



**J. D. BIRLA INSTITUTE**

(A Vidya Mandir Society Venture)

Affiliated to Jadavpur University

Accredited with 'A' grade by NAAC (in 2010)

**DEPARTMENT OF COMMERCE**

14<sup>th</sup> November 2023

## NOTICE

Pursuant to our previous notice dated 3<sup>rd</sup> October 2023 regarding **Term Paper & Seminar (COM305)** topic selection, **2<sup>nd</sup> year B.Com.** Students who have participated in their topic defense are hereby informed about their approved topics and supervisor as given below.

Please note that there will be no change in the topics awarded. Each student must submit the final report, duly approved by the supervisor, to the Dean (Science & Commerce) on 20<sup>th</sup> December 2023.

Students shall be permitted to appear for the viva-voce exam only after satisfactory completion of work undertaken on a regular basis as certified by her supervisor.

**Prof. Deepali Singhee, Ph.D.**  
**Principal, J. D. Birla Institute**

Copy to:

- College Website
- Dean (Science & Commerce)
- Commerce (Old) Staffroom
- Commerce (New) Staffroom
- Common Staffroom

Sl. No	Roll No	Name	Section	Final Topic	Supervisor
1	1/2A	Shreya Pasari	A	A Study on Marketing Strategy of Nykaa	Ms. Somali Deb
2	3/2A	Bhumi Saraf	A	Absent	--
3	4/2A	Bishakha Sonkar	A	A Comparative Study on the Performance of McDonalds and Burger King	Ms. Somali Deb
4	5/2A	Ridhi Jain	A	A Case Study on Reliance Jio	Ms. Somali Deb
5	6/2A	Bhargavi Taparia	A	Absent	--
6	7/2A	Kashvi Marda	A	Absent	--
7	8/2A	Hiral Didwania	A	Absent	--
8	9/2A	Aashi Choudhary	A	An Overview of Coal Industry in India	Ms. Somali Deb
9	10/2A	Zainab Feroz	A	Impact of Globalisation in the Fashion Industry	Ms. Somali Deb
10	13/2A	Nibedita Mandal	A	A Study on Marketing Strategy of Sugar Cosmetics	Ms. Somali Deb
11	14/2A	Ashi Agarwal	A	Impact of International Trade on Indian Economy	Ms. Somali Deb
12	15/2A	Jahanvi Bajaj	A	Absent	--
13	16/2A	Shreya Singh	A	Absent	--
14	17/2A	Anshika Thard	A	Role of Advertisement and Sales Promotional Tools in Marketing	Ms. Somali Deb
15	18/2A	Aanchal Lath	A	A Comparative Study on HUL and ITC	Ms. Somali Deb
16	19/2A	Anusmita Biswas	A	Role of Financial and Non-Financial Incentives on Employee Performance	Ms. Somali Deb
17	20/2A	Aakansha Khandelwal	A	Guerrilla Marketing- An Overview	Ms. Somali Deb
18	21/2A	Rashi Agarwal	A	An Overview of Cab Aggregation Industry in India	Ms. Somali Deb
19	22/2A	Nasrin Khatoon	A	A Study on Digital Transformation in Retail Sector	Ms. Somali Deb
20	23/2A	Mehak Sethia	A	A Study on Digital Marketing in India	Ms. Somali Deb
21	24/2A	Ishika Agarwal	A	A Case Study on Mumbai Dabbawalas	Ms. Somali Deb
22	25/2A	Khushi Dugar	A	Role of Social Media for Promoting Businesses	Ms. Pooja Sinha Roy
23	26/2A	Vanshika Sharma	A	Absent	--
24	28/2A	Nupur Mundhra	A	A Study on Significance of M-Commerce in India	Ms. Pooja Sinha Roy
25	29/2A	Shruti Lakhotia	A	A Comparative Study on Unilever and Patanjali	Ms. Pooja Sinha Roy
26	30/2A	Neelam Soni	A	Absent	--
27	31/2A	Raksha Singh	A	A study on the marketing strategies of Tata Motors	Ms. Pooja Sinha Roy
28	32/2A	Ayantika Chakraborty	A	A study on the Corporate Social Responsibility practices of ITC	Ms. Pooja Sinha Roy





Sl. No	Roll No	Name	Section	Final Topic	Supervisor
29	33/2A	Khushi Mittal	A	A study on the significance of E-Commerce in Emerging Markets	Ms. Pooja Sinha Roy
30	34/2A	Manaswi Bhartia	A	Absent	--
31	35/2A	Vanshika Gupta	A	A comparative study on E-Commerce platforms: Amazon & Flipkart	Ms. Pooja Sinha Roy
32	36/2A	Pratibha Agarwal	A	A case study on Mergers & Acquisitions : Setbacks & Advantages	Ms. Pooja Sinha Roy
33	37/2A	Isha Agarwal	A	An overview of the Indian Banking System	Ms. Pooja Sinha Roy
34	38/2A	Rijushmita L Talukdar	A	Absent	--
35	39/2A	Debangshi Bhattacharjee	A	A study on the Prime Minister's Mudra Yojana	Ms. Pooja Sinha Roy
36	41/2A	Janvi Agarwal	A	Absent	--
37	42/2A	Prarthana Sarawagi	A	Absent	--
38	43/2A	Ishika Rungta	A	An overview on the Indian Stock Market	Ms. Pooja Sinha Roy
39	44/2A	Shreya Shaw	A	Absent	--
40	45/2A	Radhika Khuteta	A	A case study on Global Bank : JP Morgan Chase	Ms. Pooja Sinha Roy
41	46/2A	Priya Agarwal	A	Absent	--
42	47/2A	Ritika Muskan	A	A study on Social Media Marketing Strategies	Ms. Pooja Sinha Roy
43	49/2A	Ishika Agarwal	A	Absent	--
44	50/2A	Khushboo Singh Sardar	A	A Study on mutual funds in India	Ms. Pratibha Sharma
45	51/2A	Tusti Keshri	A	Absent	--
46	52/2A	Kallipalli Sruthi	A	A study on India's biggest corporate fraud : Satyam Scam	Ms. Pratibha Sharma
47	53/2A	Reshmi Kumari Sahani	A	A case study on Jio: Leader in Telecom Sector in India	Ms. Pratibha Sharma
48	54/2A	Saloni Ajitsaria	A	A Comparative Study on Investment Strategies of various financial instruments	Ms. Pratibha Sharma
49	55/2A	Diya Agrawal	A	A study on the Digital Payment System in India	Ms. Pratibha Sharma
50	56/2A	Harshita Bairagara	A	A study on the evolution & future prospects of AI in Business	Ms. Pratibha Sharma
51	57/2A	Raini Jaiswal	A	Analyzing the Glass Ceiling in the Service Industry: Barriers, Progress, and Implications	Ms. Pratibha Sharma
52	61/2A	Chhavi Goel	A	Absent	--
53	62/2A	Aaheli Dutta	A	An overview on Start-up Ecosystem in India	Ms. Pratibha Sharma
54	56/2B	Disha Choudhary	B	Absent	--
55	57/2B	Yoshita Agarwal	B	Absent	--
56	58/2B	Kritika Kajaria	B	Absent	--



Sl. No	Roll No	Name	Section	Final Topic	Supervisor
57	60/2B	NityaDaga	B	A Case Study on Amul	Ms. Pratibha Sharma
58	61/2B	Riddhi Agarwal	B	An Overview of Affiliate Marketing	Ms. Pratibha Sharma
59	62/2B	Garima Saraf	B	A Study on Development of Micro-Finance in India	Ms. Pratibha Sharma
60	63/2B	Niyati Agarwal	B	Absent	--
61	64/2B	Samiksha Jaiswal	B	A Study on Selected Eyewear Brands in India	Ms. Pratibha Sharma
62	66/2B	Priyanka Paul	B	Success Story of Selected Luxury Brands: A Study	Ms. Pratibha Sharma
63	67/2B	Drishti Agarwal	B	A Case Study on Starbucks	Ms. Pratibha Sharma
64	68/2B	DishaTibrewal	B	Absent	--
65	69/2B	Shristi Harlalka	B	Merger & Acquisition of Sony and Zee Ltd	Ms. Sayoni Biswas
66	70/2B	Sadgun Goel	B	Role of Branding and Promotions in Marketing	Ms. Sayoni Biswas
67	71/2B	Kriti Bhimani	B	Recent Developments in CSR Initiatives by Indian Companies	Ms. Sayoni Biswas
68	72/2B	Chanchal Soni	B	Absent	--
69	73/2B	Sanhita Ghosh	B	Women Entrepreneurs in India: Selected Case Studies	Ms. Sayoni Biswas
70	74/2B	Shree Somani	B	Changing Landscape of Food industry in India	Ms. Sayoni Biswas
71	75/2B	Darshana Jain	B	A Study on Adani Group	Ms. Sayoni Biswas
72	76/2B	Sania Ahmed Jillani	B	Fintech: Future of Finance	Ms. Sayoni Biswas
73	77/2B	Mariyam Qadir	B	A Case Study on Physicswallah	Ms. Sayoni Biswas
74	78/2B	Gunjan Soni	B	A Study on Selected Food Tech Start ups in India	Ms. Sayoni Biswas
75	79/2B	Kashish Khaitan	B	Absent	--
76	80/2B	Karishma Gupta	B	Marketing Strategy of Hotel Industry in India	Ms. Sayoni Biswas
77	81/2B	Sunayna Roy	B	Adani vs Hindenburg: A Case Study	Ms. Sayoni Biswas
78	82/2B	Bishakha Jaiswal	B	Absent	--
79	83/2B	Neda Hasan	B	Factors Influencing Individual Investment Decisions	Ms. Sayoni Biswas
80	85/2B	Jayoni Chatterjee	B	Public Sector vs Private Sector Banks in India: A Comparative Study	Ms. Sayoni Biswas
81	86/2B	Laviza Ara	B	Absent	--
82	87/2B	Sakshi Jain	B	A study of selected Mutual funds in India	Ms. Sayoni Biswas
83	89/2B	Vanshika Mohata	B	A study on the marketing strategies of Walmart	Ms. Sayoni Biswas





Sl. No	Roll No	Name	Section	Final Topic	Supervisor
84	90/2B	Ishika Goyal	B	A study on the effects of Black Money and Tax Evasion in recent times	Ms. Sayoni Biswas
85	91/2B	Gracy Somani	B	Absent	--
86	92/2B	Suhani Jaiswal	B	Absent	--
87	94/2B	Kritika Batra	B	A comparative study on HR Policies of Microsoft & Google	Ms. Lavishka Jain
88	95/2B	Garima Agarwal	B	An overview on Indian exports and the growth prospects	Ms. Lavishka Jain
89	96/2B	Nidhi Kumari	B	Globalisation & its Impact on the Indian Economy in the Pre & Post Pandemic period	Ms. Lavishka Jain
90	97/2B	Ishika Tulshyan	B	Absent	--
91	99/2B	Tisha Agarwal	B	Absent	--
92	100/2B	Rashika Gupta	B	A study on the evolution of advertisement strategies	Ms. Lavishka Jain
93	101/2B	Priya Biswas	B	A Case Study on Hindustan Petroleum	Ms. Lavishka Jain
94	102/2B	Aastha Choudhary	B	Absent	
95	103/2B	Ritul Gupta	B	A critical analysis of the Turquand rule and its exceptions	Ms. Lavishka Jain
96	104/2B	Joya Rashid	B	Growth strategies of small businesses in India	Ms. Lavishka Jain
97	105/2B	Disha Jain	B	An overview on Indian cement industry	Ms. Lavishka Jain
98	106/2B	Avantika Bhushan	B	Absent	--
99	107/2B	Vanisha Singh	B	A comparative study on Traditional marketing strategies vs Digital marketing strategies	Ms. Lavishka Jain
100	108/2B	Aastha Gidra	B	Absent	--
101	109/2B	Ria Agarwal	B	Absent	--
102	110/2B	Tanisha Agarwal	B	Absent	--
103	111/2B	Mansi Jaria	B	A study on Brand Infringement	Ms. Lavishka Jain
104	112/2B	Mahak Agarwalla	B	Absent	--
105	114/2B	Sakshi Chindalia	B	A study on the effect of COVID-19 in Travel & Tourism sector	Ms. Lavishka Jain
106	116/2B	Tanisha Jain	B	Absent	--
107	111/2C	Sanchita Ginoria	C	An Overview of Cryptocurrency in India	Dr. Namrata Maheshwari
108	112/2C	Disha Agarwal	C	The Role of Influencer Marketing in India	Dr. Namrata Maheshwari
109	113/2C	Harsita Tosawar	C	Absent	--
110	116/2C	Ahona Sanyal	C	Pricing Strategies of Multinationals for Global Markets: Considerations and Initiatives	Dr. Namrata Maheshwari
111	117/2C	Vanshika Pugalia	C	A Study on Various Financial Investment Options in India	Dr. Namrata Maheshwari



Sl. No	Roll No	Name	Section	Final Topic	Supervisor
112	118/2C	Ragini	C	An Overview of Integrated Marketing Communication Tools in India	Dr. Namrata Maheshwari
113	119/2C	Avni Agarwal	C	A Study on Transformation of Indian Retail Sector	Dr. Namrata Maheshwari
114	120/2C	Akanksha Vyas	C	Role of Artificial Intelligence Across Various Industries: An Overview	Dr. Namrata Maheshwari
115	121/2C	Bhoomi Kothari	C	A Case Study on Uber	Dr. Namrata Maheshwari
116	122/2C	SnehaThosani	C	A Case Study on Tesla	Dr. Namrata Maheshwari
117	123/2C	Rishika Agarwal	C	FDI of Tata Groups: A Study	Dr. Namrata Maheshwari
118	124/2C	Khwaish Chopra	C	A Study on Derivative Market in India	Dr. Namrata Maheshwari
119	125/2C	Kasish Sinha	C	An Insight to Financial Literacy in India	Dr. Namrata Maheshwari
120	126/2C	Shreya Bansal	C	A Case Study on Manyavar	Dr. Namrata Maheshwari
121	127/2C	Lipsa Rani Barik	C	A Study of NPA in the Indian Banking Sector	Dr. Namrata Maheshwari
122	128/2C	Upasana Saraf	C	A Study on Sustainable Marketing Practices in India	Dr. Namrata Maheshwari
123	129/2C	Ruchi Kumari	C	A Study on Various Government Schemes Encouraging Entrepreneurship in India	Dr. Namrata Maheshwari
124	130/2C	Nishika Saraf	C	Role of E-Commerce in skincare industry	Dr. Namrata Maheshwari
125	131/2C	Aarchi Shaw	C	A study on the Business Strategies of Big Four audit firms	Dr. Namrata Maheshwari
126	132/2C	Megha Das	C	A study on Global HR Management and International Labour Laws	Dr. Namrata Maheshwari
127	133/2C	Siddha Jalan	C	A study on challenges of selected companies in emerging economies.	Dr. Namrata Maheshwari
128	134/2C	Takshi Sharma	C	Enhancing Employees Performance through Monetary & Non Monetary Incentives	Dr. Namrata Maheshwari
129	135/2C	Shruti Jitasia	C	A Comparative study on Britannia & Dabur Ltd	Mrs. Pritha Sen
130	136/2C	Ankita Dutta	C	Effect of COVID-19 on Hotels & Restaurants	Mrs. Pritha Sen
131	137/2C	Kashmira Sigchi	C	Absent	--
132	138/2C	Khushi Jain	C	Role of Digital transformation in retail sectors in India	Mrs. Pritha Sen
133	139/2C	Yashi Mohta	C	Role of Start-ups in emerging India	Mrs. Pritha Sen
134	140/2C	Shreya Bubna	C	Absent	--





Sl. No	Roll No	Name	Section	Final Topic	Supervisor
135	141/2C	Kritya Keshri	C	Role of Social media marketing strategies in Textile & Apparel Industry	Mrs. Pritha Sen
136	142/2C	Riya Agarwal	C	Impact of Covid-19 on Pharmaceutical Industry	Mrs. Pritha Sen
137	143/2C	Khushi Khandelwal	C	A comparative Study on Starbucks & Barista	Mrs. Pritha Sen
138	144/2C	Chahak Saraogi	C	A study on the use of psychological marketing strategies in influencing consumer behaviour	Mrs. Pritha Sen
139	146/2C	Vanshika Gourisaria	C	A study on the marketing strategies of fast fashion brands	Mrs. Pritha Sen
140	148/2C	Shruti Bajaj	C	Absent	--
141	149/2C	Shreya Gupta	C	SBI: The pillar of finance in India	Mrs. Pritha Sen
142	150/2C	Radhika Agarwal	C	A study on branding & advertising strategies of Indian FMCG Sector	Mrs. Pritha Sen
143	151/2C	Diya Madhogaria	C	A Study on promotional strategies of hospitality industry	Mrs. Pritha Sen
144	152/2C	Radhika Goenka	C	Absent	--
145	153/2C	Tanisha Poddar	C	Absent	--
146	154/2C	Sneha Agarwal	C	A study on the overview of Indian Stock Market	Mrs. Pritha Sen
147	155/2C	Mridini Lakhotia	C	A study on strategies in acquiring and developing Human Resources	Mrs. Pritha Sen
147	157/2C	Umang Choraria	C	Absent	--
149	158/2C	Archi Agarwal	C	A study on the HR policies of IT Sectors	Mrs. Pritha Sen
150	159/2C	Riya Jain	C	A comparative study on the Brand management of Nike & Puma	Dr. Swapnapriya Sethy
151	161/2C	Kavya Agarwal	C	Absent	--
152	162/2C	Kanika Khetan	C	Absent	--
153	163/2C	Kashish Agarwal	C	Absent	--
154	164/2C	Manisha Choudhary	C	Digital marketing strategies of Amazon Prime & Netflix	Dr. Swapnapriya Sethy
155	165/2C	Bhumika Nallana	C	A study on various promotional & advertisement strategies of ITC	Dr. Swapnapriya Sethy
156	166/2C	Prachi Patawari	C	A study on growth of E-Banking in India	Dr. Swapnapriya Sethy
157	168/2C	Kanika Rakhecha	C	A Shift in organisational culture post Covid crisis	Dr. Swapnapriya Sethy
158	169/2C	Udita Surana	C	Absent	
159	171/2C	Tanisha Sikaria	C	An overview of different financial instruments in India	Dr. Swapnapriya Sethy
160	166/2D	Smriti Khaitan	D	Absent	--
161	167/2D	Khusboo Jain	D	Absent	--
162	168/2D	Mehal Patwari	D	Absent	--
163	169/2D	Tamanna Garg	D	Absent	--



Sl. No	Roll No	Name	Section	Final Topic	Supervisor
164	170/2D	Anjali Satnalika	D	A Study on Blockchain and its Impact on Accounting and Assurance	Dr. Swapnapriya Sethy
165	172/2D	Bhoomi Agarwal	D	Absent	
166	173/2D	Chaahat Jagwani	D	A Study of foreign direct investment in India	Dr. Swapnapriya Sethy
167	174/2D	Hrishita Shaw	D	A Study on Luxury Brand Management	Dr. Swapnapriya Sethy
168	175/2D	Mihika Jain	D	A Case Study on Aditya Birla Group of Industries	Dr. Swapnapriya Sethy
169	176/2D	Krishna Kothari	D	A Study on Supply Chain Management of E-Commerce Companies	Dr. Swapnapriya Sethy
170	177/2D	Dikshita Poddar	D	Absent	--
171	178/2D	Teesha Jain	D	Absent	--
172	179/2D	Mehak Bagaria	D	A Study on Indian Capital Market	Dr. Basudha Mukhopadhyay
173	180/2D	Aashi Jaiswal	D	Absent	--
174	181/2D	Rani Mishra	D	A Study on Edtech Companies in India	Dr. Basudha Mukhopadhyay
175	182/2D	Jayanti Soni	D	An Overview of EVs in India	Dr. Basudha Mukhopadhyay
176	183/2D	Mahek Gupta	D	An Overview of Corporate Social Responsibility Practices of ITC	Dr. Basudha Mukhopadhyay
177	184/2D	Shagun Pagaria	D	Warren Buffett: An In-Depth Analysis of His Investment Strategies and Philosophies	Dr. Basudha Mukhopadhyay
178	185/2D	Divyanshi Jalan	D	Absent	--
179	186/2D	Tripti Sanganeria	D	A Case Study on Wipro	Dr. Basudha Mukhopadhyay
180	187/2D	Tina Dhelia	D	An Overview of Green Banking and Finance in India	Dr. Basudha Mukhopadhyay
181	188/2D	Thirkan Sharma	D	A study on "Make in India"	Dr. Basudha Mukhopadhyay
182	189/2D	Vanshika Agarwal	D	Outsourcing and Casualization in Food and Beverage Industries	Dr. Basudha Mukhopadhyay
183	191/2D	Keerty Modi	D	A Study on Microfinance in India	Dr. Basudha Mukhopadhyay
184	192/2D	Bhavyaa Bajaj	D	Transition to GST Regime: Rational and Impasse	Dr. Basudha Mukhopadhyay
185	193/2D	Krishna Rajpal	D	A Case Study on Patanjali	Dr. Basudha Mukhopadhyay
186	194/2D	Swasti Gupta	D	Absent	
187	195/2D	Prachi Agarwal	D	Success stories of Women entrepreneurs in India	Dr. Basudha Mukhopadhyay
188	196/2D	Ashika Saraogi	D	The use of technology in Indian education system	Dr. Basudha Mukhopadhyay
189	197/2D	PrakritiSaraf	D	A study on the Evolution of Digital India	Dr. Basudha Mukhopadhyay





Sl. No	Roll No	Name	Section	Final Topic	Supervisor
190	198/2D	Diya Mallick	D	Emerging Trends in E-commerce	Dr. Basudha Mukhopadhyay
191	199/2D	Charvi Surana	D	Absent	--
192	200/2D	Khushi Kejriwal	D	Adoption & Growth of E-Banking in India	Mrs. A S Manjulakshmi
193	201/2D	Aditi Poddar	D	An overview of the dairy industry in India	Mrs. A S Manjulakshmi
194	202/2D	Komal Kithania	D	Absent	--
195	203/2D	Bisakha Agarwala	D	The Role of Artificial Intelligence & Automation in Business Growth	Mrs. A S Manjulakshmi
196	204/2D	Tanishka Debuka	D	Absent	--
197	205/2D	Bhumika Tulsyan	D	Absent	--
198	206/2D	Bidipta Ghosh	D	India's performance towards MDG's in hospitality & tourism sector	Mrs. A S Manjulakshmi
199	207/2D	Vanshika Agarwal	D	Corporate social responsibility practices by selected Indian company.	Mrs. A S Manjulakshmi
200	208/2D	Dipika Agarwal	D	A comparative study on traditional Commerce & E-Commerce in India	Mrs. A S Manjulakshmi
201	209/2D	Aishwarya Soni	D	Absent	--
202	211/2D	Jhanbhi Padia	D	Marketing strategies of an Indian FMCG: A case study of HUL	Mrs. A S Manjulakshmi
203	212/2D	Tanisha Sharma	D	An overview of digital marketing in India	Mrs. A S Manjulakshmi
204	213/2D	Shradha Agarwal	D	Absent	
205	214/2D	Prashi Jain	D	A study on various investment options in India	Mrs. A S Manjulakshmi
206	215/2D	Swarnabi Dey	D	Impact on climate change on Indian Economy	Mrs. A S Manjulakshmi
207	216/2D	Anusuya Jhavar	D	The success story of Reliance Industries Limited	Mrs. A S Manjulakshmi
208	217/2D	Tanisha Jhavar	D	A study on emerging technologies on commerce and business.	Mrs. A S Manjulakshmi
209	218/2D	Harshika Jain	D	Corporate scams in India	Mrs. A S Manjulakshmi
210	220/2D	Survi Singh	D	Mobile Learning by the Gig Workforce: A Case of E Commerce Delivery	Mrs. A S Manjulakshmi
211	223/2D	Kirti Agarwal	D	Absent	--
212	225/2D	Ridhima Aggarwal	D	A study on FDI & FPI in India	Mrs. A S Manjulakshmi
213	R226/2D	Anushka Kaur Jagdev	D	A study on the promotional strategies adopted by fast moving fashion brands	Mrs. A S Manjulakshmi

