

J.D. BIRLA INSTITUTE
 Department of Commerce
M.Com 1st Year (Sem II) Session, 2020-2021
APPROVED TOPICS FOR SEMINAR (MCOMC 204S)

S. No.	Class Roll No.	Name of Student	Topic
1	1/1	Priyambada Singh	Freelancing - Solution to the Current Financial Crisis?
2	2/1	Anuska Roy	Bankruptcy Fraud
3	3/1	Radhika Agarwal	A Study on Cashless Economy in India: A Way Ahead.
4	4/1	Bhargavi Agarwal	A Study on Investment Strategy of a Hedge Fund Company - Bridgewater Associates.
5	5/1	Ashna Jaiswal	A Comparative Study on Consumers Perception towards Online and Offline Pharmacy Retail Store.
6	6/1	Kalyani Kumari	Digital Literacy- Impact on New Normal Pedagogy.
7	7/1	Loveleen Kaur	A Comparative Study on Online vs. Offline Modes of Payment.
8	8/1	Aparna Agarwal	Organic Products - The New Life Fuel?
9	9/1	Gulshan Kaur	E-commerce in India: A Study on Growth of Online Grocery Stores.
10	10/1	Simran Kaur Suryawanshi	A Study on Consumer Behaviour towards Sustainable Products.
11	11/1	Priti Jalan	A Study on Customer Perception towards Social Media Marketing.
12	12/1	Manaswini Jaiswal	A Study on Role of E-Commerce in Reducing Operational Cost.
13	13/1	Shreya Bagani	A Case study on the Growth of Alibaba as an E-commerce Giant in Last Decade.
14	14/1	Palak Kakarania	A Study on the Start-Up Ecosystem in India.
15	15/1	Madhvi Agrawal	A Study on Effectiveness of Guerrilla Marketing.
16	16/1	Anjali Sharma	A Study on Recent Mergers and Acquisitions in the Indian Banking Sector and its Impact on Customer Service.
17	17/1	Saniya Jaiswal	A Study on Effectiveness of Advertisement on Consumer Brand Preference.
18	18/1	Anchal Daruka	A Study on Green Marketing Practices in India.
19	19/1	Urmila Dubey	A Study on Investor's Awareness towards Mutual Funds in the Era of Internet.
20	20/1	Ishika Jalan	Fundamental Analysis of Equity Valuation.
21	21/1	Lakshmi Nair	An Evaluation on the Preferences among Salaried Class towards Various Investment Avenues.
22	22/1	Priya Mehta	A Case Study on Britannia's Advertising Strategy.
23	23/1	Krupa Bakhai	A Study on Effective of Brand Positioning Strategies.