

20<sup>th</sup> May, 2021

### NOTICE

This is to notify all concerned 2<sup>nd</sup> year (Sem-IV) M.Com students that the following topics for **Project (MCOMC405S)** have been approved and names of the mentors are mentioned below:

Sl. No	Class Roll Number	Name of the Student	Title	Mentor
<b>Finance Specialization</b>				
1	2	Shristi Jaiswal	A Study on the Outbreak of COVID-19 Pandemic and its Impact on Major Indices of Indian Stock Market	Mrs. A.S. Manjulakshmi
2	5	Debrupa Banerjee	Women Empowerment & Fertility : An Empirical Study on India	Mrs. Basudha Mukhopadhyay
3	8	Pragati Sharma	A Comparative Study of Stock Brokers in India	Mr. Debjyoti Dey
4	14	Priya Mishra	Corporate Social Responsibility in the Banking Industry	Ms. Sayoni Biswas
5	17	Preksha Sethia	A study on Investment in Financial markets	Ms. Riddhi Jain
6	20	Rajni Mittal	A Study on Financial Performance of Microfinance Institutions in India	Mrs. Swapnapriya Sethy
7	22	Amreen Saud	A Study on the Difference between Savings and Investment Patterns of Different Age Groups	Mrs. Basudha Mukhopadhyay
8	23	Firdous Tabassum	An Empirical Study on Implementation and Challenges Faced by E- Accounting System	Ms. Riddhi Jain
9	25	Vinita Tolia	A Study on Financial Analysis of HDFC Bank	Ms. Pratibha Sharma
10	27	Kueen Chakraborty	A Comparative Study of Asset-Liability Management of Select Public and Private Sector Banks in India	Mr. Debjyoti Dey
11	28	Afroz Yasmin	A Study on the Capital Budgeting of Maruti Suzuki	Mrs. Pooja Sinha Roy
12	29	Ankita Sinha	The Determinants of Financial Literacy: An empirical Study	Dr. Promita Mukherjee
13	30	Aditi Singh	Comparative Analysis of Financial Performance of Selected Public Sector Banks Pre & Post Merger	Mrs. Sucharita Basak

14	32	Shriya Khanna	A Study on Financial Performance of Pharmaceutical Industry in India	Mrs. Pritha Sen
15	33	Shalini Bhattacharya	General Perception and Impact of Gender Discrimination at Workplace	Dr. Promita Mukherjee

Sl. No	Class Roll Number	Name of the Student	Title	Mentor
<b>Marketing Specialization</b>				
1	1	Tanuka Agarwal	A Study on Entertainment Consumption - Influence of Word of Mouth	Ms. Pratibha Sharma
2	3	Diksha Agarwal	An Empirical Study on Optimized Marketing Lifecycle in a Supply chain Ecosystem	Dr. Namrata Maheshwari
3	4	Sakina Rangoonwala	Impact of Influencer Marketing on Purchase Intention from Millennials Perception: A study on Fashion Industry	Mrs. Sucharita Basak
4	6	Aakriti Kedia	The Effect of Market Mavens on Consumers Brand Admiration : An Emerging Market Perspective	Dr. Namrata Maheshwari
5	7	Varsha Agarwal	A Study to Identify the Determinants that Influence the Customer's Choice of Using Payment Applications	Mrs. A.S. Manjulakshmi
6	10	Sayoni Sen	Consumer Preference and Level of Satisfaction regarding Food Home Delivery Services- Zomato vs Swiggy	Mrs. Basudha Mukhopadhyay
7	11	Ayushi Poddar	Exploring the Ikea Effect on Personalisation and Customization	Mrs. Pooja Sinha Roy
8	12	Sabeeha Khanam	A Study on the Growth and Users' Satisfaction of Online Mode of Payment	Mr. Debjyoti Dey
9	13	Shrijeeta Roy	A Study on Consumer Behaviour towards Online Healthcare and Medicine Delivery Platform- Pre and Post Covid-19	Mrs. Swapnapriya Sethy
10	15	Radhika Chamaria	A Study on Consumer Preference towards Nestle and Cadbury Chocolates	Ms. Sayoni Biswas
11	16	Rimsha Eram	Technology Driven Consumer Engagement- An Analysis of Consumer Satisfaction	Dr. Namrata Maheshwari
12	18	Nandini Jain	A Study on Consumer Purchase Intention on Apparel Products	Mrs. Sucharita Basak
13	24	Simran Shaw	A Study on Analysis of the Consumer Behavior towards Online Purchase of	Ms. Sayoni Biswas

			Grocery during the Covid 19 Period	
14	26	Radhika Kumari	Stress Management of Women Employees: A Comparative Study of Public Sector and Private Sector.	Dr. Promita Mukherjee
15	31	Bidisha Kundu	Impact of Covid 19 on Households Consumption Expenditure: An Empirical Study	Ms. Riddhi Jain

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Ms. Pritha Sen,  
Head of the Department