

J.D. BIRLA INSTITUTE
Department of Commerce

2nd November, 2020

NOTICE

This is to notify all concerned 2nd year (Sem-III) M.Com students that the following topics for **Project (MCOMC305S)** have been approved:

FINANCE SPECIALIZATION

Sl. No	Roll Number	Name of the Student	Topic	Supervisor
1	2	Shristi Jaiswal	A Study on the Impact of Green Packaging on the Consumer's Buying Behaviour	Mr. Debjyoti Dey
2	5	Debrupa Banerjee	Economic Development and Migration – A Study on Indian Economy	Dr. Promita Mukherjee
3	8	Pragati Sharma	A Study on the Perception of Indian Investors towards Mutual Funds	Mrs. Sucharita Basak
4	14	Priya Mishra	Comparison in Customers' Approach towards Digital Banking in Pre and Post Pandemic Situation	Mrs. Sucharita Basak
5	17	Preksha Sethia	A Study on Investors' Awareness towards Commodity Market (With Reference To Kolkata)	Ms. Pratibha Sharma
6	20	Rajni Mittal	A Study on the Impact of Electronic Banking on Customers	Mrs. Pritha Sen
7	22	Amreen Saud	A Study on Consumer Satisfaction with Targeted Advertisements Online	Ms. Riddhi Jain
8	23	Firdous Tabassum	Global Hunger Index - A Study on India's Performance	Mrs. Basudha Mukhopadyay
9	25	Vinita Tolia	A Critical Analysis of the Downfall of Future Group Industry	Mrs. Swapnapriya Sethy
10	27	Kueen Chakraborty	Merger and Acquisition- A Pre-Post Financial Performance Analysis of Some Selected Banks.	Mrs. Swapnapriya Sethy
11	28	Afroz Yasmin	Foreign Investment and its Effects on Economic Growth in Zambia	Mrs. Basudha Mukhopadhyay
12	29	Ankita Sinha	A Study Analysing the Consumer Behaviour and Perception Towards Health Insurance in India.	Mrs. Swapnapriya Sethy
13	30	Aditi Singh	Impact of COVID 19 on consumer perception and Technology Development in Banking System of India	Mrs. A.S. Manjulakshmi
14	32	Shriya Khanna	A Study on Investor Behaviour towards Different Investment Avenues in India	Mrs. A.S. Manjulakshmi
15	33	Shalini Bhattacharya	Problems Faced by Students in Financing their Higher Education in India	Ms. Sayoni Biswas

MAREKTING SPECIALIZATION

Sl. No	Roll No.	Name of the Student	Topic	Supervisor
1	1	Tanuka Agarwal	Pre and Post Pandemic Consumer Buying Behavior: A Study from Retailer's Perspective	Mrs. A.S. Manjulakshmi
2	3	Diksha Agarwal	An Empirical Study on Reverse Psychology in the Field of Marketing Strategies	Ms. Riddhi Jain
3	4	Sakina Rangoonwala	A Study on the Impact of Relationship Marketing on Customer Loyalty in Banking Sector	Dr. Namrata Maheswari
4	6	Aakriti Kedia	A Study on The Consumer Behaviour Towards the Market Survival Strategies of Service Organizations Amid the Covid Crisis	Dr. Namrata Maheswari
5	7	Varsha Agarwal	The Assessment of Customer Satisfaction through SERVQUAL Model in Restaurants of Kolkata	Dr. Namrata Maheswari
6	10	Sayoni Sen	Impact of Advertisements on Consumers Buying Behavior in Cosmetic Products	Ms. Pratibha Sharma
7	11	Ayushi Poddar	A Cognitive Approach on the Impact of Online Reviews in the Purchase Decisions of Millennials	Mr. Debjyoti De
8	12	Sabeeha Khanam	Store Layout and its Impact on Consumer Purchasing Behavior at Convenience Stores in Kolkata	Ms. Sayoni Biswas
9	13	Shrijeeta Roy	Ad Appeals and its Impact on Consumer Attitude and Behavior	Ms. Sayoni Biswas
10	15	Radhika Chamaria	A Study of Consumer Behaviour towards Online Grocery Shopping	Mr. Debjyoti De
11	16	Rimsha Eram	The Impact of Digital Marketing on Skincare Sector of India	Ms. Riddhi Jain
12	18	Nandini Jain	Effect of Advertisement on Social Networking Sites on Buying Behaviour of Consumers	Mrs. Sucharita Basak
13	24	Simran Shaw	Impact of Referral Codes and Sales Promotional Tools in Online Cosmetic Retail Sector: A study from Customer's Perspective	Dr. Namrata Maheswari
14	26	Radhika Kumari	A Study of Brand Switching Behavior of Subscribers of GSM Cellular Services in Kolkata	Ms. Pratibha Sharma
15	31	Bidisha Kundu	A Study on Impact of COVID-19 Pandemic on Online Grocery Shopping from Consumer's Perspective	Dr. Promita Mukherjee

Ms. Pritha Sen,
Head of the Department