopadhyay
36	219/2	Khushi Goyal	A Comparison between Public & Private Indian Banks	Ms. Riddhi Jain
37	220/2	Nidhi Singh	Comparative Analysis of Ford & Toyota	Ms. Riddhi Jain
38	221/2	Shruti Dadhich	Marketing Strategies of Amazon	Ms. SuchitraKumari
39	222/2	Puja Sharma	Effects of Covid-19 on MSME	Mrs. BasudhaMukhopadhyay
40	223/2	Nehal Jain	Marketing Strategy for Mc Donald's	Mrs. Pritha Sen
41	224/2	Anisha Bharalawala	Marketing Strategy of Lakme	Ms. Sayoni Biswas
42	225/2	Akanksha Mohanty	Telecom Revolution in India by Jio	Mrs. SwapnapriyaSethy
43	226/2	Vidhi Khandelwal	A study of Indian Pharmacy Sector with Special Emphasis on E- Pharmacies	Ms. Pooja Sinha Roy
44	227/2	Tuba Hamid	Factors Influencing Customer Satisfaction in the E-Commerce	Dr. Namrata Maheshwari
45	228/2	Khushi Jain	Patanjali vs. Dabur	Ms. Pratibha Sharma
46	229/2	Achint Kaur	Influence of Social Media Advertising on Consumer Behaviour	Mrs. SwapnapriyaSethy
47	230/2	Harshali Chopra	NPA of Public Sector Banks	Ms. Pooja Sinha Roy
48	231/2	Kaavya Kasish	An Overview of Bitcoin and Crypto Currency	Ms. SucharitaBasak
49	232/2	Sristi Kumari	Zoom Application - Boon or Bane due to Covid19	Ms. Riddhi Jain
50	234/2	Ritika Khanna	The Rivalry Between Cab Aggregator- Ola & Uber	Mrs. SwapnapriyaSethy
51	235/2	Komal Somani	Product Differentiation and Sales performance of Soft Drink Manufacturing Companies	Ms. Riddhi Jain
52	236/2	Drishti Jhaharia	Use of Big Data in Today's Marketing Sector	Ms. Pooja Sinha Roy
53	237/2	Madhurima Roy	Marketing Strategy of Asian Paints: A study from different Market's Perspective	Dr. Namrata Maheshwari
54	238/2	Khushi Gupta	Recent Trend in Meme Marketing for Promotion of Products and Services	Mrs. A.S. Manjulakshmi
55	239/2	Dristi Modi	Innovations in Human Resource Management	Mrs. SwapnapriyaSethy
56	240/2	Harshita Jain	Deployment of Artificial Intelligence	Ms. Riddhi Jain

Section-E

1	241/2	Komal Jaiswal	The Effect of Brand Image on Consumer Tastes and Preferences-A comparative Analysis between ITC and Britannia.	Ms. Pooja Sinha Roy
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2	242/2	Muskan Kashyap	An Overview of Marketing Strategies Adopted by Amazon	Mrs. SwapnapriyaSethy
3	243/2	Anushka Garodia	A Case Study on Dabbawala Mumbai	Ms. SucharitaBasak
4	244/2	Sonali Mundhra	Indian Film Industry and its Impact on Economy	Ms. Pooja Sinha Roy
5	245/2	Ritika Surana	A Study of Merger and Acquisitions of Tata Groups in Recent Years	Mr. DebjyotiDey
6	246/2	TanviMundra	Comparative Analysis of Non - Performing Assets of Public Sector Banks And Private Sector Banks	Ms. Riddhi Jain
7	249/2	Amisha Agarwal	A Case Study on ITC	Ms. Suchitra Kumari
8	252/2	Swati Burnwal	A Study on Online Cosmetic Marketing with a Case Study of Nykaa	Mrs. Basudha Mukhopadhyay
9	254/2	Priyanka Choudhary	How Reliance JIO faced the Covid Blues	Dr. Promita Mukherjee
10	255/2	Vrinda Agarwal	A Study in India Real Estate Sector	Ms. Pooja Sinha Roy
11	259/2	Divya Moonka	Digital Marketing : from Evolution to Revolution	Dr. Namrata Maheshwari
12	260/2	Siddhi Binaykia	Apple's Strive to dilate Indian Smartphone Market	Ms. Sayoni Biswas
13	262/2	Yashi Lohia	A Study on the Growth of E-Sports in India	Mr. DebjyotiDey
14	263/2	Mridula Goenka	An Evaluative Analysis on Corporate Governance and its policies	Mrs. BasudhaMukhopadhyay
15	264/2	Ani	A Study on Marketing Strategies of KFC	Mrs. A.S. Manjulakshmi
16	265/2	Diksha Rajpal	A comparative analysis of Byju's and Unacademy	Ms. Sayoni Biswas
17	266/2	Rishika Sarawogi	A study on Indian Gem & Jewellery Sector	Ms. Riddhi Jain
18	267/2	Mitali Agarwala	Digital upgradation of India in past 10 years	Ms. SucharitaBasak
19	268/2	Suraksha Thapa	A case study on product Nirma	Ms. Riddhi Jain
20	269/2	Muskan Agarwal	A Study on Consumer Perception towards GST	Mr. DebjyotiDey
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