



J. D. BIRLA INSTITUTE

(A Vidya Mandir Society Venture)

Affiliated to Jadavpur University

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

DEPARTMENT OF COMMERCE

14th November 2023

NOTICE

Pursuant to our previous notice dated 3rd October 2023 regarding **Project I (MCOMC305)** topic selection, **2nd year M.Com.** Students who have participated in their topic defense are hereby informed about their approved topics and supervisor as mentioned 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 15th January 2024.

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

Accounting & Finance				
Sl. No.	Roll No	Name	Topic	Supervisor
1	2/2	Ani	A Study on Financial Performance of Selected Microfinance Institutions in India	Dr. Swapnapriya Sethy
2	3/2	Midhat Fatma Akbar	Impact of Overpopulation on the GDP of India	Dr. Basudha Mukhopadhyay
3	4/2	Sneha Saha	A Study of investment behavior of young adults in Kolkata city	Ms. Somali Deb
4	6/2	Ishita Ghosh	A Study on Financial Literacy and its impact on Investment Behavior of working women in Kolkata	Ms. Pooja Sinha Roy
5	7/2	Vishakha Kedia	A Comparative Analysis of Financial Performance of Selected Pharmaceutical Companies in India	Ms. Sayoni Biswas
6	8/2	Rashika Jaiswal	A Study on the Financial Performance of Regional Rural Banks in India	Ms. Pratibha Sharma
7	9/2	Simran Agarwal	A Study on Financial Performance of Listed FMCG Companies in India	Ms. Pritha Sen
8	10/2	Ankita Jha	Role of Fiscal Policy in controlling Inflation in India	Dr. Basudha Mukhopadhyay
9	11/2	Simran Dua	A Study of Microfinance and its impact on women	Dr. Swapnapriya Sethy
10	12/2	Radia Parveen	Financial Performance of Selected IT Companies in India: A Comparative Analysis	Mrs. A.S. Manjulakshmi
11	13/2	Riya Kumari	A Study on Financial Performance of Selected Companies of Indian Airline Industry	Ms. Lavishka Jain
12	15/2	Samiksha Jalan	A Study on Investment Preferences of working women towards Mutual Funds in India	Ms. Pritha Sen
13	16/2	Himangi Gupta	A Study on the impact of acquisitions on the Financial Performance of some Selected Companies in India	Ms. Pritha Sen
14	17/2	Roshni Malani	A Study on Investor's perception towards Mutual Fund in India	Ms. Lavishka Jain
15	20/2	Lisha Bachawat	A Study on impact of Green practices on Financial Performance of Selected Companies	Ms. Somali Deb
16	21/2	Simran Sharma	Management of NPAs in Indian Commercial Banks with Special Reference to SBI Ltd.	Mrs. A.S. Manjulakshmi
17	22/2	Khushi Agarwal	A Study on Financial Planning for salaried employees and Strategies for Tax Savings	Ms. Pooja Sinha Roy
18	24/2	Anjali Daruka	A Study on factors influencing Investment towards SIP in West Bengal	Ms. Pratibha Sharma
19	26/2	Khushboo Kumari	A Study on the investors' preference towards Secured Banking Instruments in India	Ms. Sayoni Biswas
20	27/2	Palak Parakh	A Study on NPAs of Microfinance Institutions in West Bengal	Mrs. A.S. Manjulakshmi
21	28/2	Sanjana Agrahari	Absent	--



Marketing				
Sl. No.	Roll No	Name	Topic	Supervisor
1	1/2	Bhavya Jha	Influence of Instagram and Facebook Promotions on Consumer Awareness and Purchase Decisions	Ms. Sayoni Biswas
2	5/2	Kriti Bhattarai	Evaluating the Impact of Consumer Demographics on their Accommodation Booking Behavior in India	Ms. Pooja Sinha Roy
3	14/2	Tanvi Mundra	Impact of Packaging and Fragrance of Perfume on Consumer Buying Behavior	Dr. Namrata Maheshwari
4	18/2	Tanushree Bhutra	A Study on millenials' behavior towards choosing Cafes in Kolkata.	Ms. Pratibha Sharma
5	19/2	Yamini Patodia	Effects of Colors, Sizes and Shapes on Females' Buying Behavior towards Handbags	Dr. Namrata Maheshwari
6	23/2	Ritika Khanna	A Study to measure Customer Buying Behavior towards Himalaya Company	Ms. Somali Deb
7	25/2	Haiqua Tanveer	Absent	--

